

MEDIA PARTNERSHIP SCHEME

If you are interested in actively promoting EU-OSHA's campaigns and projects — and becoming recognised as a media organisation that supports safe and healthy workplaces — read on! The media partnership scheme of the European Agency for Safety and Health at Work (EU-OSHA) gives you the opportunity to join an exclusive pool of journalists and editors from all over Europe. By becoming a media partner, you will raise your organisation's profile within the occupational safety and health (OSH) community and gain access to EU-OSHA's extensive networks and stakeholders in Europe.

What are the benefits of becoming a media partner?

Visibility



- ✓ Logo and description of your organisation displayed in the [media partners section](#) of the Healthy Workplaces Campaign (HWC) website
- ✓ Publish your news and events on the [campaign website](#), a key forum for the OSH community
- ✓ Your news and activities promoted via the monthly newsletter [OSHmail](#), the bimonthly [HWC newsletter](#) and EU-OSHA's social media channels with more than 70,000 followers
- ✓ Your organisation recognised as one of EU-OSHA's media partners, dedicated to promoting safety and health at work

Networking



- ✓ Opportunity to interview and take part in round table discussions with OSH experts and other stakeholders
- ✓ Access to EU-OSHA's network of [national focal points](#), [official campaign partners](#), [Enterprise Europe Network](#) and the winners of the [Healthy Workplaces Good Practice Awards](#)
- ✓ Opportunities to network with other journalists and exchange experiences

Access to key events



- ✓ Invitations to attend some of EU-OSHA's events and funding provided to travel to specific events or for press trips
- ✓ The most active partners may receive additional invitations and funding for travel
- ✓ Opportunity to present at a workshop, conference or other event

Press material



- ☑ Access to press releases and audio-visual materials, such as infographics, photos and videos, ahead of their general release
- ☑ Welcome pack containing campaign publications (in the language of your choice), promotional materials and give-aways
- ☑ Regular email alerts with relevant and timely information about EU-OSHA projects, events, and new publications
- ☑ Subscription to the monthly OSHmail and the bi-monthly campaign newsletter

Who can become a media partner?

- ☑ The media partnership is reserved for media outlets from EU Member States and EFTA countries only
- ☑ Journalists and editors from national and regional media organisations interested in OSH or in issues related to work — including human resources, business and management can apply
- ☑ See the list of 2019 [media partners](#)

Requirements

- 👉 Media partners must publish at least five articles per year (online or print) based on EU-OSHA's news stories or interviews. One of the articles should be an opinion-editorial or an expert interview
- 👉 Media partners should promote EU-OSHA's campaigns and projects regularly via their social media channels
- 👉 Media partners should display the campaign logo, partner stamp or banner on their website, with a link to www.healthy-workplaces.eu or <https://osha.europa.eu/en>
- 👉 Media partners can use any European language to publish news or events on the dedicated sections of the campaign website — but summaries in English must always be provided
- 👉 The main contact person should have professional working knowledge of English, as all official communication with EU-OSHA will be in English
- 👉 Media partners must not use the name, slogan or logo of the Healthy Workplaces Campaign or EU-OSHA in any manner that suggests a direct endorsement of their products or services by EU-OSHA
- 👉 Media partners should report in writing to EU-OSHA on their activities at least once a year via a survey. The EU-OSHA media and campaign team, supported by its contractor ICF Next, will also be regularly in contact via email or phone

How to apply?

If you fulfil the above requirements and are interested in becoming a media partner, please write to news@osha.europa.eu and tell us about your media outlet and how you would like to become involved. We will then send an application form to qualifying outlets.

You can also contact us by phone:

Birgit Müller | International press | +34 944 358 359

Marta Urrutia | Spanish press | +34 944 358 357

Healthy Workplaces Lighten the Load campaign

Healthy Workplaces Lighten the Load aims to raise awareness of work-related musculoskeletal disorders (MSDs) and the need to manage them and to promote a culture of risk prevention.

A wide range of campaign materials, tools and publications can be downloaded in 25 languages from the [campaign website](#). A variety of media and PR activities are undertaken to publicise the campaign via, for example, press releases, newsletters, and social media.

Some key dates of the campaign include the official campaign launch in October 2020, which also marks the start of the Good Practice Awards competition. Other events and meetings involving the national focal points and other campaign partners are the European Weeks for Safety and Health at Work (each year at the end of October), a Good Practice Exchange event with official campaign partners and, finally, the Healthy Workplaces Summit and Good Practice Awards Ceremony in November 2022.

About EU-OSHA

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, EU-OSHA researches, develops and distributes reliable, balanced and impartial safety and health information, networking with organisations across Europe to improve working conditions.

You can also keep up to date with our activities and events through social media. Follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), [YouTube](#) or subscribe to our monthly newsletter [OSHmail](#). You can also register for regular news and information from EU-OSHA via [RSS feeds](#).

