Healthy Workplaces Summit 2013
‘Working together for risk prevention’
Workshop: Successful networking & campaigning in OSH

GREECE: The National FOP experience on successful networking & campaigning in OSH
Bilbao, 11 Nov. 2013
Dr. Ioannis Konstantakopoulos

Safety and health at work is everyone’s concern. It’s good for you. It’s good for business.
COMMUNICATION: Basic principles

- Campaigning
- Promoting
- Networking
- Partnership

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COMMUNICATION:

Basic principles

COMMUNICATION ACTIVITIES

INFORMATION

CAMPAIGNING

PROMOTING

NETWORKING

PARTNERSHIP
The “friktories” (beacons) were a communication system used by the ancient Greeks with the help of torches being lit on the tops of nearby mountains. Aeschylus in his “Agamemnon” tragedy wrote that this system was used to transfer the news of the fall of Troy to Mycenae and other ancient hellenic cities-states.

Minoan beacons (1900 BC - 1700 BC)
– A huge network of communication.

With a large number of beacons possibly cover all of Crete, a message could be transmitted very quickly across the island but also in other areas, such as islands.

The beacons therefore ensure communication with surrounding areas and islands, the safe transportation of goods, and probably safe navigation.

Source: http://www.ote.gr/portal/page/portal/OTEGR/TheCompany/MuseumOfTelecommunications/ek8emata/ekthemata_1a
Source: http://www.enet.gr/?i=news.el.article&id=74952
COMMUNICATION: Basic principles

- **What is communication?**

- **Basic communication model**

Source: http://en.wikipedia.org

Source: www.healthy-workplaces.eu
Greek FOP: Main responsibilities
(based on the Ministerial Decision 80025, FEK No 845/99-6-2004)

☑ Campaigning / Networking / Partnership-related responsibilities

- Promotion of an OSH prevention and protection culture at national level.
- Raising of awareness and promotion of OSH issues through information, communication and other promotional activities.
- Provision of support for planning, implementing, monitoring, evaluating, reviewing and promoting the National OSH strategy and policies.
- Mainstreaming of OSH principles into other national policies.
- Management of OSH information, experience and knowledge.
- On-line interconnection and provision of OSH information through Internet.
- Networking of all different national OSH stakeholders through the operation of a common platform (National OSH Information Network) for partnership, dialogue and mutual learning on OSH.
- Coordination of national OSH activities in cooperation with national OSH authorities, OSH stakeholders and other involved organizations and institutions.
- Provision of consultation, representation and active participation in various OSH initiatives and programs at european and international level.

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Greek FOP - National OSH Information Network: Mission, Vision, Strategic goals & objectives (1)

➤ **Mission**

To protect and to improve the safety and health of people within their working environment through the improvement of the working conditions and the development & promotion of an OSH risk prevention culture.

➤ **Vision**

Safer, healthier and more productive workplaces

➤ **Strategic goals**

Ensuring the engagement and active commitment of the national OSH stakeholders and establishing their close collaboration for organizing common activities in order:

- to successfully promote OSH
- and to support the mission and the work of the EU-OSHA, the National FOP and the National OSH Information Network by their action as multipliers at national, regional, local and sector level.
Greek FOP - National OSH Information Network: Mission, Vision, Strategic goals & objectives (2)

➢ Objectives

1. Strengthening and improvement of the ability to reach and communicate with workplaces nationwide, (especially micro, small and medium sized enterprises), for:
   a) the more successful management and dissemination of the available OSH information, experience & knowledge,
   b) the more effective information and awareness raising of employees and employers on various OSH issues.

2. Networking and collaboration between national OSH stakeholders for the improved promotion and visibility of OSH issues at national level.

3. Development of common activities, coordination of activities and exchange/share of related information.

4. Enlarging the National OSH Information Network by recruiting new active partners/members, capable to operate as multipliers for promoting OSH at national/regional/local or sector level.

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Raising of work safety and health awareness through information campaigns and other promotional activities

Identification, collection and dissemination of information, methods, tools and models of good practice

Exchange of experience and knowledge, supporting of mutual learning

Establishment of a common platform for partnership and dialogue

Networking of all different national stakeholders

Coordination of national OSH actions

Provision of consultation in the content of relevant settings

Cooperation with other relevant organisations

Organisation of scientific events (symposia, conferences, etc) and training activities (seminars, workshops, etc.)

