

Creating European Partnerships for Healthy Workplaces

Healthy Workplaces Campaign 2010-11 on Safe Maintenance

1.	Introduction	2
2.	Objectives	2
3.	Partnerships at the EU level and beyond	3
a)	You help us...: Get involved in the Campaign.....	3
b)	We give you...: Getting recognition for your efforts.....	4
c)	Become an official EU Campaign partner!	5
4.	Campaign material.....	5
5.	Background: The European Agency for Safety and Health at Work and the Healthy Workplaces Campaign 2010-11	6



1. Introduction

This paper describes the **Healthy Workplaces Campaign** - the world's biggest workplace health and safety campaign - including its rationale and objectives, and its context within EU policy. It identifies how we can work together as partners, areas of action for mutual benefit, and looks at ways to promote not only our Campaign messages but also your interests through the Campaign.

The Healthy Workplaces Campaign is a **decentralised campaign** co-ordinated by the European Agency for Safety and Health at Work (EU-OSHA) and its network partners in the EU 27 Member States and beyond. In 2010-11, the Campaign focuses on **safe maintenance**. Like its predecessor - the Healthy Workplaces Campaign 2008-09 on Risk Assessment - it is run under the single umbrella:

Healthy Workplaces
Good for you. Good for business.

The Agency:

- provides information in 22 languages via the Healthy Workplaces Campaign website <http://hw.osha.europa.eu> ;
- provides a support package to stimulate and foster activities at the European and national level;
- and organises Good Practice Awards, several European events with key partners and the EU Presidencies as well as a Closing summit.

The Agency's National Focal Points in the Member States:

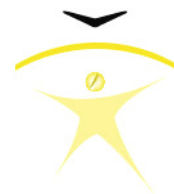
- promote, stimulate and organise activities at national level – focusing their activities on the European Week for Safety and Health at Work which traditionally takes place every year in calendar week 43 (second half of October).

And what can you do?

2. Objectives

The Agency wants to animate and help European stakeholders developing their own activities as part of a **decentralised campaign**, in support of the general aim to support employers, trades unions, workers, safety representatives, practitioners, preventive services, policy makers and other stakeholders in **creating healthy workplaces**.

The Healthy Workplaces Campaign is an opportunity for our partners to **reach the extensive OSH community in Europe** and their wider networks, and to reach those who advise and educate them, and promote their interests and their issues. This means that your messages, and your plans and activities, will reach a much wider audience and that those messages will be reinforced by your involvement in the Campaign. The Campaign also offers an opportunity to **give high visibility to your work**, including longer-term activities and specific projects, and to use the Campaign to support and promote your own activities.



The objective of the **Agency's Campaign partnership offer** is to establish a partnership that results in a **win-win-situation** for both sides:

- **You help us** to raise awareness about the Campaign topic and to give visibility to the Healthy Workplaces Campaign.
- **We give you** visibility as an official EU Campaign partner and as an organisation dedicated to occupational safety and health at work.

3. Partnerships at the EU level and beyond

a) You help us...: Get involved in the Campaign

There are a number of ways for you to contribute to the European Week and to get involved in Campaign activities. They include:

i. Through your network:

- Disseminate information to affiliated organisations and network partners;
- Disseminate Campaign material;
- Disseminate Campaign press releases and news;
- Promote the Good Practice Awards and encourage nominations.

ii. On your website:

- Promote the Campaign by placing information on your website;
- Provide a link to the Campaign Website via the Healthy Workplaces Campaign Flash Banner.

iii. At your meetings:

- Give visibility to the Campaign
 - by using the posters, PowerPoint presentations, NAPO cartoon films and
 - disseminating Campaign fact sheets, checklists, reports and other Campaign material;
- Discuss the Campaign at your meetings;
- Invite an Agency speaker to support it and/or ask the Agency for expert speakers.

iv. Develop your own activities:

- Review your own health and safety policies in the area of the Campaign topic and beyond – to make workplaces safer and healthier;
- Engage with your own partners to get the message across;
- Encourage your network members and affiliates to carry out activities during the Healthy Workplaces Campaign and during the European Weeks;
- Encourage national network members to promote activities and partnerships in their Member State and to make contact with their national Focal Point.



