



# Healthy Workplaces Summit 2013

## *‘Working together for risk prevention’*

**EU-OSHA Campaign Partner Evaluation and  
Outlook for Benchmarking**

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# Methodology

- **Independent Evaluation from IES (Institute for Employment Studies)**
- **Desk research of all relevant material**
- **Online surveys of:**
  - national focal points (FOPs)
  - Campaign Partners
  - FOP network partners
- **A survey of Good Practice Award participants**
- **Telephone and face-to-face interviews with:**
  - FOPs
  - Campaign Partners
  - Representatives of EU institutions
  - EU-OSHA staff
- **Focus groups of EU-OSHA staff and FOPs**
- **Case studies, using desk research and survey questions/interviews as necessary**

# Timeline

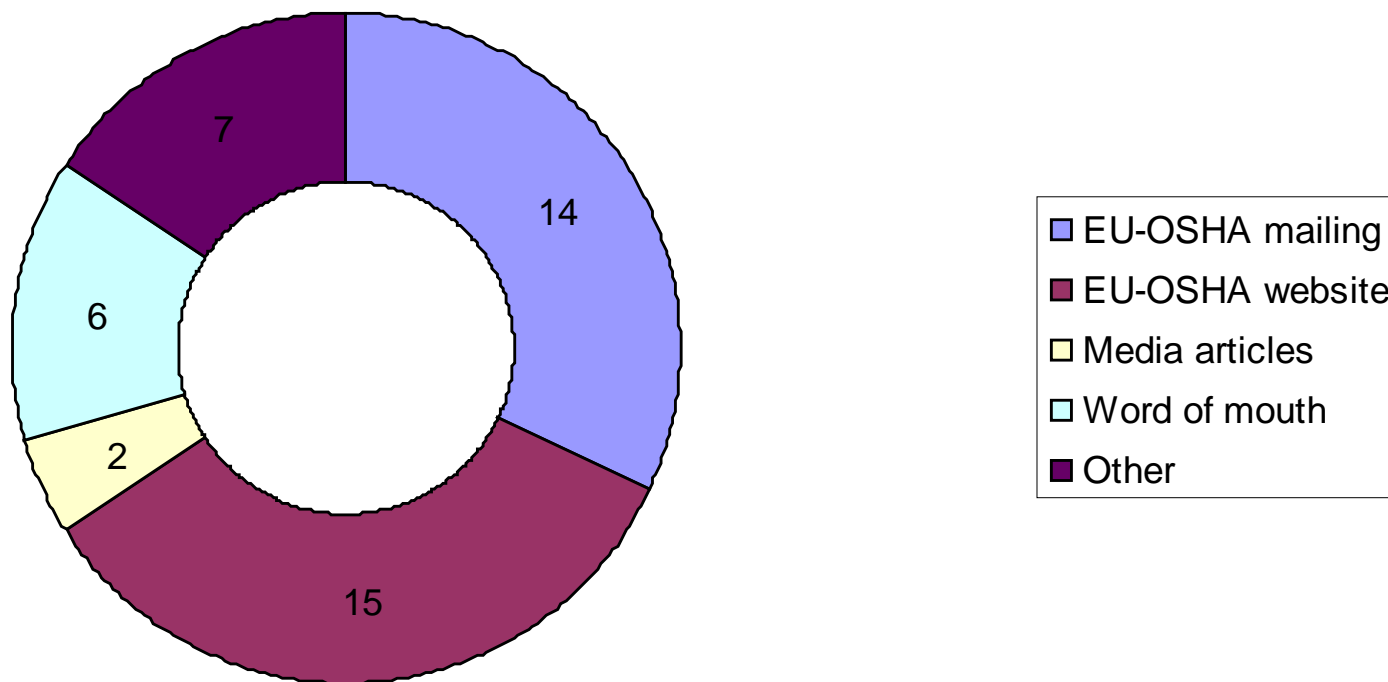
- **The evaluation is ongoing!**
- **Surveys of FOPs, Campaign Partners and FOP network partners have already been carried out**
- **Focus groups and interviews are taking place today**
- **More interviews will take place at the Campaign closure event in November**
- **More surveys and interviews will take place during the coming months**
- **The final report will be delivered in April 2014 and the evaluation findings will be presented in June 2014**

