



Campaign media partnership

**‘Healthy Workplaces for All Ages’ 2016-17 -
Promoting a sustainable working life**



Safety and health at work is everyone's concern. It's good for you. It's good for business.

What is the campaign media partnership?

- **European and national media outlets**
- **Interested in occupational safety and health (OSH)**
- **Linked to Healthy Workplaces Campaign**
- **34 media partners from 15 countries in HWC 2014-15**
 - Mainly OSH magazines
 - Human resources, business, trade
 - Print, online, blogs, TV
- **Around 500 media clippings generated per year**
- **New media partnership (first wave) launched in March 2016**

Benefits for media partners

■ Visibility

- Logo and description on campaign website
- News published on campaign website, social media, OSHmail
- Invitation to EU-OSHA events and press trips
- Distribute publications at campaign events
- Listing in events material
- Prior access to campaign press materials

■ Reputation

- Raise profile within European OSH community
- Organisations dedicated to OSH

■ Networking

- Reach EU-OSHA's networks and stakeholders (focal points, official campaign partners, Good Practice Award winners)
- Interviews with EU-OSHA director and OSH experts
- Opportunity to present at a conference or workshop

Requirements for media partners

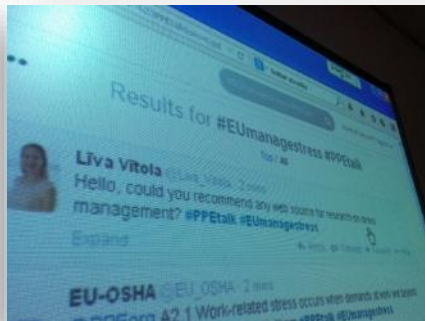
- **Substantial involvement in campaign**
- **Publication of at least 5 articles during campaign**
- **Placement of campaign or partner logo on website or in printed copy**
- **Professional working knowledge in English**
- **Reporting on their activities at least once a year**



Examples of media partner activities

- **Q&A live Twitter chat - PPE.org (UK)**

www.healthy-workplaces.eu/en/news/eumanagestress-2013-let2019s-tweet-about-it



- **‘Safety culture from school’ project - Aragon Valley (ES)**

www.healthy-workplaces.eu/en/campaign-partners/media-partners/aragon-valley/project-201csafety-culture-from-school201d-closing-the-loop

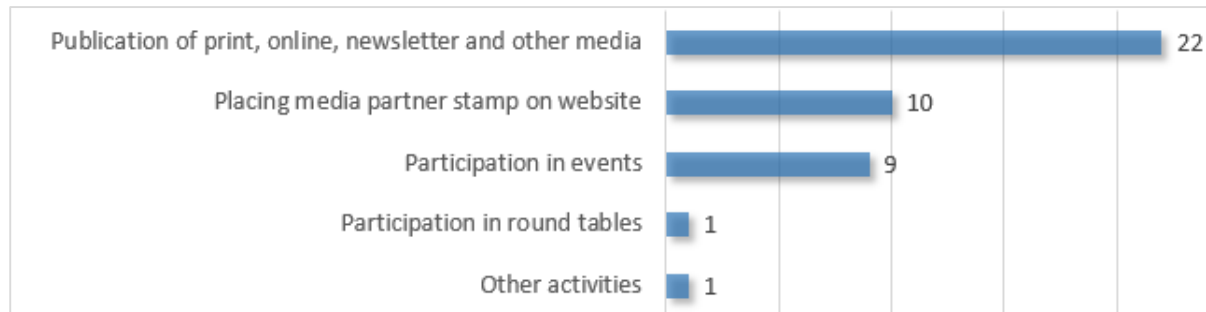
Examples of media partner activities

- Campaign promotion at psychologists' conference during European Week – ABEO News (IT)
- Print and online articles, newsletters, partner logo on website, promotion at focal point events – Gesunde Arbeit (AT)



Media partner survey 2015 - results

- Campaign theme relevant and interesting for their readership
- Partnership helped to publish informed and influential coverage on OSH topics
- Large satisfaction with collaboration with EU-OSHA
- Almost all media partners interested in a future partnership
- Around 80 % appreciate further access to OSH experts
- Media partners' activities:



2014-15 media partners by country

Austria					
Belgium					
Cyprus					
Finland					
France					
Germany					
Ireland					
Italy					

2014-15 media partners by country

Netherlands						
Norway						
Poland						
Portugal						
Slovakia						
Spain						
United Kingdom						

Food for thought...

- **What can the media partners offer to the Official Campaign Partners (OCPs)?**

- **How could the media partners be involved?**
 - Promote the OCPs and their commitment to the campaign
 - Promote the Healthy Workplaces Good Practice Awards competition and the results
 - Disseminate data, surveys, reports....
 - Promote campaign events organized by the OCPs
 - Arrange/publish interviews to key actors in the organisations
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- **What can OCPs offer to the media partners?**

EU-OSHA press contacts

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