

6. Promotion of Incentive Programme

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Before deciding the promotion or if you like the marketing of the E.I.P., I believe that is important to decide the target groups.

In my opinion, the main targets are the:

1. competent Ministries in every EU country for Social Security / Insurance, Labour and Health
2. Social partners as strong stakeholders for social security / insurance
3. Labour Inspectorates
4. Financial Ministries as they have a decisive role on the national level.

5. Other influential bodies are of course the OSH professional organisations.
6. On the EU level, the competent Commissioners must be aware for the aims and objectives of this work as their power and influence in formulating policies is of paramount importance.
7. As the issue needs political decisions to be implemented the Political Parties and Parliaments both on EU and National levels must also be among the targets.
8. Last but not least we should not forget the power of the media and public opinion that may exercise the political pressure.

The following table has been constructed in an attempt to facilitate the debate on the issue of promotion.

1	Competent Ministries in every EU country for Social Security / Insurance / Labour / Health	National Focal Points (NFP) to sent contact details to OSHA
2	Social partners on EU and national levels	OSHA to find the contact details
3	Labour Inspectorates	To be contacted through SLIC and NFP
4	Financial Ministries	NFP to sent contact details to OSHA
5	OSH professional organisations	ENSHPO is the network of most Professional Organisations with thousands of members across Europe. They can promote the aims and objectives using their web sites, and by organising special events or by integrating the issue in conferences and seminars and workshops. E.I. expert group to facilitate by making available speakers.

6	Competent Commissioners of the EU Commission	OSHA to find the contact details
7	Political Parties and Parliaments both on EU and National levels	For EU level OSHA to find the contact details For national level NFP to sent contact details to OSHA
8	Media and general public	OSHA, NFP, ENSHPO and its members can all together run a focussed campaign, to reach the attention of the media.

- For the promotion / marketing of the E.I.P. a special material must be produced. To have the best result the material could be designed by professionals.**
- Material like banners on web sites, articles in news papers and professional magazines, advertisements etc. could be employed.**