# Campaign partner survey

- **28 respondents**
  - 12 private companies
  - 5 OSH professional organisations
  - 3 employer organisations
  - 2 research networks
  - 1 trade union

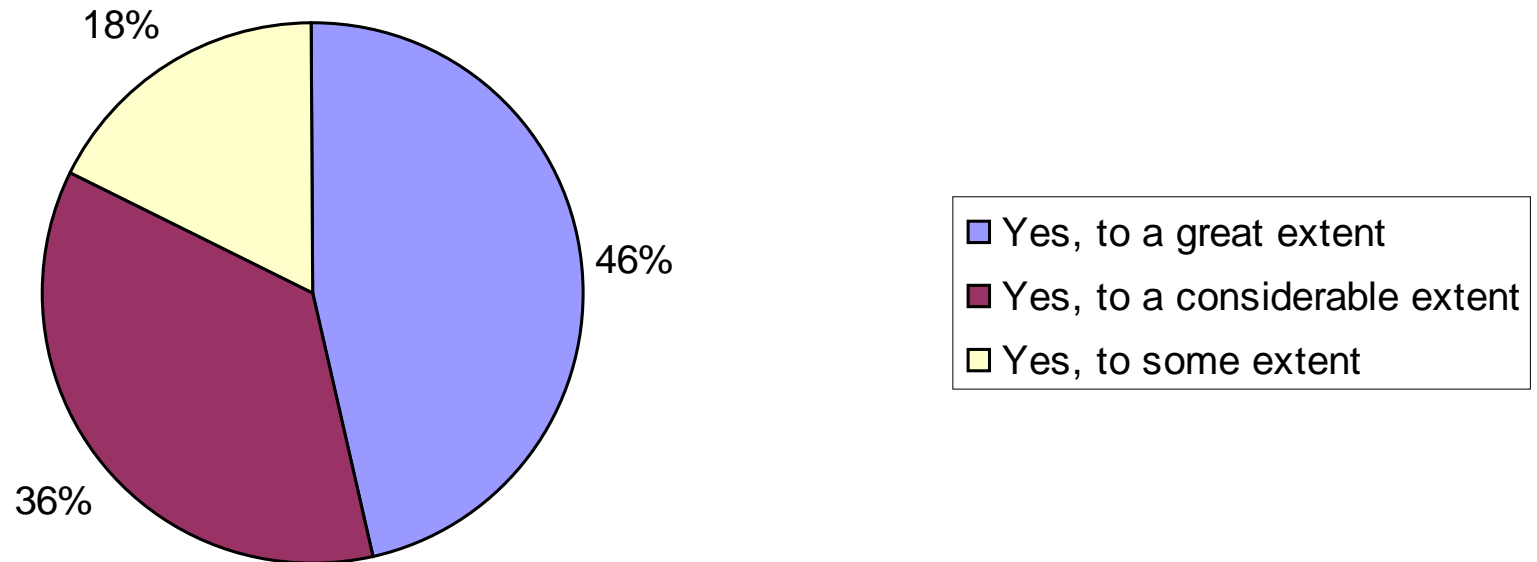
# Getting involved

**How did you find out about the HWC on Working Together for Risk Prevention and the possibility of becoming an Official Campaign Partner (OCP)?**



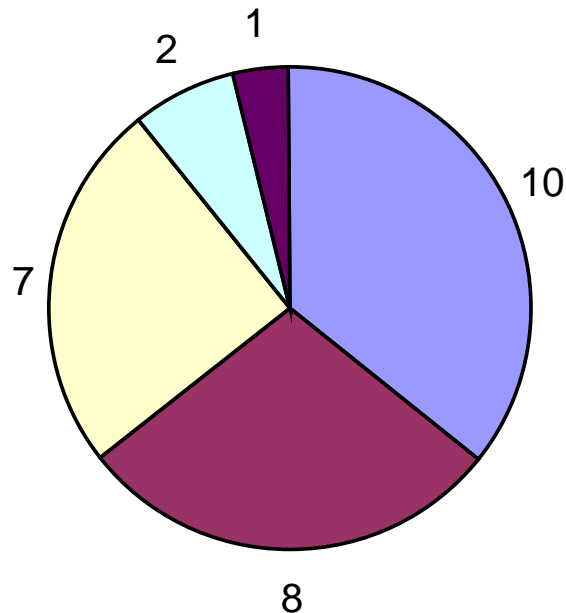
# Appropriateness of involvement

**Did the theme of working together for risk prevention prove to be appropriate to priorities of your organisation and in the markets your company or organisation operates?**



