Safety and health at work is everyone’s concern. It’s good for you. It’s good for business.
1. Campaign partnership offer 2010/11: review

2. Campaign partnership offer 2012/13: presentation & outlook
HWC 2010/11 Partnership offer: Review

- **Launch of the HWC 2010/11 partnership scheme:**
  - 16 March 2010 at EU Campaign partnership meeting

- **Result:** 53 official Campaign partners

- **Good mixture of:**
  - EU employers and workers federations
  - Technology platforms
  - NGOs
  - Multinational companies
HWC 2010/11 Official Campaign partners
HWC 2012/13 Partnership offer

- Build on success of HWC 2010/11 partnership model

- Underlying principle:

  You help us...

  Get involved in the Campaign

  We give you...

  Getting recognition for your efforts
HWC 2012/13: get involved (1)

- Through your affiliate organisations, network partners and supply chain
  - disseminate information, Campaign material, press releases and news
  - promote participation in European Good Practice Awards Competition

- On your (and your network’s) websites
  - provide Campaign information, news
  - link to Campaign website / flash banner
HWC 2012/13: get involved (2)

❖ At your meetings

• distribute posters, fact sheets, Good Practice Award flyer
• use Campaign PowerPoint presentations
• show Napo cartoon videos
• discuss the Campaign topics
• invite an Agency speaker or ask the Agency for an expert in your language
HWC 2012/13: 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 European Good Practice Awards Competition
  - 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 2012/3: Recognition

Become an official Campaign partner!
HWC 2012/13: Partnership offer (1)

- Recognition and promotion
  - Partner Certificate & Hand-over Ceremony
  - Invitation to EU-OSHA events
  - Comprehensive Agency promotion
  - Partner web section
  - Event web section
  - News section (press release, OSHmail, etc.)
  - Promotion to the media
  - Online Communication platform
Online Communication platform

Why?

- Networking and partnership building (Closed community: EU-OSHA, national focal points and official Campaign partners)
- Promoting your organisation (also on the Campaign website)
- Sharing best practices

How?

- Partner profiles on platform and campaign website
- Project pages, containing all you may need for organising your own campaigning activities (Campaign design guide, design templates, artwork, etc.)
- Working groups
HWC 2012/13: 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, mouse pads, etc.)
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:
   • you will organise one Campaign related activity (e.g. conference, seminar, workshop or training);
   • you will give visibility to the Campaign on your corporate website;
   • and you will disseminate information about the Campaign within your own organisation/company and among your network partners and supply chain.
How to become a Campaign partner?

❖ 1st round of applications:
• Light procedure: for “old” Campaign partners
• Online application at healthy-workplaces.eu: 29 March – 11 May 2012
• Selection process: May 2012
• Notification of acceptance: June 2012

❖ 2nd round of applications:
• October 2012
• Selection process: November 2012
• Notification of acceptance: December 2012
How to become a Campaign partner?

For any further questions, please get in touch with:

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European Agency for Safety and Health at Work

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