

# CAMPAIGN PARTNERSHIP OFFER 2016 – 17

for international and European  
organisations and companies

Healthy Workplaces for All Ages -  
Promoting a sustainable working life



#EUhealthyworkplaces

[www.healthy-workplaces.eu](http://www.healthy-workplaces.eu)



## Introduction

The Official Campaign Partnership offer is open to European and international companies and organisations, ready to join **a network of leading public and private organisations**, inspiring and encouraging others to promote a sustainable working life, thereby also addressing the challenges of an ageing workforce. It provides an excellent opportunity to benefit from an extensive range of promotion actions and learning-exchange initiatives to raise partners' profiles within their organisations, the occupational safety and health (OSH) community, and beyond, through the high visibility of the Healthy Workplaces Campaign.

## What are the benefits of becoming an official campaign partner?

### Visibility and Recognition

- Partners have a dedicated section on the campaign website, promoting their organisations' commitment to the campaign theme;
- Your news and activities are 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;
- Recognition of your organisation as an official EU-OSHA campaign partner (OCP) and an organisation dedicated to occupational safety and health at work (hand-over of your partner certificate at a special ceremony with a key EU political decision maker).

### Networking and Good Practice Exchange

- Opportunities to network and exchange good practices with like-minded organisations in the framework of the 'OCP Good Practice Exchange';
- Access to EU-OSHA, its network of national focal points and other key EU actors in the field of occupational safety and health;
- Possibility to participate in the Healthy Workplaces Good Practice Award competition, and submit an application to compete in the specific OCP category, at the European level.

### Events

- Invitation to our public European flagship events;
- Opportunity to present their organisation at a workshop, conference or other event;

### Campaign material

- Welcome pack containing campaign publications, promotional material and give-aways;
- Subscription to a bi-monthly newsletter for campaign partners.

## Who can become an official campaign partner?

- International or European organisation/ company with a representation and/or network members in several EU Member States.

## Requirements

- The partnership is reserved for organisations that are willing to get substantially involved in the campaign, meaning as a minimum the:
  - organisation of one campaign-related activity (e.g. conference, seminar, workshop or training) ;
  - provision of visibility to the campaign on your corporate website and social media channels; and
  - distribution of information about the campaign within your organisation/company and/or among your network partners and supply chain (if relevant).
- The main contact person should have professional working knowledge in English as all communication will be in English.
- The 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 partner should report to EU-OSHA on their campaign related activities at least once a year.

## How can you get involved?

There are different ways for campaign partners to engage in the campaign. You can promote the campaign by:

- distributing information/ campaign material to affiliated organisations and network partners;
- encouraging your network members and affiliates to carry out activities during the Healthy Workplaces Campaign and during the European Weeks and to make contact with EU-OSHA's corresponding national Focal Point;
- promoting and/or participating in the Healthy Workplaces Good Practice Awards;
- promoting the campaign by placing information on your corporate website, Intranet and social media channels;
- giving visibility to the campaign at your organisation's flagship events and internal meetings;
- reviewing your own health and safety policies in the area of the campaign topic and beyond - to make workplaces safer and healthier;
- developing your own campaign activities, such as:
  - organising campaign-related conferences, seminars and workshops ;
  - organising trainings for your staff, including network members;
  - producing a best practice video or multimedia DVD;
  - launching a poster/photo competition or creating a quiz;

## The 'Healthy Workplaces for All Ages' Campaign 2016-17

The 'Healthy Workplaces for All Ages' Campaign 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 and;
- 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 campaign partnership meeting
14 April 2016	Campaign launch with Commissioner Thyssen and the Dutch EU Council Presidency and call for nominations for the Healthy Workplaces Good Practice Awards competition
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 2016
March 2017	Good Practice Exchange event with official campaign partners
April 2017	Healthy Workplaces Good Practice Awards Ceremony
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 2017
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:

- the official campaign guide, clearly explaining the campaign topic and the issues involved and offering plenty of ideas and inspiration for taking part;
- a short campaign leaflet and a flyer explaining 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](http://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.

## How to apply?

The first step to become an official campaign partner is filling out an online application form, available on the Healthy Workplaces Campaign website at [www.healthy-workplaces.eu/en/become-campaign-partner](http://www.healthy-workplaces.eu/en/become-campaign-partner).

The first round of applications ran between April and May 2016. The second and final round was launched in July and will close on **30<sup>th</sup> of September 2016**.

For the second round, the internal selection process will take place at the beginning of October 2016, and candidate organisations will be informed soon after.

## 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.