

# HEALTHY WORKPLACES

GOOD FOR YOU.  
GOOD FOR BUSINESS.



## CAMPAIGN PARTNERSHIP OFFER

Healthy Workplaces Campaign 2010-11

EU Partnership Meeting  
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- 1. Campaign partnership offer 2008/09:  
review**
- 2. Campaign partnership offer 2010/11:  
presentation & outlook**



## **HWC 2008/09 Partnership offer: Review**

- **Launch of the partnership scheme:**
  - 10 April 2008 at EU Partnership meeting
- **Result: 43 official EU Campaign partners**
- **Good mixture of:**
  - EU employers and workers federations
  - Technology platforms
  - NGOs
  - Multinational companies



# HWC 2008/09 Official Campaign partners





## HWC 2010-11 Partnership offer

- Build on success of HWC 2008/09 partnership model
- Underlying principle:

- You help us...

Get involved in the Campaign

- We give you...

Getting recognition for your efforts



## HWC 2010-11: get involved (1)

- **Through your affiliate organisations, network partners and supply chain**
  - Disseminate information, Campaign material, press releases and news
  - Promote participation in Good Practice Awards
  
- **On your (and your network's) websites**
  - Campaign information, news
  - Link to Campaign website / flash banner



## HWC 2010-11: get involved (2)

### ➤ At your meetings

- Posters, fact sheets, Good Practice Award flyer
- PowerPoint presentations
- Napo cartoon videos
- Discuss the Campaign/Safe Maintenance
- Invite an Agency speaker or ask the Agency for an expert in your language



## HWC 2010-11: get involved (3)

### ➤ Ideas for action

- Organise your own conference, seminar, workshop, exhibition
- Organise trainings for/with your staff, network members, supply chain
- Participate in the Good Practice Awards
- Produce a best practice video or DVD
- Launch a poster/photo competition
- Organise an exhibition or open day,
- Let people know through
  - an advertising/promotion campaign,
  - a press conference or other media activity
- Others...???



## HWC 2010-11: Recognition

- Become an official EU Campaign partner!





## HWC 2010-11: Partnership offer (1)

### ➤ Recognition and promotion

- Partner Certificate & Hand-over Ceremony
- Comprehensive Agency promotion
- Partner web platform
- Partner web section
- Event web section
- Website link
- News section (press release, OSHmail, etc.)
- Promotion to the media



## HWC 2010-11: Partnership offer (2)

### ➤ Support in kind

- Campaign Partner Welcome Pack, including:
  - Campaign Guide
  - Campaign USB Stick
  - Napo DVD
  - PowerPoint presentations, internet banner, email-signature
  - Give-aways (pens, key-rings, post-its, etc.)



## How to become a Campaign partner?

- You are an organisation/company acting on the pan-European/international level
- You are ready to get substantially involved in the HWC 2010/11 and are able to multiply your efforts through your network members
- You apply to become an official EU Campaign partner



## How to become a Campaign partner?

### ➤ **1<sup>st</sup> round of applications:**

- Online application: 28 April – 31 May 2010
- Selection process: June 2010
- Notification of acceptance: July 2010

### ➤ **Further rounds of applications**

- September/October 2010
- March/April 2011



## How to become a Campaign partner?

For any further questions, please get in touch with:

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