

# Safe and healthy work in the digital age



Campaign Partnership Offer 2023-25  
for international and European organisations  
and companies

[#EUhealthyworkplaces](https://twitter.com/EUhealthyworkplaces)



## 1 Introduction

The Official Campaign Partnership offer is open to European and international companies and organisations that are ready to join a **network of leading public and private organisations**, inspiring and encouraging others to successfully manage a safe and healthy workforce. It provides an excellent opportunity to benefit from an extensive range of promotional activities 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. Becoming an Official Campaign Partner is free of charge. No financial transaction required! But we do ask for commitment in other ways - read on!

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

### Visibility

- ✓ Your logo and a description of your organisation will be displayed in the [official campaign partners section](#) of the campaign website.
- ✓ You can publish your news and descriptions of events on the campaign website, a key forum for the OSH community.
- ✓ Your news and activities will also be promoted through:
  - the homepage of the official campaign website [www.healthy-workplaces.eu](http://www.healthy-workplaces.eu);
  - the monthly newsletter [OSHmail](#) with thousands of subscribers;
  - EU-OSHA's social media channels ([Twitter](#), [Facebook](#), [LinkedIn](#)), which have more than 94,000 followers.
- ✓ You will have the opportunity to promote and distribute your organisation's material at campaign events.
- ✓ Your organisation will be recognised as one of EU-OSHA's official campaign partners, dedicated to promoting safety and health at work. Each partner will receive a certificate of participation.

### Networking

- ✓ Opportunities to network and exchange good practices with like-minded organisations in the framework of the 'Healthy Workplaces Good Practice Exchange'.
- ✓ Access to EU-OSHA, its network of national focal points and other key EU actors in the field of OSH.

### Events

- ✓ Invitation to our public European flagship events.
- ✓ Opportunity to present your organisation at a workshop, conference or other event.

### Campaign material

- ✓ You will be able to order for free campaign publications in 25 languages, promotional materials and give-aways.
- ✓ All campaign partners will receive a subscription to a bi-monthly newsletter.

## 3 Who can become an official campaign partner?

- ✓ International or European organisations and companies with representation and/or network members in several EU Member States.

## 4 Requirements

- ☑ You are an international or European organisation or company with representation and/or network members in several EU Member States (at least three).
- ☑ You are willing to get substantially involved in the campaign:
  - by organising one campaign-related activity (e.g. conference, seminar, workshop or training course);
  - by giving visibility to the campaign on your corporate website and social media channels;
  - by distributing information about the campaign within your organisation or company and/or among your network partners and supply chain (if relevant); and
  - by encouraging cooperation between your national network partners or subsidiaries and EU-OSHA's network of national focal points (if relevant).
- ☑ You will actively promote the strategic objectives of the campaign and not act against their spirit.
- ☑ You will act in line with the legal and policy objectives of the European Union, as expressed in the [Strategic Framework on Health and Safety at Work 2021-2027](#).
- ☑ You will use the name, slogan and logo of the Healthy Workplaces Campaign to support the campaign and not in any manner, which suggests a direct product and services endorsement by EU-OSHA.
- ☑ You will nominate in your organisation a main contact person for the campaign, who has a back-up and professional working knowledge of English.
- ☑ You will report to EU-OSHA on your campaign-related activities at least once a year.

## 5 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 and 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 safety and health 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 training for your staff, including network members;
  - producing a best practice video or multimedia DVD;
  - launching a poster or photo competition or creating a quiz.

## 6 The 2023-25 'Safe and healthy work in the digital age' campaign

Digital technologies provide essential services and solutions for all sectors of the economy and society. Digital technologies are not only changing how we work, but also where and when we work.

Robotics and artificial intelligence (AI) support and replace personnel operating in hazardous environments. Big data enables more effective monitoring systems. Remote working offers employees increased autonomy and flexibility.

Despite its benefits, the impact of digitalisation on occupational safety and health (OSH) is still emerging and relatively uncharted. It is important to explore the potential challenges and risks and to adapt the regulatory framework that promotes and protects workers' safety and health accordingly.

The 2023-25 Healthy Workplaces Campaign raises awareness about the impact of these new digital technologies on work and workplaces and the associated occupational safety and health (OSH) challenges and opportunities and has the following strategic **objectives**:

- increase knowledge about the safe and productive use of digital technologies across all sectors;
- raise awareness of OSH challenges related to the digital transformation of work;
- inform about emerging risks and opportunities;
- promote risk assessment and safe management of digital technologies in the workplace;
- encourage the exchange of information and good practices among relevant stakeholders.

Five **priority areas** underpin the HWC 2023–25:

1. digital platform work;
2. automation of tasks;
3. remote and hybrid work;
4. worker management through artificial intelligence (AI);
5. and smart digital systems.

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

## 7 Timetable and milestones

September 2023	EU partnership meeting in Brussels, officially presenting the campaign to potential partners
October 2023	Official campaign launch and call for nominations for the Good Practice Awards
October 2023/24/25	European Weeks for Safety and Health at Work
March 2024	Official announcement of new official campaign partners by EU-OSHA
March 2025	Healthy Workplaces Good Practice Exchange event
April 2025	Results of the Healthy Workplaces Good Practice Awards competition
November 2025	Healthy Workplaces Summit and Good Practice Awards Ceremony

## 8 Further information and resources

A wide range of campaign materials, tools and publications can be downloaded in 25 languages from the campaign website [www.healthy-workplaces.eu](http://www.healthy-workplaces.eu):

- Core campaign resources: campaign guide, poster, leaflet, infographics, campaign videos;
- Reports, case studies and policy briefs presenting latest research findings;
- A series of info sheets;
- OSHwiki articles;
- Virtual information sessions for each priority area;
- Online campaign toolkit – information on how to run a successful campaign and the resources you can use;
- Animated film 'Napo in ... robots at work'. Part of a series of films supported by EU-OSHA and the Napo consortium;

You can also keep up to date with our activities and events through social media: find us on [Facebook](#), [Twitter](#) (#EUhealthyworkplaces, @EU\_OSHA), [LinkedIn](#) and more.

## 9 How to apply?

The first step to becoming an official campaign partner is filling out an **online application form**, which will be available on the [Healthy Workplaces Campaign website](#) from the **beginning of October until the end of December 2023**.

The selection process will take place in **January 2024**, and candidate organisations will be informed soon after that.

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