



*Final Report*

*Evaluation of European  
Week 2005 – ‘Stop that  
Noise’*

December 2006



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# *Executive Summary*

The external evaluation of the European Week 2005 (EW2005) was carried out for the European Agency for Safety & Health at Work (the 'Agency') by the Centre for Strategy & Evaluation Services (CSES) during the second half of 2006.

The purpose of the evaluation was, in summary, to address the following questions:

- Assess the **effectiveness and impact** of European Week 2005 and the activities generated at a EU and at national level;
- Assess the appropriateness of the 2005 **National Focal Point subsidy** as a way of stimulating actions to promote European Week and the performance of the grant scheme compared to 2004;
- Provide **conclusions and recommendations** to help develop and optimise future Health and Safety Weeks, including a list of SMART objectives.

A specific feature of this evaluation was that it primarily focused on the activities pursued at the national level. Previous evaluations have focused mainly on EU level EW activities.

## **Overall Conclusions and Recommendations**

**Overall, the conclusion of this evaluation is that the EW2005 campaign 'Stop that Noise' was successful in achieving its basic aims and in some respects more successful than earlier campaigns. On all the key evaluation criteria, the campaign performed well.**

The report contains a number of more specific conclusions and these, together with recommendations, are summarised below.

**1. The choice of theme for the EW2005 campaign – 'Stop that Noise' - was highly relevant given the scale of the problem which is estimated to affect one in three workers in Europe.** As a campaign theme for 2005 this was especially so given the imminent adoption of the EU Directive on the subject. Notwithstanding this, there were divided opinions on the theme in some counties.

Recommendations: the selection of horizontal themes – as in EW2005 – should be the main approach to future EW campaigns since it is more inclusive. However, FOPs and their network partners should be encouraged to identify specific sectors and target groups that are particularly affected by the campaign theme so that they can be targeted.

**2. Feedback from this evaluation suggests that EW2005 was successful in achieving its basic aim of raising awareness of the problem of noise at work.** There were many examples of campaigning activities (including innovative methods) that had this effect. Overall, the analysis suggests that FOPs were more positive in their views about EW2005 effectiveness in achieving its aims than others, in particular network partners and end users. Similarly, amongst network partners, there were more mixed views on the success

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of the campaign in EU10 countries than was the case in EU15. The GPA scheme was again a successful feature of the campaign although more could be done to publicize the results. There was less positive feedback on the role of the On Line Charter as a campaigning tool.

Recommendations: More needs to be done to publicise the GPA scheme and, in particular, to give winners media exposure at both an EU and national level. Where not already being done, FOPs should be encouraged to work with network partners to introduce national schemes to help increase participation in the EU-level GPA scheme.

Increased publicity should also help boost participation as would giving GPA winners a higher profile at the EW Closing Event. If a two-year EW campaigning cycle is adopted (see Paragraph 6 below), then there would be more time to disseminate good practices throughout the EU. This should not only benefit end users but also help increase participation in the GPA scheme given the additional publicity for winners.

The On Line Charter should be reviewed and only continued if linked to a more meaningful self-certification scheme (perhaps linked to participation in EW events and/or the GPA).

**3. The main impact of EW2005 was on intermediaries – particularly OSH professionals and labour inspectors – with far more limited effects on social partners and particularly end users.** Insofar as the Agency's priority is to have an influence on intermediaries (and, through them, the workplaces), this points to a positive outcome. However, the survey feedback suggests that more needs to be done to engage social partners in EW campaigns and to secure their active support for events and other activities since these organisations are essential to achieving a multiplier effect.

Recommendations: a priority at a national level in most countries should be to strengthen collaboration with social partners in planning, financing and implementing EW campaigns. The Agency should work closely with FOPs to identify sectors that are particularly at risk and develop campaign materials that reflect this, as well as intensifying joint working with appropriate partner organisations to help promote EW campaign themes. This will help to maximize impacts on end users.

The Agency should continue to explore other ways of maximising multiplier effects. Steps have been taken to work more closely with Euro Info Centres (EICs) which is to be welcomed given their information role and in particular their contact with SMEs. Making OSH a horizontal theme in Structural Fund programmes would be a major contribution to ensuring that key target groups – especially SMEs – are reached and encouraged to adopt better OSH practices.

**4. In terms of sustainability, according to the end user survey (the most reliable source) some 40% of those surveyed said that they either had or would take actions to combat excessive noise at work.** The report highlights examples of sustainable campaigning actions and the key lies in a sustained follow-up at a workplace level.

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Recommendations: there is a need for much more emphasis on following up EW campaigns with actions at a workplace level to ensure that actions are implemented. To coordinate such an effort, EW2004 could again act as a model (e.g. the Construction Forum) but there is also a need to work more closely with SLIC and, at a national level, with social partners, labour inspectorates and business support organisations to incorporate EW messages, tools and good practices into their activities.

**5. Given the relatively modest financial support available from the Agency to support the EW2005 campaign, and the nature and scale of activities undertaken across EU25, it can certainly be said that a high degree of ‘efficiency’ was demonstrated.** In many countries the FOP subsidy provided much needed financial support and also achieved a leverage effect. Overall, however, this evaluation confirms the findings of earlier EW evaluations regarding the FOP subsidy, namely that it demonstrates only partial additionality and many campaign activities would take place anyway, albeit in some cases on a smaller scale.

Recommendations: the FOP subsidy in its present form should be discontinued. However, it should not be stopped before an alternative scheme is in place and the Agency should work with FOPs to identify other ways of supporting national campaigns (see Paragraph 7). As a transitional measure, a proportion of the available funds (perhaps 20%) should be reserved for FOPs that demonstrate a particular need for direct support.

**6. From a broader perspective – organisational efficiency – feedback on the role of the Agency in EW2005 is generally positive.** There was some criticism about the late delivery of campaign materials and also of the amount of time FOPs had to spend on checking translations. There was also some criticism that the materials were not customised closely enough to national circumstances and target groups, or sufficiently practically-orientated. More generally, the evaluation highlights ways in which the overall organisation of EW could be improved.

Recommendations: to improve EW impacts, more efforts should be made to ensure that the campaign materials are tailored as far as possible to particular target groups and delivered on time. Although the core materials should continue to be produced by the Agency, there should be more scope for FOPs to develop country and target group-specific campaign products. There should also, if possible, be more flexibility in translation arrangements.

The ‘European Week’ campaign should be extended to run over a two-year period. This would allow more time for preparation and follow-up. For example, campaign materials could be developed in the first year with good practices being identified and shared across countries for dissemination during second year. Likewise, with a two-year campaign period, the second year could be used to follow up contacts made with companies to help ensure that key messages and practices are effectively disseminated.

As part of a new approach to EW campaigns, the Agency should also test the approach of alternating between Bilbao and other locations as a venue for the Closing Event.

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7. In general, the European dimension seems to have made a significant contribution to the success of the EW2005 campaign, helping to reinforce national efforts and raising the profile of combating excessive noise at work in a way that would have been difficult to achieve had this dimension been missing. This was particularly the case in EU10 Member States but also in some EU15 countries where OSH promotion and structures are relatively weak.

Recommendations: if earlier recommendations concerning the FOP subsidy are accepted, the Agency should work with FOPs and network partners to identify new initiatives that can be implemented at an EU level to support national campaigns.

This might include Agency support for the organisation of a major conference/other event(s) at a national level (a key role here, for example, would be for the Agency to arrange for high-level OSH experts/speakers to participate, and to handle some logistics), activities to help mobilise network partners (perhaps linked to a conference), and additional campaign materials/tools (e.g. good practices – see Paragraph 2) and media coverage/promotion). From an organisational point of view, the Healthy Workplace Initiative (HWI) is a possible model of how EU level support can contribute to national OSH campaigns and promotion generally.

8. Finally, the report recommends that a SMART framework for future EW campaigns should be adopted. There is a need for the Agency to develop a more effective system for monitoring the effectiveness of EW campaigns. At present, feedback is obtained largely through the FOP subsidy reports but these focus on activities supported with Agency funding and do not provide a comprehensive account of all activities, in particular those promoted by national authorities and network partners using their own resources. As the report shows, in many countries, activities not directly supported by the FOP subsidy account for a significant proportion of all campaigning activities. A possible SMART framework is summarized in the final section of the report.

Recommendations: the starting point should be to identify a number of core targets and indicators for key EW outputs, results and impacts. The Agency should work with FOPs in selecting these, using the results of this and earlier evaluations to establish baselines from which targets can be derived.

It is important that a simplified, proportionate and realistic approach is adopted to implementing a SMART framework. Firstly, target setting should be limited to key aspects of each campaign that are strategically important to achieving an impact. Secondly, quantification should not be over-emphasised. Thirdly, responsibility for monitoring EW indicators should be shared by the Agency and FOPs with external evaluators being contracted to collate and analyse the information that is collected. Assuming these steps are taken, FOP reporting on the overall EW campaigns should be reintroduced.

As a way of taking the proposed SMART framework forwards, a pilot exercise in selected countries should be considered for the EW2007 campaign.

# Introduction

# 1

The external evaluation of the European Week 2005 (EW2005) was carried out for the European Agency for Safety & Health at Work (the 'Agency') by the Centre for Strategy & Evaluation Services (CSES) during the second half of 2006. This document contains the final report.

## 1.1 Study Aims

The terms of reference for the evaluation were, in summary, to address the following questions:

- Assess the **effectiveness and impact** of European Week 2005 and the activities generated at a EU and at national level;
- Assess the appropriateness of the 2005 **National Focal Point subsidy** as a way of stimulating actions to promote European Week and the performance of the grant scheme compared to 2004;
- Provide **conclusions and recommendations** to help develop and optimise future Health and Safety Weeks, including a list of SMART objectives.

The Agency's terms of reference highlighted a number of related issues - the extent to which the objectives for the European Week 2005 were fulfilled at the national level, identifying examples of 'good practice' in the organisation of EW activities at a national level, the impact of European Week 2005 on raising awareness and communicating good practice information across the workplaces, how the results and impacts achieved compare with the previous European Weeks, and the added value of the role played by the Agency in supporting national campaigns. These and other key evaluation issues are considered in more detail in Sections 1.2.

A specific feature of this evaluation was that it primarily focused on the activities pursued at the national level and outcomes achieved. Previous evaluations have focused mainly on EU level EW activities. The focus on national campaigns made it possible to carry out more in-depth research than previously to examine how European Week is (best) organised 'on the ground', the impacts achieved and lessons that can be learnt and shared more widely.

## 1.2 Structure of the Final Report

The final report is structured as follows:

- **Section 2: Background and Key Issues** – puts the EW2005 campaign into context by examining the problem of noise at work and then provides an overview of the EW2005 campaign, key evaluation issues and the methodological approach to this study, and previous EW evaluations;

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# 1

- **Section 3: Review of EW2005 Campaign** - analyses feedback from the research on EW2005 including choice of the theme, campaign materials and media coverage, the Good Practice Award scheme, On Line Charter, EW205 impacts and sustainability, and the European dimension and Community added value;
- **Section 4: Assessment of Key Evaluation Issues** - this section considers key issues (relevance, efficiency, effectiveness, etc) that should be considered in any evaluation of EU-funded activities and then focuses on EW2005-specific questions;
- **Section 5: Conclusions and Recommendations** - the final section of the report presents the overall conclusions and recommendations from the evaluation, and then suggests a SMART framework for future European Week campaigns.

The report is supported by various appendices – a list of interviews (Appendix A), write ups for the six national case studies (Appendix B), a review of previous European Week evaluation studies (Appendix C) and copies of the various survey questionnaires (Appendix D).

# Background & Key Issues

## 2

*We begin in this section by reviewing the background to the EW2005 campaign and providing an overview of the campaign itself. We then consider key evaluation issues, the methodology adopted to tackle them, and previous EW evaluations.*

### 2. Background to EW2005

The European Week campaign is an annual pan-European campaign on a specific topic organised jointly by the Agency and its tripartite FOP network to promote safety and health at work. It is the Agency's principal campaigning activity and had been organised on five occasions prior to 2005.

Key target groups are the workplace and all safety and health institutions and organisations, trade unions, companies, managers, employees and safety representatives. Network partners are invited to take part and organise their own activities. These can include special audits and risk assessment activities in the workplace, training initiatives, disseminating information and promotional material, holding conferences and seminars on safety and health at work subjects.

The theme for EW2005 was 'Stop that Noise!' with a focus on the assessment, elimination, and control of unacceptable noise at the workplace. The tagline was 'Noise at work – it can cost you more than your hearing'. It was envisaged that the EW2005 campaign would not only raised awareness of the risks of noise and how to combat them, but also alert employers to their responsibilities under a new EU Directive (Directive 2003/10/EC) that came into effect on 15 February 2006.<sup>1</sup>

#### 2.1 Problem of Noise at Work

Noise-induced hearing loss is one of the most commonly reported occupational health problems in the EU, affecting an estimated 1 in 3 employees across a broad spectrum of industries. It is estimated that around 7% of European workers suffer from work-related hearing difficulties. According to a recent study undertaken for the Agency's Risk

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<sup>1</sup> Directive 2003/10/EC lays down minimum requirements for the protection of workers from risks to their health and safety arising or likely to arise from exposure to noise, and in particular the risk to hearing. It obliges employers to assess and, if necessary, measure the levels of noise to which workers are exposed. In the light of this assessment, employers must establish the measures to be taken when the exposure limit values and exposure action values in respect of the daily noise exposure levels are exceeded. Employers must, taking account of technical progress and of the availability of measures, control the risk at source and eliminate it or reduce it to a minimum. The reduction of such risks arising from noise exposure must be based on the general principles of prevention, taking into account working methods and the choice of collective protective equipment, and, when collective systems of protection are not applicable, workers must be provided with personal protective equipment.

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Observatory, the cost of hearing loss due to noise represents about 10% of the total cost of compensation of occupational diseases.<sup>2</sup>

The trend of recognised incidence of hearing loss is different depending on the country and recognition policy. Sectors with a high prevalence of noise at work related problems include agriculture, forestry and fishing; mining and quarrying; extraction, energy and water supply, manufacturing and construction. While there may be some under-reporting and under-recognition, especially for female workers, much also depends on the threshold applied for the definition of hearing loss. Different countries use different criteria for defining hearing loss caused by noise. The number of occupational illnesses reported is also influenced by the level of impairment that makes the injured person eligible for financial compensation.

However, notwithstanding these measurement complications, the general trend with regard to noise-related hearing loss has been upwards in recent years (although there is a wide variation between different countries with some experiencing a decrease<sup>3</sup>). Moreover, noise can interfere with communication which, in turn, can be a cause of accidents. It can also lead to stress-related illnesses.

### 2.1.2 European Week 2005 – ‘Stop that Noise!’

The EW2005 ‘Stop that Noise!’ campaign was launched on 20 April 2005, international Noise Awareness Day, and took place in over 30 countries across Europe. The campaign took place against the background of the imminent adoption of the EU Directive on noise.<sup>4</sup>

The EW2005 campaign, which was organized in conjunction with national authorities, social partners and other key stakeholders involved a wide range of activities taking place in different countries during the week 24-28 October 2005. Table 2.1 summarizes the key EW2005 chronology.

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<sup>2</sup> Eurogip, ‘Costs and funding of occupational diseases in Europe’, Eurogip-08-E, August 2004. It should be noted that the study focused on the period 1999- 2001.

<sup>3</sup> The percentage of women reporting noise exposure is much higher in the EU10 countries than for the EU15. In the Czech Republic, for example, 75 % of workers exposed to noise in the textile production are female, followed by 50 % in food production. In the new Member States, the sectors with the highest percentage of workers exposed are agriculture and mining, followed by manufacturing. The proportion of exposed workers in these sectors is also higher than in the EU15.

<sup>4</sup> With the partial exception of the EW2003 on dangerous substances (which coincided with the EU’s ‘REACH’ legislation), previous campaigns have not been linked to legislation.

# Background & Key Issues

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**Table 2.1: Chronology of Events – EW2005 Campaign**

<p><b>December 2003</b> – topic and strategy paper included in the work programme for 2003.</p> <p><b>2004</b> – several actions carried out throughout the year to develop the content of the EW2005 campaign itself (OSH experts and Topic Centre working on the production of baseline materials)</p> <p><b>December 2004</b> – the Agency presents its work programme to FOPs including plans and FOP subsidy guidelines for European Week 2005.</p> <p><b>February 2005</b> – final version of guidelines for subsidy applications sent to FOPs; Agency begins preparation of campaign materials.</p> <p><b>April 2005</b> – official launch of EW2005 in Brussels (20 April) – press conference, exhibition at the European Parliament, etc. The event was attended by Agency staff, Commission officials, MEPs and others.</p> <p><b>May – August 2005</b> – deadline for FOP subsidy applications (May) which are then processed with grant agreements being signed in August/September; GPA nominations submitted to the Agency; production of campaign materials; call for tenders for the Closing Event.</p> <p><b>September</b> – Following the Agency’s assessment, GPA Jury meets at the end of the month to select winners. Preparation of the GPA booklet.</p> <p><b>October 2005</b> – European Week campaign activities; press releases issued by the Agency.</p> <p><b>December 2005</b> – Closing Event takes place in Bilbao (12 December) attended by some 300 participants</p>
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As in previous European Weeks, a significant number of events and activities (conferences, seminars, training workshops, etc) were organised at a national level. Key EW2005 promotional activities are summarized below (it should be noted that this is based on an analysis of FOP subsidy reports and does not therefore cover all EW2005 campaign activities).

**Table 2.2: Key EW2005 Promotional Activities**

<ul style="list-style-type: none"> <li>• <b>14,000 participants</b> at EW2005 conferences, seminars, training workshops and other EW2005 events;</li> <li>• <b>446,000 visitors</b> to exhibitions and trade fairs at which EW2005 and OSH generally were promoted;</li> <li>• <b>400,000 leaflets and booklets</b> on EW2005 related issues distributed, together with 33,000 CDs and 35,000 magazines, newspapers and other printed media material; in addition, more than four million posters, other leaflets and Fact Sheets in 20 language versions were distributed across the European Union.</li> <li>• <b>380,000 visits to the EW2005 web pages</b> (about 7.55 of the total five million visits to the Agency’s website in 2005).</li> </ul>
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# Background & Key Issues

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In addition, all campaign materials produced by the Agency were available for downloading from the EW2005 website. The Agency's EW2005 website also contained a number of interactive web tools. In addition to campaigning activities coordinated by FOPs, private sector companies were encouraged to take action at a workplace level (e.g. by carrying out safety audits, training seminars or workshops, production of awareness-raising information material). The Good Practice Award scheme and the Online Charter were specifically intended to encourage this type of activity.

EW2005 was the second campaign to include the 10 Member States (EU10) that joined the EU in 2004. Although the evaluation of EW2004 did not highlight any particularly significant issues related to the EU10, a key question for EW2005 was the extent of their integration into the EW organisational processes, in particular their capacity to organise national campaigns involving partnership working between National Focal Points (FOPs), social partners and other members of the OSH networks at a national and regional level. Similarly, there were several important lessons to learn in EW2004 from the experience of campaigning in the new EU Member States, and an important aim of this EW2005 evaluation is to establish whether these lessons have been taken on board and have led to improved overall campaign effectiveness.

The Agency is responsible for the overall management of the EW, and it organises the production of promotional and informational material, the European level launch of the campaign, the 'Good Practice Award' competition, and the closing event that takes place in Bilbao at the end of the campaign. It also provides National Focal Points with a subsidy to help cover the costs of organizing the EW campaigns and for website management.<sup>5</sup> National Focal Points are responsible for the co-ordination of national networks and are involved in the preparation and implementation of the Agency's Work Programme.<sup>6</sup> Like the other elements of the Agency structure, the national networks are tripartite and include representatives of workers and employers organisations. In recent years, social partner organisations have had an increasingly important role in helping to reach target groups.

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<sup>5</sup> In 2005, a total of €940,000 was allocated to the FOP subsidy, an amount that had remained unchanged since 2004. A total of €809,732 (86% of the allocation) was committed with individual FOP grants in the €20,000 to €50,000 range although to date (December 2006) actual disbursements at €641,578 were €168,154 lower than the amount committed.

<sup>6</sup> There is a National Focal Point in each EU Member State, the 2 Accession Countries, the 2 Candidate Countries to the European Union and in the four EFTA countries. Focal points are nominated by each government as the Agency's official representative in that country and are normally the competent national authority for safety and health at work.

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The role of the FOPs is also to provide information and feedback to Agency initiatives and products and they are consulted on all information activities related to the national level. In the EW campaigns, the FOPs are responsible for distribution of the Agency's material and for the decentralized organisation of EW activities at a national level

### 2.2 Key Evaluation Issues and Methodology

We now consider key evaluation issues and describe the methodological approach adopted to tackle them.

#### 2.2.1 Key Evaluation Issues

In addition to the EW2005-specific questions, there are a number of more generic key evaluation issues that should be addressed by any evaluation of EU-funded activities:

- **Relevance** – the extent to which the objectives of EW2005 were relevant to the needs of the target group (in this case, working environments that are most likely to be affected by noise);
- **Effectiveness** – the extent to which the outcomes achieved by the campaigns were in line with specific Europe Week 2005 objectives and the Agency's overall goals;
- **Efficiency** – the relationship between the EW2005 financial inputs and outcomes, and value for money (whether the same level of financial inputs could have achieved more outcomes, or whether the same outcomes could have been achieved with lower financial inputs). A closely related issue is the additionality of the FOP subsidy;
- **Impacts and added value** – the effect of EW2005 campaigns on target groups and the extent to which, in the absence of EU-level support, these outcomes would have been nevertheless possible to achieve;
- **Sustainability** – the extent to which outcomes prove to be long-lasting, i.e. last beyond the period of EW2005 itself.

The FOP subsidy reports provide a basic description of EW campaigns in each country but focus on quantifying activities that are directly supported by the subsidy. As such, these documents provide only limited information on the campaigns as a whole (in addition to aspects of the EW campaign supported by the FOP subsidy, other activities often take place) and the outcomes achieved. The only other source of information available to the Agency is press reports and feedback directly from the FOPs (e.g. at the biannual meetings). A key question – apart from better information on the nature of national campaigns – is why the nature and scale of the campaigns varies from one country to another.

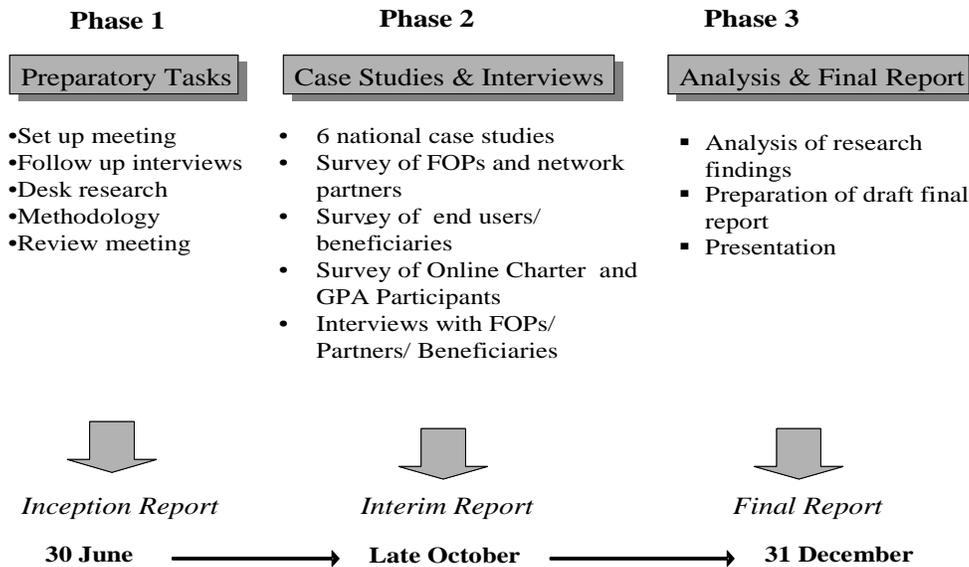
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### 2.2.2 Methodological Approach

The work plan for this evaluation was undertaken over a five-month period which was divided into three phases. The work plan is summarised on the following page.