# Benefits of involvement

**Has your participation in the HWC as an OCP helped your company or organisation to reach its own communication objectives in relation to OSH issues?**



- Yes, to a considerable extent
- Yes, to a great extent
- Yes, to some extent
- Yes, but only to a limited extent
- No, not at all

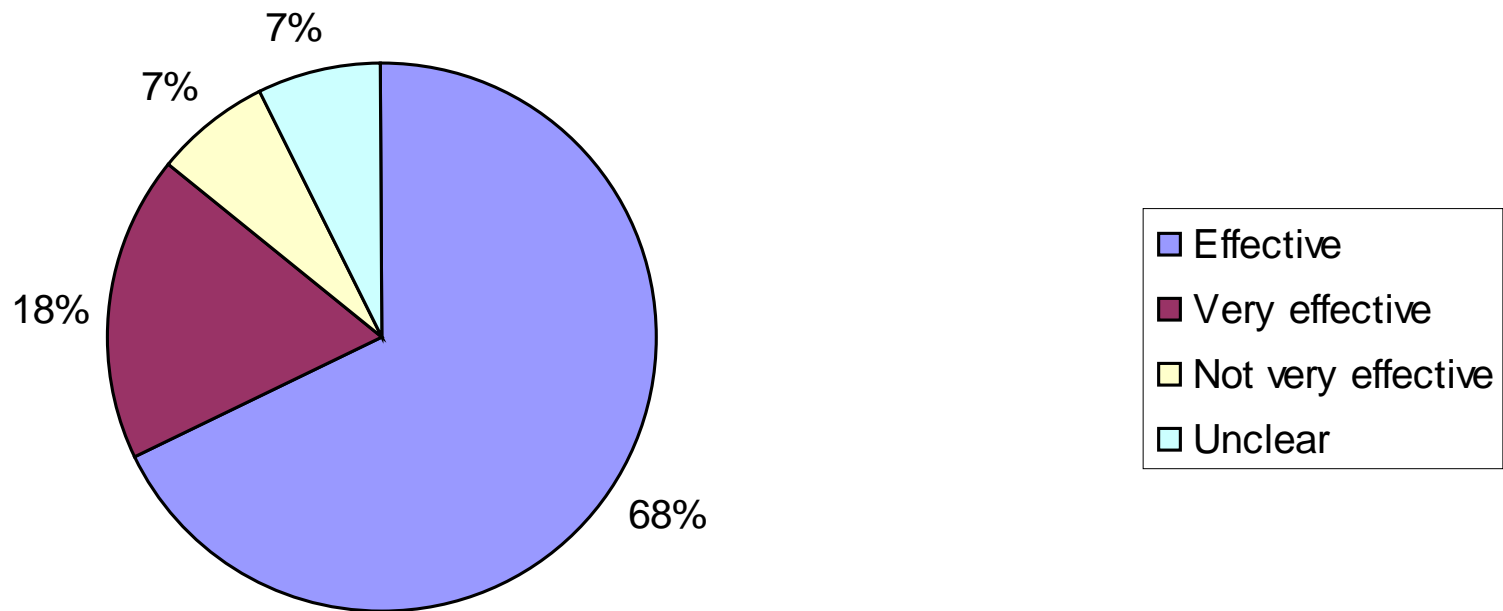
# Benefits of involvement

- **Specific benefits were**
  - greater employee engagement and awareness
  - networking activities
  - media visibility
  - community relationships
  - reputation management



