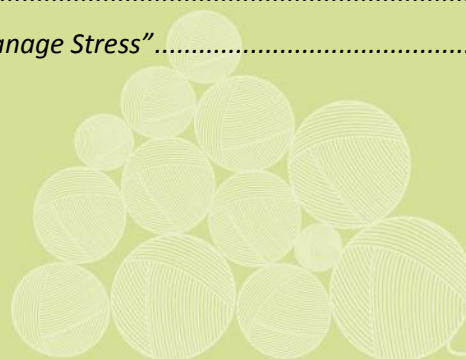


2014-15 Healthy Workplaces Campaign “Healthy Workplaces Manage Stress”

CAMPAIGN PARTNERSHIP OFFER *for international and European organisations and companies*

IN BRIEF	2
THE 2014-15 HWC CAMPAIGN PARTNERSHIP OFFER	3
<i>Seizing the opportunities and challenges of managing stress and psychosocial risks in the workplace</i>	<i>3</i>
<i>The partnership offer.....</i>	<i>3</i>
<i>Benefits.....</i>	<i>3</i>
<i>Partners’ engagement.....</i>	<i>5</i>
BECOME AN OFFICIAL CAMPAIGN PARTNER.....	6
<i>Application criteria</i>	<i>6</i>
WHO ARE WE?.....	7
<i>European Agency for Safety and Health at Work (EU-OSHA)</i>	<i>7</i>
<i>The Healthy Workplaces Campaign 2014-15 “Healthy Workplaces Manage Stress”.....</i>	<i>7</i>



IN BRIEF

The Healthy Workplaces Campaigns (HWC) are the world's biggest workplace safety and health campaigns.

These decentralised campaigns are coordinated by the European Agency for Safety and Health at Work (EU-OSHA), whose Governing Board is made up of representatives of governments, employers and workers from EU Member States, and representatives of the European Commission.

Through a rich portfolio of initiatives and a committed network of national focal points, stakeholders and partners, they reach national and European workers' and employers' organizations, institutions, companies and workers throughout Europe, and beyond.

In 2014-15, the campaign focuses on the importance of **assessing and managing stress and psychosocial risks in the workplace**. Its key aim is to help employers' and workers' representatives, managers and workers to identify and manage stress and psychosocial risks in the workplace. Effectively tackling psychosocial risks creates a healthy work environment in which workers feel valued and the workplace culture is more positive, and, consequently, business performance improves.

Like its successful predecessors, the current campaign is run under the umbrella slogan:

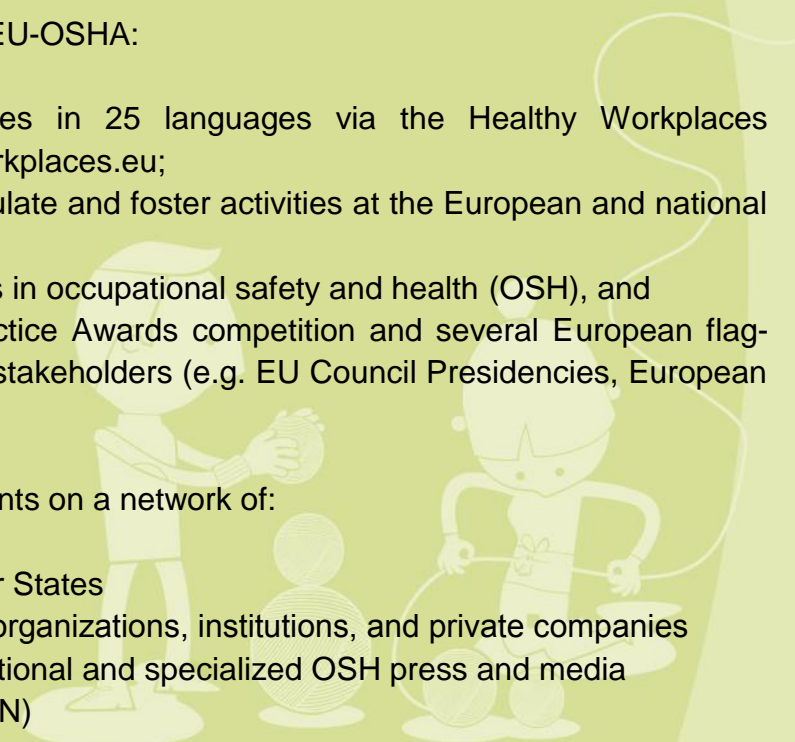
Healthy Workplaces
Good for you. Good for business.