Figure 2.1: Summary of Work Plan for Evaluation of European Week 2005



#### Phase 1 – Preliminary Tasks

A set up meeting with the Agency took place in May 2006. This was followed by various preparatory activities including an interview programme with Agency staff, analysis of monitoring data and other information on the EW2005 campaign, and further development of the evaluation methodology. An inception report was submitted to the Agency in the end of June 2006.

#### Phase 2 - Survey Work and Case Studies

As an input to the evaluation, five separate surveys were carried out:

- **National Focal Points** – all FOPs from the EU25 countries were sent a questionnaire asking for their views on EW2005 with all but two responding;
- **Network partners** – a list of over 600 network partners was compiled from information obtained from the Agency and FOPs themselves. Questionnaires were then sent to all the contacts. A total of 77 completed questionnaires, a 12% response rate which is around average for a postal/e-mail survey;

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- **Good Practice Award (GPA) entrants** – the survey focused on the 38 organisations selected for the EU-level GPA scheme. Over half responded;
- **On Line Survey signatories** – a questionnaire was sent to all signatories asking about why they had signed the Charter, whether they had taken any actions as a result to improved safety and health at work, etc. Again, the 19% response rate was reasonable for an e-mail survey although there was a heavy UK bias;
- **End users** – as part of a longer questionnaire for another assignment (Agency evaluation), we also asked for views on EW2005. An item was included in the August and September 2006 editions of the Agency’s electronic newsletter *OSH-mail* and also placed on its website inviting readers to complete the questionnaire (available in four languages) on-line.

Overall, almost 900 EW2005 questionnaires were returned to CSES. Table 2.1 provides a more detailed analysis of the survey responses.

**Table 2.1: Summary Analysis of European Week 2005 Survey Responses**

Country	FOPs	Network	GPA	Charter	Users	Total
Austria	1	7	2	0	9	19
Belgium	0	3	0	1	16	20
Cyprus	1	1	1	1	1	5
Czech Republic	1	2	1	0	3	7
Denmark	1	6	2	1	5	15
Estonia	1	4	0	0	2	7
Finland	1	8	1	3	19	32
France	0	0	2	0	55	57
Germany	1	5	1	1	72	80
Greece	1	0	1	2	10	14
Hungary	1	1	1	0	2	5
Ireland	1	0	0	3	26	30
Italy	1	8	0	7	63	79
Latvia	1	2	0	0	0	3
Lithuania	1	3	0	0	4	8
Luxembourg	1	2	0	0	7	10
Malta	1	4	0	0	7	12
Netherlands	1	3	3	1	14	22
Poland	1	1	1	2	7	12
Portugal	1	3	1	4	31	40
Slovakia	1	0	0	3	2	6
Slovenia	1	8	1	3	4	17
Spain	1	0	0	5	107	113
Sweden	1	5	1	0	16	23

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United Kingdom	1	1	2	27	129	<b>160</b>
Not given	0	0	0	0	4	<b>4</b>
Other	0	0	0	3	91	<b>94</b>
<b>Total</b>	<b>23</b>	<b>77</b>	<b>21</b>	<b>67</b>	<b>706</b>	<b>894</b>
Number contacted	25	635	38	346	n/a	n/a
Response rate	92%	12%	55%	19%	n/a	n/a

Source: CSES analysis of survey responses. Note: the number of OSH-mail recipients is up to 30,645 and the Agency's contact list contains some 29,000 names. Because many survey respondents may have accessed the survey via the Agency's website, we have not calculated a response rate for end users.

Overall, there was a good spread of survey responses across different EU Member States and types of organisations. This latter variable is particularly relevant for two of the surveys (end users and network partners). The nature of On Line Charter signatories is also relevant but to encourage a good survey response the questionnaire was kept short and so the only organisational question asked was whether the respondent was a business. A total of 64% respondents to the One Line Charter survey indicated that they were businesses. These were divided fairly evenly with 58% being SMEs with less than 500 employees and the remainder being larger companies. Table 2.2 provides an analysis of overall survey responses.

**Table 2.2: Breakdown of Responses (End Users and Network Partners) by Type of Organization**

Type of Organization	End Users		Network Partners		Total	
	Number	%	Number	%	Number	%
Public authority	150	21.2	37	48.1	187	23.9
Business	276	39.1	1	1.3	277	35.4
OSH specialist	168	23.8	11	14.3	179	22.9
Trade union	20	2.8	7	9.1	27	3.4
Employer organization	40	5.7	12	15.6	52	6.6
University/Education	20	2.8	6	7.8	26	3.3
Others	32	4.5	3	3.9	35	4.5
<b>Total</b>	<b>706</b>	<b>100.0</b>	<b>77</b>	<b>100.0</b>	<b>783</b>	<b>100.0</b>

Source: CSES analysis of survey responses

The response rates for different types of network partners reflects the nature of FOP support structures with an emphasis on working with intermediaries rather than directly with 'end users', i.e. businesses and workplaces. The fact that the end user survey elicited a particularly good response from businesses is therefore helpful in correcting what would otherwise have been an under-representation of this key target group.

Based on the Phase 1 preliminary research, and after consultation with the Agency, a sample of EU Member States was selected to provide broad coverage of different countries and also different types of EW2005 campaigns. Following this, six national case studies

# Background & Key Issues

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were carried out (Finland, Italy, Poland, Latvia, Portugal, and the UK). The research for each case study involved:

- **Preliminary research** - a review of the FOP subsidy reports for the selected countries, together with other information, in particular the survey responses from FOPs and network partners;
- **Interviews with FOPs** – in each country we carried out face-to-face interviews with the FOPs to add to/build on the survey information. The interviews then moved on to a more detailed discussion on key EW2005 issues;
- **Group discussions/interviews with network partners** – in addition to the interviews with FOPs, we also discussed EW2005 with network partners, either on a one-to-one basis or in a group. In all cases, those consulted included representatives of key social partners.

Apart from the six FOPs/host organisations (totalling 13 individuals), a total of 35 network partners were interviewed. Table 2.3 provides a breakdown by country.

**Table 2.3: Breakdown of Case Study Interviews**

Case Studies	FOPs/Hosts	Network Partners	Total
Finland	2	4	6
Italy	2	2	4
Latvia	2	4	6
Poland	4	6	10
Portugal	1	15	16
United Kingdom	2	4	6
<b>Total</b>	<b>13</b>	<b>35</b>	<b>48</b>

*Source: CSES analysis of case study interview lists*

A list of interviews is provided in Appendix A with write ups for each of the national case studies provided in Appendix B. The FOPs were given an opportunity to give their comments on these write ups. In addition to the six national case studies, we also discussed some of the key issues relating to EW2005 during the course of the fieldwork for the other assignment being simultaneously undertaken by CSES (Evaluation of the Agency).

### *Phase 3 – Analysis and Final Report*

An interim report was presented to the Agency in early November 2006. During the final phase of the assignment, outstanding fieldwork was completed. Desk research was also been carried out to review previous evaluations of European Weeks. This review is contained in Appendix C and summarised in Section 2.3. After discussion with the Agency, the report was finalised and submitted in December 2006.

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### 2.3 Review of Previous Evaluations

Four previous evaluations of EW campaigns have been conducted.<sup>7</sup> An overview of the main themes of the evaluations is provided here. A more detailed assessment is contained in Appendix C. This appendix also includes an overview of the recommendations made by previous evaluations, as well as a summary of the recommendations from the evaluation of EW2004, including a brief assessment of their continued relevance.

Overall, the evaluations have concluded that previous EW campaigns were successful in achieving their basic aim of raising awareness of OSH issues. Over time, improvements and greater effectiveness have been noted in terms of networking, timing and the dissemination of information, for example. The reform of the FOP subsidy system and the Good Practice Award were also been viewed positively. However, some questions were also identified as areas of potential improvement from year to year, although with varying degrees of emphases.

The evaluations have also taken differing views towards some issues. Differences exist, for example, over whether the overall structure of the campaign, and the FOP subsidy, should be changed. Thus, the evaluation of EW2001 suggested some reforms to the overall model, while the evaluation of EW2002 found that the current model was stable and that it worked well. The following themes have been recurred in most of the previous evaluations:

- **Community added value** - the Community added value of the campaign is generally high, although there is great variance across EU Member States and this is not true in all countries. The evaluations have generally found that interventions should focus on achieving outcomes that would be difficult or impossible for national authorities and their partners to achieve on their own;
- **FOP subsidy** - the FOP subsidy generally only demonstrates partial additionality. Evidence of multiplier effect is also weak, although the overall picture has been mixed, as have been the views as to whether the subsidy system should be reformed/discontinued. Most recently, the evaluation of EW2004 argued that alternatives should be investigated. The FOP subsidy's administrative requirements have also been found to be disproportionate to the amounts disbursed;

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<sup>7</sup> *Evaluation of the European Week 2000*, Yellow Window Management Consultants (2001); *Evaluation of the European Week 2001*, Yellow Window Management Consultants (2002); *Evaluation of the European Week 2002*, Economisti Associati SRL (2003); *Evaluation of the European Week for Safety and Health at Work 2004*, Centre for Strategy & Evaluation Services (2005). Evaluations referred to by the year referred to in the title, not year of publication.

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- **Time frame** - the timing of the campaign has been considered in all of the evaluations, with particularly the earlier ones concluding that the time allowed for preparation and follow up is too short. Some improvements have been seen to have taken place throughout the years;
- **Dissemination of Information and Networking** - transnational cooperation has traditionally been relatively weak or based on informal connections between FOPs. This has been highlighted as a major area of in need of improvement by the evaluations, with a number of actions to achieving this having been suggested. Good practice exchange and information dissemination have been generally considered to be the main benefits of networking across countries;
- **Good Practice Award** - although improvements have taken place in the way that the GPA scheme has been organised, past evaluations have found that its promotional potential has been under-utilised and its long term value needs to be increased;
- **Target groups** - difficulties have been highlighted in the capacity of the EW campaigns to reach some target groups. Reaching companies and other target groups has been easier when the campaigns have focused on well defined end users or (as in 2004) a particular sector. Overall, the main target audiences of EWs have been intermediaries and OSH specialists. More activities targeted directly at companies has been suggested in previous evaluations.
- **Choice of Theme** - the question of the type of theme (sectoral or horizontal) has not been frequently addressed in the past evaluations. The advantages of a broad theme in reaching a wider audience and being more inclusive in terms of network partner engagement were highlighted in 2001, while in 2004 the sectoral approach was found to lead to effective targeting and impacts.
- **Campaign Materials** - the campaign materials have received overall a positive review from the evaluations. Difficulties have been however, identified over the translation process and timely delivery of materials to FOPs for national dissemination.

# Review of EW2005 Campaign

## 3

*This section reviews the research feedback on the EW2005 campaign – the choice of campaign theme; campaign preparations, materials and media coverage; the Good Practice Award scheme; On Line Charter; EW2005 impacts; campaign funding and partnership working; European dimension and Community added value.*

### 3.1 Choice of EW2005 Theme – ‘Stop that Noise’

The choice of theme for the EW2005 campaign – ‘Stop that Noise’ - was generally considered appropriate by FOPs, network partners and others, especially given the imminent implementation of the EU Directive on the subject. In the survey work, we asked all the target groups (except end users who we did not consider would be in a position to judge) to comment on the relevance of the EW2005 campaign theme. An analysis of the responses is shown below.

**Table 3.1 How relevant was the EW2005 Theme?**

Response	FOP	Partners	Charter	GPA	All
Very relevant	87.0	39.0	45.9	35.7	51.9
Quite relevant	13.0	57.1	51.4	64.3	46.5
Not relevant at all	0.0	2.6	2.7	0.0	1.3
<b>Totals</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

*Source: analysis of survey feedback from FOPs, Network Partners, On Line Charter signatories and GDP participants.*

As can be seen from the above analysis, there was a considerable difference in perceived relevance with a far higher proportion of FOPs indicating that noise was a ‘very relevant’ theme than was the case with other respondents. However, very few respondents in any category judged the theme to be ‘not relevant at all’. Viewed from a different perspective, network partners in EU10 countries seem to have been more divided in their views on the relevance of the EW2005 campaign theme with a higher proportion (42% compared with 37% in EU15) stating that the theme was ‘very relevant’ but also that it was ‘not relevant at all’ (6% compared with 0% in EU15). There is no obvious explanation for this finding.

It is clearly important for the EW2005 theme to have been seen as reflecting national priorities with regard to safety and health at work. Later in this report, we consider this issue in more detail. Another key question – which is not specific to EW2005 – is whether it is preferable to adopt a sector-specific or thematic approach to defining the EW themes. We consider this and other key questions in more detail in Section 4.

### 3.2 Preparations, Campaign Materials and Media Coverage

In the run-up to EW2005, the Agency produced a range of campaign materials to support promotional efforts at a national level. This included producing more than four million posters, leaflets, flyers and Fact Sheets in 20 language versions which were then distributed

# Review of EW2005 Campaign

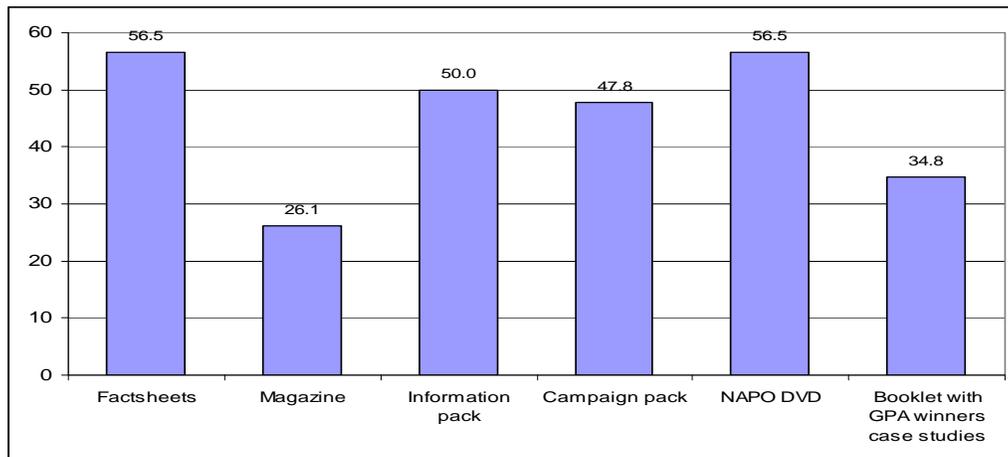
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via the FOP network across EU Member States. Feedback from the FOP survey on the campaign materials indicates that:

- Overall, the campaign materials were generally regarded as being relevant to the various EW2005 target groups and useful in the campaign although a number of less positive comments were made on specific aspects;
- But around half (13) of the FOPs would have preferred the campaign materials to be made available at an earlier point in the EW2005 campaign and there were difficulties with the quality of translations;
- Most FOPs (18) agreed that the simultaneous launch of European Week 2005 had benefits and around half (14) considered the timing of other aspects of the EW2005 campaign to be appropriate.

Taking the first point - the EW2005 campaign materials - there was generally positive feedback from the FOPs. This is summarised in more detail below.

**Figure 3.1: FOP Feedback on Campaign Materials ('Very Useful' Responses)**



*Source: analysis of FOP survey data*

As can be seen, the EW2005 Fact Sheets and NAPO DVD were considered to be the most useful, and the Magazine and GPA booklet the least useful with other campaign materials ranked in between. Whilst there was generally positive feedback on the EW2005 campaign materials, in some countries it was felt that allowances should have been made for the FOPs to tailor the material so as to make it more relevant to national circumstances and priorities. However, at the same time, it is generally recognised that it is difficult for the Agency to do this given the fact that the EW campaigns have a very broad geographical coverage.

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Most FOPs (18 out of the 23 who completed a questionnaire) agreed that the simultaneous launch of European Week 2005 was beneficial in terms of raising the profile and impact of the campaign, organisational efficiency, etc. However, several FOPs disagreed with this and we discussed their views on the question of timing – the launch but also the point in the year when the campaign takes place and its duration – during the case study interviews. These and other related issues are considered in further detail in Section 4.

### EW2005 Awareness Raising Activities (National Case Studies)

**Finland:** extensive marketing for EW2005 was undertaken with different forms of media being used. Multimedia programmes and the Internet were particularly used, as over 70% of SMEs are reachable through the Internet in Finland. The principal messages were noise prevention activities, including directive issues and EW2005. The content was focused on both employees and employers, and all active partners were included in the realisation of the campaign and the implementation of noise prevention at workplaces. The opening seminar was recorded and disseminated over the Internet, as well as being broadcast by the Finnish Broadcasting Company (YLE) for its Multimedia Channel. For the co-ordination of PR activities, a specific EW2005 Public Relations Group was put together, with representatives from many of the network partners.

**Italy:** A total of 17 seminars, meetings and conferences were organised across Italy. The campaign was characterised by the involvement of broad media coverage. Specifically, a radio campaign to promote the event through 28 different national radio stations was arranged in October. The campaign had produced an advertisement which persuaded people to reduce the level of noise at workplaces. All the information related to the campaign was also included in the ISPESL's Website <http://www.ispesl.it>.

**Latvia:** Direct marketing was undertaken in Latvia to raise awareness of EW2005. A letter was sent by State Labour Inspectorate to 775 companies in Latvia. The purpose of the letter was to inform about EW2005, noise as risk factor in Latvian companies, possible inspector's visit to the enterprise and the Good Practice Award. The letter also invited the companies to fill in a questionnaire on the subject of noise at work. The response rate was 10% (50 from employers and 21 from employees). Another initiative was a Poster Competition for Young People. The aim of the contest was to encourage young people (between the ages of 10 and 16) to pay attention to the effects of noise, as well as to give information on ways in which to protect themselves and others. The competition was organised in co-operation with the youth organisation "AVANTIS", which acted as a subcontractor.

**Poland:** A national awareness campaign "Stop halasowi" was organised in conjunction with media organisations. The campaign was sponsored by the First Channel of Telewizja Polska and the monthly Bezpieczenstwo Pracy. A PR company was contracted to undertake some of the actions, as well as to conduct media monitoring. Two press conferences took place, which received extensive press coverage. In addition to the national campaign different, more localised, actions took place in particular towns, often with the support of private companies.

**Portugal:** the awareness-raising campaign in Portugal included six press releases, 79 news items and articles in 38 different newspapers or magazines (e.g. one that specialises in health and safety called 'Segurança' which published an article about the campaign) and TV and radio coverage of some of the seminars and opening/closing events. A considerable amount of promotional material was also distributed at seminars and other events (e.g. 3,000 copies of a CD on noise, a software

# Review of EW2005 Campaign

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programme ('Ruido IN) to monitor noise levels, and various other materials - pens, writing pads, etc).

**United Kingdom:** wide-ranging awareness raising activities were undertaken including websites, electronic and post mailings, press releases and media/PR activities linked to major events – in particular the 'Sound Off' conference (radio coverage, photo opportunity with the UK Government Minister, Lord Hunt, newspaper items, etc) and the 'Noisy Box' competition (newspapers, websites, radio, etc).

Most FOPs considered that the EW2005 campaign attracted more media attention than in previous years. This view was only partly shared by network partners who generally argued that there was little difference compared with EW2004. Table 3.2 provides an analysis of the feedback on this question from the FOP and network partner surveys.

**Table 3.2: Have the EW05 activities been more/less extensively covered in the media than in previous years?**

Responses	FOPs		Network Partners		Overall	
	No.	%	No.	%	No.	%
Significantly more	4	17.4	9	11.7	13	13.0
A bit more	7	30.4	25	32.5	32	32.0
Same	9	39.1	33	42.9	42	42.0
Less	1	4.3	6	7.8	7	7.0
Significantly less	1	4.3	3	3.9	4	4.0
No response	1	4.3	1	1.3	2	2.0
<b>Total</b>	<b>23</b>	<b>100.0</b>	<b>77</b>	<b>100.0</b>	<b>100</b>	<b>100.0</b>

*Source: analysis of FOP and Network Partner survey data*

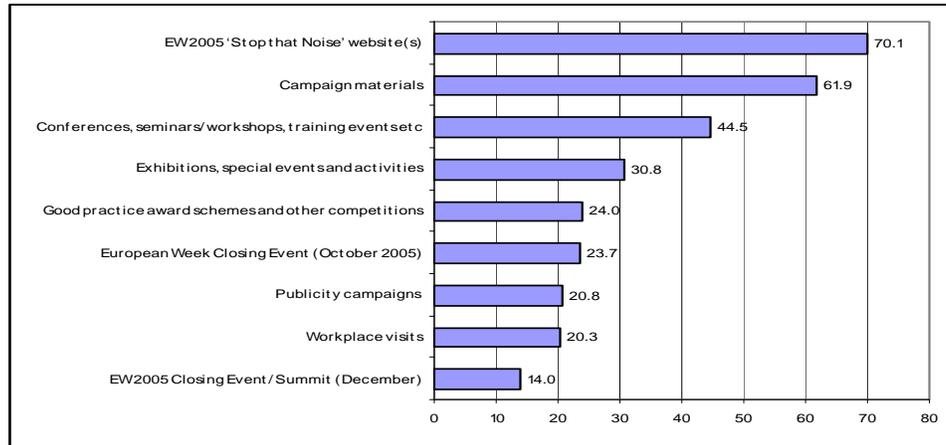
The consensus of opinion amongst the FOPs was that the **profile of the Agency** was more or less the same in the EW2005 campaign as in previous years (16 out of the 23 FOPs completing the questionnaire stated that this was so). Of the remaining FOPs, more (six) thought that the Agency's profile had been higher in EW2005 than before. Only one FOP thought its profile had been lower.

End user feedback is helpful in providing a broader view of **the impact of the EW2005 promotional activities**. The analysis below confirms the importance of the EW2005 websites as a tool for raising awareness and disseminating information. The campaign materials were also important in this respect.

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**Figure 3.2: Did you participate in any Europe Week activities or receive any information?**



Source: End User Survey (n=706)

It is clearly relevant to examine the extent of **target market penetration** across different EU Member States to establish whether there was any variation in participation in EW2005 activities and whether promotional methods were seen as being more (or less) effective in some countries than others. The analysis below does this in terms of EU10/EU15 countries.

**Table 3.3: Breakdown EU10/EU15 - Did you participate in any EW2005 activities or receive any information?**

Activities	EU15 (578)	EU10 (128)
Conferences, seminars/workshops, training events etc	38.2	32.8
European Week Closing Event (October 2005)	19.4	21.9
Exhibitions, special events and activities	26.1	24.2
Campaign materials	53.8	43.0
Workplace visits	17.1	16.4
Good practice award schemes and other competitions	20.2	19.5
Publicity campaigns	17.5	17.2
EW 2005 'Stop that Noise' website(s)	61.4	46.1
EW 2005 Closing Event/Summit (December)	10.7	16.4

Source: analysis of end user survey data

As can be seen EW2005 participation rates were generally lower in EU10 countries than in the EU15 ones. This reflects lower levels of awareness that the EW2005 campaign was taking place in EU10 countries (70% of end users compared with 87% in EU15, according to our survey). However, otherwise, the differences are not that pronounced which is encouraging. The exception in this respect is with regard to EW2005 website visits where the

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proportion of end users in EU10 countries accessing information in this way was considerably lower than in the 'old' member states. The reasons for this could lie in differences of Internet use and availability. Given the importance of the internet as a tool for disseminating EW information, it is clearly desirable that more end users in EU10 should have access, although this is of course a factor that cannot be influenced by the Agency. In some countries, such as Latvia, FOPs attempted to get around this problem by sending letters directly to companies informing them of the EW2005 activities.

Overall, the feedback from the research indicates that the Agency's **EW2005 website** was seen as being a well designed and high quality source of information, although differences exist between countries as to what extent the website is used as a source of information on OSH issues. There were only a few suggestions on how it could be improved. One suggestion was that the website should include links to the GPA winners' material (this is consistent with the argument, set out earlier, that the GPA scheme would be more attractive to SMEs if publicity was improved); another suggested that the navigability of the website should be refined so that rather than searching the whole website, different target groups (OSH experts, workers, employers, teachers, young people etc) could go straight to the pages of most relevance to them in much the same way as is already possible on the Agency's main website for 'priority groups'; some referred to difficulties in influencing and changing the country information on the Agency's website; and several argued that the contents of the EW website should be made available earlier in the campaign.

### 3.3 Good Practice Award Scheme

A total of 41 organisations took part in the EU-level Good Practice Award (GPA) scheme as part of the EW2005 campaign. A breakdown between countries and comparison between 2004 and 2005 is shown below.

