

CAMPAIGN MEDIA PARTNERSHIP 2016 – 17

Healthy Workplaces for All Ages -
Promoting a sustainable working life



#EUhealthyworkplaces

www.healthy-workplaces.eu



Introduction

The 2016-17 media partnership ‘Healthy Workplaces for All Ages’ provides you with the opportunity to raise your media organisation’s profile within the occupational safety and health (OSH) community and to reach EU-OSHA’s networks and stakeholders in Europe and worldwide. Our media partners are an exclusive pool of journalists and editors from all over Europe interested in the campaign topic.

What are the benefits of becoming a media partner?

Visibility

- Your logo and description of the publication being placed on the campaign website under the media partners section;
- Your news and activities published in
 - the campaign news portal
 - the monthly newsletter OSHmail with more than 70,000 subscribers
 - EU-OSHA’s social media accounts (Twitter, Facebook, LinkedIn) with some 40,000 followers;
- Possibility to distribute your publication at campaign events;
- Recognition of your publication as one of the official EU-OSHA media partners and as an organisation dedicated to occupational safety and health at work;

Networking

- Interview opportunities and round tables with EU-OSHA experts;
- Access to EU-OSHA’s network of national focal points, campaign partners and Healthy Workplaces Good Practice Award winners;
- Opportunities to network with other journalists;

Events

- Accreditations for EU-OSHA events;
- Funded travel for specific events or press trips organised during the campaign;
- Opportunity to present at a workshop, a conference or other event;
- Listing in EU-OSHA’s events’ materials;

Campaign material

- Prior access to campaign press and audio-visual material such as banners, photos, videos, footage;
- Welcome pack containing campaign publications, promotional material and give-aways;
- Subscription to a bi-monthly newsletter for campaign partners.

Who can become a media partner?

- Journalists and editors from European, national and regional media interested in occupational safety and health or covering EU topics, human resources, business, management and work-related issues.
- Print or online publications, radio or TV broadcasters;

Requirements

- The partnership is reserved for media outlets that are willing to get substantially involved in the campaign;
- Publication of at least 5 articles (online or print) throughout the campaign based on EU-OSHA's news releases or expert interviews;
- The main contact person should have professional working knowledge in English as all communication will be in English.
- The media partner is required not to use the name, slogan and logo of the Healthy Workplaces Campaign in any manner that suggests a direct product and services endorsement by EU-OSHA.
- The media partner should report to EU-OSHA on their campaign related activities at least once a year.

How can you get involved?

- Sharing information about the campaign and other EU-OSHA activities;
- Using campaign press materials including news releases, interviews with EU-OSHA experts and audio-visual content;
- Placing of the campaign logo, partner stamp or banner on the publication's website and linking to www.healthy-workplaces.eu;
- Promoting the European Good Practice Awards competition and encouraging nominations;
- Informing social networks about the campaign;
- Organising events on the campaign topic;

The 2016-17 campaign 'Healthy Workplaces for All Ages'

The 2016-17 campaign 'Healthy Workplaces for All Ages' aims to help employers to address the challenges of an ageing workforce and raise awareness of the importance of sustainable work throughout employees' working lives.

The specific objectives of the Healthy Workplaces Campaign 2016-17 are:

- to promote sustainable work and healthy ageing, and highlight the importance of prevention throughout the whole working life;
- to provide both employers and workers with information and practical tools for managing OSH in the context of an ageing workforce;
- to facilitate the exchange of information and sharing of best practice in this area.

The campaign is backed by the EU institutions and the European social partners, and coordinated at the national level by EU-OSHA's network of focal points.

Timetable and milestones

16 March 2016	EU Partnership meeting
14 April 2016	Campaign launch and call for nominations for the Healthy Workplaces Good Practice Award
9 May 2016	Europe Day
24 - 28 October 2016	European Week for Safety and Health at Work/Healthy Workplaces Week
5 November 2016	Announcement of winners of the Healthy Workplaces Film Award
March 2017	Good Practice Exchange event with official campaign partners
April 2017	Healthy Workplaces Good Practice Awards Ceremony
9 May 2017	Europe Day
24 - 28 October 2017	European Week for Safety and Health at Work/Healthy Workplaces Week
4 November 2017	Announcement of winners of the Healthy Workplaces Film Award
November 2017	Healthy Workplaces Summit

Further information and resources

A wide range of campaign materials are available on or can be downloaded from the campaign website, including:

- a leaflet including campaign information and a flyer for the Healthy Workplaces Good Practice Awards;
- PowerPoint presentations, posters and other campaign materials;
- a practical e-guide on OSH management in the context of an ageing workforce;
- animated videos promoting a variety of OSH topics;
- the campaign newsletter;
- reports and summaries from the project 'Safer and healthier work at any age';

All information is available in 25 languages at www.healthy-workplaces.eu

You can also keep up to date with our activities and events through our social media presence. Find us on Facebook, Twitter (#EUhealthyworkplaces, @EU_OSHA), LinkedIn and more.

About EU-OSHA

The European Agency for Safety and Health at Work (EU-OSHA) contributes to making Europe a safer, healthier and more productive place to work. Set up by the European Union in 1994 and based in Bilbao, Spain, the Agency researches, develops and distributes reliable, balanced and impartial safety and health information, networking with organisations across Europe to improve working conditions.

How to apply?

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