CAMPAIGN PARTNERSHIP OFFER
‘Safe and healthy work in the digital age’
Campaign 2023 - 2025

Birgit Müller | Communications Officer - Press Office and Editorial | EU-OSHA

Safety and health at work is everyone’s concern. It’s good for you. It’s good for business.
1. Campaign partnership offer 2020-22: Results

2. Campaign partnership offer 2023-25: Presentation & outlook
HWC 2020-22 Partnership offer: Results

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

- **Carrying out 393 campaign activities:**
  - Conferences and meetings
  - Training sessions
  - Publications and guidance material
  - Good practice exchange activities

- **Implementing 995 online promotion actions:**
  - Special sections on corporate and affiliate websites
  - News and events on corporate websites
  - Social media posts (Facebook, LinkedIn, Twitter)
  - Newsletter

[Image: www.healthy-workplaces.eu]
Official Campaign Partners (1)

www.healthy-workplaces.eu
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**
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 2023-25 Partnership offer

❖ Build on success of HWC 2020-22 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 2023-25 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 18,000 subscribers and EU-OSHA’s social media accounts (Twitter, Facebook, LinkedIn) with over 98,000 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.

www.healthy-workplaces.eu
Benefits - HWC 2023-25 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.

www.healthy-workplaces.eu
HWC 2023-25: 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 [https://healthy-workplaces.osha.europa.eu/](https://healthy-workplaces.osha.europa.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!

www.healthy-workplaces.eu
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 2020-22
  - Request for **renewal of their partnership** ongoing until 20 December 2023
  - 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 4 October !!!!**

- For new partners
  - Selection process: January 2024
  - Notification of acceptance: February 2024
  - Promotion via press release and OSHmail

[www.healthy-workplaces.eu](http://www.healthy-workplaces.eu)
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
Join us beyond the bits and bytes!

Find out more on the campaign website: www.healthy-workplaces.eu

Subscribe to our campaign newsletter: https://healthy-workplaces.osha.europa.eu/en/healthy-workplaces-newsletter

Keep up to date with activities and events through social media: #EUhealthyworkplaces

Find out about events in your country from your national focal point: https://healthy-workplaces.osha.europa.eu/en/campaign-partners/national-focal-points