**Table 3.4: Number of Good Practice Award Scheme Participants 2004-2005**

Country	2004		2005		Country	2004		2005	
	No.	%	No.	%		No.	%	No.	%
Austria	2	2.8	2	4.9	Latvia	5	7.0	0	0.0
Belgium	3	4.2	0	0.0	Lithuania	2	2.8	1	2.4
Cyprus	1	1.4	1	2.4	Luxembourg	16	22.5	2	4.9
Czech Rep	3	4.2	2	4.9	Netherland	0	0.0	2	4.9
Denmark	5	7.0	2	4.9	Poland	3	4.2	2	4.9
Finland	7	9.9	3	7.3	Portugal	1	1.4	4	9.8
France	0	0.0	4	9.8	Slovenia	4	5.6	1	2.4
Germany	11	15.5	2	4.9	Spain	0	0.0	3	7.3
Greece	3	4.2	0	0.0	Sweden	2	2.8	3	7.3
Hungary	3	4.2	2	4.9	UK	0	0.0	2	4.9
Italy	0	0.0	3	7.3	<b>Total</b>	<b>71</b>	<b>100.0</b>	<b>41</b>	<b>100.0</b>

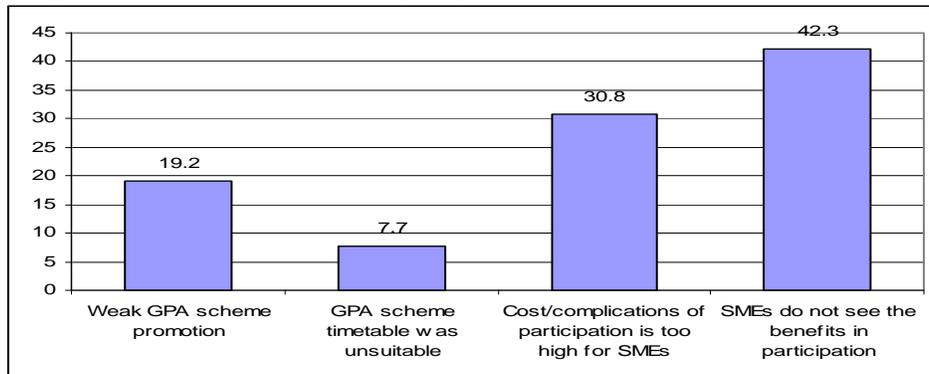
*Source: analysis of Agency data on GPA scheme. Note: direct comparisons between 2004 and 2005 are difficult because the total for 2004 relates to good practices identified by national schemes whereas the 2005 total relates to actual entrants.*

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As can be seen, there is mixed picture with participation in the GPA scheme higher in some countries in 2005 than 2004 (France, Italy, Netherlands, Portugal, Spain, Sweden, UK) but lower in others (in particular, Germany and Luxembourg). The overall response to the GPA Call in EW2005 was quite low, with 41 nominations being received compared with 71 in 2004. Feedback from the FOPs helps to explain why this was the case.

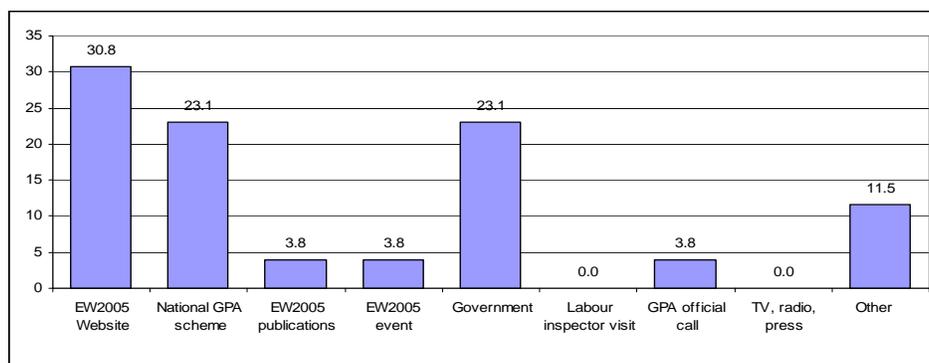
**Figure 3.3: What Factors help explain the response to the GPA Call?**



As can be seen, the main factor explaining the low response to the GPA Call for Proposals was, according to the FOPs, the difficulty SMEs have in seeing the benefits of participation. The costs and complications of participation was also a significant factor (the short time allowed for putting together the submission was seen to favour larger companies taking part). A further consideration, highlighted by one interviewee, was that the EW2005 noise theme was particularly difficult for companies to approach, as in a sense it was “everyone’s concern and at the same time nobodies”. Later we examine suggestions on how the European GPA scheme can be made more attractive to SMEs.

As with several other EW2005 initiatives, a high proportion of those participating in the GPA scheme (31%) heard about it from the EW2005 website. The other two main sources were national GPA schemes and the public authorities (in particular, the FOPs).

**Figure 3.4: How did you find out about the European GPA Scheme?**



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In general, there was positive feedback from our survey on the procedures used for the GPA scheme: two thirds (76%) of participants received guidance and other material from their FOPs explaining how the scheme worked; in most cases (62%), this information was seen as relevant to SMEs in helping them to prepare for the GPA; almost all (90%) of the participants who took part in the survey felt there had been enough time to prepare for the scheme; and most (76%) thought the application and selection procedures were fair and transparent.

There were two main reasons why companies decided to participate in the EW2005 GPA scheme: the prospect of gaining publicity and an improved understanding on how the businesses were performing in terms of health and safety at work (the responses were more or less evenly divided between these two factors). Overwhelmingly, those who participated in the GPA scheme thought that it had been worthwhile – 90% of the survey respondents stated this as being the case. This opinion is generally shared by FOPs with 20 out of the 23 who completed a questionnaire stating that the GPA scheme is either ‘very effective’ or ‘quite effective’ as a way of encouraging improved health and safety at work practices. Relatively few comments were made by GPA participants on the way things might be improved. One respondent commented on delays (“There were some delays in the selection process and information, also the information about the award ceremony should be given earlier”) and another on the GPA criteria (“We did not get any information about the Jury, on how and why the selection was done, etc.”). Several survey respondents also commented on the need for the GPA scheme to be given far better publicity.

The need for improved publicity for the European GPA scheme was also a point stressed by FOPs. The following comment summarised this view: “There should be more follow-up activities after the European Final Event. I suggest that GPA results are promoted through a media campaign at the national level. Also, maybe the Agency should consider advertising the results of the European GPA in major national newspapers in EU-25”. The question of improved publicity and follow up for the GPA has also been brought up as an area of possible improvement in a number of the previous evaluations of the Agency (see Appendix C). Another FOP stressed that the extent of participation in the GPA was influenced by the EW theme while another argued that the GPA was becoming less appealing to SMEs because of a growing number of alternative national award schemes and that these schemes offered ‘real’ awards’ whereas the EW GPA scheme did not. The suggestion was also made that limits on the number of GPA entrants for the EU-level award should be lifted and combined with one award per country since this would attract more participants.

A high proportion of FOPs (around half) argued that the existence of a national GPA award scheme improved the prospects of identifying suitable candidates for the EW GPA competition. According to the FOP survey feedback, national GPA schemes were organised in 16 EU Member States in 2005 (in three other countries, the position is unclear). A wide range of methods were used to publicise these schemes – media coverage and award

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ceremonies being the most common, followed by good practice leaflets and promotion through business networks.

### Good Practice Award Scheme (National Case Studies)

**Finland:** the Good Practices Award scheme received a reasonable amount of attention with six nominations being received in 2005. Two nominations were sent to the Agency, and two were given the opportunity for a public presentation in the Opening Seminar at Finlandia Hall. Thus, the results of the competition were well utilised. Indeed, the point was made that generally successful entries at the European level are well publicised by the companies concerned, which in turn raises the profile of the scheme. The timing of the Award was not considered to work particularly well, however, with the short time being made available to put together the applications being considered to favour larger companies.

**Italy:** the Good Practice Award was seen as a good way of highlighting SMEs' good practices in the management of noise problems, and to make them aware of activities that can be undertaken to reduce and abolish them. Different systems were used to promote the award, such as using the EW2005 Website, through the social partners, via direct emails to companies, information in the radio and press, contacts with experts and leaflet distribution at several events. A total of 11 participants applied for the award, and four were shortlisted. The 2005 GPA scheme was one of the most successful in terms of the number of submissions received.

**Latvia:** the European model was followed in organising the GPA scheme. Publicity was arranged through the FOP website, by the social partners, by direct e-mails to companies, information to the media, OSH institutions/organisations, and by distributing the GPA leaflet at different events. Nevertheless, no submissions were received by the original deadline. After the deadline was extended, two submissions were made, but these were too late to be sent to the Agency. One reason given for the lack of interest in the 2005 GPA was that the theme of noise was too generic. Thus, many companies felt that the theme was not sufficiently relevant for them.

**Poland:** the GPA scheme was reasonably well publicised, but the interest was not particularly high. Prizes were provided for the winners of the national competition, which these were also announced at the EW seminar and the good practices published and promoted. It was hoped that better prizes could be won by companies taking part in the competition. In terms of publicity for the award, more materials for its promotion would be welcomed, and it was suggested that the award could be publicised at a European level.

**Portugal:** although originally planned, there was no Good Practice Award scheme in Portugal as part of the EW2005 campaign because of a lack of good quality entrants.

**United Kingdom:** the GPA scheme was not publicized by the FOP or its partners. This is because a number of similar awards exist in the UK, diminishing the perceived value of the GPA. It was also argued that if efforts were put into publicising the scheme, it would be likely to attract too many participants for the national jury to cope with given present resources.

Two-thirds (66%) of those participating in the EW2005 GPA scheme were aware of other aspects of the campaign and most considered the theme as being relevant to their organisations. But relatively few (only 15%) also signed the On Line Charter. This was mainly because of a low level of awareness that it existed. The conclusion to be drawn from

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this feedback is that there is a very mixed picture with regard to cross-linkages between different EW initiatives.

### 3.4 On Line Charter

A total of 577 different organisations signed the 2005 On Line Charter. As noted earlier, most of these were businesses (according to our survey work, 64% respondents indicated that they were in this category. These were divided fairly evenly between SMEs with less than 500 employees (58%) and larger companies (42%).

**Table 3.5: Number of On Line Charter Signatories 2004-2005**

Country	2004		2005		Country	2004		2005	
	No.	%	No.	%		No.	%	No.	%
AT	5	0.5	0	0.0	LT	1	0.1	1	0.2
BE	23	2.5	14	2.4	LU	1	0.1	4	0.7
BG	2	0.2	0	0.0	LV	1	0.1	0	0.0
CH	1	0.1	0	0.0	MT	3	0.3	0	0.0
CY	7	0.8	1	0.2	NL	11	1.2	7	1.2
CZ	5	0.5	1	0.2	PL	36	3.9	17	2.9
DE	6	0.7	2	0.3	PT	31	3.4	21	3.6
DK	4	0.4	5	0.9	RO	13	1.4	9	1.6
EE	1	0.1	1	0.2	SE	1	0.1	1	0.2
EL	9	1.0	13	2.3	SI	16	1.8	4	0.7
ES	77	8.4	30	5.2	SK	2	0.2	5	0.9
FI	2	0.2	5	0.9	TR	3	0.3	0	0.0
FR	15	1.6	5	0.9	UK	449	49.1	121	21.0
IE	67	7.3	10	1.7	Others	31	3.4	243	42.1
IT	91	10.0	57	9.9	Total	914	100	577	100.0

Source: CSES analysis of Agency data. Note: in 2005 there were 704 actual signatories but this included cases where the same person signed the On Line Charter twice and we have eliminated these cases to arrive at the total of 577 shown above.

The number of On Line Charter signatories was a lower total than in the previous year, which is in some respects surprising since the EW2005 campaign was broader in terms of thematic relevance. The explanation mainly lies mainly in the lower number of UK signatories since this country had accounted for a very high percentage of the total in 2004. It seems also to have been more difficult to target the publicity for signing the Charter with a more general theme. As can be seen from the analysis below, the number of entries was down for all countries apart from Denmark, Greece, Finland, Luxembourg and Slovakia. It should be noted that that a culture of signing on-line charters does not exist in many countries (one interviewee noted, indeed, that the idea of a “company policy” is thought of as being too vague).

Those who signed the On Line Charter heard about it in a number of ways but the EW2005 website was by far the most common source:

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**Table 3.6: How did you hear about the EW2005 Online Charter?**

Sources of information	Number	%
Specialist press	10	11.1
EW2005 Website	49	54.4
Government body	7	7.8
EW2005 publications	9	10.0
TV	0	0.0
Radio	0	0.0
Newspaper	2	2.2
EW2005 event	4	4.4
H&S/labour inspector visit	1	1.1
Other	8	8.9
<b>Total</b>	<b>90</b>	<b>100.0</b>

*Source: Analysis of On Line Charter survey responses. Note: multiple responses possible.*

Just over a third (36%) of those who responded to the survey had also signed the EW2004 On Line Charter and so this may have also been a factor in leading them to do the same again during the EW2005 campaign. Also, some organisations may have heard about the On Line Charter through contacts with those who had already signed it – 40% of the survey respondents said that they told others (affiliates, business contacts, etc) about it.

Notwithstanding the lower number of signatories, teething problems with the 2004 On Line Charter scheme seems to have been resolved by the time the 2005 exercise got underway. One survey respondent commented as follows: “There were considerable problems in the case of the Online Charter for EW 2004. The Focal Point asked members and co-workers of the National Network to sign the Online Charter and to disseminate the information among their members, customers etc. However, afterwards we received a number of complaints because the registration system was not working for quite same time. This has definitively improved in 2005”.

The main reason why companies and other organisations signed the On Line Charter was straightforward - to demonstrate their commitment to improving safety and health at work, although some of those interviewed suggested that the publicity received from signing the Charter was also a factor. Some examples of the survey feedback on this question are provided below.

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### Examples - Why Companies signed the On Line Charter

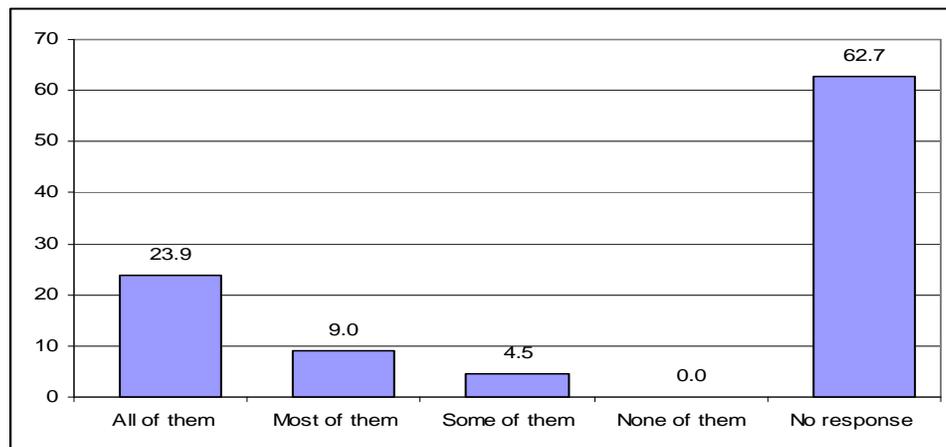
'We signed the Charter to demonstrate to all our European operations and people our commitment to a safe working environment, and to raise awareness across our organisation.'

'Our company has a high safety performance and this contributed significantly to our safety culture in an area that was not seen as high on the agenda prior to Euro Safety Week.'

'We firmly believe in the involvement of staff at all levels is a key to a positive H&S culture. The Charter helps demonstrate to our employees and our customers our commitment to making the workplace a safer and healthier place.'

A key question is whether On Line Charter signatories took any steps to improve safety and health at work in their organisations as a result of committing themselves to the Charter aims. This question was asked in relation to EW2004 (to allow for the possibility of time-lags in implementing actions) but the results are likely to be similar for the EW2005 On Line Charter.

**Figure 3.5: If you signed the EW2004 On Line Charter you will have indicated that you were going to undertake actions to promote health and safety at work. Have you undertaken these activities?**



Source: analysis of On Line Charter survey data

A high proportion of the On Line Charter survey respondents did not answer this question and we have interpreted this to mean that they did not take any follow-up actions. On this basis, around a quarter of the signatories undertook all the actions they committed themselves to with most of the remainder (apart from the non responses) taking at least some actions.

In addition to actions within their own organisations to improve health and safety, On Line Charter signatories committed themselves to supporting the wider EW2005 campaign.

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Almost half the survey respondents (49%) claimed that they had implemented all the actions to fulfil this commitment with the remainder saying they had partially done so. Some examples of these actions are summarised below

<b>Examples – Actions to follow Up the On Line Charter</b>
<p>‘Our company undertook an awareness campaign through staff restaurants and review of hearing protection risk assessments across all departments’.</p> <p>‘I compiled and placed a Powerpoint presentation on the company intranet for all to access and take guidance from. The presentation included 'sound advice', advised on noise regulations, reiterated company policy, employers responsibilities, employees duties, effects, FAQs, where to get help and guidance, etc. We looked into those who are exposed the most and reviewed our risk assessments. We provided health checks and health surveillance’.</p> <p>‘We provided training in noise awareness to over 500 people across our European operations in six countries. This included presentations on noise reduction techniques, PPE and demonstrations of noisy activity’.</p> <p>‘We decided to prepare educational materials to inform workers in our province how they can protect their hearing against noise in the workplace and we used the press and other publicity to invite new other companies to take part in a "Corporate Program for Hearing Protection"’.</p>

A number of suggestions were made by 2005 On Line Charter signatories on how the scheme could be improved. These suggestions included: improving publicity; introducing an award scheme for best practices associated with the Charter; and making it clear that there would be no negative consequences if On Line Charter signatories do not fulfil their commitments.

Looking ahead, half the 2005 signatories participating in the survey said they had heard of the 2006 On Line Charter and most of these (84%) said they would sign it. This is encouraging and is a further indication that the scheme is considered worthwhile by those who participate in it.

Feedback on the effectiveness of the On Line Charter is mixed. FOPs are divided: few (only 2 out of the 23 completing a questionnaire) consider the scheme to be ‘very effective’ as a way of encouraging commitment to improved safety and health at work. But if these responses are added to those who say the On Line Charter is ‘quite effective’, then positive and negative feedback is balanced with an equal number arguing that the scheme is ‘not effective’.

### 3.5 Impact of EW2005 Campaign

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A key question in this evaluation is the extent to which the EW2005 campaign was successful in reaching different target groups. Table 3.6 provides an analysis of the survey feedback from different sources.

**Table 3.6: To what extent were target groups reached by the EW2005 campaign?**

Target Groups	FOPs		Partners		End Users		Totals	
	No.	%	No.	%	No.	%	No.	%
General public	7	9.6	3	2.1	32	3.1	42	3.4
Trade unions	12	16.4	23	16.1	116	11.3	151	12.1
Employer organizations	11	15.1	22	15.4	104	10.1	137	11.0
Public authorities	4	5.5	19	13.3	119	11.6	142	11.4
Workplaces in SMEs	2	2.7	3	2.1	50	4.9	55	4.4
Workplaces in large businesses	6	8.2	7	4.9	92	8.9	105	8.4
OSH specialists	13	17.8	23	16.1	255	24.8	291	23.4
Labour inspectors	18	24.7	30	21.0	148	14.4	196	15.7
Media	n/a	n/a	3	2.1	42	4.1	45	3.6
National policy makers	n/a	n/a	10	7.0	72	7.0	82	6.6
<b>Totals</b>	<b>73</b>	<b>100.0</b>	<b>143</b>	<b>100.0</b>	<b>1,030</b>	<b>100.0</b>	<b>1,246</b>	<b>100.0</b>

Source: analysis of FOP, Network Partner and End User survey feedback. Note: the above analysis is based on 'very effective' responses only.

An analysis of this by country is clearly very relevant. For this, we relied mainly on the survey feedback from network partners. Table 3.7 analyses the results by EU10/EU15.

**Table 3.7: Breakdown by EU10/EU15 - To what extent were different target groups in your country reached by EW2005 campaign activities?**

Target group	EU15 (46)	EU10 (31)
General public	4.3	16.1
Trade unions	34.8	54.8
Employer organizations	30.4	45.2
Public authorities	34.8	51.6
Workplaces in SMEs	6.5	6.5
Workplaces in large businesses	19.6	19.4
OSH specialists	45.7	58.1
Labour inspectors	45.7	80.6
National media and other information providers	10.9	19.4
National policy/decision makers	15.2	25.8

Source: analysis of network partner survey feedback

The analysis suggests that the EW2005 campaign was generally viewed as more effective in reaching target groups in the EU10 countries than in EU15. The only exception in this respect was with regard to workplaces where the differences were minimal.

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### Impact of EW2005 Campaign (National Case Studies)

**Finland:** a wide range of activities were organised in Finland, which reached a relatively high number of people, as well as receiving media coverage in national media. EW2005 was relatively well known by companies in Finland, with many asking for information on the upcoming week earlier each year. Indeed, businesses took part particularly in the events taking place in the regions, as an attempt was made to make the activities relevant to the level of the working places. Nevertheless, there is a feeling that larger working places tended to be more engaged in the campaign with SMEs being more difficult to reach. Another area of weakness was recognised as young people and the dangers of noise in workplaces such as bars.

**Italy:** overall, EW2005 was successful, due to it being well organised by the FOP, appropriate resources being invested in it and the involvement of most of the network partners. The disseminated materials were seen by the social partners as the most effective activities for reaching the target groups. EW2005 campaign was considered to be a strong one in relation with the previous campaigns in Italy: an accessible objective and a clear and communicative message. Nevertheless, the FOP and social partners agree that more has to be done in order to reach the workplaces in public and private enterprises, and in SMEs.

**Latvia:** young people were particularly well reached by the EW2005 campaign, with the poster competition and awareness raising programme in schools proving particularly popular. The poster competition received a good number of entries, and reached the general public through publicity in schools. However, more resources would be required to provide better publicity for the week, and thus to reach a bigger audience. As a high proportion of SMEs do not have access to the internet, the EW2005 website and other internet based promotion cannot be relied upon to raise awareness.

**Poland:** In addition to a national awareness campaign, the activities in Poland included a number of activities in which local communities and companies were heavily involved, such as seminars and educational picnics. The youth were also heavily targeted, with different poster and art competitions on the theme of noise. Network partners and private companies, as well as some media sponsors, were actively involved in the EW2005 campaign, contributing to its positive results. Through the engagement of different partners (including private companies), and the localised approach, the impact of the activities was relatively well focused.

**Portugal:** the EW205 campaign in Portugal clearly reached a wide target group. Apart from the direct participation of over 2,000 people in the various events, many more will have benefited indirectly by receiving information through promotional activities, website downloads, and media coverage.

Evidence of indirect effects is somewhat anecdotal but includes the campaign organised by the construction industry employer federation which reached some 3,000 workers), promotional activities undertaken by the Lisbon Municipality which involved disseminating material to some 10,000 companies and the three-hour training sessions about noise provided by the construction industry trade union to more than 3,500 workers. Likewise, with the 'Ruido IN' noise monitoring tool, it is hoped that the construction industry supply chain will lead to multiplier effects as SMEs are encouraged to adopt similar OSH practices with regard to noise as larger companies that use the tool. Here, the scale of possible supply chain effects is impossible to estimate.

**United Kingdom:** a number of campaigns take place in the OSH field in the UK which tends to reduce the profile of European Week, which itself has been invested less in over recent

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years. Also, given ambivalent attitudes generally in the UK towards the EU, the 'European' branding has rather mixed benefits. More positively, campaigning activities perceived as having been particularly successful included a National Inspection Day which was incorporated into the EW2005, and the role of some network partners in organising activities (such as the 'Noise Box' by IOSH) which was considerable.

Overall – and perhaps not surprisingly - the impact of the EW2005 campaign on the general public was considered to be only very limited. This reflects the fact that EW campaigns are not designed to reach the public at large but rather workplaces and specific socio-economic groups that are identified as being at risk from a safety and health at work perspective. Moreover, working through intermediaries is seen as the most effective way of achieving this sort of impact. Given that these are the groups with the potential to have the greatest multiplier effect, it is encouraging to see that overall, the EW2005 campaign was seen as having had the most impact on intermediaries (social partners, labour inspectors, OSH professionals, etc). However, it is disappointing that the survey feedback suggests only limited impacts on social partners since these organisations are a key to achieving a multiplier effect.