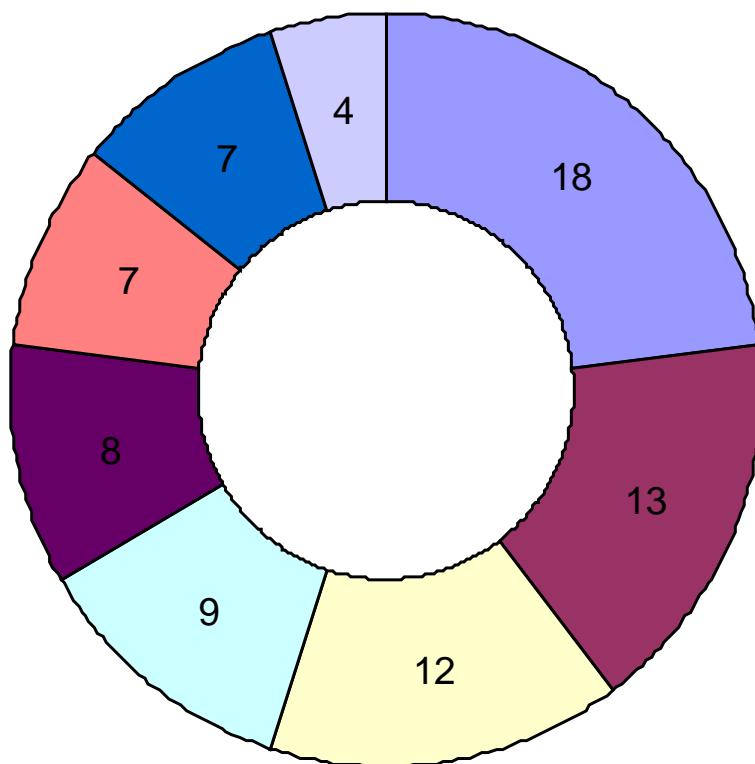
# Effectiveness of the campaign

**How effective do you believe the campaign has been in terms of promoting good practice and practical solutions in the area of risk prevention in your company or organisation?**



# Activities carried out

What kind of activities did your organisation promote to improve risk prevention?

