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Healthy Workplaces for All Ages: the benefits

- The workforce will be healthy, productive and motivated, enabling organisations to remain competitive and innovative.
- Valuable skills and work experience can be kept within an organisation through knowledge transfer and a greater pool of talent and skill.
- Sick leave and absenteeism will be lower, resulting in lower work disability costs for organisations and better productivity.
- Staff turnover will be reduced.
- The working environment will be more positive, encouraging employees of all ages to achieve their potential.

Ensuring healthy ageing at work means that workers live well, work well and age well.

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.

EU-OSHA also runs the 2-year-long **Healthy Workplaces Campaigns**, backed by the EU institutions and the European social partners, and coordinated at the national level by the Agency's network of focal points. 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.



European Agency for Safety and Health at Work

C/Santiago de Compostela 12
48003 Bilbao, SPAIN
Email: information@osha.europa.eu
www.healthy-workplaces.eu

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Safety and health at work is everyone's concern.
It's good for you. It's good for business.

Healthy Workplaces for All Ages

Promoting a sustainable working life



www.healthy-workplaces.eu



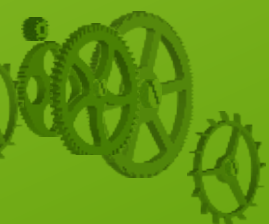
The campaign

Work is part of the solution, not the problem, to Europe's ageing workforce. Work can be good for both physical and mental health. Promoting sustainable work and healthy ageing can result in a healthier and more motivated workforce, lower staff turnover and absenteeism, and greater business productivity.

This campaign raises awareness of the importance of good occupational safety and health (OSH) management throughout the working life and of tailoring work to individual abilities — whether at the start of a worker's career or at its close. By managing OSH and considering and dealing with the diversity that exists within the workforce, healthy ageing at work and retirement in good health can be achieved.

The **Healthy Workplaces Campaign 2016-17** has the following objectives:

- to promote **sustainable work** and **healthy ageing** and the importance of prevention throughout the whole working life;
- to assist employers and workers (including small and micro-enterprises) by providing **information and tools for managing OSH** in the context of an ageing workforce;
- to facilitate the exchange of information and **good practice** in this area.



Healthy workplaces are a prerequisite for sustainable working lives.

Who can take part?

All organisations — no matter their size and sector — and individuals are encouraged to take part in the **Healthy Workplaces for All Ages** campaign. The campaign is open to:

- all employers in the public and private sectors;
- managers, supervisors and workers;
- trade unions and safety and health representatives;
- OSH and human resources professionals;
- employers' and professional organisations;
- all organisations and individuals dedicated to improving workplace safety and health.



Prevention throughout the working life is key to meeting the challenges of an ageing workforce.

How can you get involved?

You can get involved in this campaign by:

- disseminating and publicising campaign materials to help raise awareness of OSH;
- organising activities and events, such as training courses, conferences and competitions;
- using and promoting the practical age-management tools available;
- participating in the Healthy Workplaces Good Practice Awards;
- taking part in the European Weeks for Safety and Health at Work of 2016 and 2017;
- becoming an official or national campaign partner;
- keeping up to date via our social media activities. Find us on Facebook, Twitter, LinkedIn and more.

Further information and resources

You can find more information and download various resources from the campaign website (www.healthy-workplaces.eu), such as:

- the **Healthy Workplaces for All Ages** campaign guide
- a new e-guide on OSH management in the context of an ageing workforce
- facts and figures and infographics
- a Napo film
- promotion material.

Follow us on Twitter: [#EUhealthyworkplaces](https://twitter.com/EUhealthyworkplaces)



Key dates

Campaign launch: April 2016

European Weeks for Safety and Health at Work: October 2016 and 2017

Healthy Workplaces Good Practice Awards Ceremony: April 2017

Healthy Workplaces Summit: November 2017