There is some variation in perceptions of the EW2005 impacts on this target group – for example, FOPs felt that there was less of an effect on public authorities than either network partners or end users and, conversely, network partners and end users perceived the EW2005 impact on OSH specialists and labour inspectors to be lower than was the case with FOPs. But in general, the survey feedback is consistent in conveying the same basic message.

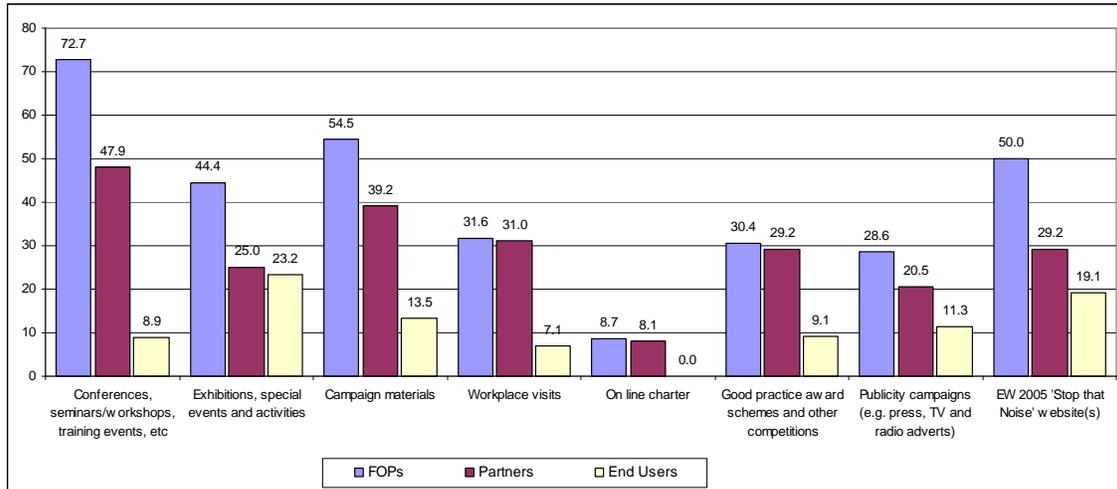
There is some inconsistency across all categories of survey respondents in rating the campaign's impact on public authorities as relatively high overall, but as relatively low in relation to policy-makers (here it should be noted that there was no feedback from FOPs). Similarly, notwithstanding earlier comments about the Agency's strategy, it is a little disappointing that the impact on workplaces was seen as minimal, and that insofar as there was an impact, this was considered to be more pronounced in the case of larger businesses than SMEs (where safety and health at work risks are generally highest). On this particular point it could, however, be reasonably argued that reaching big businesses is preferable because it is easier to reach larger groups of workers.

Another important question is what type of EW2005 activities were the most effective in raising awareness/promoting good practice with regard to combating noise. In the survey work, we asked different target groups this question. A summary analysis is shown below.

**Figure 3.6: In your view, which European Week 2005 'Stop that Noise' campaigning activities were the most effective in raising awareness/promoting good practice with regard to combating noise?**

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Source: End user survey (n=706), FOP survey (n=23) and network partner survey (n=71 to 74).

There are a number of observations to be made with regard to the analysis shown in Figure 3.6:

- If the responses from different sources are combined, then overall the top ranked activities in terms of effectiveness were exhibitions and special events (e.g. competitions) and, secondly, the EW2005 website(s);
- However, this gives a misleading impression because there was a considerable difference of opinion on which activities were most effective (highlighted in Figure 3.7) with, in particular, a contrast between the views of FOPs and network partners on the one hand, and end users on the other;
- Overall, end users ranked the different types of EW2005 activities as generally less effective in each case in terms of raising awareness/promoting good practices than either the FOPs or network partners.

Taking the first point, an aggregate level analysis, although of some value, is of course skewed by the fact that one category of survey respondents – end users – account for a very high proportion (88%) of the overall total. The analysis shown in Figure 3.6 is more revealing. In the case of FOPs, the most effective EW2005 activities were seen as being conferences/workshops, exhibitions and special events, campaign materials and websites. However, this view was only partly shared by network partners (with a difference in particular over the importance of exhibitions/special events which were not ranked as highly by network partners as some other activities) and shared to a far lesser extent by end users.

There are several possible explanations for these differing views. Firstly, it is perhaps to be expected that FOPs ranked EW2005 activities such as conferences and workshops highest since they were particularly closely involved in these aspects of the campaign. Secondly, it is obviously the case that conferences/workshops and exhibitions will have had a considerable

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effect on those who participated. But the numbers involved were relatively small compared with those reached by other EW2005 activities.

From the perspective of end users – relatively few of whom participated in conferences/workshops (see earlier analysis) – other aspects of the campaign are bound to have been regarded as more effective, in particular those designed to reach a larger audience (EW2005 websites, campaign materials, etc). The differences in opinion therefore hinge to some extent on whether effectiveness is assessed in terms of the impact on specifically targeted groups (such as conference participants) or in terms of more general awareness raising.

On the last point highlighted earlier, a lower proportion of end users ranked each and every aspect of the EW2005 campaign as ‘very effective’ than either the FOPs or network partners. This is clearly disappointing given that this feedback comes from those whose views are in many respects the most important. The conclusion to be drawn from this is that, in the future, more emphasis should be placed by FOPs and their partners on monitoring the impact of European Week campaigns so that there is a closely alignment of perceptions regarding the most effective activities and resources are focused accordingly.

A further question is whether there are differences between countries in terms of the usefulness of the campaign methods and materials. This could be the case given differing national cultures, capacity to produce their own materials, etc. Below, we analyse the end user survey data to provide a breakdown between EU10 and EU15 countries on this issue.

**Table 3.8: Breakdown EU10/EU15 - In your view, which European Week 2005 ‘Stop that Noise’ campaigning activities were the most effective in raising awareness/promoting good practice with regard to combating noise?**

Campaign Activities	EU15 (578)	EU10 (128)
Conferences, seminars/workshops, training events etc	8.5	10.9
European Week Closing Event (October 2005)	7.3	8.6
Exhibitions, special events and activities	23.9	20.3
Campaign materials	13.3	14.1
Workplace visits	6.6	9.4
Good practice award schemes and other competitions	8.3	12.5
Publicity campaigns	11.6	10.2
EW 2005 ‘Stop that Noise’ website(s)	18.9	20.3
EW 2005 Closing Event/Summit (December)	2.2	7.8

*Source: analysis of end user survey data*

As can be seen, the differences between EU10 and EU15 are not pronounced. However, overall the EW2005 campaign materials were generally perceived as being more useful in the new member states than in the old ones. This also holds true for different campaign methods where, except for exhibitions (and other special events) and publicity campaigns,

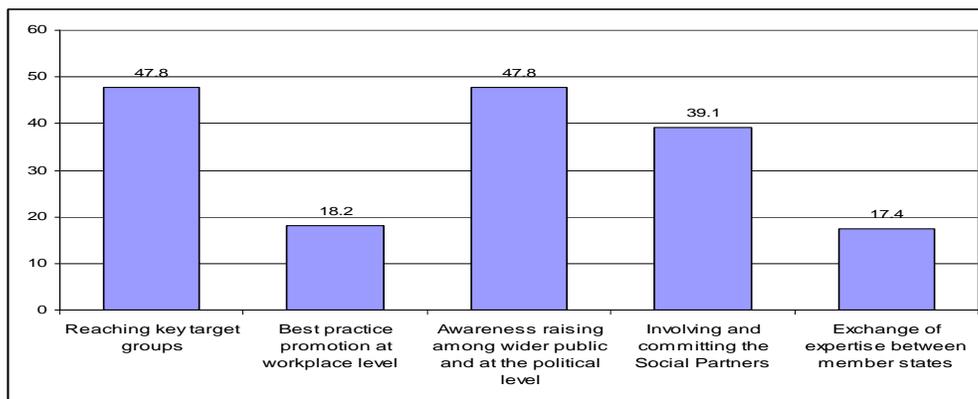
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most techniques were regarded as more effective in reaching target groups in the 'new' EU Member States than was the case in the 'old' ones.

Overall, the research suggests that the EW2005 campaign was successful in achieving its basic aims. From the perspective of FOPs, the campaign was seen as particularly successful in reaching key target groups and generally raising awareness of the problems associated with noise at work. An analysis of the FOP survey feedback is summarised below.

**Figure 3.7: To what extent do you think that the key objectives of EW2005 'Stop that Noise' campaign were achieved?**



Source: analysis of FOP survey feedback. Note: the analysis focuses on 'very effective' responses only.

The survey feedback from network partners is slightly less positive with most (79%) suggesting that the EW2005 campaign was only 'quite successful' in achieving its aims (almost all the remaining responses fell into the 'very successful' category). A breakdown of the network partner responses by EU10/EU15 countries suggests more mixed views in the former region with a higher proportion of respondents arguing that the EW2005 campaign was 'very successful' but also that was 'not successful at all'.

**Table 3.9: Breakdown EU10/EU15 - To what extent do you think that the key objectives of EW2005 'Stop that Noise' campaign were achieved?**

Responses	EU15 (46)	EU10 (31)
Very successful	13.0	19.4
Quite successful	80.4	77.4
Not successful at all	2.2	3.2
No response	4.3	0.0
<b>Total</b>	<b>100.0</b>	<b>100.0</b>

Source: analysis of network partner survey data. Note: this question was not put to end users since we did not think they would be in a position to assess the overall success of EW2005.

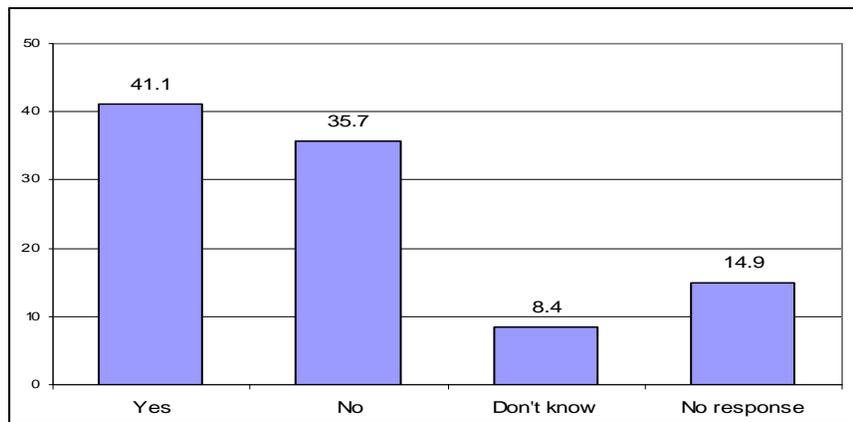
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The EW campaigns are concentrated into a relatively short period of time and an important issue is how sustainable the impacts prove to be. The **sustainability** of EW outcomes depends very much on whether heightened awareness of issues relating to health and safety at work brought about by campaign activities lead to actions being taken (by both intermediaries and businesses) to improve practices in the workplace.

End users are the key source of information on this question. In the survey work we asked end users whether they had taken actions to tackle noise problems in the workplace following the EW2005 campaign. The survey feedback from end users is encouraging with some 41% saying that actions had been taken (the On Line Charter survey responses are a little less encouraging in terms of a commitment being converted into actions to combat excessive noise at work - see earlier).

**Figure 3.8: Have you taken any actions following European Week 2005 to reduce noise at the workplace in your organization?**



Source: End User Survey (n=706)

It is interesting to compare the responses on this question from EU10 and EU15 countries. In the case of the former, some 42% of end users said that they had taken follow-up actions whereas in EU10 countries the proportion was somewhat lower (38%). The difference is not as large as might in many respects be expected.

Feedback from FOPs on the extent of sustainability is also important because they are in a good position to judge this from a wider perspective. The survey feedback on this question is encouraging with most indicating that EW2005 outcomes were either 'very likely' (30%) or 'quite likely' (44%) to be sustained in the future. Examples of how this could be achieved are included the introduction of new products (e.g. noise monitoring software) which can be disseminated to businesses over a longer period, training to develop the capacity of those involved in implementing OSH policies at a workplace level which should 'filter down' over time, and strengthened partnership structures generally.

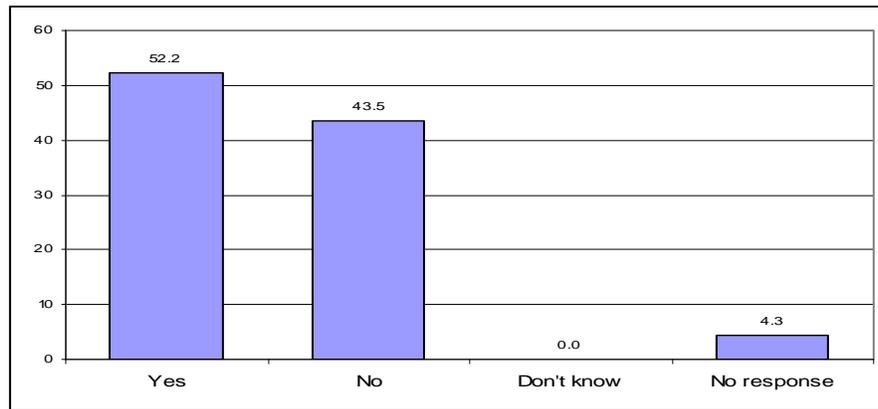
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### 3.6 EW2005 Funding and Partnership Working

Funding for the EW2005 campaign came from a combination of European (i.e. the FOP subsidy) and national sources. As the following chart shows, the FOP subsidy was slightly more important in this respect.

**Figure 3.9: Overall, were the EW 2005 'Stop that Noise' campaign activities in your country mainly supported by the FOP subsidy?**



Source: analysis of FOP survey feedback

Feedback from the national case studies indicates that although the FOP subsidy was in most cases quite modest, it often had an important leverage effect by helping to unlock additional funding from national sources. Also, in certain countries the subsidy is heavily relied upon for the organization of activities.

Governmental bodies were by far the most significant source of national funding (19 out of the 23 FOPs who completed a questionnaire stated that this source was 'very important'). Although the financial contribution made by social partners and individual businesses to EW2005 activities was rated by FOPs as being far less significant, this almost certainly does not take into account contributions 'in kind' (e.g. making a venue available for a conference) which, according to our case study research, were often just as important as cash contributions.

Moreover, feedback from the network partner survey suggests that a significant proportion (38%) made some financial contribution to the EW2005 campaign – even if these contributions were on a more modest scale than those made by the national authorities. Evidence to support the comments above concerning the leverage effect of the FOP subsidy also comes from the survey of network partners. This suggests that in the absence of the FOP subsidy, only a small proportion (18%) of network partners would have nevertheless provided financial support to the EW2005 campaign. In most cases (52% and 30% respectively), the activities they supported would have either been cutback or not undertaken in the first place if the FOP subsidy had not existed.

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### FOP subsidy – National Case Study Feedback

**Finland:** the FOP subsidy was not crucial to the EW2005 campaign which was strongly backed by the Finnish Ministry of Social Affairs and Health, as well being supported by other network partners. A significant portion of the subsidy was used to maintain the FOP's website, but the subsidy was also used to finance some of the other EW2005 activities.

**Italy:** Most of the EW2005 activities (conferences, seminars, meetings, workplace visits, good practice award scheme and other competitions, website, etc.) were financed by national public authorities' resources while the FOP subsidy was used mainly for campaign materials and media items. These activities could in many cases have gone ahead without the subsidy because there was good support from the national authority.

**Latvia:** EW2005 was largely funded by the FOP subsidy as few national resources are available for the activities, particularly events. For the printed material, co-financing was applied for and received from the Plan of Preventive Action. However, there is no budget line in at the Inspectorate for the activities of EW2005, which makes organization of the activities financially rather difficult.

**Poland:** The subsidy of € 50,000 is mainly used for organising EW activities and for maintaining the website. The FOP is supported by the Ministry of Labour and Social Policy in terms of personnel and material costs. However, the subsidy was seen as important in increasing the amount of activities that can be organised, and the Ministry's support has to be applied for through a competitive procedure each year, rather than being continuously guaranteed. Funding is received from a multi-year programme by the Council of Ministers, but since the programme is not likely to continue after 2007, funding in the future is not assured and the importance of the subsidy could thus increase.

**Portugal:** the FOP subsidy (€40,000 in 2005) helped to cover the costs of the workshops and was also used to help the Portuguese Employers Federation to produce the 'Ruido IN' software tool for monitoring noise levels at workplaces. However, above all, the subsidy had a leverage effect and encouraged network partners to contribute resources to the EW2005 campaign. This contribution was largely 'in kind'.

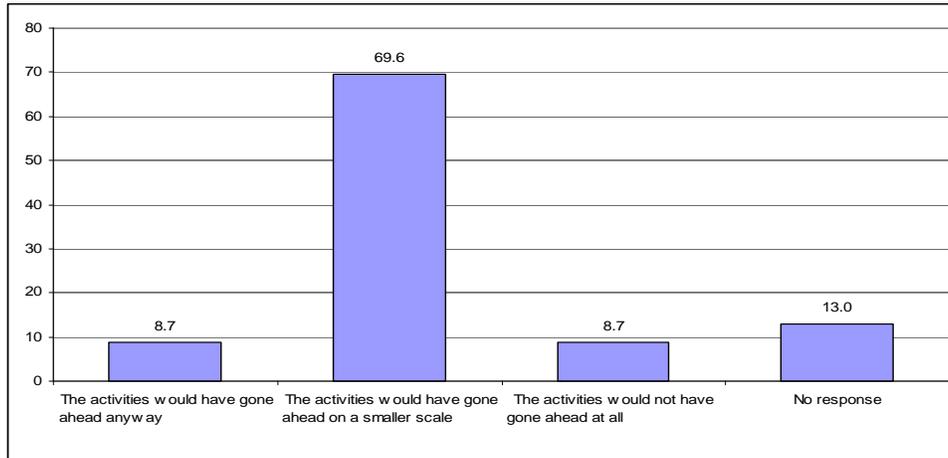
**United Kingdom:** For the UK, the added value of the FOP subsidy overall was not very high. The application procedure was considered to be too cumbersome considering the modest amounts of support available. It was also considered that receiving the subsidy restricts the activities of the FOP too much, making not applying for the subsidy a feasible possibility.

Overall, the current research confirms previous EW evaluations suggesting that the FOP subsidy demonstrates only partial financial additionality. As the following chart shows, in most cases (accounting for 70% of FOP survey responses), some EW2005 campaigning activities would have gone ahead anyway, albeit in many cases on a smaller scale. This survey finding is confirmed by the case studies and reflects the earlier analysis of sources of funding for the EW2005 campaign.

**Figure 3.10: If the FOP subsidy had not been made available, what would have happened with the EW2005 activities which were co-funded through the subsidy?**

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Source: analysis of FOP survey feedback

The above analysis of financial additionality at a global level marks an important difference between countries. More particularly, feedback from the national case studies and other interviews suggests that the FOP subsidy is far more important to the EU10 Member States than EU15 countries. This is confirmed by a cross-tabulation between views on the role of the subsidy and the country of the FOP survey respondent. As can be seen, the combined proportions of ‘partial’ and ‘absolute’ financial additionality in the case of the EU10 (85%) is considerably higher than in EU15 (70%).

**Table 3.9: Cross Tabulation of Financial Additionality and Country**

Financial additionality	EU 10		EU15	
	No.	%	No.	%
The activities would have gone ahead anyway	0	0.0	2	20.0
The activities would have gone ahead on a smaller scale	10	76.9	6	60.0
The activities would not have gone ahead at all	1	7.7	1	10.0
No response	2	15.4	1	10.0
<b>Total</b>	<b>13</b>	<b>100.0</b>	<b>10</b>	<b>100.0</b>

Source: CSES analysis of FOP survey data

The FOP subsidy was mainly used to help cover the costs of conferences, workshops and other events, as well as campaign materials, good practice award schemes and competitions. National funding was especially important for workplace visits (generally arranged through labour inspectorates). To some extent this reflects constraints on the use of the FOP subsidy, in particular restrictions on sub-contracting, and the need therefore for certain campaigning activities to be funded from alternative, national sources. Table 3.10 provides a more detailed analysis.

**Table 3.10: How were EW2005 Activities Funded (FOP Subsidy/National Funding)?**

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EW2005 Activity	FOP subsidy		National funding		No Information	
	No.	%	No.	%	No.	%
Conferences, seminars/workshops, training events, etc	13	56.5	8	34.8	2	8.7
Exhibitions, special events and activities	7	30.4	10	43.5	6	26.1
Campaign materials	13	56.5	8	34.8	2	8.7
Workplace visits	1	4.3	15	65.2	7	30.4
Good practice award schemes and other competitions	12	52.2	7	30.4	4	17.4
Publicity campaigns (e.g. press, TV and radio adverts)	10	43.5	10	43.5	3	13.0
EW 2005 'Stop that Noise' website(s)	8	34.8	8	34.8	7	30.4

Source: analysis of FOP survey feedback

Successful EW campaigns involve a partnership between the Agency and FOPs, and between FOPs and sub-national networks (social partners, OSH professionals, the media, education sector, etc). Turning first to the **role of the Agency**, the feedback received from FOPs was generally positive with regard to the support for the EW2005 campaign – all said they were either ‘very satisfied’ (43%) or ‘quite satisfied’ (57%). As noted earlier, in interviews of the main areas of improvement was seen as being the timely provision of materials, tailoring the contents more to national circumstances, providing more financial support and in several cases, doing more to take FOP views into account in planning the campaign. But, overall the research confirms the positive findings of earlier evaluations.

Social - and other network - partners have a key role to play in EW campaigns – both directly in helping to organise events and other activities, and indirectly as dissemination mechanisms for the campaign materials and information generally. The feedback from FOPs on the involvement of **social partners** in EW2005 was mixed. In the FOP survey we asked for their views on the ways social partners contributed to EW2005 – increasing the visibility of the campaign, involving affiliates in activities, helping to get messages through to the workplace by disseminating information, and (at a European level) facilitating trans-national links. Table 3.11 provides an analysis of the FOP survey feedback.

**Table 3.11: How did the Social Partners Contribute to EW2005 in your Country?**

Contribution of Network Partners	Very effective		Quite effective		Not effective	
	No.	%	No.	%	No.	%
Increased the visibility of EW2005	9	39.1	12	52.2	2	8.7
Involved their affiliated organisations in EW2005	9	39.1	10	43.5	4	17.4
Helped reach workplaces	7	30.4	13	56.5	3	13.0
Facilitated trans-national cooperation	0	0.0	7	31.8	15	68.2

Overall, FOP opinion was divided and while a significant proportion considered the contribution of social partners to the EW2005 campaign as having been ‘very effective’, a majority of FOPs argued that these inputs had only been ‘quite effective’ or ‘not effective at all’. FOP feedback on the role played by **network partners** was a little more positive.

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**Table 3.12: How did the Network Partners Contribute to EW2005 in your Country?**

Contribution of Network Partners	Very effective		Quite effective		Not effective	
	No.	%	No.	%	No.	%
Increased the visibility of EW2005	11	50.0	11	50.0	0	0.0
Involved their affiliated organisations in EW2005	8	36.4	11	50.0	3	13.6
Helped reach workplaces	10	45.5	11	50.0	1	4.5
Facilitated trans-national cooperation	1	4.8	6	28.6	14	66.7

Source: analysis of FOP survey data

Where active support was lacking, a reason for this was sometimes the fact that the network partners did not have sufficient influence in their organisations, which meant that the contribution of the organisation to the EW2005 campaign was not as high as might be hoped.

### Role of Social and Network Partners (National Case Studies)

**Finland:** each year organisations which have a particular interest in the particular EW campaign theme are invited to participate in the planning and organization of activities. Thus, in 2005, the Finnish Federation for the Hard of Hearing and the Acoustical Society of Finland participated in the planning process, as well as participation in events. The involvement of the NGOs was helpful in focusing the campaign, and particularly through influencing attitudes. The other network partners have also been reasonably active in helping to organise activities. In 2006, the Finnish National Board of Education has been invited to participate.