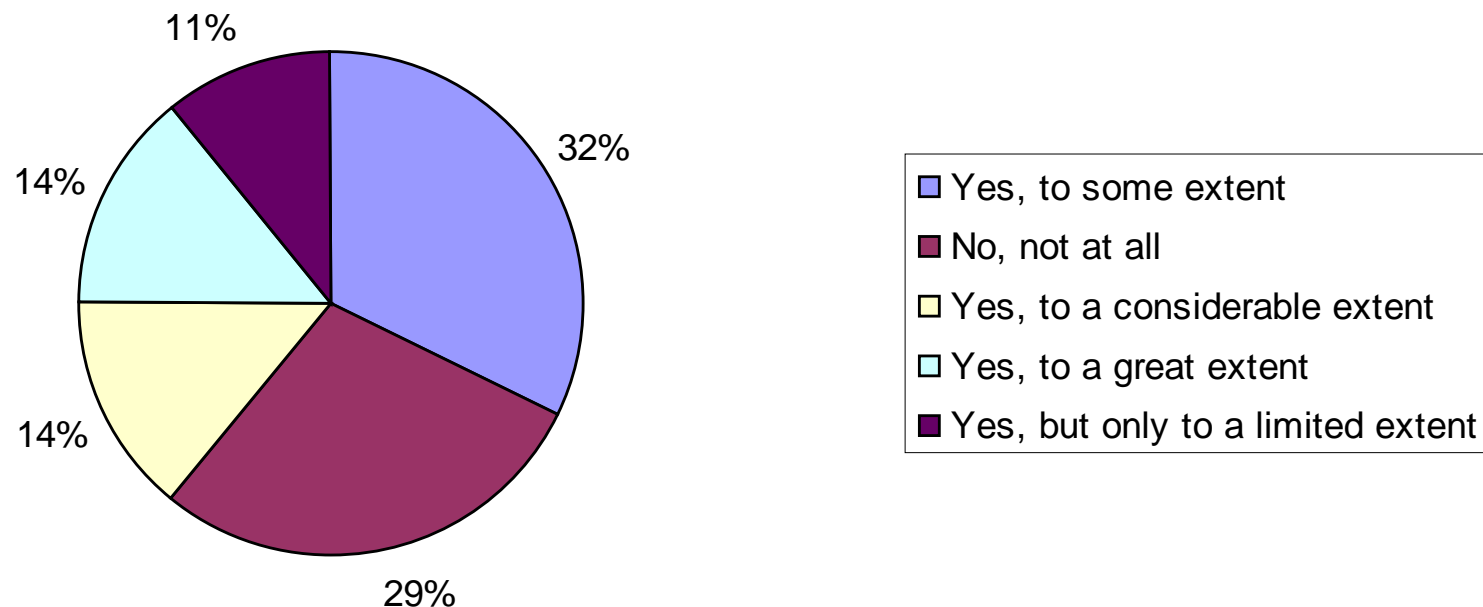


- Conferences/Seminars/Workshops
- Publications
- Productin of training or pormotion material
- PR Activities
- Exhibitions/Special events
- Workplace visits
- Training
- Other

# Collaboration with partners

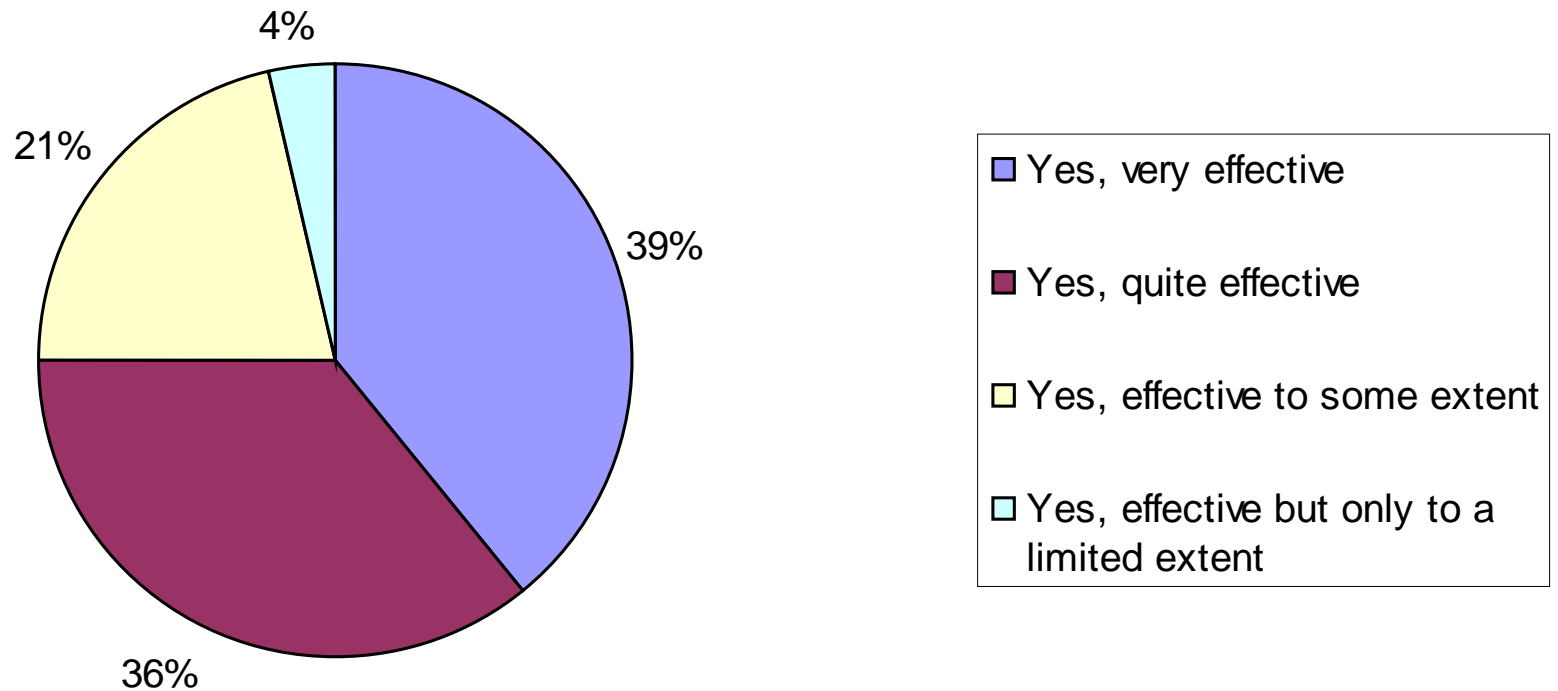
- 71% wanted EU-OSHA to provide them with further network opportunities with other official partners, while 29% did not

Have you collaborated with your fellow Official Campaign Partners or other EU-OSHA network partners during the campaign?