Ideas for action:

- Organise your own conference, seminar and workshop;
- Organise trainings for your network members;
- Produce a best practice video or multimedia DVD;
- Launch a poster/photo competition or a create quiz;
- Organise an exhibition or open day;
- Let people know what you're doing
 - through an advertising/promotion campaign,
 - a press conference or other media activity.

b) We give you...: Getting recognition for your efforts

The Agency has put in place a number of channels and actions to **give visibility to its official EU Campaign partners** and promote their contributions and Campaign activities. They include:

- **Partner Certificate**: it recognises you as an official partner of the Healthy Workplaces Campaign and as an organisation dedicated to occupational safety and health at work. Benefit: recognition as an organisation dedicated to occupational safety and health at work (corporate social communication).
- **Hand-over ceremony**: the hand-over of your partner certificate will take place in the framework of a high-level Campaign event (EU Presidency events, European Good Practice Awards event, European Closing Summit, etc.). Benefit: visibility and photo opportunity with important political decision-makers.
- **Partner Welcome Pack**: each new official EU Campaign partner will receive upon acceptance of their application a Welcome Pack, consisting of a **selection of Campaign publications and promotion articles**, including an Campaign USB stick and a NAPO DVD, featuring the popular cartoon character NAPO. Benefit: comprehensive information on the Campaign for you and your network partners.
- **Comprehensive Agency promotion**: whenever the Agency presents and promotes the Healthy Workplaces Campaign **at EU level** (European stakeholders, social partners, European Parliament, European Commission, EU Presidency events, Good Practice Awards, European Closing Summit, etc.) or **to the media**, for example, via press releases or other media actions, the Agency will also make reference to its official EU Campaign partners. Benefit: high profile and visibility towards European institutions and key players as well as the media
- **Partner Web Platform**: in the course of the first year of the Campaign, the Agency will create a new web platform for its Campaign partners, which will provide a space for sharing knowledge and best practices between the Agency and its partners (restricted access). Benefit: interactive workspace, giving access to most up-date information and also enabling direct interaction with other Campaign partners.



- **Partner web-section:** on the official Campaign website there will be a special section, where your organisation will be recognised as an official partner of the Campaign. Under your logo and contact details, we will give details of your actions taken and link to your website.
Benefit: high profile, visibility and potential for positive media and PR.
- **Event web-section:** in another Campaign website section all Campaign activities will be presented in a 'Calendar of events'. Your Campaign-related events will be promoted in this calendar along with a short description and a link to your website.
Benefit: high profile, visibility and potential for positive media and PR.
- **Website link:** we will use your organisation's/company's logo to provide a link between your website and the Campaign website, and vice-versa.
Benefit: generate mutual website traffic.
- **News releases:** this will give the opportunity to promote relevant online press releases, reports and activities via the **News Section** of the Healthy Workplaces Campaign website and **OSHmail**, our electronic newsletter with over 35.000 subscribers with links to the information on your organisation's website.
Benefit: high profile, visibility and potential for positive media and PR.

c) Become an official EU Campaign partner!

The Agency's **partnership offer for the Healthy Workplaces Campaign 2010-11 on Safe Maintenance** provides you with an excellent opportunity to benefit from an extensive range of promotion actions and to raise your profile in the OSH community and beyond through the high visibility of the Healthy Workplaces Campaign. At the same time, the Campaign can help you to raise the profile of occupational safety and health within your own organisation.

Please note, however, that this partnership offer is reserved for organisations/companies acting on the **pan-European or international level**, which are willing to get **substantially involved** in the Campaign (with several of the above mentioned actions) and are able to **multiply** their efforts through their network members.