**Italy:** The social and other network partners contributed to EW2005 mainly by increasing the visibility of the campaign through the dissemination of materials and information provided by the FOP. The network partners also helped the FOP to organise seminars and meetings that took place as part of EW2005 throughout the country. Some also participated as experts/speakers in the events. The partners also helped the campaign reach more workplaces. However, the support of the network partners in this respect was identified as an area for future improvement.

**Latvia:** most of the social partners helped with the dissemination of EW2005 information and campaign materials, but their involvement was otherwise very limited. Indeed, information tended to be better disseminated to high ranking officials than via social partners to members of the trade unions or employers confederation. It was felt that the theme of noise was particularly poorly taken up by the social partners. At times the network partners do not have sufficient powers of leverage within their organisations to provide support to the campaigns.

**Poland:** The FOP collaborated closely with the network partners, who contribute to conscientiously to the EW campaign through organising activities, developing the website, distributing materials, as well as providing opinions and advice when needed. The partners also contribute to EW activities financially, and for example in 2005 the Social Insurance Institution paid for a conference venue. Close collaboration with private companies also took place within the framework of the EW2005 campaign, through for example the 'Safe Work Forum', consisting of 91 enterprises. Companies were involved in the organisation of, for example, local picnics on the

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theme of safety and health at work.

**Portugal:** social and other network partners were closely involved in all aspects of the EW2005 campaign in Portugal and strongly supported it. Direct support tended, however, to be in kind rather than financial, e.g. providing venues for the seminar programme, helping with the dissemination of OSH material, other logistical support for events.

The social partners supported the EW2005 campaign in various ways. Apart from directly supporting the FOP with the organization of 'official' activities, social partners ran their own campaigns under the umbrella of EW2005. For example, the construction industry's employer federation (CNEOP) organized a three-month campaign as part of EW2005 aimed at raising awareness of noise amongst its member companies. It is estimated that information and training was provided to at least 3,000 workers; and CENFIC ran a competition for students while the construction industry's trade union (SETACCOP) gave training to more than 3,500 workers directly at their workplaces. One of the most important energy distribution companies in Portugal presented a study 'Implementation and Control of Noises Measures' at two seminars where they explained their experience in reducing noise levels. These activities were supported by the FOP although they were financed with the partner's own resources.

One reason for the close involvement of social partners was that with national OSH structures in a state of transition in Portugal, EW2005 provided an opportunity to nevertheless press ahead in tackling OSH issues.

**UK:** as in other countries, the role of the social and other network partners was vital. This was particularly the case because the professional body IOSH was subcontracted to help organise the EW2005 campaign. Other social partners were involved in organizing activities as well as by participating through the dissemination of campaign materials, etc. Some also incorporated their own activities into the EW campaign (e.g. road shows organised by EEF, the manufacturers' employer federation).

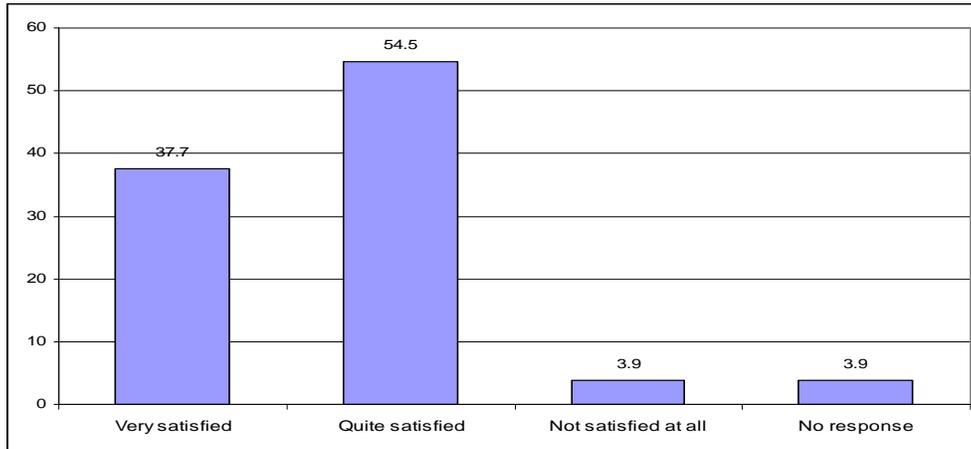
As Figure 3.11 on the next page shows, network partners, for their part, were generally satisfied with the role of the FOPs.

However, network partners in EU10 countries appear to have been slightly less satisfied with the support provided to them by FOPs than was the case in EU15. The most obvious explanation for this is that the capacity of the FOPs to undertake EW2005 activities was lower in than amongst their EU15 counterparts, and that this was accompanied by unrealistically high expectations of Agency support.

**Figure 3.11: Were you satisfied with the support from your FOP and with your involvement in the planning implementation of the campaign?**

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Source: analysis of Network Partner survey feedback

**Table 3.12: Breakdown EU10/EU15 - Were you satisfied with the support from your FOP and with your involvement in the planning implementation of the campaign?**

Responses	EU15 (46)	EU10 (31)
Very satisfied	39.1	35.5
Quite satisfied	56.5	51.6
Not satisfied at all	2.2	6.5
No response	2.2	6.5
<b>Total</b>	<b>100.0</b>	<b>100.0</b>

Source: analysis of Network Partner survey feedback

### 3.7 European Dimension and Community Added Value

The question of Community added value can be defined in the EW context as meaning the extent to which a European dimension to the (2005) campaign makes it possible to achieve outcomes that would be difficult if not impossible to achieve through actions at a purely national level.

Ultimately, this question cannot be separated from the broader one concerning the added value of the European agency system. However, it is beyond the scope of this evaluation to consider the broader question. It is worth noting here that previous evaluations of the Agency have all stressed the need to maximize European added value. Recommendations in this regard have included funding for transnational projects, improved dissemination of good practices and project results, as well as some EU level media campaigns.

Before turning to the added value of the EU dimension, we first consider the inter-relationship between the national and European levels in the EW2005 campaign. From a

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**national perspective**, for EW2005 to be widely supported, it is clearly important that the theme and campaign activities should have been accepted as being relevant to national priorities in the various EU Member States. FOP survey feedback (which is supported by the views of other stakeholders) suggests that this was generally the case.

**Table 3.13: How relevant were the EW2005 ‘Stop that Noise’ campaign activities to national priorities in health and safety in your country?**

Extent of relevance	Number	%
Very relevant	7	30.4
Quite relevant	12	52.2
Not relevant	3	13.0
No response	1	4.3
<b>Total</b>	<b>23</b>	<b>100.0</b>

*Source: analysis of FOP survey data*

As noted earlier, in general terms, the EW2005 theme ‘Stop that Noise’ was of course relevant given the coming into force of an EU Directive on the subject. However, some of those we interviewed noted that since in many cases national legislation transposing the Directive had not come into force at the time of the EW2005 campaign, the value of this was somewhat diminished.

EW is not the only campaign focusing on health and safety at work in many EU Member States. But the national case studies suggest that it is often seen as the most important one and, in some countries is the only activity in the field of any significance. The only other European level activity of a similar nature is the Senior Labour Inspectors Committee (SLIC) campaign.

### European Added Value (National Case Studies)

**Finland:** an annual week for health and safety at work has a rather long history as a Health and Safety at Work Week has been organized in Finland since 1981. Initially, the week was sponsored mainly by NGOs with some support from the authorities. From 1997 to 1999 the two weeks were organized in conjunction and in 2000 the first purely European Week was held. With the European Week, the organization of the week also changed so that it is now coordinated mainly by the National Focal Point in conjunction with social partners. As the national weeks were starting to somewhat run out of steam, this is seen as a positive development, particularly taking into consideration the power of the employees’ and employers’ associations to reach their members.

**Italy:** the EW campaign was widely promoted and relatively well received in Italy, with the European dimension being appreciated (although little communication with other countries took place). Although national resources backed the campaign heavily, with national materials for example being produced, EW2005 was generally seen as part of a European campaign.

**Latvia:** the European Week campaigns tend to be the most important events in the OSH field in Latvia, and as such generally receive a reasonable amount of attention. This was also the case in

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2005, as EW2005 was well organised and reached a relatively large target group.

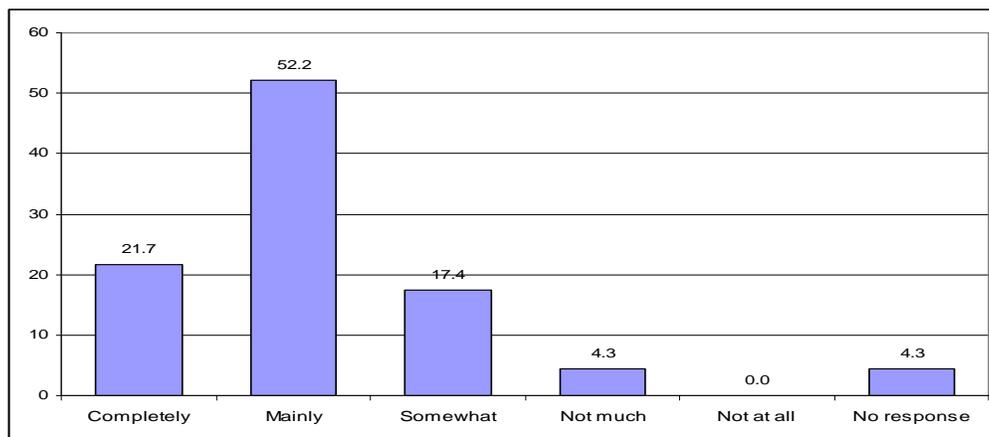
**Portugal:** although there are other, purely national initiatives (for example, the Portuguese Society for Occupational Medicine organizes public campaigns every two years), the European Weeks are seen as more high profile and more comprehensive in scope, helping to bring together different OSH themes that are otherwise tackled separately. Above all, however, the European Week campaigns are seen as enhancing the credibility of events and other initiatives in Portugal to promote improved OSH practices.

**Poland:** the European dimension of the campaign is seen to add credibility to it, largely due to the positive image that Europe has in Poland. The positive associations also encourage network partners, and private companies, to contribute to organising events. Although a number of similar campaigns take place, the EW campaigns are seen as important and unique events. It was thought that pointing out that noise is an issue of concern across Europe, increases the interest of the target groups.

**United Kingdom:** an annual week for safety and health has been organised in the UK for a number of years, preceding the European dimension to the campaign. Over recent years, the week has become a less prominent campaign, with fewer resources being put into it. Campaign activities are often incorporated into other activities that are organised anyway and, as such, the European added value is not particularly significant. In addition, nationally produced materials are frequently prioritised over the Agency's materials. This is, however, less so in the case for some particular organisations. More positively, the 'Noisy Box' coordinator (IOSH) found the opportunity to share ideas and experience with organizations from other countries very helpful.

EW2005, like the campaigns that came before it, had a strong European identity. Although there were separate national campaigns, in most countries the various EW2005 events, promotional materials, publications and other activities had a 'European' branding in addition to purely national features. Feedback from the FOP survey confirms this.

**Figure 3.12: To what extent was the EW2005 is recognised as a European campaign among the target groups?**



Source: analysis of FOP survey data

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In some countries, the European dimension to EU2005 was particularly important in giving enhanced credibility and visibility to actions implemented at a purely national level to promote improved measures to combat noise at work. Elsewhere, the added value of the European dimension lay more in simply ensuring that proper resources were available for the implementation of the campaign.

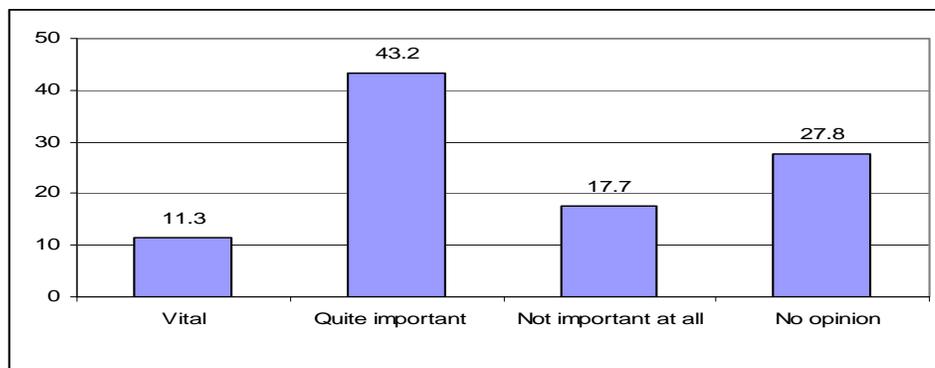
**Table 3.14: Role of the European Dimension of EW2005**

Role of European Dimension	Very good		Quite good		Very poor	
	No.	%	No.	%	No.	%
Extent to which the visibility of the campaign as a European Campaign contributed to its success at the national level in your opinion	9	40.9	10	45.5	3	13.6
Extent to which the image of the FOP organisation improved as a result of co-ordination of/ involvement in EW2005 activities	10	45.5	11	50.0	1	4.5
Extent to which EW2005 gave SMEs an understanding of European best practices in combating noise at work	2	9.1	14	63.6	6	27.3

Source: analysis of FOP survey data

End user views on the importance of the European dimension to EW2005 are of course especially pertinent. Figure 3.14 provides an analysis of end user feedback on this issue.

**Figure 3.14: Overall, how important in your view was the European dimension to the effectiveness of the European Week 2005 campaign in your country to combat noise at work?**



Source: End User Survey (n=706)

A closer analysis of the end user survey responses indicates that the European dimension was generally perceived as being more important in EU10 countries than in EU15. Taking the extremes of opinion, a higher proportion of EU10 end users argued that the EU dimension was 'vital' to EW2005 while a lower proportion than in EU15 said it was 'not

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important at all?. The caveat that needs to be added is that there was a relatively large number of end user respondents who did not have an opinion on this issue at all in the EU10 countries.

**Table 3.15: Breakdown EU10/EU15 - Overall, how important in your view was the European dimension to the effectiveness of the European Week 2005 campaign in your country to combat noise at work?**

	EU15 (578)	EU10 (128)
Vital	10.7	14.1
Quite important	45.7	32.0
Not important at all	19.6	9.4
No opinion	11.4	18.0
<b>Total</b>	<b>100.0</b>	<b>100.0</b>

Source: End User Survey (n=706)

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*In this section, we examine key issues relating to the EW2005 campaign, starting with those that apply to any evaluation of EU funded activities and then focusing on specific EW2005 questions.*

### 4.1 Key Evaluation Issues

Before turning to the EW2005-specific issues, we first consider the key evaluation issues set out in Section 2. These are common to any EU programme evaluation.

#### 4.1.1 Relevance

*The extent to which the objectives of EW2005 were relevant to the needs of the target groups (in this case, working environments that are most likely to be affected by noise).*

The choice of theme for the EW2005 campaign – ‘Stop that Noise’ – was highly relevant given the scale of the problem which is estimated to affect one in three workers in Europe. As a campaign theme for 2005 this was especially so given the imminent adoption of the EU Directive on the subject.

Notwithstanding this, and as noted in the previous section, there were divided opinions in some countries, particularly the EU10. In some cases, the more critical views on the choice of campaign theme stemmed from the feeling that it did not focus enough on particular sectors or target groups (we consider the merits of these differing approaches to selecting a campaign theme in Section 4.2). In other cases – not confined to EU10 – the view was that the theme did not reflect national priorities at that time (for example, in Italy the topic was considered to be one that had already been extensively dealt with), and particularly the timing of the transposition of the Directive. However, these reservations do not outweigh the essentially positive feedback.

From a different perspective, the evaluation suggests that the EW2005 campaign materials were well-received and relevant to the EW2005 campaign aims. There was some criticism that they were not customised closely enough to national circumstances and target groups, or sufficiently practically-orientated, but at the same time it was generally appreciated that it was very difficult for the Agency to produce materials at an EU level that reflected specific priorities in different countries.

#### 4.1.2 Efficiency

*The relationship between the financial inputs and outcomes, and value for money (whether the same level of financial inputs could have achieved more outcomes, or whether the same outcomes could have been achieved with lower financial inputs). A closely related issue is the additionality of the FOP subsidy.*

Given the relatively modest financial support available from the Agency to support the EW2005 campaign (€940,000 allocated for the FOP subsidy with actual disbursements of €641,578), €480,000 in appropriations for other EW related-costs, as well as related costs

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arising from the work of the Risk Observatory and Topic Centres on developing content), and the nature and scale of activities undertaken across EU25, it can certainly be said that a high degree of 'efficiency' was demonstrated.

As the assessment in the previous section suggests, in many countries the FOP subsidy provided much needed financial support and also achieved a leverage effect with additional resources being committed to the EW2005 campaign by network partners (often 'in kind'). Overall, however, this evaluation confirms the findings of earlier EW evaluations regarding the FOP subsidy, namely that it demonstrates only partial additionality and many campaign activities would take place anyway, albeit in some cases on a smaller scale. Our research suggests that this was particularly so where the European Week is just one of a number of national initiatives and OSH structures are generally well developed. In Section 4.2 we review options with regard to the future of the FOP subsidy.

From a broader perspective – organisational efficiency – feedback on the role of the Agency in EW2005 is generally positive. There was some criticism about the late delivery of campaign materials and also of the amount of time FOPs had to spend on checking translations. At a national level, FOPs generally worked closely with social and network partners in planning and implementing the EW2005 campaign. However, the extent of their involvement varied from one country to another and in some cases social partners were considered to have played only a passive role.

### 4.1.3 Effectiveness

*The extent to which the outcomes achieved by interventions are in line with specific Europe Week 2005 objectives and the Agency's overall goals.*

The Agency does not set measurable objectives for the EW campaigns, e.g. number of participants in campaign activities or number of workplaces reached. Although such an approach has some value, the nature of the EW campaigns is such that in most respects a more qualitative assessment of effectiveness is appropriate.

Feedback from this evaluation suggests that EW2005 was successful in achieving its basic aim of raising awareness of the problem of noise at work. The case study research highlights many examples of campaigning activities (including innovative methods) that had this effect. As far as the effectiveness of different campaigning methods is concerned, there is clearly a difference between conferences, workshops and workplace visits which will have had the most impact but involved relatively small numbers of participants, on the one hand, and more general information dissemination and awareness raising activities which will have reached a far larger audience but where the impact is likely to have been less pronounced, on the other. The effectiveness of specific EW2005 activities, in particular the GPA and On Line Charter, is considered further in Section 4.2 below.

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Overall, the analysis suggests that FOPs were more positive in their views about EW2005 effectiveness in achieving its aims than other stakeholders, in particular network partners. Similarly, amongst network partners, there were more mixed views on the success of the campaign in EU10 countries than was the case in EU15.

## 4.1.4 Impacts and European Added Value

*The effect of interventions on target groups and the extent to which, in the absence of EU support, these outcomes would have been possible.*

According to the research, the main impact of EW2005 was on intermediaries – particularly OSH professionals and labour inspectors – with far more limited effects on social partners and particularly end users.

Insofar as the Agency's priority is to have an influence on intermediaries (and through them the workplaces) this points to a positive outcome. It could of course be argued that in this respect, European Week is 'preaching to the converted'. However, feedback from the research suggests that the campaign itself can only realistically hope to reach intermediaries in the first instance.

The fact that according to the survey feedback, there was only a limited direct impact on workplaces is to be expected since (with the exception of workplace visits organised as part of EW2005), the messages regarding noise at work disseminated via intermediaries would have taken time to filter down to the company level. However, it is disappointing that the survey feedback suggests only limited impacts on social partners since these organisations are of course essential to this filtering down effect. Perhaps not surprisingly (give earlier remarks), the impact of the EW2005 campaign on the general public was considered to be only very limited. A further significant aspect of the assessment in Section 3 is that the EW2005 campaign was generally viewed as more effective in reaching target groups in the EU10 countries than in EU15.

In general, the European dimension seems to have made a significant contribution to the success of the EW2005 campaign, helping to reinforce national efforts and raising the profile of combating excessive noise at work in a way that would have been difficult to achieve had this dimension been missing. This was particularly the case in EU10 Member States, but also in some EU15 countries where OSH promotion and structures are relatively weak. Apart from the contribution of the European dimension to the credibility and visibility of national campaigns, there were also practical benefits, for example the economies of scale gained from producing campaign materials at an EU-level.

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### 4.1.5 Sustainability

*The extent to which outcomes prove to be long-lasting, i.e. last beyond the period of EW2005 itself.*

As argued earlier, the sustainability of the EW2005 campaign's effects depends on the actions taken by target audiences to convert a heightened awareness of the problem of excessive noise at work into actions to reduce it.

According to the end user survey – the most reliable source – some 40% of those surveyed said that they either had or would take actions to combat excessive noise at work. This proportion was broadly similar in EU10 and EU15 countries (38% and 42% respectively). The feedback from FOPs on sustainability was analogous to this. There is no way of course - within the scope of this evaluation at least - of verifying whether actions have in fact been taken and still less whether they have led to the desired and lasting improvement at a workplace level. Feedback from the 2004 On Line Charter signatories – who made a similar commitment in respect of OSH issues in the construction industry – is less encouraging in this respect (around a quarter of the signatories undertook all the actions they committed themselves to).

A further important consideration is the extent to which EW2005 helped to strengthen OSH structures in EU Member States, particularly by developing sustainable joint working and relationships generally between social partners on OSH-related issues. Here the feedback is positive – although in some countries it was felt that certain partners could have made more of a contribution to the EW2005 campaign, overall the research suggests that there was a high degree of joint working and a willingness to develop this in future EW campaigns. Significantly, it also seems that some strengthening of the networks has taken place over time.

## 4.2 EW2005-Specific Questions

We now consider EW2005-specific questions and the broader issue of whether the current EW approach and mix of activities is the most effective way of conducting an effective EU-wide campaign.

### 4.2.1 Campaign Materials

Whilst the EW campaign materials are generally considered to be of a high quality and useful at a national level,

- The campaign materials could be more relevant if a stronger **national dimension** could be incorporated to them;

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- It would be helpful if the materials were of a more **practical nature**, with suggestions for risk assessment checklists, etc, that companies could easily use. There is also a need to ensure that campaign materials reach FOPs at an earlier point;
- The need FOPs to check **translations** is a time-consuming task and it would be preferable if there were alternatives to using the EU's Translation Centre.

Taking the first point, national circumstances, priorities and OSH cultures vary across Europe, and so the possibility of having more influence over the content and style of the materials would be welcomed. This could also make the materials of greater interest to companies. One suggestion was to allow a quarter of a Fact Sheet for the national dimension. Certain countries (e.g. Slovakia, Italy) already produce additional separate EW materials relating to national good practices and the national dimension more generally, and further actions to encourage this would be beneficial. Ensuring the involvement of network partners from the beginning of EW campaigns would be important in enabling this. On the third point, in addition to, but related to translation questions, some countries experienced significant problems with the EW2005 materials arriving late, making it difficult to publicise events in advance. To improve impact, it should be ensured that the materials are delivered well on time.

A major issue for many if not most FOPs is the amount of time taken up with the checking of campaign materials that are usually produced in English and then sent to the EU's Translation Centre in Luxembourg which produces version in 19 different languages. Although the quality of the translations is usually good from a purely linguistic point of view, and the translation work is produced in ahead of deadlines, the service provided is relatively expensive and the personnel used by the Translation Centre are not familiar enough with technical aspects of the subject matter. Some FOPs had also experienced difficulties with the Translation Centre not accepting their suggested changes to ensure that the language is relevant to national practitioners.

As a result, the task of checking and correcting translated material (which in addition to EW campaign material involves some 40-50 publications p.a.) tends to be onerous. Some FOPs share the task of checking material (i.e. where there is a common language – Austria and Germany, France and Belgium, etc) and others have appointed language experts to undertake the work for them. Nevertheless, the fact remains that checking the translation of EW campaign materials tends to be a very time-consuming activity – in the case of one FOP it was estimated that 40% of the available time for Agency work was taken up with this task. Ideally, the arrangement with the Translation Centre should be more flexible so that FOPs can discuss issues with its staff to ensure that translations are technically correct. Similarly, where appropriate, it would make sense for at least some translation work to be carried out by FOPs using local translation services. Contracting some aspects of the work out to private sector translation agencies in the various countries might be cheaper than current arrangements but for the Agency a disadvantage is that this could mean having to manage 19

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different contracts. Options such as these are, however, precluded under the Agency's Regulation since Article 18<sup>8</sup> states that the translation services are to be "provided by the Translation Centre for the bodies of the Union".

