



Online tools : good practices to support implementation of OSH in MSEs

Workshop 3.5, USE2015, Groningen, The Netherlands
22 october 2015





■ Introduction

- ▶ A lot of OSH institutes use e-tools (online tools)
- ▶ E-tools can be an interesting way to provide support to MSEs on OSH issues
- ▶ The purpose of this workshop is :
 - > To share experiences with 3 examples
 - > To identify some key success factors
 - > To spot challenges and how to overcome them
- ▶ Exchange (practices, information, tips, ...)
- ▶ Share on twitter : #OSH #etools #USE2015 @EU_OSHA @INRSFrance



■ Target Audience / User needs

- ▶ Because of the large number of MSEs and the current trend to move towards goal-setting legislation, there is an increased need to support companies
- ▶ Taking into account the specificities / needs of MSEs, we must focus on the employer/owner (our target audience)
 - > Lack of concern
 - > Lack of competences
 - > Lack of time
- ▶ A need for accessible, easy-to-use, specific and relevant tools to help comply with the relevant legislation



■ Target Audience / User needs

- ▶ Tools for MSEs to facilitate compliance should be free (or at least have a free version for end-users).
- ▶ Need for specific tools (by topic, ...) targeted to specific end-users (a sector, ...)
- ▶ Need to clearly define the target audience and learn how they behave
- ▶ User testing needed at workplace level before launching a tool (ensure the tool is userfriendly and it meets the needs of the target audience)



■ Technology dimension

- ▶ New technologies are producing new opportunities for tools to support MSEs
- ▶ Technological change will probably increase the importance of tools to achieve prevention and compliance
- ▶ Important technical considerations to consider at a very early stage of the development/planning of any e-tool : Hosting, Maintenance, Multiple devices, Operating systems, ..
- ▶ Development and maintenance costs
 - > Development costs are generally low (e.g. compared to printing, distributing and storing books)
 - > Costs linked to new functionalities identified in the development process should be taken into account
 - > Maintenance and updating costs must be foreseen
- ▶ Web application versus mobile application



■ Legal / copyright issues

- ▶ Often implies the use of new types of contractors (with the related difficulties for setting / defining the technical specifications / the contract)
- ▶ Copyright issues (software, content, photos, ...) to be cleared
 - > The fact that we have the rights to use photos on paper materials doesn't mean that we have them to upload / display the same photos on the Web
 - > Very usually lawyers have to be consulted to help clarify these issues



■ Actors in tool development

- ▶ “Content developers” – those who have expert knowledge that can be used by “technology developers” to transmit to end users
- ▶ “Technology developers” – experts in the technology that is the vehicle for the transmission of solutions
- ▶ Publishers and disseminators – those who may publish, host or disseminate tools
- ▶ Institutions / organisations developing e-tools for the first time may have to deal with new actors and / or empower / train their staff so they are able to assume new tasks. The development of such tools is often associated with change (managing change) and innovation in those institutions
 - > Involves a shift from traditional channels to more innovative ones
 - > Innovative culture not always present in the organisation
- ▶ Institutions / organisations investing in e-tools could share experience (lessons learnt, pitfalls, challenges, ...)



■ Simplicity – User friendliness versus exhaustivity (fulfilling legal requirements?)

- ▶ How to maintain tools simple and avoid superficiality when tackling complicated topics ?
- ▶ Keeping it simple whilst complying with regulation
- ▶ Use of simple language and graphics because of the need for universality
- ▶ Tools to be presented as part of a bigger project / scheme (for instance more (accurate) Info / complement of Info is available in a related website, ...)
- ▶ Tools must be clear in their purposes and limitations and have to properly “branded – promoted” (importance of the disclaimers)



■ Quality tools / assurance & Credibility

- ▶ Need for quality / reliable tools

- ▶ Credibility of tools is guaranteed by the organisations developing them
 - > Labour Inspectorates / Ministries
 - > OSH national institutes or equivalent
 - > International organisations (ILO, ..) / Large enterprises
 - > ...