Representation and active participation in various initiatives and programs related to OSH at national and European level
Campaigning - Networking – Partnership on a “WIN TO WIN” case

OSH National stakeholders & partners

Provision of support to the National FOP for successfully promoting at national level:
- an OSH prevention culture
- the European Campaign “Healthy Workplaces”

NATIONAL FOP

Provision of support to the National OSH stakeholders & partners work on OSH and public recognition-promotion of their OSH activities in the general framework of the European Campaign “Healthy Workplaces”

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OSH campaigning at national level: Main target audiences

- employees/employers,
- employees organisations,
- trade unions,
- employers organisations,
- labour inspectorate authorities,
- labour inspectors,
- safety engineers/technicians associations,
- occupational physicians associations,
- OSH experts associations,
- professional associations,
- national information networks (e.g. Europe Direct Network members),
- national Enterprise Europe Network members and partners,
- media and journalists,
- regional and local authorities,
- public organisations,
- large scale enterprises,
- SME’s and MSE associations,
- OSH training centers,
- vocational schools,
- teachers and students in all levels of education,
- academic and research institutions,
- politicians, policy makers, decision-makers,
- general public....
OSH campaigning at national level: Critical steps for preparing, organizing and implementing a successful campaign

- Determine the campaign theme
- Define a measurable target
- Select the main target audience(s)
- Identify the target audience(s) real needs and concerns
- Formulate a simple and clear key message
- Create a consistent “look and feel” style
- Identify the required promotional “media and means” mix
- Set the campaign timetable
- Estimate the required budget and time
- Check the in-house existing infrastructure, human resources and skills
- Define your needs for external support
- Build up partnerships
- Search for possible sponsorship
- Allocate responsibilities
- Select the best timing for campaign launch
- Design and produce the campaign promotional material
- Implement your campaign activities
- Communicate your campaign with promotional activities
- Define indicators for monitoring the campaign implementation
- Evaluate the campaign impact
- Establish a follow up mechanism
OSH campaigning at national level: Applied means and media mix

- **Campaigns**
  - Press release
  - Press conference
  - Press trip
  - Press kit
  - Interview
  - Media article
  - Advertisement
  - Survey/poll
  - Media partnership
  - Scientific publications

- **Press and publications**
  - Press release
  - Press conference
  - Press trip
  - Press kit
  - Interview
  - Media article
  - Advertisement
  - Survey/poll
  - Media partnership
  - Scientific publications

- **Promotional material**
  - Leaflet/brochure
  - Posters
  - Newsletter
  - PowerPoint presentations
  - Gadgets/give-aways
  - Photos
  - Videos

- **Web/Mobile**
  - Website
  - Online banner
  - E-mail signature
  - Mobile marketing

- **Events for stakeholders**
  - Events: general
  - Events: training
  - Events: content focused
  - Events: network & campaign focused

- **Visibility initiatives**
  - Visibility initiatives: general
  - Visibility initiatives: exhibitions

- **Journalism (TV/Radio)**
  - Video news release
  - News package
  - Radio call-ins

- **Advertising**
  - Print advertising
  - Outdoor advertising
  - Online advertising
  - Radio spots
  - TV spots
  - Direct mailing
  - Stock shots (photo/video libraries)
OSH networking at national level: Main categories of National OSH partners

- OSH Superior National Council members (SYAE)
- OSH professionals/specialists:
  - safety managers, engineers, technicians
- OSH professionals/specialists:
  - occupational doctors and health care personnel
- OSH external consulting services
- Asbestos removal enterprises
- OSH Training centers
- Vocational schools
- Europe Direct Network (members and partners)
- Enterprise Europe Network (members and partners)

Candidate new partners (2013-2014)

- OSH social partners organizations (of 1st & 2nd degree)
- Universities, academic and research institutions
- Primary and High schools
- Public Organizations/Enterprises

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OSH networking at national level: National OSH partners database analysis

Number of contacts: 478

Categories of contacts:

- Safety Managers & Engineers: 23%
- OSH Training Centres: 22%
- Occupational Doctors: 19%
- OSH Consultants & Advisors Enterprises: 13%
- Vocational Schools: 11%
- Superior National Council for OSH: 4%
- Enterprise Europe Network: 3%
- Europe Direct Network: 3%
- Asbestos Removal Companies: 1%

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The European Campaign 2012-2013
“Working together for risk prevention”
at national level

Facts and figures

Healthy Workplaces
Good for you. Good for business.
European Campaign Healthy Workplaces 2012-2013 at national level:
Facts and figures (1)

- Campaign launching event
  - Press conference - Official Campaign Launch (Athens, 23-5-2012)

- European Good Practice Award
  - 4 submitted proposals
  - 2 nominations at national level
  - 1 awarded example of good practice at european level