To support the campaign and its partners EU-OSHA:

- provides information and resources in 25 languages via the Healthy Workplaces Campaign website www.healthy-workplaces.eu;
- provides a support package to stimulate and foster activities at the European and national level;
- coordinates benchmarking initiatives in occupational safety and health (OSH), and
- organises the European Good Practice Awards competition and several European flagship events involving important EU stakeholders (e.g. EU Council Presidencies, European Parliament, European Commission).

To deliver on its mission the campaign counts on a network of:

- National Focal Points in the Member States
- European workers' and employers' organizations, institutions, and private companies
- Campaign media partners, in the national and specialized OSH press and media
- The Enterprise Europe Network (EEN)



THE 2014-15 HWC CAMPAIGN PARTNERSHIP OFFER

Seizing the opportunities and challenges of managing stress and psychosocial risks in the workplace

Stress is the second most frequently reported work-related health problem in Europe and is believed to be the cause of more than half of all lost working days.

The effective management of stress and psychosocial risks is possible. In fact, psychosocial risks can be managed in the same systematic way as any other occupational safety and health risk. Tackling them can protect **workers' health** and improve overall **business performance**, particularly **long-term business sustainability** and **social responsibility**.

Managing stress and psychosocial risks can contribute to the delivery and improvement of key business performance indicators, such as meeting quality and delivery goals, becoming a more reliable supplier, lowering operating costs and reducing staff turnover.

The campaign aims to promote managing stress and psychosocial risks in the workplace, creating healthy work environments and positive working cultures and, ultimately, improving business performance.

The campaign provides guidance and simple tools to help organisations manage psychosocial risks, it also helps managers deal with these sometimes sensitive issues in a professional and effective manner.

The partnership offer

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 manage stress and psychosocial risks. It provides an excellent opportunity to benefit from an extensive range of promotion actions and learning-exchange initiatives to raise partners' profile within their organisation, the OSH community, and beyond, through the high visibility of the Healthy Workplaces Campaign.

Benefits

The Agency relies on a wide range of channels and actions, and a consolidated media network to **bolster visibility to its official campaign partners (OCPs)** and promote their contributions and campaign activities. These include:

- **Comprehensive visibility and press coverage:** whenever the Agency presents and promotes the Healthy Workplaces Campaign at EU level (EU Council Presidency events, European Good Practice Awards, Healthy Workplaces Summit, etc.) or to the

media, for example, via press releases or other media actions, the Agency makes reference to its official campaign partners. Partners are announced through an official press release distributed at European and national level and through the Agency online newsletter OSHmail, which is distributed monthly to over 60,000 recipients.

- **Visibility on EU-OSHA campaign website** www.healthy-workplaces.eu. Partners have a dedicated page, promoting their organisations' commitment to the campaign theme, and their news and events related to the campaign.
- **Invitation to EU-OSHA events:** the Agency invites the official campaign partners to all its public European flagship events, where they can meet with other European key stakeholders. At the same time the Agency organises events and activities to foster cooperation and networking among its official campaign partners.
- **Hand-over ceremony:** the hand-over of the **partner certificates** will take place in the framework of a high-level campaign event, granting promotion and visibility of campaign partners in front of leading private and public organisations and key political decision-makers.
- **Partner Welcome Pack:** official campaign partners receive a Welcome Pack, consisting of a selection of campaign publications (produced in 25 languages) and promotion articles, including DVDs, featuring the popular cartoon character Napo.