- ▶ Guarantee that the organisation developing the tool has sufficient resources to maintain the quality (over the years)

- ▶ Any tool can be misused by the end-users, no form of quality assurance can prevent this

- ▶ Ensuring credibility will need to be considered at the start of the project

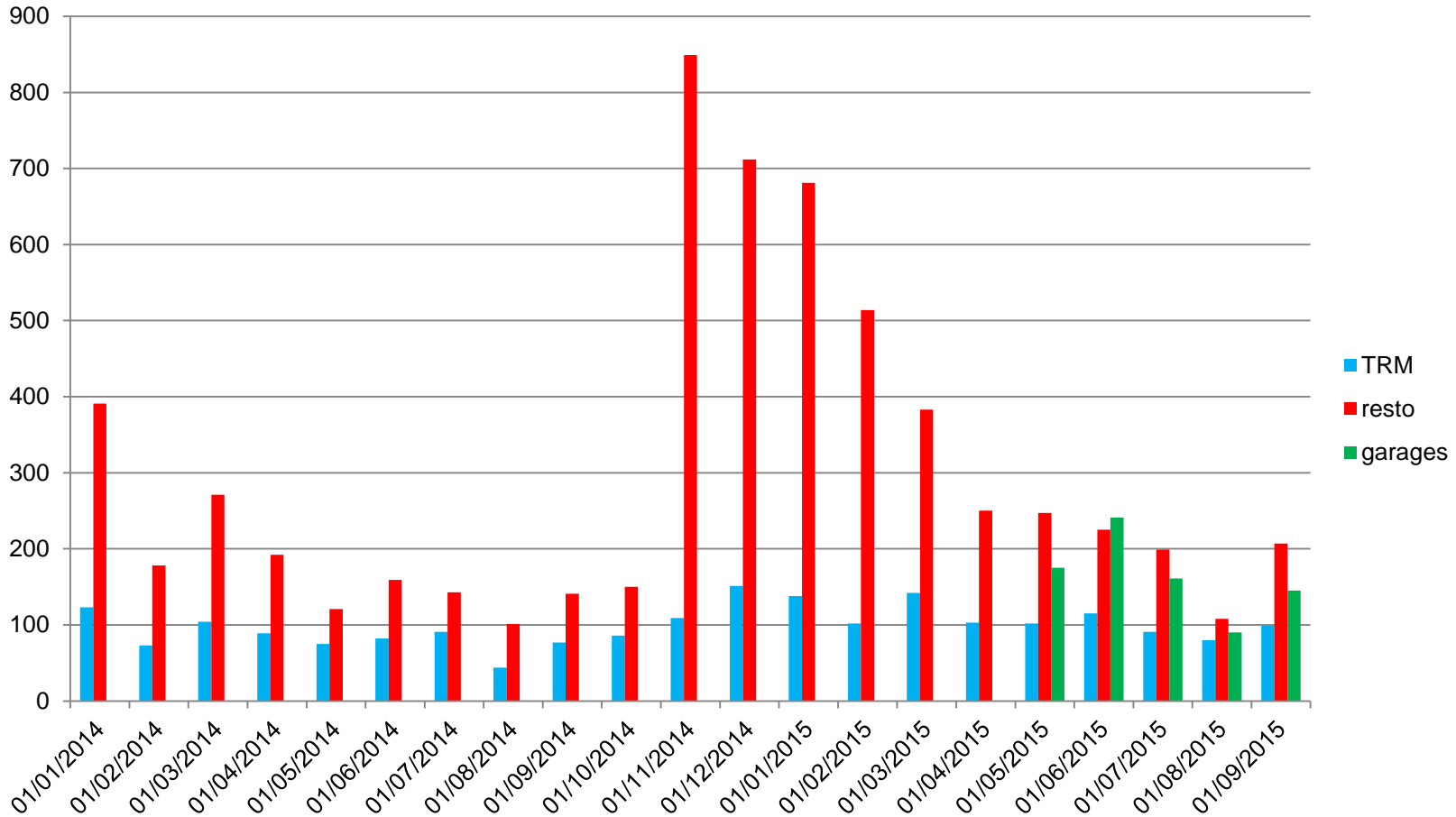


■ Promotion / Communication

- ▶ There is often a need to promote the tools internally (especially when they are innovative within the organisation) as well as externally
- ▶ When it comes to promotion, it is important to maintain a mix of new and traditional communication channels
- ▶ New channels: added value of social Media (twitter, facebook, LinkedIn)
- ▶ Organisations have to be prepared to manage negative feedback as well as positive feedback
- ▶ Include the tool as part of a wider package (training, awareness raising, etc,)
- ▶ Involve stakeholders that companies trust and have direct contact with
- ▶ Possibility to be used as branding for organisations – improve the image
- ▶ Ensure uptake / participation
 - > Maintaining interest in the tool

Monitor action with indicators

- > Benefits of e-tools => it provides data
 - Example: number of new sessions in OiRA tools





Merci de votre attention