### 4.2.2 How can Participation in the Good Practice Award Scheme be Increased?

The GPA scheme is a well-established feature of EW campaigns. Candidates are either identified directly by FOPs and their partners or selected from those participating in national good practice competitions.

In the EW 2005 GPA scheme, the number of entrants permitted from each country was increased from one (as it had been in 2004) to two. Amongst other things, this seems to have encouraged FOPs and their network partners to identify applicants since there was an increased possibility of winning. Although it is not possible to establish a statistical correlation, the national case studies also suggest that the existence of national schemes (which was the case in 16 countries in 2005) increases interest in the EU-level GPA scheme and the quality of entrants. This conclusion is supported by the survey work which indicates that after the EW2005 website, national schemes and direct approaches were the most effective way of raising awareness of the GPA scheme.

Overall, it seems to us that the priority should be to encourage more EU Member States to introduce national schemes as a foundation for the EU-level GPA scheme. At the same time, the research suggests a need for more publicity - both to encourage applicants but also to ensure that the GPA winners (and perhaps other entrants) obtain media coverage. Some FOPs felt that a need for more European level coverage of the scheme existed, while a broader variety of materials which could be used for the promotion of the GPA would be welcomed.

On the first point, whilst the EW2005 websites are important, it needs to be borne in mind that in some countries, internet access is still low and other awareness raising methods have therefore to be relied on. The second point - publicity for the GPA winners - is a key to attracting greater participation because the survey work suggests that this is one of the main motivational factors. Apart from the Closing Event, there should be a greater effort to ensure that GPA winners obtain media coverage at a national level. Their material is already available in a GPA booklet and on the Agency's website (this has been one of the most downloaded items) but more should be done to publicise the winning companies themselves, for example by encouraging winners to speak at events. A two year EW campaign period would also provide further opportunities to publicise GPA winners.

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<sup>8</sup> Council Regulation (EC) No 2062/94

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Otherwise, the research suggests that no fundamental changes to the GPA scheme are needed. The survey feedback on the value of the scheme to companies and other aspects such as the procedure for submitting entries is generally positive.

### 4.2.3 Should the On Line Charter Continue?

The idea of an On Line Charter was inspired by an earlier exercise focusing on road safety. The research feedback analysed in the previous section indicates, however, that there are very mixed views about the effectiveness of the On Line Charter as a way of encouraging a commitment to improved safety and health at work practices. The question is therefore: should it be continued?

On the one hand, the On Line Charter exploits the potential of the internet, shown in the previous section to be perhaps the most effective EW method of mass communication, and can reach a very large target group. It is also, in its current form at least, very cost-effective as a campaigning tool. The On Line Charter therefore has considerable merit as a way of expressing solidarity. On the less positive side, there is no tradition of signing charters – and a reluctance to do so - in many European countries (this is reflected in the analysis of the geographical location of signatories in Section 3). Secondly, although the survey feedback is encouraging (around a quarter of the 2005 signatories said they undertook all the actions) the Agency has no way of verifying whether signatories really take actions to fulfil the commitment they make to the On Line Charter's aims.

To develop the tool into a 'real' Charter would mean developing the capacity to validate the actions taken by signatories to implement its aims. In theory, this could be done on a decentralised basis through the FOP network, perhaps using labour inspectors to carry out the necessary checks at a company level. However, this might deter many organisations from signing the On Line Charter. Another possibility is to change the On Line Charter so that it becomes a certificate of participation in the European Week campaign. In its current form the On Line Charter should not be continued but alternatives should be explored before a decision is taken to discontinue it.

If the On Line Charter is continued, more effort should be made to ensure that the full 'cross-selling' potential is being exploited by the Agency and the FOP network. At the moment, it appears that the On Line Charter signatory list is not further exploited, for example by inviting the organisations concerned to participate in other EW events and perhaps the GPA award scheme. Just over half the EW2005 On Line Charter signatories were aware that other EW activities were taking place. The question is whether they - and perhaps more importantly, the others who were not aware of EW2005 - were encouraged to participate in the various campaign activities. The available evidence suggests that this was not the case. More positively, quite a high proportion (around 40%) of the EW2005 On Line Charter signatories said they would also be signing the 2006 On Line Charter.

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### 4.2.4 Thematic or Sectoral EW Campaign Focus?

A key question for this evaluation is whether EW campaigns should be essentially sector-focused or thematically orientated. These differing approaches have advantages and disadvantages:

- With a sector-based approach, key social/network partners whose support is needed to run an effective campaign can be more easily identified;
- Similarly, the limited scope of a sector-based campaign means that (in theory at least) it should be possible to focus efforts more and thereby achieve greater impacts;
- Against this, a thematically-orientated EW campaign has wider relevance, is more inclusive in terms of network partners and does not preclude sector-specific actions.

Of the six EW campaigns so far organised, all but one (EW2004 on construction) have been thematically orientated. However, even in theme-based campaigns there has tended to be some sectoral targeting. As the national case study and other feedback indicate, this was the case in EW2005. Furthermore, the EW2005 targeting included some sectors, such as the entertainment industry, that have not tended to be a focus of safety and health at work promotional activities. Likewise, the EW2007 campaign on MSD will include a quite high degree of sectoral targeting.

Some of the pros and cons of these different approaches options are summarised in the table below:

**Table 4.1 Options for EW themes – Pros and Cons**

Options	Pros	Cons
<b>1. Sectoral theme</b>	<ul style="list-style-type: none"> <li>• Easier to focus the campaign to a certain public</li> <li>• Better engagement of some network partners representing particular industries</li> <li>• GPA seen as being of more relevance by companies working in the industry</li> </ul>	<ul style="list-style-type: none"> <li>• A large part of the public would not be reached by the campaign</li> <li>• Following from this, more difficult to build annually on impacts of previous campaigns on companies</li> </ul>
<b>2. General theme</b>	<ul style="list-style-type: none"> <li>• Possible to reach a wide range of public annually and thus also raise profile of Agency</li> </ul>	<ul style="list-style-type: none"> <li>• Difficult to focus campaign and dissemination of materials</li> </ul>
<p><b>Conclusion:</b> The selection of horizontal themes – as in EW2005 – should be the main approach adopted since it is more inclusive. However, FOPs and their network partners should be encouraged to identify specific sectors and target groups corresponding with an analysis of the highest incidence of the particular OSH problem. This was only partially the case in the EW2005 campaign but there are examples of good practice, e.g. targeting sectors such as Construction and Entertainment, or particular socio-economic groups such as young people.</p>		

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Bearing these factors in mind, the ‘best of both worlds’ would be to combine theme-based EW campaigns with a sectoral focus. The way in which this is implemented can be left to a certain extent up to the national FOPs, so as to take account of situations in different countries. The capacity to do this depends, however, on being able to identify the types of businesses (and socio-economic groups) especially at risk from a particular safety and health problem. Network partners clearly have an important role in this respect because they should be well-placed to identify the sectors concerned in their countries. At the same time, even a sectoral focus can be tailored so as to be of interest to the general public. However, in order to ensure that this can be done, suggestions on how to tailor the campaign nationally might be provided by the Agency, or further sharing of ideas and experiences between FOPs further encouraged, possibly through a workshop format.

### 4.2.5 Timing and Duration of the EW Campaign

There are differing views on the ideal timing and duration of EW campaigns. For example, while one FOP felt that a ‘European Day’ might be more appropriate in terms of the ease of promoting a single day, another argued that a ‘European Week’ is required to ensure that all activities can be fitted in, particularly as the same experts often speak in different events (in Finland the events tend to spread around EW and over the whole Autumn).

At present European Week campaigns overlap. The current one-year duration of the EW campaigns means that those involved in its organisation are often heavily involved with the implementation of events at the same time as they have to start preparing for the next year’s campaign. For similar reasons, there is little time for a campaign follow-up, e.g. getting in touch with conference participants to see if further assistance can be provided to encourage improved safety and health practices.

An alternative would be to run each EW campaign over a two-year period. The main advantage of this approach is that it would overcome the problems highlighted earlier and mean that far more effort could be put into preparing the campaign (e.g. publicity), follow-up activities and reaching the workplace. The second year of the campaign could, for example, focus on the dissemination of good practices collected during the first year of the campaign. If the FOP subsidy scheme was linked to such a cycle, it would also resolve some of the difficulties involved in administering the current FOP subsidy scheme and allow more time for appraising applications if a new scheme was introduced that was based on more competitive and open tendering procedures. A two-year cycle would also be justified if the EW campaign theme is deemed to be such that it is not possible to adequately address priorities over a shorter timeframe. On the other hand, different aspects of a particular theme could be addressed in the two years. This would be the case particularly if a more general theme was adopted, which would allow for different kinds of sectoral focuses (as discussed in the previous section) is adopted.

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The question of timing of the campaign during the year was also an issue brought up by many FOPs. June (when the campaign was launched in 2005) was thought to be a difficult time to start due to the summer holidays. In addition, the fact that the European Week takes place so late in the year was considered to be another factor complicating an appropriate follow up to the campaign taking place. Thus, the possibility of moving the Week, or the launch of the campaign, to take place in spring might be worth considering.

Normally the Agency reaches a decision on the EW campaign theme three years in advance, with the theme for 2008 being risk assessment. Therefore, if the case for a two-year cycle is accepted, it could be introduced for the 2009-10 period.

There are, however, arguments against a two-year EW campaigning period. Firstly, such an approach would obviously mean that a more limited number of themes could be tackled over a given period. Secondly, a lengthy campaigning period could lead to a degree of 'fatigue'. Indeed, arguments also exist for shortening the EW campaigning period. The most radical suggestion in this respect is that 'European Week' should be replaced by a 'European Day' for safety and health at work with the timing perhaps brought forward to coincide with the ILO's Workers' Memorial Day (April each year). However, it is unclear whether a day would provide sufficient timing for the organisation of activities. This might also diminish the European nature of the campaign, while the traditional trade union focus of the International Workers Memorial Day might not encourage all parties to take part equally.

**Table 4.2: Options for Timing of EW – Pros and Cons**

Options	Pros	Cons
<b>1. Status quo</b> – i.e. one week in October each year	<ul style="list-style-type: none"> <li>Companies and others have come to expect EW to take place at the given time</li> </ul>	<ul style="list-style-type: none"> <li>Yearly week poses a lot of pressure over arrangements</li> <li>Makes it difficult to promote activities throughout the year</li> </ul>
<b>2. Biannual EW</b> – EW arranged every other year	<ul style="list-style-type: none"> <li>Easier to ensure that sufficient time allowed for preparation and follow up</li> <li>Resources freed for on-going promotion of OSH</li> </ul>	<ul style="list-style-type: none"> <li>Momentum of companies coming to expect EW each year would be diminished</li> <li>Sometimes might be organised last minute anyway</li> </ul>
<b>3. Two year campaign</b> – same theme dealt with in two years at a time	<ul style="list-style-type: none"> <li>Retain visibility of year while allowing more preparation time and follow up</li> <li>On-going evaluation of impacts could be conducted</li> <li>Possibility for increased publicity</li> </ul>	<ul style="list-style-type: none"> <li>Fewer themes could be addressed over time</li> <li>Not clear whether momentum would last over two years</li> </ul>
<b>4. European Day rather than European Week</b> – activities focusing on a particular day	<ul style="list-style-type: none"> <li>Easier to raise the profile of a single day</li> <li>Resources could be freed up for on-going activities while</li> </ul>	<ul style="list-style-type: none"> <li>One day not sufficient to arrange all activities in many countries</li> <li>Would mean that some target</li> </ul>

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	maintaining a campaign element <ul style="list-style-type: none"> <li>• Other events could still be arranged in the surrounding week and months</li> </ul>	groups could not participate in full range of activities
<b>5. Arranged in the Spring</b> – timing of the week brought forward to the Spring	<ul style="list-style-type: none"> <li>• Would allow materials to be disseminated throughout the year more easily</li> <li>• Could be possible for FOPs to receive their subsidy in the same financial year as</li> </ul>	<ul style="list-style-type: none"> <li>• Companies know to expect and prepare for EW in October</li> <li>• Could cause complications for the Agency given planning cycle</li> </ul>
<p><b>Conclusion:</b> we suggest that a two-year ‘European Week’ campaigning period should be introduced – on a test basis – for the 2009-2010 period. A clearer timetable for when different activities are to be organised would be helpful.</p>		

### 4.2.6 Closing Event – Bilbao or Elsewhere?

The EW Closing Event, which usually takes place in the late autumn, is the culmination of the campaign.

The event brings together senior European Commission representatives, MEPs and other politicians, social partners, FOPs, GPA winners and others. In EW2005, it was attended by some 300 participants. The format (which has remained the same over the years) involves workshops in the morning to discuss the campaign theme and outcome, a plenary session after lunch to consider the workshops’ conclusions and future priorities, and then the GPA award ceremony in the evening and speeches to mark the end of the EW campaign.

With only one exception, the EW Closing Event has always taken place in Bilbao (in 2001, the event took place at the European Parliament’s premises in Brussels). There is obviously a case for the event to stay in Bilbao since this is the location of the Agency, Closing Events can be combined with Board meetings, and there are economic benefits to the city.

The main argument against continuing with this venue is that selecting alternative locations would help stress the European nature of the EW campaign. A system of rotation could be introduced with, for example, the country that holds the EU Presidency also hosting the Closing Event. One advantage of this approach is that it would almost certainly raise the ‘political’ profile of the EW Closing Event by being associated with the EU Presidency. From the Agency’s perspective, there could also be financial and logistical benefits, e.g. some cost-sharing. Disadvantages include the fact that at present, one the Agency’s bi-annual Board meetings coincides with the Closing Event in Bilbao and if this was not to be the cases, there would be considerable additional costs arising from the need to organise a separate meeting for the 80 plus Board members.

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On balance, we suggest that the Agency should test the approach of alternating between Bilbao and other locations, e.g. every other year holding the Closing Event in the capital city of the Member State that holds the EU Presidency.

## 4.2.7 Replace the Current FOP Subsidy Model?

As the analysis in the previous section shows, the current FOP subsidy model demonstrates only very limited financial additionality. At the same time, it is costly and time-consuming for the Agency to administer. The question is therefore: should the FOP subsidy be changed or phased out altogether? It seems to us that there are three basic options:

- Status quo – i.e. retaining the current FOP subsidy but perhaps making minor adjustments;
- Reforming the FOP subsidy - either a purely needs-based system of FOP subsidy allocations or a system based on competitive tendering procedures;
- Phasing out the FOP subsidy altogether and thereby freeing up resources for other campaigning activities and projects.

The argument in favour of the status quo are that despite the limited overall financial additionality of the current subsidy scheme, it has operated for a while in its current form and FOPs have become used to it. Moreover, the overall analysis of financial additionality masks cases where it is genuinely required. These are all arguments for retaining the basic model.

However, a strong case for change lies in the fact that the allocation of FOP subsidies is not currently based on ‘need’ except insofar as there is an underlying assumption that larger countries need a larger subsidy. It could therefore be argued that with limited resources, the Agency should discontinue a system that allocates resources on the basis of population size and concentrate on providing support to those FOPs with the greatest need from a capacity building perspective (in particular, those in EU10 countries but also some EU15). This presupposes of course that criteria can be developed that enable ‘need’ to be objectively assessed.

An alternative would be to introduce a FOP subsidy model that is awarded to the ‘best’ projects. A precedent for a more competitive FOP subsidy scheme is provided by the scheme that operated in 2000. In that year, the allocation of grants was based on a Call for Proposals which any kind of organisation could respond to. There is a feeling within the Agency that this particular scheme took up too much staff time because of the number of applications that needed to be appraised and the need to still ensure a broad geographical spread of allocations. These and other considerations – in particular the one-year duration of grant agreements which did not allow enough time for contracts to be fulfilled once the application/appraisal procedures had been completed – meant that it was difficult to administer and therefore not continued.

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Finally, there is the option of discontinuing the FOP subsidy altogether. The amounts awarded to individual FOPs are relatively modest and, as noted earlier, the nature scale of EW campaigns bears little or no relation to the grants awarded. Discontinuing the FOP subsidy would free up the Agency's human and financial resources that could then be deployed on other arguably more useful ways of supporting the EW campaign effort. In particular, there is a strong argument for the Agency itself to lead more initiatives at an EU-level. The recently launched Healthy Workplace Initiative (HWI) provide one possible a model for this approach. However, if the current FOP subsidy scheme is discontinued, this should be on the basis that:

- It is not discontinued before an alternative is introduced that continues to provide assistance to support national EW campaigns;
- The Agency consults with FOPs closely over the introduction of an alternative system;
- Some provision is made, at least for a transitional period, to provide support directly to FOPs who genuinely need it (our research suggests that in the case of EW2005, six FOPs, mainly from EU10 countries, would not have been able to organise any form of EW campaign without the subsidy. On the basis of an average grant allocation of €30-40,000, this would mean a provision of around €200,000).

In the EW context, examples how resources freed up by ending the current FOP subsidy scheme could be redeployed include: helping to organise major EW events in selected countries and giving them a strong European character by inviting speakers and participants from different countries; more EU-wide media campaigns and/or more product development such as the NAPO DVD which was designed in a way that made it easy to customise to different national context and which has proved very popular; and initiatives to promote the engagement of network partners in EW campaigns (e.g. getting them together as part of a conference to plan activities). There is also scope for more coordination of campaigning activities at a EU level. For example, a poster competition was organised in a number of countries in 2005, and there is scope for adopting a more transnational, and possibly a European, approach. Similarly, more European level promotion of the Good Practice Award scheme could be undertaken.

Currently, new alternatives to the existing FOP subsidy model are being considered by the Agency. These alternatives are based on the possibility of countries opting for a more centralised campaign, such as supporting stakeholders meetings to stimulate social partners' engagement at national level, organising a major event at the beginning of the week, and collecting experiences and providing speakers to stimulate cooperation and multiplier impact at workplaces levels.

Below, we summarise basic FOP subsidy options and the advantages and disadvantages of these options.

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**Table 4.3: FOP Subsidy – Options Analysis**

Options	Pros	Cons
<b>1. Status quo</b> – i.e. current system with grants awarded in proportion to a country's EP seats	<ul style="list-style-type: none"> <li>• In theory, reflect FOP needs</li> <li>• System has existed for a while and FOPs are used to it</li> <li>• Maintains a sense of fairness and equity</li> </ul>	<ul style="list-style-type: none"> <li>• Available resources are spread very thinly across countries</li> <li>• Costly and time-consuming to administer</li> <li>• Limited financial additionality</li> </ul>
<b>2. Needs-based subsidy</b> – subsidy granted only to those FOPs who demonstrate that they need it	<ul style="list-style-type: none"> <li>• Would help to focus available funding which should mean greater impacts</li> <li>• Could help to strengthen weaker FOP structures</li> </ul>	<ul style="list-style-type: none"> <li>• Difficult to have objective criteria to assess 'need'</li> <li>• Might be complicated for Agency to administer</li> </ul>
<b>3. Competitive subsidy system</b> – subsidy granted to FOPs and/or network partners who put forward 'best' project ideas	<ul style="list-style-type: none"> <li>• Could lead to centres of excellence and improved products</li> <li>• Should increase motivation of FOPs who receive subsidy</li> </ul>	<ul style="list-style-type: none"> <li>• Could lead to an over-centralisation of subsidies/cause resentment</li> <li>• Ignores FOP 'needs'</li> </ul>
<b>4. No subsidy at all</b> – phasing out of current system with no replacement	<ul style="list-style-type: none"> <li>• Would free up resources for other (EU-level) schemes</li> <li>• Many FOP activities would nevertheless continue</li> </ul>	<ul style="list-style-type: none"> <li>• Would have adverse impact on FOPs who rely on the subsidy</li> <li>• Could reduce the influence of the Agency over FOPs</li> </ul>
<p><b>Conclusion:</b> on balance, we conclude that the FOP subsidy in its present form should be discontinued. The Agency should work with FOPs and network partners to identify alternative ways of supporting national campaigns (currently, work is being undertaken to explore options in this regard). As a transitional measure, a proportion of the available funds (perhaps 20%) should be reserved for FOPs who can demonstrate a particular need for direct support.</p>		

# Overall Conclusions & Recommendations

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*In this final section, we present the overall conclusions of the evaluation of EW2005, together with recommendations. Section 5.2 sets out a SMART framework for future campaigns.*

### 5.1 Overall Conclusions and Recommendations

**Overall, the conclusion of this evaluation is that the EW2005 campaign ‘Stop that Noise’ was successful in achieving basic aims and in some respects more successful than earlier campaigns. On all the key evaluation criteria, the campaign performed well.**

The report contains a number of more specific conclusions and these, together with recommendations, are summarised below.

**1. The choice of theme for the EW2005 campaign – ‘Stop that Noise’ - was highly relevant given the scale of the problem which is estimated to affect one in three workers in Europe.** As a campaign theme for 2005 this was especially so given the imminent implementation of the EU Directive on the subject. Notwithstanding this, there were divided opinions in some counties, particularly the EU10. In some cases, the more critical views on the choice of campaign theme stemmed from the feeling that it did not focus enough on particular sectors or target groups. In other cases – not confined to EU10 – the view was that the theme did not reflect national priorities at that time. However, these reservations do not outweigh the essentially positive feedback.

Recommendations: the selection of horizontal themes – as in EW2005 – should be the main approach to future EW campaigns since it is more inclusive. However, FOPs and their network partners should be encouraged to identify specific sectors and target groups corresponding with an analysis of the highest incidence of the particular OSH problem. This was only partially the case in the EW2005 campaign but there are examples of good practice, e.g. targeting sectors such as Construction and Entertainment, or particular socio-economic groups such as young people.

**2. Feedback from this evaluation suggests that EW2005 was successful in achieving its basic aim of raising awareness of the problem of noise at work.** There were many examples of campaigning activities (including innovative methods) that had this effect. As far as the effectiveness of different campaigning methods is concerned, there is clearly a difference between conferences, workshops and workplace visits which will have had the most impact but involved relatively small numbers of participants, on the one hand, and more general information dissemination and awareness raising activities which will have reached a far larger audience but where the impact is likely to have been less pronounced, on the other. Overall, the analysis suggests that FOPs were more positive in their views about EW2005 effectiveness in achieving its aims than other stakeholders, in particular network partners. Similarly, amongst network partners, there were more mixed views on the success of the campaign in EU10 countries than was the case in EU15.

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**Recommendations:** More needs to be done to publicise the GPA scheme and, in particular, to give winners media exposure at both an EU and national level. Where not already being done, FOPs should be encouraged to work with network partners to introduce national schemes to help increase participation in the EU-level GPA scheme.

Increased publicity should also help boost participation as would giving GPA winners a higher profile at the EW closing Event. If a two-year EW campaigning cycle is adopted (see Paragraph 6 below), then there would be more time to disseminate good practices throughout the EU. This should not only benefit end users but also help increase participation in the GPA scheme given the additional publicity for winners.

The On Line Charter should be reviewed and only continued if linked to a more meaningful self-certification scheme (perhaps linked to participation in EW events and/or the GPA).

**3. The main impact of EW2005 was on intermediaries – particularly OSH professionals and labour inspectors – with far more limited effects on social partners and particularly end users.** Insofar as the Agency's priority is to have an influence on intermediaries (and, through them, the workplaces), this points to a positive outcome. According to the survey feedback, there was only a limited direct impact on workplaces. This is to be expected since (with the exception of workplace visits organized as part of EW2005), the messages regarding noise at work disseminated via intermediaries take time to filter down to the company level. However, the survey feedback suggests that more needs to be done to engage social partners in EW campaigns and to secure their active support for events and other activities since these organisations are essential to achieving a multiplier effect.

**Recommendations:** a priority at a national level in most countries should be to strengthen collaboration with social partners in planning, financing and implementing EW campaigns. This is more difficult with horizontal themes but is still possible if the earlier recommendation is accepted of ensuring that campaigns under this type of theme are nevertheless focused on particular sectors and socio-economic groups.

The success of the EW2004 campaign was partly due to the focus on Construction, and this approach needs to be worked into campaigns with a horizontal focus. The Agency should work closely with FOPs to identify sectors that are particularly at risk and develop campaign materials that reflect this, as well as to identify appropriate partner organisations for each year's theme.