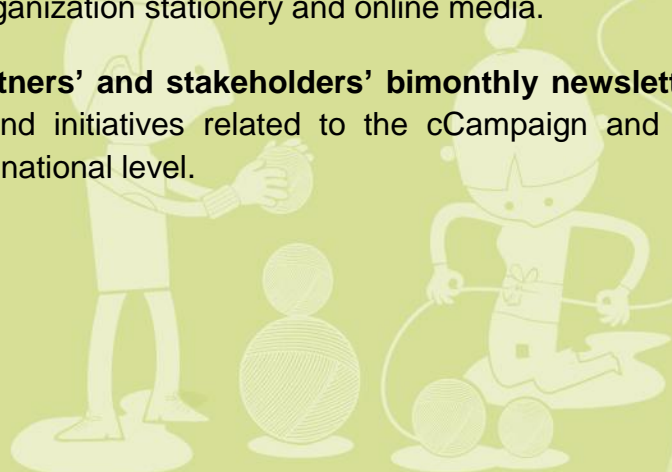
New Social media and community engagement: partners' campaign-related events and best practices are also promoted via social media through our Facebook, Twitter, Youtube and LinkedIn profiles, reaching a very diverse OSH community across Europe. The **campaign secretariat** can help campaign partners to identify joint campaign communication initiatives and networking opportunities.

New Possibility to participate in the **Good Practice Award competition**, and submit an application to run in the specific OCP category, at the European level.

New Learning-exchange: Partners are invited to join the **OSH benchmarking initiatives** to share their best practices in managing stress and psychosocial risks in the workplace, but also to take the lead in the development of ad-hoc benchmarking OSH workshops on specific OSH risks.

- **Official Campaign Partnership Stamp:** campaign partners can use the official OCP stamp that they can include in the organization stationery and online media.

New Receive a dedicated **campaign partners' and stakeholders' bimonthly newsletter** highlighting all the news, events and initiatives related to the cCampaign and its implementation at the European and national level.



Partners' engagement

There are different ways for campaign partners to engage in the campaign and raise awareness about stress and psychosocial risks in the workplace. Partners can promote the campaign:

i. Through their networks:

- Distribute information to affiliated organisations and network partners;
- Distribute campaign material;
- Distribute campaign press releases and news;
- Promote the European Good Practice Awards competition and encourage nominations.

ii. On their website:

- Promote the campaign by placing information on their website;
- Provide a link to the campaign website via the Healthy Workplaces Campaign banner.

iii. At meetings:

- Give visibility to the campaign
 - by using the posters, PowerPoint presentations, Napo films and
 - disseminating campaign leaflets and flyers, reports and other campaign material;
- Discuss the campaign;
- Invite an Agency speaker to support it and/or ask the Agency for expert speakers.

Partners are also encouraged to develop their own campaign activities, such as:

- Review their own health and safety policies in the area of the campaign topic and beyond – to make workplaces safer and healthier;
- Engage with their partners to get the message across;
- Encourage their network members and affiliates to carry out activities during the Healthy Workplaces Campaign and during the European Weeks;
- Encourage national network members to promote activities and partnerships in their own countries and to make contact with EU-OSHA's corresponding national Focal Point.

Ideas for action:

- Organise conferences, seminars and workshops;
- Organise trainings for network members;
- Produce a best practice video or multimedia DVD;
- Launch a poster/photo competition or create a quiz;
- Organise an exhibition or open day;
- Let people know what the organisation is doing
 - through an advertising/promotion campaign,
 - a press conference or other media activity.

BECOME AN OFFICIAL CAMPAIGN PARTNER

Application criteria

- a) Be an **international or European organisation** with a representation and/or network members in several EU Member States;
- b) Willingness to **get substantially involved** in the campaign, meaning at a minimum the:
 - organization of one campaign-related activity (e.g. conference, seminar, workshop or training);
 - provision of visibility to the campaign on your corporate website; and
 - distribution of information about the campaign within the organisation/company and among the organisation network partners and supply chain (if relevant).
- c) Finally, partners **must not** intend to use the name, slogan and logo of the campaign in any manner that suggests a direct product or services endorsement by the Agency.

