CAMPAIGN PARTNERSHIP OFFER

‘Healthy Workplaces Lighten the Load’ Campaign 2020 - 22

Heike Klempa | Campaigns Manager | EU-OSHA
1. Campaign partnership offer 2018-19: results

2. Campaign partnership offer 2020-22: presentation & outlook
HWC 2018-19 Partnership offer: Results

- **90 official Campaign partners:**
  - EU employers and workers federations
  - Technology platforms
  - NGOs
  - Multinational companies

- **Carrying out 275 campaign activities:**
  - Conferences and meetings
  - Training sessions
  - Publications and guidance material
  - Good practice exchange activities

- **Implementing 648 online promotion actions:**
  - Special sections on corporate and affiliate websites
  - News and events on corporate websites
  - Social media posts (Facebook, LinkedIn, Twitter)
Ceremony for celebrating 10 years of campaign partnership offer

❖ HONORARY CAMPAIGN PARTNER AWARD presented to David Tjong of Ideal Standard
Good practice exchange initiative

- Initiative from Campaign Partners
- Added value for campaign partners
  - Exchange of good practices
  - Better OSH management
  - Higher visibility of OSH activities
- Added value for EU-OSHA
  - Strong link to campaign & reinforcing its messages
  - Improvement of OSH at workplace level
  - Structure for collaboration with different stakeholders
- On-site workshops
Healthy Workplaces Campaign Partner Steering Group

working in the framework of the EU-OSHA project
Official Campaign Partner Good Practice Exchange

Objectives of the steering group:

• Provide expertise and knowledge for the Healthy Workplaces campaign
• Act as sounding board and provide feedback
• Support the sharing and learning from each other among the campaign partners
• Ensure SME representation in steering group and in measurements provided
• Act as ambassadors and multipliers
• Engage in health and safety promotional activities
HWC 2020-22 Partnership offer

❖ Build on success of HWC 2018-19 partnership model

❖ Underlying principle:

You help us…

Get involved in the Campaign

We give you…

Getting recognition for your efforts & access to a network of leading public and private organisations dedicated to promoting a sustainable working life
Benefits - HWC 2020-22 Partnership Offer

- **Visibility and recognition**
  - Dedicated section on the campaign website;
  - Your news and activities are published in the campaign news portal, the monthly newsletter OSHmail with more than 20,000 subscribers and EU-OSHA’s social media accounts (Twitter, Facebook, LinkedIn) with over 80,000 followers.

- **Networking & Good Practice Exchange**
  - Opportunities to network and exchange good practices with like-minded organisations;
  - Access to EU-OSHA, its network of national focal points and other key EU actors in the field of occupational safety and health;
  - Possibility to participate in the Healthy Workplaces Good Practice Awards.
Benefits - HWC 2020-22 Partnership Offer

- **Events**
  - Invitation to our public European flagship events;
  - Opportunity to present your organisation at a workshop, conference or other event.

- **Campaign material**
  - Welcome pack containing campaign publications and promotional material;
  - Subscription to a bi-monthly campaign newsletter.
HWC 2020-22: Get involved

- **Through your affiliate organisations, network partners & supply chain**
  - by disseminating information, campaign material and news;
  - or by promoting and/or participating in the Healthy Workplaces Good Practice Awards.

- **On your (and your network’s) websites, Intranet and social media**
  - by providing campaign information and news;
  - by linking to the campaign website;
  - or by re-tweeting, Liking, etc. campaign news and events.

- **On the official healthy-workplaces.eu website**
  - by updating your organisation’s profile;
  - by publishing your own news and events;
  - or by providing information for the campaign newsletter.

- **Participate in the Good Practice Exchange Initiative**
  - by becoming a member of the HWC Partner steering group;
  - or by organising a HWC Good Practice Exchange event.

- **Develop you own campaign activities**
  - by organising any other campaign-related conference, seminar or workshop;
  - by organising trainings for your staff, including network members;
  - by producing a best practice video or multimedia DVD;
  - or by launching a poster/photo competition or creating a quiz.
How to become an official Campaign partner!
How to become a Campaign partner?

Application criteria:

1. You are an international or pan-European organisation with a representation and/or network members in several EU member States.

2. You are willing and able to get substantially involved in the Campaign, meaning that at a minimum:
   - by organising one campaign-related activity (e.g. conference, seminar, workshop or training course);
   - by giving visibility to the campaign on your corporate website and social media channels;
   - by distributing information about the campaign within your organisation or company and/or among your network partners and supply chain (if relevant); and
   - by encouraging cooperation between your national network partners or subsidiaries and EU-OSHA's network of national focal points (if relevant).

3. You will actively promote the strategic objectives of the campaign and not act against their spirit.

4. The partner is required to use the name, slogan and logo of the Healthy Workplaces Campaign to support the campaign and not in any manner that suggests a direct product and services endorsement by EU-OSHA.

5. The partner should report to EU-OSHA on their campaign related activities at least once a year.
How to become a Campaign partner?

- For partners of the previous Healthy Workplaces Campaign 2018-19
  - Request for renewal of their partnership ongoing until 20 December 2020
  - Review your organisational profile and contact data on campaign website
  - Provide a new CEO quote, campaign pledge and activity plan
  => Promotion on the new campaign website as of NOW!!!!

- For new partners
  - Online application at healthy-workplaces.eu: 30 September – 20 December 2020
  - Selection process: January 2021
  - Notification of acceptance: February 2021
  - Promotion via press release and OSHmail
How to become a Campaign partner?

For any further questions, please get in touch with:

Heike Klempa  
Campaigns Manager  
European Agency for Safety and Health at Work  
Santiago de Compostela 12, 5th floor  
E-48003 Bilbao  
Tel.: +34 94 435 83 56  
klempa@osha.europa.eu

Brenda O'Brien  
Manager  
EU-OSHA Brussels Liaison Office  
Square de Meeus 38/40  
B-1000 Brussels  
Tel.: +32 2 401 68 59  
obrien@osha.europa.eu

www.healthy-workplaces.eu