



# EU-OSHA - Online interactive Risk Assessment

Supporting micro & small companies with interactive risk assessment tools –  
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# What this presentation is about

- **The OiRA Journey - since 2009 to now**
  - ✓ Internationalisation / adaptation of an existing tool
- **OiRA State of Play**
  - ✓ Consolidated software
  - ✓ Consolidated OiRA community
- **The current challenge: reaching out to MSEs – translating research findings (SESAME) into action**
  - ✓ EU-OSHA's role : facilitator
  - ✓ EU-OSHA's intermediaries / OiRA partners' role and context / situation
- **EU-OSHA's actions to support the implementation of OiRA and IRA tools in the field**

# OiRA - first steps

- **OiRA is the legacy of the Risk Assessment campaign - 2008-2009**
- **The Dutch tool (RI&E) and its tools generator (Content Management System - CMS) was adapted (to support multilingualism) and internationalised**
- **After the technical development of the tools generator in 2009 and the pilot phase in 2010 - 2011, EU-OSHA officially launched the OiRA project at a symposium in the OSH World Congress held in Istanbul (on Wednesday, 14 September 2011)**

# Project Goals

- **To contribute to the “development of simple tools to facilitate Risk Assessment” (Community Strategy 2007-2012)**
- **To provide financial and technical support on implementing OiRA and other IT-based tools in order to facilitate compliance with OSH legislation, particularly by MSEs (EU Strategic Framework on Health and Safety at Work 2014-2020)**
- **To develop and promote practical tools to help MSEs to put in place the RA process**
- **To help demystify the RA process among MSEs**
- **To build a critical mass of social partners (EU and national), governments, public institutions interested in developing and disseminating RA tools tailored to the specificities and needs of European MSEs**

# OiRA State of Play – May 2017

- **123 OiRA tools published; 23 tools in progress; covering 61 sectors**
- **The OiRA community has 16 OiRA national partners and 12 EU sectoral social partners**
- **40,680 accounts have been created since August 2011**
- **57,213 accumulated risk assessments have been carried out with OiRA since August 2011**
- **More than 60,000 test users (using the tools without logging in) since March 2016**
- **An average of 20-25 OiRA tools are developed on average per year**

# The current challenge

- During the first years of the OiRA project, the agency's primary focus has been on the tool's IT infrastructure (the software), the creation of the OiRA community and the development of OiRA tools
- The community is now established, the tools and the tool generator are evaluated as 'fit for purpose' (consolidated) and an increasing number of OiRA tools are available online
- While maintaining the project's forward momentum in terms of tool development, it is now time to focus on a second objective that of empowering the OiRA community to promote and encourage the take-up of the tools

# Addressing the challenge

- **Key role for OiRA partners in promoting tools among end-users**
- **Strategy focused on supporting and implementing tools' promotion by developers/partners to end-users**
- **Challenges addressed within the OiRA good practice exchange framework & the OiRA Communications Strategy & Implementation Plan 2014–2020**
- **The Communication Strategy aims at reaching intermediaries and beneficiaries at EU and national level OiRA partners are encouraged to set up their own (national / sectoral) OiRA promotion strategies while the Agency's role is supportive**

# Simple tools in a complex world

- **OiRA tools development in diverse contexts**
  - ✓ From country to country but also from one sector to another within the same country.
- **Different levels of expertise from OiRA partners**
  - ✓ In terms of communication (strategy and implementation);
  - ✓ Dealing with other responsibilities/tasks at national level.
- **Limited resources for OiRA tools' dissemination activities**
  - ✓ Engaging with intermediaries is therefore essential in order to benefit from their existing networks and accesses to end-users.
- **Again, these intermediaries are different from country to country, and, within each country, from sector to sector.**