The Agency should continue to explore other ways of maximising multiplier effects. Steps have been taken to work more closely with Euro Info Centres (EICs) which is to be welcomed given their information role and in particular their contact with SMEs. Making OSH a horizontal in Structural Fund programmes would be a major contribution to ensuring that key target groups – especially SMEs – are reached and encouraged to adopt better OSH practices.

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**4. Sustainability - according to the end user survey (the most reliable source) some 40% of those surveyed said that they either had or would take actions to combat excessive noise at work.** The report highlights examples of sustainable campaigning actions and the key lies in a sustained follow-up at a workplace level. Feedback from the 2004 On Line Charter signatories – who made a similar commitment in respect of OSH issues in the construction industry – is less encouraging in this respect (around a quarter of the signatories undertook all the actions they committed themselves to).

Recommendations: there is a need for much more emphasis on following up EW campaigns with actions at a workplace level to ensure that actions are implemented. To coordinate such an effort, EW2004 could again act as a model (the Construction Forum) but there is also a need to work more closely with SLIC and, at a national level, social partners, labour inspectorates and business support organisations to incorporate EW messages, tools and good practices into their client handling procedures.

**5. Given the relatively modest financial support available from the Agency to support the EW2005 campaign, and the nature and scale of activities undertaken across EU25, it can certainly be said that a high degree of ‘efficiency’ was demonstrated.** As the assessment in the previous section suggests, in many countries the FOP subsidy provided much needed financial support and also achieved a leverage effect with additional resources being committed to the EW2005 campaign by network partners (often ‘in kind’). Overall, however, this evaluation confirms the findings of earlier EW evaluations regarding the FOP subsidy, namely that it demonstrates only partial additionality and many campaign activities would take place anyway, albeit in some cases on a smaller scale. Our research suggests that this was particularly so where the European Week is just one of a number of national initiatives and OSH structures are generally well developed.

Recommendations: the FOP subsidy in its present form should be discontinued. However, it should not be stopped before an alternative scheme is in place and the Agency should therefore work with FOPs to identify other ways of supporting national campaigns (see Paragraph 7). As a transitional measure, a proportion of the available funds (perhaps 20%) should be reserved for FOPs that demonstrate a particular need for direct support.

**6. From a broader perspective – organisational efficiency – feedback on the role of the Agency in EW2005 is generally positive.** There was some criticism about the late delivery of campaign materials and also of the amount of time FOPs had to spend on checking translations. There was some criticism that the materials were not customised closely enough to national circumstances and target groups, or sufficiently practically-orientated. At the same time it was generally appreciated that it was very difficult for the Agency to produce materials at an EU level that reflected specific priorities in different countries. At a national level, FOPs generally worked closely with social and network

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partners in planning and implementing the EW2005 campaign. However, the extent of their involvement varied from one country to another and in some cases social partners were considered to have played only a passive role. More generally, the evaluation highlights ways in which the overall organisation of EW could be improved.

**Recommendations:** to improve EW impacts, more efforts should be made to ensure that the campaign materials are tailored as far as possible to particular target groups and delivered on time. Although the core materials should continue to be produced by the Agency, there should be more scope for FOPs to develop country and target group-specific campaign products. There should also, if possible, be more flexibility in translation arrangements.

The 'European Week' campaign should be extended to run over a two-year period. This would allow more time for preparation and follow-up. For example, campaign materials could be developed in the first year with good practices being identified and shared across countries for dissemination during second year. Likewise, with a two-year campaign period, the second year could be used to follow up contacts made with companies to help ensure that key messages and practices are effectively disseminated.

As part of a new approach to EW campaigns, the Agency should also test the approach of alternating between Bilbao and other locations as a venue for the Closing Event, e.g. every other year holding it in the capital city of the Member State that holds the EU Presidency.

**7. In general, the European dimension seems to have made a significant contribution to the success of the EW2005 campaign, helping to reinforce national efforts and raising the profile of combating excessive noise at work in a way that would have been difficult to achieve had this dimension been missing.** This was particularly the case in EU10 Member States but also in some EU15 countries where OSH promotion and structures are relatively weak. Apart from the contribution of the European dimension to the credibility and visibility of national campaigns, there were also practical benefits, for example the economies of scale gained from producing campaign materials at an EU-level.

**Recommendations:** if earlier recommendations concerning the FOP subsidy are accepted, the Agency should work with FOPs and network partners to identify new initiatives that can be implemented at an EU level to support national campaigns.

This might include Agency support for the organisation of a major conference/other event(s) at a national level (a key role here, for example, would be for the Agency to arrange for high-level OSH experts/speakers to participate, and to handle some logistics), activities to help mobilise network partners (perhaps linked to a conference), and additional campaign materials/tools (e.g. good practices – see Paragraph 2) and media coverage/promotion). From an organisational point of view, the Healthy Workplace Initiative (HWI) is a possible model of how EU level support can contribute to national OSH campaigns and promotion generally.

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### 5.2 SMART Framework for Future EW Campaigns

Looking ahead, there is a need for the Agency to develop a more effective system for setting EW-related objectives and monitoring the effectiveness of activities undertaken to achieve them.

**The starting point should be to identify a number of core targets and indicators.** A distinction here should be made between financial inputs, on the one hand, and key outputs, results and impacts, on the other:

- **Outputs** – EW campaigning activities (conferences, workshops, dissemination of campaign materials, media coverage, etc);
- **Results** – extent of EW target group ‘reach’ (number/type of final beneficiaries (social partners, employer and employee organisations, OSH specialists, workplaces, etc);
- **Impacts** – improved OSH practices at a workplace level and, more generally, trends at a national and EU level with regard to the OSH issues addressed by the particular EW campaign theme.

**The Agency, in consultation with FOPs, should set broad targets for each EW campaign for outputs and results.** One way of doing this would be to take the results of previous EW campaigns as a baseline (e.g. we have estimated that conferences and other events attracted 14,000 participants in the EW2005 campaign) with adjustments then being made to reflect the nature of a particular campaign.

**It is important that a simplified, proportionate and realistic approach is adopted to developing and implementing a SMART framework.** This is especially so if the FOP subsidy in its present form is discontinued since the emphasis will need to shift from reporting for the sake of accountability to monitoring outcomes in the interests of assessing EW effectiveness.

**Firstly, target setting should be limited to key aspects of each campaign that are strategically important to achieving an impact.** As such, whilst it might be appropriate to adopt a number of core targets/indicators for all countries (e.g. number of conferences/workshops and participants), a menu approach should be used with FOPs and their partners being free to choose other targets and indicators that reflect the particular nature of the campaign in their countries. A ‘menu’ of possible indicators is provided in Table 7.1.

**Secondly, there should not be an over-emphasis on quantification.** Thus, whilst it

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would be appropriate to quantify core indicators (e.g. number of conferences and participants), there is little point in doing so for many other campaigning activities. For example, whilst it is useful to know the volume of campaign materials produced by the Agency since this provides an indication of the scale of the campaigning effort, there is little to be gained from seeking to quantify the number of materials disseminated at a national level.

**Thirdly, responsibility for monitoring EW indicators should be shared by the Agency and FOPs with external evaluators being contracted to collate and analyse the information that is collected.** The way which this might be done is indicated in Table 7.1.

Table 7.1: SMART Framework for European Week Campaigns	
<b>Financial inputs</b>	<ul style="list-style-type: none"> <li>Level of funding made available by the Agency, national authorities and network partners to support EW campaign (monitoring: Agency and FOPs).</li> </ul>
<b>Core targets and output indicators for EW campaign activities</b>	<ul style="list-style-type: none"> <li>Number and type of EW launch events/number of participants (monitoring: Agency and FOPs);</li> <li>Number and type of EW campaign materials produced for distribution in different countries and at a European level (Agency);</li> <li>Extent of European and national media coverage (Agency, FOPs)</li> <li>Number of other events organized and participation levels (FOPs);</li> <li>Number of entrants to national/European GPA scheme broken down by type of organisations (Agency, FOPs);</li> <li>Number of national/Agency EW website hits (Agency, FOPs);</li> <li>Number of visits to companies, training and other EW campaigning action (FOPs).</li> </ul>
<b>Results</b>	<ul style="list-style-type: none"> <li>Number/type of final beneficiaries (social partners, employer and employee organisations, OSH specialists, workplaces, etc) of EW campaigns, an estimate of the proportion 'reached' (assessment: external evaluation)</li> </ul>
<b>Impacts</b>	<ul style="list-style-type: none"> <li>Assessment of impact on final beneficiaries based on feedback from (a) on-line OSHmail end user EW follow-up survey; (b) questionnaires completed by participants in EW events; and (c) informal feedback from FOPs and Closing Event participants (assessment: external evaluation).</li> <li>Eurobarometer survey work to obtain general perceptions regarding trends in EW-related OSH themes before and after campaigns.</li> </ul>

# Overall Conclusions & Recommendations

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**FOP reporting on the overall EW campaigns should be reintroduced.** At present, the FOP subsidy reports focus only on activities supported with Agency funding and do not provide a comprehensive account of all EW activities, in particular those promoted by national authorities and network partners using their own resources. However, as this report shows, in many countries activities not directly supported by the FOP subsidy account for a significant proportion of the overall campaign. We understand that until 2003/04, FOPs were asked to report more comprehensively on EW activities in their countries but that this practice was then discontinued with reports focusing only on activities directly promoted with the support of the FOP subsidy. The principle of obtaining FOP reports on the overall campaign in their countries should be reintroduced (whether the subsidy continues or not). If this is done on a simplified basis with a focus on ‘core’ indicators and less emphasis on quantification, this should help overcome earlier objections to the amount of information previously requested.

**As a way of taking the proposed SMART framework forwards, a pilot exercise in selected countries should be considered for the EW2007 campaign.** Ideally, this exercise would start with the development of the targets, possibly through a facilitated workshop with the Agency and FOPs, and then continue with preparatory work in 3-4 EU Member States to prepare for implementation of the SMART framework (e.g. working with network partners to develop monitoring tools). The results of the pilot might then be collated and analysed as part of an external evaluation of the EW2007 campaign with recommendations on a full roll out (and amended) SMART framework to other EU Member States for future campaigns.

# List of Interviews

# A

Country	Name	FOP/ NWP	Organisation	F2F/ Tel
Finland	Mr. Erkki Yrjänheikki	FOP	Finnish Ministry for Social Affairs and Health	F2F
Finland	Mr. Hannu Stålhammar	FOP	Finnish Ministry for Social Affairs and Health	F2F
Finland	Mr. Erkki Auvinen	NWP	Finnish Confederation of Salaried Employees	F2F
Finland	Ms. Suvi Lehtinen	NWP	Finnish Institute for Occupational Health	F2F
Finland	Mr. Pekka Olkinuora	NWP	Acoustic Society of Finland, Finnish Institute for Occupational Health	F2F
Finland	Mr. Rauno Toivonen	NWP	Confederation of Finnish Industries	F2F
Italy	Mr. Sergio Perticaroli	FOP	ISPESL	F2F
Italy	Ms. Francesca Grosso	FOP	ISPESL	F2F
Italy	Ms. Manuella Brunetti	NWP	Confederazione Nazionale dell'Artigianato e della Piccola e Media Impresa (CNA)	F2F
Italy	Ms. Gabriella Galli	NWP	(CGL-CISL-UIL) CGL: Confederazione Generale Italiana, CISL: Confederazione Italiana Sindacati Lavoratori, UIL: Unione Italiana del Lavoro	F2F
Latvia	Ms. Margarita Dukalska	FOP	State Labour Inspectorate	F2F
Latvia	Ms. Liene Maurite	FOP	State Labour Inspectorate	F2F
Latvia	Mr. Ziedonis Antapsons	NWP	Latvian Free Trade Union Federation	F2F
Latvia	Mr. Renārs Lūsis	NWP	Ministry of Welfare	F2F
Latvia	Mr. Ivars Vanadziņš	NWP	Institute of Occupational and Environmental Health	F2F
Latvia	Mr. Edgars Korčagins	NWP	Latvian Employers' Confederation	Tel
UK	Mr. Jason Batt	FOP	Health and Safety Executive	F2F
UK	Mr. Malcolm Darvill	FOP	Health and Safety Executive	F2F
UK	Ms. Janet Asherson	NWP	Confederation of British Industries	F2F
UK	Sarah Hamilton	NWP	IOSH	Tel
UK	Mr. Hugh Robertson	NWP	Trade Unions Congress	F2F
UK	Mr. Steve Walter	NWP	EEF	Tel
Poland	Ms. Agnieszka Młodzka-Stybel	FOP	CIOP-PIB	F2F
Poland	Mr. Alfred Brzozowski	FOP	CIOP-PIB	F2F
Poland	Ms. Joanna Kniż-Hawrot	FOP	CIOP-PIB	F2F
Poland	Ms. Wioletta Klimaszewska	FOP	CIOP-PIB	F2F
Poland	Ms. Alicja Barwicka	NWP	Social Insurance Institution	F2F

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Poland	Mr. Jerzy Kowalski	NWP	Ministry of Labour and Social Policy	F2F
Poland	Ms. Jolanta Turek	NWP	Primary school teacher	F2F
Poland	Mr. Maciej Boguszewski	NWP	National Labour Inspectorate	F2F
Poland	Mr. Marcin Koprion	NWP	Zakłady Azotowe Puławy – private company	F2F
Poland	Mr. Michał Graczyk	NWP	ORLEN S.A. – private company	F2F
Portugal	Manuela Calado Iolanda Ribeiro	FOP	National Authority for Working Conditions (FOP)	F2F
Portugal	Dr. Álvaro Durão	NWP	Ministry of Health	F2F
Portugal	Engº Jorge Fradique	NWP	Sociedade Portuguesa de Acústica (company)	F2F
Portugal	Engº Tudela Engº Sousa Ribeiro	NWP	EDP Empresa Distribuidora de Energia (company)	F2F
Portugal	Engº Moreira	NWP	Salvador Caetano (company)	F2F
Portugal	Dr. Luís de Freitas	NWP	Associação das Empresas Prestadoras de Serviços (social partner)	F2F
Portugal	Dr. Luís Lopes*	NWP	UGT- União Geral dos Trabalhadores (social partner)	F2F
Portugal	Sr. Armando Farias	NWP	CGTP.In-Confederação Geral dos Trabalhadores (social partner)	F2F
Portugal	Sr. Martins	NWP	Sindicato da Construção Civil Madeira e Mármore (social partner)	F2F
Portugal	Engº Joaquim Agria	NWP	ANEOP - Associação Nacional das Empresas de Obras Públicas (social partner)	F2F
Portugal	Sr. Marcelino Pena Costa*	NWP	CCP - Confederação do Comércio de Portugal (social partner)	F2F
Portugal	Engª Mariana	NWP	Universidade Lusófona	F2F
Portugal	Professor Francisco Rebelo	NWP	Universidade Nova de Lisboa - Faculdade de Motricidade Humana	F2F
Portugal	Sr. Victor Reis	NWP	Câmara Municipal de Sintra (municipality)	F2F
Portugal	Dra Rosário Pedrosa Drª Ana Rodrigues	NWP	Câmara Municipal de Lisboa (municipality)	F2F
Portugal	Drª Maria de Lurdes Monteiro	NWP	CENFIC- Centro de Formação Profissional da Indústria da Construção (training centre)	F2F
Portugal	Drª Isabel Santos	NWP	Revista Segurança (magazine)	F2F

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### Finland

#### Key Points - Finland - European Week 2005 Campaign

- *EW2005 was generally thought to have been successful, with a wide range of actors reached through the use of innovative information communication and dissemination methods.*
- *Although the OSH field in Finland is relatively well developed, European Weeks have an important place due to the efforts placed into it by the FOP, and the participation of the network partners.*
- *As in other years in Finland, a particular planning team was put together with NGOs acting in the field being invited, which assisted in finding a proper focus for the Week's activities.*

#### 1. Campaign in Finland

A broad range of activities were organised during EW2005, and indeed related activities take place throughout the year and the Autumn in particular. Overall, the organisers felt that the week had been more successful than in other years, with workplaces taking part in the activities, and the week gaining good media coverage, including on television.

The week began officially with the **Opening Seminar** in the Finlandia Hall in Helsinki on 24<sup>th</sup> October. The seminar was attended by 155 people. The Seminar program was put together in co-operation with the Finnish Institute of Occupational Health (FIOH), the Ministry of Social Affairs and Health, Acoustical Society of Finland and the Finnish Federation of the Hard of Hearing. The seminar was recorded by Verkkomedia Paja for dissemination over the Internet, and also by YLE Finnish Broadcasting Company for YLE Multimedia Channel. The event received publicity in the Finnish national media.

A number of **regional seminars** were also arranged by the Regional Occupational Safety and Health Inspectorates. Seven seminars were organised on the theme of the Week, with a total of 545 participants consisting of representatives of different industries, OSH managers and experts. Some regional inspectorates also arranged a **focused inspection campaign**.

Many organisations incorporated the theme of the week into their own activities, such as the **52<sup>nd</sup> Occupational Health Convention**, organised by the Finnish Institute of Occupational Health and Safety, which had 556 participants. These also included seminars organised by the Acoustical Society of Finland and the Hyvinkää local association for the hard of hearing. A seminar on the theme was also organised by PSK Standardisation Association, which was not itself involved in the planning of EW2005, as the other organisations were.

An **OSH exhibition** was disseminated EW2005 material via its permanent units which were visited by about 15 000 visitors. In addition OSH exhibition was also incorporated into EW2005 events and into ten other events throughout the year. The exhibition is funded by the Ministry for Social Affairs and Health, and is one of the main forms through which information on the theme of EW2005 was disseminated to the general

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public. A **Noise Exposure Calculator CD-ROM** was produced in 8,000 copies, and was disseminated throughout the different events of the Week.

Extensive **marketing** for the Week was undertaken, with different forms of media being used. Multimedia programmes and the Internet were particularly used because in Finland over 70 % of SMEs are reachable through the Internet. The principal messages were noise prevention activities, including directive issues and EW2005. The content was focused on both employees and employers, and all active partners were included in the realisation of the campaign and the implementation of noise prevention at workplaces. For the co-ordination of Public Relations activities, a specific EW2005 Public Relations Group was put together, with representatives from many of the network partners. A **website for EW2005** was included in the FOP's website, which included news and important information, as well as a constantly updated events calendar.

The **theme** of EW2005 was generally felt to have worked well and to have raised interest. The European directives on the theme also made it more topical, although some raised a concern that more attention would have been attained, had national legislation putting into force the directives been already in place (this took place in February 2006).

With regard to the European level activities, the **Good Practices Award** received a reasonable amount of attention, with six nominations being received in 2005. Two nominations were sent to the Agency, and two were given the opportunity for a public presentation in the Opening Seminar at Finlandia Hall. Thus, the results of the competition were well utilised. Indeed, the point was made that generally when Finnish companies are successful at a European level, this is well publicised by the companies, which in turn raises the profile of the award. The timing of the Award was not considered to work particularly well, however, with the short time being made available to put together the applications being considered to favour larger companies. The **On-line Charter**, however, is poorly known in Finland (even by many of the people interviewed), and was not thought to fit well with culture in Finnish workplaces.

Overall, EW2005 was successful, due to good organisation by the FOP, appropriate resources being invested in it, as well as the commitment of many of the network partners. Through the use of the media in innovative ways to publicise and disseminate information about events, the organisation of regional events, as well as the use of the Exhibition to disseminate material EW2005 was able to achieve a high degree of publicity. Although difficulties remain in reaching SMEs and the general public, clear efforts have been made to remedy these difficulties.

## 2. EW2005 Organisation - Role of the NFP and Network Partners

An annual week for health and safety at work has a rather **long history** in Finland, as a Health and Safety at Work Week has been organised in Finland since 1981. Initially, the week was organised mainly by different NGOs, with support from governmental authorities. From 1997 to 1999 the two weeks were organised in conjunction, and in 2000 the first purely European Week was held. With the European Week, the organisation of the week also changed so that it is now organised mainly by the Focal Point in the Ministry of Social Affairs and Health, in conjunction with its partners and particularly the tripartite system. As the national weeks were starting to somewhat run

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out of steam, this can be seen as a positive development, particularly taking into consideration the power of the employees' and employers' associations to reach their constituents.

In 2005, the **FOP** in Finland played a central role in the organisation of the European Week. In addition, social and other network partners were closely involved in disseminating material and organising events. The social partners were involved in planning, dissemination of information, and some organisation of events. Social partners frequently tie in their own activities to the week, and for example FIOSH brought out the theme at the 52<sup>nd</sup> Occupational Health Convention, and each year the third edition of their quarterly newsletter is based on the theme of the European Week. The partners inform each other of events taking place in advance, so as to avoid unnecessary overlap.

In Finland, each year organisations which work with the theme of the year are invited to participate in the planning and organisation of the activities. In 2005, the Finnish Federation for the Hard of Hearing and the Acoustical Society of Finland were invited, and participated through contribution to the planning process, as well as participation in events. Experts from many of the social partners, including the two NGOs, also participated in the events as speakers. The involvement of such NGOs was thought to help in focusing the campaign better, and particularly in having an impact on attitudes. In addition, a provincial health and safety network exists in Finland, which undertook the organisation of events in the regions.

### 3. Impacts and Community Added Value

The materials are disseminated at the different events during the week's activities, as well as by the network partners and a network of 350 inspectors who disseminate material during their visits to workplaces. Approximately 200-300 companies ordered the material from the Ministry in 2005. Finally, the material is of course available on the FOP website, which has about 30 000 visitors per month, a number which was significantly higher during EW2005 (98 733).

It was felt that Europe Week was **relatively well known** in companies in Finland, with companies asking for information on the up-coming week earlier each year. Indeed, companies took part particularly in the events taking place in the regions, as an attempt has been made to make the activities relevant to the level of the working places. Nevertheless, there is a feeling that larger working places tend to have been better engaged in the campaign, with small and medium sized enterprises still being more difficult to reach. Another area of weakness was recognised as young people and the dangers of noise in workplaces such as bars. There was thought to be **added value** in the Agency setting the theme each year, and raising the status of the campaign through the European dimension.

With regard to the **materials** provided by the Agency, again it was thought by the FOP that they could sufficiently have a say in its content, and so the materials were broadly suitable to the national needs. However, the fact that the materials addressed the issue simply from a European perspective was thought to make them less relevant, while sometimes the materials focused on issues that were thought to have already been addressed in Finland. Thus, allowing FOPs to have **more say over the content** of the

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national materials, through for example allowing a quarter of a page in each fact sheet for national examples, or by allowing the FOPs to tailor the information, would make the materials more relevant for national needs. As things stand, some of the partners felt that the materials produced by national authorities and organisations were of greater relevance.

#### 4. Strategic Issues

As the FOP felt that they could sufficiently contribute to the selection of the **theme** each year, the European themes were also seen to be generally appropriate. The point was made that with a **sectoral** theme it can be easier to reach work places, including small and medium sized ones, and to get trade unions involved in the campaign. Nevertheless, it was emphasised that, whether a European Week addressed a general theme or was focused on a sector, it was up to each country to focus the week to their particular interest. Thus, even with a broader theme, a particular sector can be made the focus of the week. This was generally thought to be a preferable option, as focusing simply on a particular sector can leave out a majority of people, and lessen the visibility of EW.

With regard to whether the week should continue to be organised on an **annual basis**, it was noted that once the week has been well established (as arguably is the case in Finland), workplaces know to expect the campaign at the same time each year. If the campaign was only arranged biannually, this momentum could be lost. (The same can be applied to some extent to the selection of a sectoral theme). Nevertheless, as the organising activities and reporting from the campaigns are spread over such a long period, it is true that the organisation of an annual campaign is made difficult – as things stand, the FOP often has to be considering the organisation of three campaigns at once. The general point was made that although campaigns are important in raising profile, activities should not ideally be confined to these, but a continuous emphasis on awareness raising was necessary.

The general point was also made, that little emphasis is placed on the **evaluation of the real impacts** of the European Week and often leaflets, stickers etc. are produced without consideration for their actual capacity to reach people. A survey of opinions to take place before and after the week was thought to be one way of measuring the impact of the week.