- Campaign products
  - Items distributed across the country
    - 10.000 folders
    - 20.000 campaign leaflets
    - 10.000 campaign guides
    - 10.000 guides for employers
    - 10.000 guides for employees
    - 10.000 good practice award fliers
    - 5.000 posters
    - 10.000 NAPO DVDs
    - 2.000 give-aways
European Campaign Healthy Workplaces 2012-2013 at national level: Facts and figures (2)

Campaign launching event, Athens 23-5-2012

Nationwide dissemination of campaign products

European Good Practice Award Candidates at national level
European Campaign Healthy Workplaces 2012-2013 at national level: Facts and figures (3)

- **Campaign activities at national level**
  - **2 National Partnership meetings**
    - National Partnership Meeting of the year 2012 (Athens, 6-7-2012)
      (1st meeting of the National OSH Information Network, 2012)
    - National Partnership Meeting of the year 2013 (Kalamata, 19-6-2013)
      (1st meeting of the National OSH Information Network, 2013)
  - **5 OSH Stakeholder meetings**
    - OSH Stakeholder meeting, (Patras, 8-10-2012)
      (2nd meeting of the National OSH Information Network, 2012)
    - OSH Stakeholder meeting – Main Info event 2012, (Thessaloniki, 7-11-2012)
      (3rd meeting of the National OSH Information Network, 2012)
    - OSH Stakeholder meeting, (Kavala, 1-7-2013)
      (2nd meeting of the National OSH Information Network, 2013)
    - OSH Stakeholder meeting, (Volos, 2-10-2013)
      (3rd meeting of the National OSH Information Network, 2013)
    - OSH Stakeholder meeting – Main Info event 2013, (Athens, 1-11-2013)
      (4th meeting of the National OSH Information Network, 2013)
  - **Number of attendees**
    - More than 2,500 participants in NPM, stakeholder seminars and OSH training sessions
    - More than 3,000 participants in stakeholders events, exhibitions & other events
European Campaign Healthy Workplaces 2012-2013 at national level:
Facts and figures  (4)

NPM & stakeholders meetings nationwide

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European Campaign Healthy Workplaces 2012-2013 at national level:
Facts and figures (5)

❖ Campaign activities at national level (cont.)

❖ 6 OSH sessions (for supporting micro and small enterprises)
  - 1st OSH session (Athens, 29-10-2012)
  - 2nd OSH session (Thessaloniki, 6-11-2012)
  - 3rd OSH session (Chalkida, 9-11-2012)
  - 4th OSH session (Volos, 3-10-2013)
  - 5th OSH session (Tripoli, 18-11-2013)
  - 6th OSH session (Athens, 3rd week of November 2013)

Organized in cooperation with the Enterprise Europe Network – Hellas under the framework of the European Week for Safety & Health at Work 2012 & 2013 and the European Week for SMEs

❖ 4 Public raising of awareness OSH campaigns (during 2012 and 2013)
  Presentation of five (5) audiovisual messages for the EC 2012-2013 campaign and the ILO campaign on OSH World Day (28 April) through the info/advertising digital screens of STASY a.e. network:
  - the Athens Tram s.a. vehicles (no of screens: 6 x 35 vehicles)
  - the Athens metro stations (no of screens: 8 x 29 metro stations)
  - the Athens urban train stations (no of screens: 4 x 21 stations)

Target group: appr. 1,000,000 passengers on daily basis
European Campaign Healthy Workplaces 2012-2013 at national level: Facts and figures (6)

OSH session for supporting SMEs and MSEs nationwide

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European Campaign Healthy Workplaces 2012-2013 at national level: Facts and figures (7)

Leaflet on OSH essentials for SMEs & MSEs
Dissemination of OSH information material
e-folder on OSH issues for SMEs & MSEs
OSH training seminars for SMEs & MSEs
OSH campaigning at national level: Public raising of awareness OSH campaign
Network of Urban Rail Transport s.a. (ΣΤΑΣΥ α.ε.) (8)

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OSH campaigning at national level: Public raising of awareness OSH campaign
Network of Urban Rail Transport s.a. (ΣΤΑΣΥ α.ε.)
OSH campaigning at national level: Public raising of awareness OSH campaign
Network of Urban Rail Transport s.a. (ΣΤΑΣΥ α.ε.)  (10)

Presentation of audiovisual messages through the info/advertising digital screens of Athens Tram s.a. vehicles (STASY a.e.)

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Campaign activities at national level (cont.)

- **12 Exhibitions of awarded photos (OSH photo competition 2011) at:**
  - events (NPM and stakeholder seminars)
  - private large scale companies
  - state authorities & public organizations
  - Athens International Airport

- **Web feature dedicated to the EC 2012-2013 campaign**
  Development and uploading of new content (app. 30 pages) for a web feature dedicated to the EC 2012-2013 campaign in the Greek FOP’s website.