# Communication and promotion approach

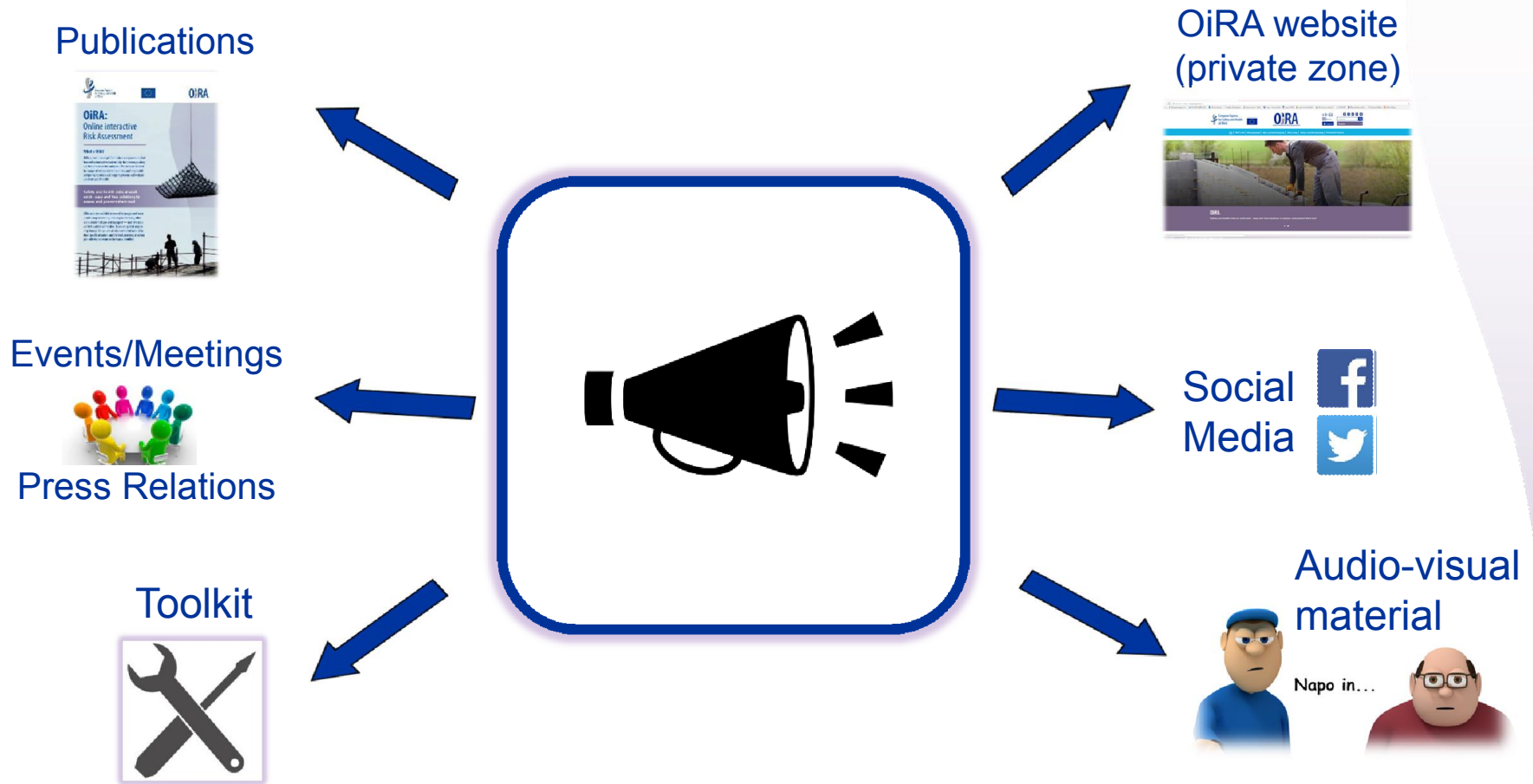
- **The OiRA intervention logic recognises that the Agency's direct influence on the actual number of RA carried out by MSEs is limited**
- **The Agency can use its resources to help create an environment in which that can happen**
- **This involves communication and promotion actions at both EU and national policy levels, as well as support to the OiRA community of tool developers and partners.**
- **The communication approach encompasses three broad areas of activity:**
  - ✓ Communications activities to help OiRA community (developers & partners) to reach end-users;
  - ✓ Communications support by EU-OSHA to the Focal Points and to potential and existing members of the OiRA community;
  - ✓ Communications activities to inform EU and regional policy makers about the OiRA tools.

# The role of the Agency : facilitator

- **Facilitate exchange of information + good practice + tool content**
- **Developing new products and events / media support activities / communication networks**
  - ✓ Based on EU-OSHA's tested campaign model
  - ✓ Communication & promotion toolkit (videos, infographics...)
  - ✓ Facilitating the organisation of meetings, conferences and webinars
  - ✓ PR actions to give visibility to the new tools and OiRA related activities
- **Pilot projects at country and tool level**
  - ✓ To test what works well and depending on the outcomes (to be shared and discussed with the OiRA community next year) to set up a “promotion pack”.

# OiRA promotion toolkit and support

- At partners' disposal:



# OiRA promotion

## Website



- ✓ Launched in January 2017
- ✓ Managed by EU-OSHA
- ✓ Available in 25 languages
- ✓ All OiRA tools by country, language and sector
- ✓ Sections on MSEs and RA
- ✓ Facts and Figures (ESENER-2)

- ✓ Promotional resources
  - Monthly OiRA update.
- ✓ News items
  - OSHmail OiRA section.
- ✓ **OiRA community - Private zone**
  - National Partners / IRAT Network
  - EU Sectoral Social Partners



# OiRA promotion

## Website - Private zone



- ✓ Limited to OiRA community members
- ✓ Partners' profile viewing
- ✓ Upload news, tools and promotional resources
- ✓ Collaboration area - Strategic documents & resources to use at national level
- ✓ Access to partners' items

# Interactive Risk Assessment Tools (IRAT)

- Through the IRAT network we are already working with the countries / institutions who developed similar tools to OiRA.
- This promotion material / resources is also at their disposal. They can even promote their tools and promotion materials on the OiRA website
  - ✓ *Health and Safety Authority – Ireland*
    - The BeSMART.ie - Business electronic Safety Management And Risk assessment Tool (EN) : <https://www.besmart.ie/>
  - ✓ *Spanish National Institute for Safety and Health at Work – Spain*
    - Prevencion10.es (ES) : <https://www.prevencion10.es/site-web/home.seam>
  - ✓ *TNO Prevention, Work & Health – Netherlands*
    - RI&E (NL) : <http://www.rie.nl/>
  - ✓ Estonia, Denmark & Norway.

# Conclusions

- **The OiRA project monitoring (through statistics, quantitative and qualitative indicators and feedback from intermediaries) should help us to assess our performance and achievements**
- **Learning process and knowledge-sharing among the OiRA community members to improve, support and better reach MSEs**
- **Evidence from OiRA and the SESAME project shows that it is possible to reach MSEs but to reach a big percentage much more efforts and resources are needed**
- **Building new products and events/media supportive activities aimed at intermediaries to support them (in contact with MSEs)**
- **Key role played by intermediaries so investment on them (and with them) is needed.**

To learn more about risk assessment tools visit our OiRA website at  
<https://oiraproject.eu/en>

Explore and use all the OiRA tools available at  
<https://oiraproject.eu/en/oiratools>

Please spread the news and share our tools using the hashtag  
[#OiRAtools](#)

**Thank you!**  
**EU-OSHA**