The first step to become an official campaign partner is filling out an **online application form**, available on the Healthy Workplaces Campaign website www.healthy-workplaces.eu.

The first round of applications runs **between 7th April to 11th May 2014**. The second and final round will be launched in September 2014 and close on 31st October 2014.

For the first round, the internal selection process will take place at the end of May 2014, and candidate organisations will be informed soon after.

For further information concerning the campaign, please consult the Healthy Workplaces 2014-2015 [Campaign Guide](#) and/or its dedicated website at www.healthy-workplaces.eu.



WHO ARE WE?

European Agency for Safety and Health at Work (EU-OSHA)

Set up in 1996 by the European Union and located in Bilbao, Spain, the main role of the Agency is to contribute to the improvement of working life in the European Union. The Agency anticipates new and emerging risks through its European Risk Observatory and identifies and shares information, good practice and advice with a wide range of audiences to promote a risk prevention culture.

EU-OSHA's main awareness-raising activity is the Healthy Workplaces Campaign, the world's largest occupational health and safety campaign.

The Healthy Workplaces Campaign 2014-15 “Healthy Workplaces Manage Stress”

For the next two years, the Agency will be campaigning to raise awareness of the importance of managing stress and psychosocial risks in the workplace.

Although tackling psychosocial risks and work-related stress may seem challenging, this campaign aims to demonstrate that they can be dealt with in the same logical and systematic way as any other OSH issue. With this in mind, the Healthy Workplaces Campaign 2014-15 has the following key objectives:

- to raise awareness of the growing problem of work-related stress and psychosocial risks;
- to provide and promote the use of simple, practical tools and guidance for managing psychosocial risks and stress in the workplace;
- to highlight the positive effects of managing psychosocial risks and stress in the workplace, including the business case.

The campaign will be officially launched on **7th April 2014** at a high-level press conference, in Brussels, attended by the Commissioner László Andor, the Greek EU Presidency representative Vasilis Kegkeroglou and the EU-OSHA Director Dr. Christa Sedlatschek.

The campaign follows a network-based approach and is organised in all 28 EU Member States and beyond. Our network of national focal points and many other partners in Europe support a wide range of events and activities to promote the campaign topics, working together with employers, employees and governments.

The campaign is backed by the EU Council Presidencies of Greece and Italy in 2014 and of Latvia and Luxembourg in 2015, by the European Parliament and the European Commission, and by the European Social Partners.

www.healthy-workplaces.eu

2014-2015 Healthy Workplaces Campaign “Healthy Workplaces Manage Stress”

TIMETABLE AND MILESTONES

7 April 2014	<i>Launch of the Healthy Workplaces Campaign</i>	Brussels
7 April 2014	<i>Opening of the Good Practice Award Competition – call for applications</i>	Brussels
8 April 2014	<i>EU Campaign Partnership Meeting – call for applications</i>	Brussels
11 May 2014	<i>Deadline for the first round of OCP applications</i>	
24-27 August 2014	<i>XX World Congress on Safety and Health at Work 2014*</i>	Frankfurt
20-24 October 2014	<i>European Week for Safety and Health at Work</i>	EU
September 2014	<i>2nd round of OCPs – call for applications</i>	
31 October 2014	<i>Deadline for the second round of OCP applications</i>	
31 October 2014	<i>Deadline for the Good Practice Award applications</i>	
Spring 2015	<i>Good Practice Award Ceremony</i>	TBC
Week 43 Oct. 2015	<i>European Week for Safety and Health at Work</i>	EU
November 2015	<i>Closing Ceremony of the Campaign</i>	Bilbao

*external to HWC but a key world event in the sector, ideal to create synergies, identify and develop further actions.