- **Supporting OSH stakeholders events in the framework of the EC 2012-2013 campaign**
  Provision of support and dissemination of info and promotional products to various members of the National OSH Information Network and other OSH stakeholders for organizing nationwide their events (more than 10 events with more than 1,000 attendees) in the framework of the running EC 2012-2013 campaign.
OSH campaigning at national level: Exhibition of awarded photos from the OSH photo competition 2011 at NPM & OSH stakeholders meetings and at OSH training seminars (12)
OSH campaigning at national level: Exhibition of awarded photos from the OSH photo competition 2011 at a cement production plant
OSH campaigning at national level: Exhibition of awarded photos from the OSH photo competition 2011, during an OSH info day for the engineers of the public sector at the Ministry of Infrastructure, Transport & Networks (14)

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OSH campaigning at national level: Exhibition of awarded photos from the OSH photo competition 2011 at the headquarters of Public Power Corporation s.a. (ΔΕΗ α.ε.)
OSH campaigning at national level: Exhibition of awarded photos from the OSH photo competition 2011 at the Athens International Airport “Eleftherios Venizelos” (16)
OSH campaigning at national level: Quantitative - Qualitative results
Evaluation of main activities impact based on attendees questionnaires
from 3 NPM and 6 stakeholders seminars organized during the period 2011-2013 (1)

In total: 987 questionnaires

A. Attendees profile data

Source: Data provided by the GREEK FOP (2011-2013)
OSH campaigning at national level: Quantitative - Qualitative results
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B. General OSH issues

Source: Data provided by the GREEK FOP (2011-2013)
OSH campaigning at national level: Quantitative - Qualitative results
Evaluation of main activities impact based on attendees questionnaires from 3 NPM and 6 stakeholders seminars organized during the period 2011-2013

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C. Campaign main activities impact

Source: Data provided by the GREEK FOP (2011-2013)
OSH campaigning at national level: Quantitative - Qualitative results
Evaluation of main activities impact based on attendees questionnaires from 3 NPM and 6 stakeholders seminars organized during the period 2011-2013 (5)

In total: 987 questionnaires

C. Campaign main activities impact

Source: Data provided by the GREEK FOP (2011-2013)
OSH campaigning at national level: Quantitative - Qualitative results
Evaluation of main activities impact based on attendees questionnaires from 3 NPM and 6 stakeholders seminars organized during the period 2011-2013 (6)

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C. Campaign main activities impact

Source: Data provided by the GREEK FOP (2011-2013)
OSH campaigning at national level: Quantitative - Qualitative results
On-line survey for the Evaluation of EC 2012-2013

Input by the Greek National OSH Information Network members

Source: Data provided by the Institute for Employment Studies (IES)
and EU-OSHA (Oct 2013)
OSH campaigning at national level: Quantitative - Qualitative results
On-line survey for the Evaluation of EC 2012-2013

Input by the Greek National OSH Information Network members

Source: Data provided by the Institute for Employment Studies (ies) and EU-OSHA (Oct 2013)
OSH campaigning at national level: Quantitative - Qualitative results
On-line survey for the Evaluation of EC 2012-2013

Input by the Greek National OSH Information Network members

Effectiveness of various activities undertaken

<table>
<thead>
<tr>
<th>Activity</th>
<th>Very effective</th>
<th>Quite effective</th>
<th>Neutral</th>
<th>Not very effective</th>
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<tr>
<td>Publications</td>
<td>20.00</td>
<td>33.33</td>
<td>19.15</td>
<td>9.67</td>
<td>8.33</td>
</tr>
</tbody>
</table>

Source: Data provided by the Institute for Employment Studies (ies) and EU-OSHA (Oct 2013)
OSH campaigning at national level: Quantitative - Qualitative results
On-line survey for the Evaluation of EC 2012-2013 (4)

Input by the Greek National OSH Information Network members

Source: Data provided by the Institute for Employment Studies (ies) and EU-OSHA (Oct 2013)
OSH campaigning and networking at national level: Conclusions

❖ In this rapidly changing world of work, information is more crucial and precious than ever.

❖ The National Focal Point mission for sharing OSH information and knowledge at national level, through campaigning, networking and partnership is critical for improving safety and health at work.

❖ The National OSH Information Network is operating for more than a decade at national level as our main tool for successful campaigning, networking and partnership.

❖ Our ultimate target, for promoting and creating an OSH prevention and protection culture among all those involved in OSH at workplace level and the society in general, is depending on the successful mix of the selected campaigning, networking and partnership activities, means and media.

All together we are working... and keep walking... for safer, healthier & more productive workplaces.