# Cooperation with EU-OSHA

Has your cooperation with EU-OSHA proved to be an effective partnership?



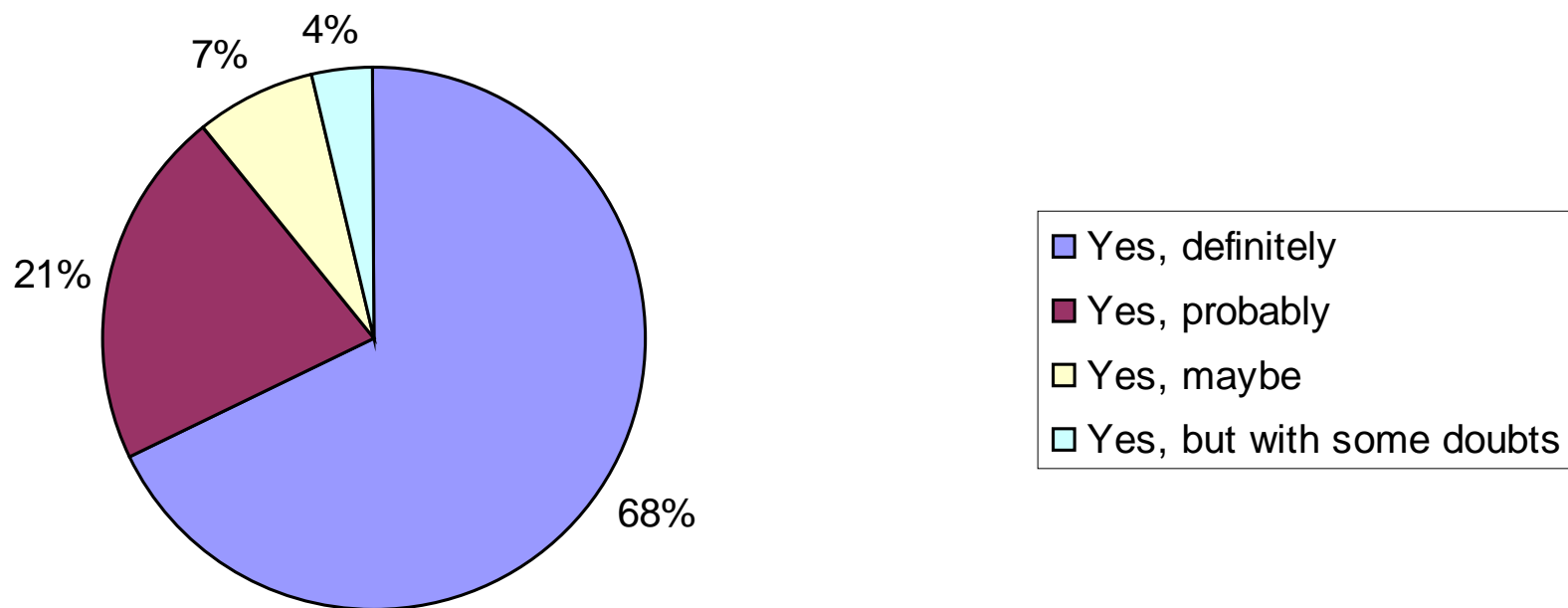
# What could be improved

- **Sharing of best practice**
- **More benchmarking workshops and events**
- **More direct contact with EU-OSHA to develop common actions**

***“EU-OSHA have done a fantastic job, please, just continue.....”***

# Getting involved again

**With the 2012-2013 campaign closing in November 2013, would you consider applying to be an Official Campaign Partner for the next HWC?**