The first step to become an official EU Campaign partner is filling out an **online application form**, which will be available on our new Campaign Website (<http://hw.osha.europ.eu>) on the date of the official launch of the Campaign on **28 April 2010**. This will leave you enough time to develop plans concerning your concrete involvement in the Campaign.

The **first round of applications** will be open from **28 April until 31 May 2010**. Then, following an internal selection process the Agency will inform you before the end of June 2010, if your organisation/ company has been accepted as an official EU Campaign partner.

4. Campaign material

Most of the Campaign material of the Healthy Workplaces Campaigns is produced in **22 languages** and is available on the official Campaign website in the 'Resources section'. It includes the following:

- Logo, slogan, posters
- Campaign Guide
- Campaign leaflet, Good Practice Award Flyer



- PowerPoint presentations, internet banner, email-signature
- NAPO DVDs and other audiovisual material
- Reports and fact sheets
- Campaign USB Stick

5. Background: The European Agency for Safety and Health at Work and the Healthy Workplaces Campaign 2010-11

European Agency for Safety and Health at Work (EU-OSHA)

Set up in 1996 by the European Union and located in Bilbao, Spain, the main role of the Agency is to contribute to the improvement of working life in the European Union. The Agency anticipates new and emerging risks through its European Risk Observatory and identifies and shares information, good practice and advice with a wide range of audiences to promote a risk prevention culture.

EU-OSHA's main awareness-raising activity is the Healthy Workplaces Campaign, the world's largest occupational health and safety campaign.

The Healthy Workplaces Campaign 2010-2011 on Safe Maintenance

For the next two years, the Agency will be campaigning to raise awareness of the importance of proper maintenance work. It is estimated that 15-20% of all workplace accidents are connected with maintenance and in some sectors over half of all accidents are maintenance-related.

The Campaign will be launched by Commissioner László Andor on 28 April, the World Day for Safety and Health at Work and has two main messages:

- Raise awareness of the importance of maintenance for workers' safety and health
- Highlight the risks associated with maintenance and the need to carry it out safely

The Campaign follows a network-based approach and is organised in all of the EU Member States and beyond. Our network of focal points and many other partners in Europe support a wide range of events and activities to promote safe maintenance, working together with employers, employees and governments.

The European Week in week 43 of each year, the Good Practice Award ceremony in April 2011 and the Closing Event of the Campaign in November 2011 are important milestones of the Healthy Workplaces Campaign.

The Campaign is backed by the EU Council Presidencies of Spain and Belgium in 2010 and of Hungary and Poland in 2011, by the European Parliament and the European Commission, and by the European Social Partners.

The following presents the **timetable and milestones** for the forthcoming Healthy Workplaces Campaign on Safe Maintenance (2010-11):



TIMETABLE AND MILESTONES

Healthy Workplaces Campaign on Safe Maintenance (2010-11)

2010

- | | |
|-----------|--|
| 28 April | Official Campaign launch – EU and national level |
| Q3/4 | Campaign promotion, including distribution of reports and other commissioned work |
| Q3/4 | National partnership meetings organised by the Agency's national Focal Points (FOPs) |
| 25-29 Oct | European Week for Safety and Health at Work 2010 |
| 25 Nov | Belgium EU Presidency "Safe Maintenance" Conference |
| Q4 | Evaluation of European Good Practice Awards |
| Q4 | Planning of regional, local and sector focused activities |

2011

- | | |
|-----------|---|
| 28 April | Conference and Good Practice Awards Ceremony with Hungarian EU Presidency |
| Q2/3 | Topic based activities; local and sector focus |
| 24-28 Oct | European Week for Safety and Health at Work 2011 |
| November | Closing event with Polish EU Presidency |

2012

- | | |
|----|--------------------------|
| Q1 | Reporting and evaluation |
|----|--------------------------|