# Campaign Benchmarking event 5 & 6 June 2013

- **87 Official Campaign Partners** were invited to the Benchmarking event - more than **60** people attended the event in Brussels.
- Initiative of OCPs
- Opportunity for handing-over the Certificates to OCPs



# Campaign Benchmarking event 5 & 6 June 2013

- **Added value for campaign partners**
  - Exchange of good practices
  - Better OSH management
- **Added value for EU-OSHA**
  - Strong link to campaign & reinforcing its messages
  - Support to Official Campaign Partners
  - Improvement of OSH at workplace level

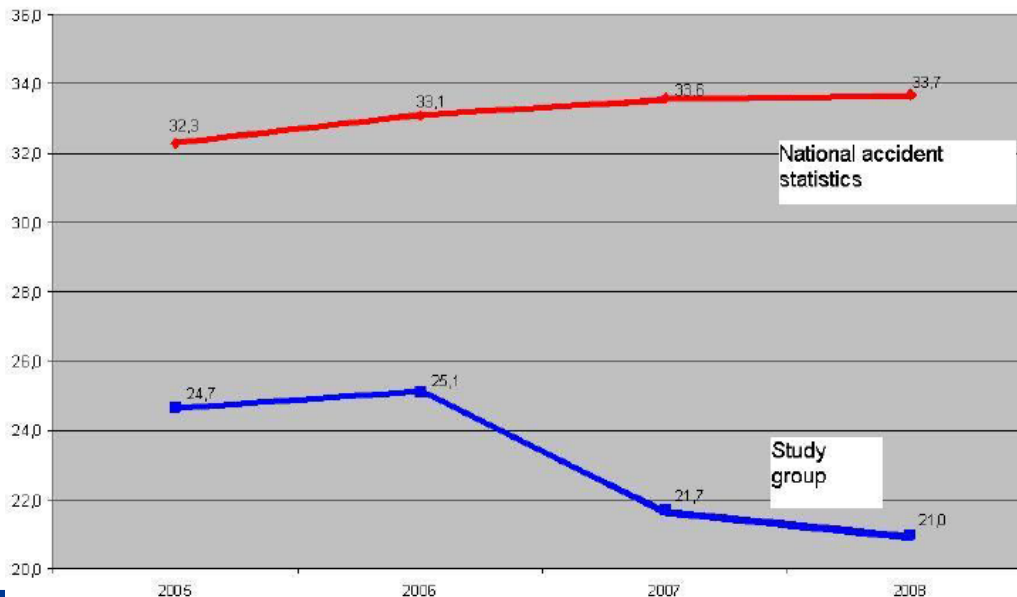




# Finnish Zero-Accident Forum

- Participating enterprises have less accidents
- 10% of Finnish workers are already covered
- Enterprises are even willing to pay a fee
- They have 3 levels of safety certification
- Ethical aim of zero accidents

Results: Accident rates (accidents per million working hours) among the member organisations and in the National Work Accident Statistics in 2005-2008 (Virta et al 2009)



# Relations to other networks

- **New initiative was set up in the Netherlands**
- **Close relation to PEROSH safety culture group (Zwetloot, Aaltonen)**
  - Prevent (Belgium)
  - NRCWE (Denmark)
  - CIOP (Poland)
  - HSL (UK)
- **Topic of World Congress 2014 in Frankfurt**
- **Other business networks, such as ORC/Mercer**
- **Informal business networks, consultant networks**

# Ideas from benchmarking event

- **Repeat the meeting on different levels, e.g. at sectoral, national or regional level, involving also non-campaign partners**
- **Develop a benchmarking questionnaire, such as developed from environmental initiatives**
- **Set up working group for questions of general interest, e.g. development of performance indicators/definitions**
- **Collaboration with EU-presidencies:**
  - Greece. January-June 2014
  - Italy. July-December 2014
  - Latvia. January-June 2015
  - Luxembourg. July-December 2015
  - Netherlands. January-June 2016

# Next steps 2014

- **Next Benchmarking Event in framework of next campaign on psycho-social risks**
- **Continuation of steering group**
- **Report on successful benchmarking initiatives**
- **Good practice awards for campaign partners**

**Thank you!**