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### Italy

#### Key Points -Italy - European Week 2005 Campaign

- Overall, EW2005 was successful, due to good organisation by the FOP, appropriate resources being invested in it and the involvement of most of the network partners;
- The main activity that took place in the EW2005 campaign in Italy was a series of seminars, meetings and conferences held mainly during October;
- Media coverage was very important, with lots of radio publicity to promote this event through 28 different national radio stations;
- Most documents and materials provide by the Agency should be translated into the national languages to reach workplaces and end-users;
- However, factsheets and booklet with GPA winners case studies are seeing the most useful to promote EWs.

#### 1. Campaign in Italy

The **seminars, meetings and conferences** organised during the EW2005 in different cities and towns (Napole, Novara, Rome, Bolzano, Milano, etc) were the main activity developed for the FOP in Italy. A total of 17 of such events were organised under the EW theme, and although the most of them took place in October, others were also held over the rest of the year.

The campaign was characterised by its wide promotion and the involvement of broad media coverage of the country. Specifically, a **radio campaign** to promote the event through 28 different national radio stations was arranged in October. The campaign had produced an advertisement which persuaded people to reduce the level of noise at workplaces.

All the information related to the campaign was also included in the ISPESL's Website <http://www.ispesl.it>, with general information about the National and European campaign, news, events planned, good practice award bases, all the material (leaflet, posters, etc), the Online Charter and so on. 740.000 people accessed the webpage dedicated to the EW2005. This makes the campaign the best-known campaign of the previous years.

The ISPESL collaborated with the Ministry of Labour, the INAIL (Italian National Institute of Health), IIMS (Italian Institute of Social Medicine), social partners and the Regional Government in the dissemination of information and the promotion of the events throughout all the country. Two sets of **guidelines** were produced under the theme of the campaign. Both of them ("Manuale di buona pratica sul rischio rumore" and "Linee Guida sul rischio rumore") concerns the risk of noise at workplaces, and were published in the ISPESL's magazine "Fogli di informazione". 15.000 copies of each

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guide were produced and disseminated through the network partners. The first of the guidelines was the result of a working group composed by the ISPESL-Interregional Coordination of Prevention at Workplaces and it is the natural continuity of the previous guide (“Linee Guida sul rischio rumore”). This provides the added value of a comprehensible description of the information, methodology and implementation done to a global control of the noise at all of the most important productive divisions of a company.

Moreover, an attractive and factual booklet for making workplaces aware of the problem of noise was designed and produced. The booklet shows the measure of noise through different drawings. The form of the booklet makes it possible to locate it in the workplace, as it is easily made being visible to all the employers and employees.

The week officially finished with a **Closing Conference** in the INAIL Auditorium in Rome on 24<sup>th</sup> October. This Conference, called “Abbasso il rumore! La riduzione dei limiti di esposizione e le buone pratiche” was organized with the participation of the Institute (ISPESL), social partners (trade unions and labour organisations), Regional Government and the Ministry of Labour. Lots of representatives of different sectors, experts, employers and other social partners participated on it.

The **theme** of the campaign was considered by the social partners to be not as relevant as previous ones, from a national point of view. Although it was understood that this issue is very important at a European level, in Italy the problem of noise at work is well-known due to it having been discussed and dealt with previously.

The **Good Practice Award** was thought to be a good way of showing SMEs good practices in the management of noise problems, and to make them aware of activities that can be undertaken to reduce and abolish them. Different systems were used to promote the award, such as using the EW2005 Website, through the social partners, via direct emails to companies, information to radio and press, contacts with experts and leaflet distribution in the several events celebrated. 11 participants applied for the award, and four were rewarded due to their practical and experimental programmes in reducing noise in the workplace. The 2005 GPA was one of the most successful since 2000 in terms of the number of submissions received.

However, the people interviewed considered that it would be positive to allow one country to present more than one candidate for the European Good Practice Award, as there are often many high quality projects that could apply to it. According to the interviewees, it should also be ensured that at least one award is dedicated to each country.

The **Online Charter** was more effective in 2005 than it had been before. This could be related to the certificate that now is sent by the European Agency to the signatories. Despite this, the activity was not seen to be particularly relevant in Italy and the people interviewed had not seen that it had worked as a useful way of promoting safety and health at work.

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### 2. EW2005 Organisation - Role of the NFP and Network Partners

**ISPESL**, the National Institute for Prevention and Safety at Work, is a public research institute on occupational health and safety. It is a scientific-technical body of the National Health Service (NHS) and it acts for the Ministry of Health, the Regions and private companies as a national Centre for information, documentation, research and experimentation in the field of health and safety in the workplace. ISPESL has been the Italian Focal Point since 1996 through the Department of Documentation, Information and Training - the operative “headquarter”. The national network is composed of partners from about 120 members from governmental institutions, OSH institutes, universities, regions, social partners and professional organisations.

The FOP in Italy has played an important role in the organisation of the EW2005. The **social and other network partners** contributed mainly to increase the visibility of the Week through the dissemination of materials and information provided by the FOP. The network partners also helped the FOP to organise the seminars and meetings taking place under the EW2005 theme all over the country, and participated through the involvement of experts as speakers in the events. The partners also helped the campaign reach more workplaces. However, the support of the network partners in this was thought to be an area of possible future improvement, as it could be made to work more effectively.

Most of the EW2005 activities (conferences, seminars, meetings, workplace visits, good practice award schemes and other competitions, Website, etc.) were financed by national public authorities’ resources, while the FOP **subsidy** was used mainly for campaign materials and media. These activities might have gone ahead without the subsidy because the FOP has a good support from the national authority.

Each year the FOP organised 3 national network meetings usually a week before each FOP meeting in Bilbao in order to inform, to discuss the agenda and to collect suggestions and proposals for their contribution to the planning process and their participation on EWs’ events and other activities link with the Agency.

### 3. Impacts and Community Added Value

EW2005 campaign was considered to be a strong one in relation with the previous campaigns in Italy: an accessible objective and a clear and communicative message.

The **disseminated materials** (2 guidelines, 517 publications under EW2005 theme), EW Website (740.000 number of access), seminars/workshops (17) and good practices award seminars (200 participants) are seen by the social partners as the most effective activities for reaching the target groups. However, network partners commented that it would be useful to receive all the material from the Agency in advance.

Nevertheless, the FOP and social partners agree that more has to be done in order to **reach the workplaces** in public and private enterprises, and in SMEs. For this purpose, more involvement of the affiliate organizations of the social partners is felt to be

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necessary. The FOP also makes an effort in this sense through the translation into Italian of some of the material provided by the Agency and with the development of other less scientific documents (because it was thought that there is too much focus on experts) which are didactic and closer to the real needs of Italian workers. Despite these efforts, EW2005 gave SMEs a poor understanding of European best practices in combating noise at work. EW2005 was thought to have had the main impact on intermediaries as OSH professionals and labour inspectors.

The **booklet with GPA winners' case studies** is much appreciated in reaching the target groups, although it was considered to be too much of a summary. Instead, it was thought that the materials should be explained more in detail in order to check the viability of the implementation of the case study in a particular country.

Exchange of expertise between member states is difficult due to language barriers and different legislation in the different countries.

The main thing suggested by the FOP was that it would be useful to have a methodological plan/system provided by the Agency to **evaluate** the real impacts and results of EW activities. This kind of method would allow FOP to know which activity or material is more effective to reach target groups, and would make possible to decide things to be change to future campaigns.

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### Latvia

#### Key Points - Latvia- European Week 2005 Campaign

- *The campaign was fairly successful, with young people being particularly well targeted through the success of the poster competition and the awareness raising campaign in professional schools;*
- *Although human resources were more or less sufficient, not enough financial resources were available to run a campaign that reaches the general public, particularly as use of Internet is not that widespread;*
- *Noise was not theme, however, that raised a great deal of interest in Latvia, and for example no submissions were made to the Good Practice Award Scheme by the deadline;*
- *The lateness of receiving the materials for EW2005 caused particular difficulties in hampering preparation and publicity for the Week.*

#### 1. Campaign in Latvia

A high number of activities were organised under EW2005 in Latvia. The activities ranged from a poster competition and awareness raising seminars for young people, guidelines and seminars targeting particular industries or fields, to the production of information material in the form of posters and leaflets.

A **Poster Competition for Young People** was organised. The aim of the contest was to encourage young people (between the ages of 10 and 16) to pay attention to the effects of noise, as well as to give information on ways in which to protect themselves and others. The competition was organised in co-operation with the youth organisation “AVANTIS”, which acted as a subcontractor. A total of 300 posters were received, 30 of which were exhibited on a stand, and the winners were presented at the EW2005 final conference and Good Practice Award ceremony in Latvia.

An **awareness raising campaign for students in professional schools** specialising in woodwork, metalwork and construction was organised. The students (aged between 18 and 25) are training to work in industries where the risk of hearing loss is relatively high. A total of 886 people attended the 15 lectures, which proved highly popular.

A **seminar for the construction industry** was organised in conjunction with the Trade Union of Construction Workers. The seminar was entitled “Trade union and trusted representatives participation in occupational health and safety. Evaluation and reducing of occupational risks caused by noise in the construction sites and manufactures of construction supplies”. The event in Riga was attended by 20 participants representing companies from the construction sector.

A **conference on the theme of noise and vibration in the working environment** was organised within the framework of the 3<sup>rd</sup> OSH exhibition “SAFE WORK 2005”, organised by the international exhibition Company BT1. The conference was attended by 189 people. The exhibition also included an **exhibition stand** by the State Labour

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Inspectorate and the Ministry of Welfare, which informed participants about the work of the Agency and the FOP and disseminated the Agency's information materials.

Two sets of **professional guidelines** were produced under the campaign. The first concerns the early detection and diagnosis of noise induced pathology, and 1000 copies were produced. The second set of guidelines related to noise risk assessment and elaboration of preventive measures, and of these 200 copies were printed. Both sets of guidelines are also available on the FOP's website. The guidelines were produced by the Institute for Occupational Safety and Health.

The guidelines were also disseminated at conferences organised in Riga for the **Latvian Association of Occupational Health Specialists** and the **Latvian Occupational Physicians' Association**. The conferences were attended by 65 members of the Latvian Association of Occupational health specialists and 291 members of the Latvian Occupational Physicians Association respectively.

**Guidelines** were also produced by the FOP on the prevention and evaluation of risks arising from work environment noise. The guidelines consisted in particular of comments and interpretation of the regulations of the Cabinet of Ministers Nr. 66 on noise. The guidelines were disseminated to companies by the network partners, and 2 000 copies were produced.

In terms of other information materials, **two posters** and **one information leaflet** were produced. 1000 copies of the poster entitled "Personal Protective Equipment – use it!", and 500 copies of the poster entitled "Protection Against Noise" were printed and disseminated by the network partners. The leaflet gave recommendations for dealing with noise in the working environment. 2 000 copies of the leaflet were printed, and again distributed by the network partners.

A **letter** was sent by State Labour Inspectorate to 775 companies in Latvia. The purpose of the letter was to inform about EW2005, noise as risk factor in Latvian companies, possible inspector's visit to the enterprise and the Good Practice Award. The letter also invited the companies to fill in a **questionnaire** on the subject of noise at work. The response rate was 10% (50 from employers and 21 from employees), and the results of the survey can be found at [www.osha.lv/ew2005](http://www.osha.lv/ew2005). During the campaign **inspectors visited 166 companies**. The results of the questionnaire can be found in. Seven **open days in the regional departments of the State Labour Inspectorate** were also organised around the theme. Altogether 83 people took part in the open days.

With regard to the **Good Practice Award**, the European model was followed in organising the scheme. Publicity was arranged through the FOP website, by the social partners, by direct e-mails to companies, information to media, OSH institutions/organisations, and by distributing the GPA leaflet in different events. Nevertheless, **no submissions were received by the original deadline**. After the deadline was extended, two submissions were made, but these were too late to be sent to the Agency.

The **on-line charter** was not seen as being very relevant in the Latvian context, where signing such charters can be a rather unfamiliar process to companies, and indeed the idea of "company policy" is not well understood in its vagueness.

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### 2. EW2005 Organisation - Role of the NFP and Network Partners

The **FOP** in the State Labour Inspectorate had principal responsibility for organising the campaign. The partner organisations for the week were the Ministry of Welfare, the Institute of Occupational and Environmental Health, Latvian Occupational Physicians Association, Latvian Association of Occupational Health Specialists, Youth Organisation “AVANTIS”, Latvian Employers Confederation, Latvian Free Trade Union Federation, Trade Union of Construction Workers, State Social Insurance Agency and the International Exhibition Company “BT1”. The Acoustic Association in Latvia was also invited to participate in the activities, but it declined. A reason for this was considered to be the fact that cooperation between governmental and non-governmental authorities is not very well established in Latvia.

Most of the **social partners** were involved through the dissemination of information and materials, but not in other concrete capacities. Indeed, information tended to be better disseminated to high ranking officials than members of the trade unions or employer’s confederation, and it was felt that the theme of noise was particularly poorly taken up by the social partners. It was felt that the even the **dissemination of information** could have been done more actively by some of the partners. However, an exception was provided by the Institute of Occupational and Environmental Health, which for example provided speakers for the awareness raising campaign at professional schools and drew up the two sets of professional guidelines.

EW2005 was largely funded by the **Agency subsidy**, as few national resources are available for the activities, particularly events. For the printed material, co-financing was applied for and received from the Plan of Preventive Action. However, there is no budget line in at the Inspectorate for the activities of EW2005, which makes organisation of the activities financially rather difficult.

### 3. Impacts and Community Added Value

The European Weeks tend to be the most important campaigns in the OSH field in Latvia, and as such generally receive a reasonable amount of attention. This was also the case in 2005, as EW2005 was well organised and reached a relatively large target group. However, **more resources** would be required to provide better publicity for the week, and thus to reach a bigger audience, particularly from the general public. As a high proportion of SMEs for example do not have access to the Internet, the website and other Internet based promotion cannot be relied upon to raise attention. Indeed, as in many other countries, the **difficulty of reaching SMEs** was recognised by all involved in organising the campaign.

**Young people** were particularly well reached by the campaign, with the **poster competition** and **awareness raising programme in professional schools** proving particularly popular. The poster competition received a good number of entries, and reached the general public through publicity in schools. What comes to the awareness raising campaign for professional schools, the original level of knowledge amongst the participants was rather low as the questions are not included as part of the training courses, and so the campaign was thought to make a significant impact. Both activities are to be continued with in future years, with plans existing to also further utilise the posters produced by the competition.

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Although the **Good Practice Award** Scheme has been reasonably successful in other years, no submissions were received by the original deadline. One reason given for this was that the **theme of noise was too generic**, in that while it touches all, in a sense it does not touch any industry or organisation in particular. Thus, many companies felt that the theme was not sufficiently relevant for them. This was also a problem encountered by in EW2005 in Latvia in general, as a focus for the campaign was difficult to find, although some network partners did find the theme a particularly easy one to focus and promote. The organisers recognised that the week could perhaps been better focused through prioritisation in the events of the week, but this was not clear at the planning stages. Although the theme of 2005 was not thought to be particularly successful, the FOP felt that they could have sufficient influence on the selection of the theme.

The materials produced by the Agency were judged to be of a good standard, although the difficulties in presenting material that is to be relevant for the whole of Europe were recognised. This is because New Member States have **different priorities** to Old Member States, and there are also reasonably strong **cultural differences** between countries. Thus, the material is never going to be sufficiently well targeted in a number of countries in terms of **content** and the **style** in which the information is presented. It was hoped, then, that instead of providing completed material, the basic material would be kept in line with, but the content could be **tailored to suit national needs**.

However, it was thought that they could be made **more practical use for companies**, through presenting **risk assessment checklists** etc. However, perhaps the most significant difficulties were created by the materials **not having been produced on time**. Some of the materials did not arrive until a day before the closing event, which meant that it was not possible to promote EW2005, or indeed distribute the material to actors who would distribute it further during the week, before the start of the campaign itself.

It was argued that it can be very difficult to **evaluate** the impact of the campaign, and that there is a need for some more local evaluations. Currently evaluation of impact is reliant largely on an estimate based on a general feeling of how successful the events were. It was suggested that **better follow-up activities** should be encouraged, so as to also enable measurement of the changes achieved.

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### Poland

#### *Key Points - Poland- European Week 2005 Campaign*

- *Network partners and private companies, as well as some media sponsors, were actively involved in the EW2005 campaign, contributing to its positive results;*
- *The campaign often targeted local communities with different events taking place in a particular city – this encouraged participation of different sectors of society;*
- *Events take place throughout the campaign period, and it was hoped that the timing of the campaign could be changed to encompass the whole year, or possibly two years at a time.*

#### 1. Campaign in Poland

In addition to a national awareness campaign, the activities in Poland included a number of activities in which **local communities** and companies were heavily involved, such as **seminars** and **educational picnics**. The **youth** were also heavily targeted, with different poster and art competitions on the theme of noise. Members of the **national network** and **private companies** were active in promoting the week, while **media sponsors** also supported the activities. Some of the activities are highlighted below.

A **national awareness campaign “Stop halasowi”** was organised in conjunction with media organisations. The campaign was supported by the First Channel of Telewizja Polska and the monthly *Bezpieczeństwo Pracy*. A PR company was contracted to undertake some of the actions, as well as to conduct **media monitoring**. This took place as part of the Agency’s PR Pilot Study, with which the Polish FOP was very satisfied. Two press conferences took place, which received extensive press coverage. Different institutions also arranged meetings on the topic of the week.

A **“Noise Control Week”** was held in the **Pulawy** from 30th May to 5th June 2005. This was partly organised by the company Z.A. PULAWY SA, which produces artificial fertilisers. The Week included five specific events: a seminar on noise protection for employers (20 participants); a poster exhibition “noise as seen by artists”; art competition for primary schools “Stop that noise”; meeting with students of technical high schools “Let’s talk about noise” (120 participants); and finale of the Noise Control Week “Let’s Talk About It to Keep Noise Down” at the Municipal Stadium. A **picnic** was also arranged, where information materials were displayed. A media campaign was carried through the local press and websites, and a series of radio programmes were transmitted by Concrete media, who sponsored the project.

In **Poznan**, a seminar was held in May with 350 attendees. The seminar was held during the 17<sup>th</sup> International Fair of Work Protection, rescue and Fire Fighting Equipment SAWO’05, at which an information stand was also present and noise materials displayed. The stand was visited for more than 800 people. In **Lubawa**, an **educational picnic** “Noise and accident hazards in the wood industry” was organised in June and attended by 1,000 people. Various activities were organised, including a seminar for

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representatives of enterprises on noise hazards in the wood industry. A **seminar for SMEs** was held in **Cracow** in October, attended by 60 participants. The seminar was combined with the official closing ceremony of the EW campaign, and awarding the winning entries for the Good Practice Award. The event was publicised through press releases and different websites.

An **art competition for schools** was arranged, entitled “Silently and Safely”. The competition was organised by the Central Institute for Labour Protection, the National Research Institute and Public Primary School N° 8 in Radom. Information on the competition was posted on the website of the city of Radom and 300 info packs were distributed to schools. In addition to the competition, training on noise issues was provided for the children involved. 66 educational establishments took part in the competition, and 325 entries were submitted. The best entries exhibited and an award ceremony for the winners was organised.

A **poster competition** entitled “Stop that noise” took place. This received 286 entries, 50 of which were presented at an exhibition and in a catalogue. The prizes were substantial, with the winner receiving PLN 5,000, with seven other monetary prizes also awarded. Five of the awarded posters were printed in B2 format (600 pieces each) and as postcards (200 each). A version of the poster competition for children was also organised.

With regard to the **Good Practice Award**, this was publicised widely, but the interest was not particularly high. Six entries were submitted, of which three were selected. Monetary prizes were provided for the winners of the national competition, and these were also announced at the EW seminar and the good practices published and promoted. It was hoped that **better prizes** could be won by companies taking part in the competition, while **more materials** for its promotion would also be welcomed. The **On-Line Charter** was thought to be a generally useful tool, despite some difficulties with the typeface, for example.

## 2. EW2005 Organisation - Role of the NFP and Network Partners

The Institute collaborates closely with the **network partners**, who contribute to its activities very actively and conscientiously, particularly in relation to the EW campaigns. The partners contribute through organising activities, developing the website, distributing materials, as well as providing opinions and advice when needed. The partners also contribute to EW activities financially, and for example in 2005 the Social Insurance Institution paid for a conference venue.

The Institute also traditionally **collaborates closely with companies**, including the co-ordination of a ‘Safe Work Leader’s Forum’, consisting of 91 enterprises. This is also reflected in the national network, in which a number of companies participate actively. The representatives of companies provide information about the needs of the market, as well as participating in trainings and disseminating information during European Week campaigns.

In addition to the network partners and collaboration with companies, the Polish FOP valued the support of the Agency in implementing the activities, received through the

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pilot project on peer support.

### 3. Impacts and Community Added Value

Overall, it was considered that EW campaigns have relatively good visibility in Poland, although achieving media attention is difficult. The priorities covered by the campaigns tend to be aligned with and supported by the activities of the Institute in Poland.

Attention is increased by pointing out that a question, such as noise, is a problem across Europe, and so the **European dimension** of the campaign contributes to the effectiveness of the campaign. The **theme** of noise was seen to have been particularly successful due to its timeliness in relation to the directives, as well as the importance of the question overall. Because the theme relates to everyone, it was thought to be particularly easy to promote.

Involving **local communities and companies** in organising the events seems to have been particularly successful. A “city based approach” can also potentially have a great impact, especially as there can be a shift from more generic activities to ensuring that the campaign reaches different parts of the country. For companies, perhaps partly due to the positive profile of the European Union in Poland, being involved in organising the Week’s activities is seen as positive publicity, while many collaborate with the Institute over OSH issues anyway. Each year, more organisations have been involved in organising the week, for example through the art competition – indeed, EW activities contribute to **enhancing collaboration** between different actors on a more regular basis.

It is worth noting that the events did not concentrate particularly on the week in October, but activities took place from early on in the spring and throughout the summer. In terms of the European parameters for EW, the campaign was thought to be rather **too short**, and the **timing confusing**. The campaign ending in October soon after the Week itself was not thought to be an ideal solution, as this makes it difficult to continue disseminating information of the materials after the Week itself. Instead, it was hoped that the campaign could start earlier in the year, with more time for following up and continuing with the activities, possibly through the incorporation of events throughout the year.

Indeed, having the campaign run for **two years** at a time was considered to be a better option, as this would allow for a more sustained approach. This was thought to be particularly important with OSH questions, which, in order to raise awareness, need to be raised a number of times. Further, it was felt that the materials cannot be fully utilised in the short period of time available. A **thematic approach** was favoured over a sectoral one, as it was thought that through such a campaign more people could be reached.

The **materials produced by the Agency** were thought to be appropriate and useful, particularly the NAPO videos. Although the materials cannot relate particularly closely to the Polish environment, taking this into account they worked well. The materials receive more attention because of being attributed to the Agency.

In terms of a European element to the campaign, it was argued that many of the

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activities could actually be promoted better at a **European level**. For example, it was felt that if the Good Practice Award could be publicised at a European level, this might encourage more applications from all countries. It was also hoped that more emphasis could be placed on **the launch** of the week at a European level.

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### Portugal

#### Key Points - Portugal - European Week 2005 Campaign

- *Over the years, European Week has developed a high profile in Portugal and is widely perceived as the most important OSH event that takes place in the country.*
- *Feedback from the interviews suggests that EW2005 was one of the most successful EW campaigns that has taken place in Portugal. The European dimension was critical to the campaigns success.*
- *There were several innovative aspects to the EW2005 campaign in Portugal including new OSH tools ('Ruido IN') and a focus on noise problems that had previously received little publicity.*
- *Partnership working was pronounced - social and other network partners worked closely together and with the National Focal Point in planning and implementing EW2005.*

#### 1. Campaign in Portugal

A large-scale European Week 2005 campaign was organised in Portugal combining a number of different activities.

The main activity that took place in the EW2005 campaign in Portugal was a series of **seminars and forums** held during the period late September-late October 2005. A total of 26 seminars were organised under this theme. These took place in different cities and towns (Lisbon, Vila Nova de Gaia, Porto, Guimaraes, Maia, Chaves, etc) and were attended by an estimated total of 1,965 people. The participants came from a wide range of organisations including business, local and other public authorities, schools, and universities. In several cases, the seminars took place as part of other events (e.g. in Porto, the seminar was part of an International Construction Fair). Participation in the seminars was free-of-charge. Another six seminars, not supported by the FOP subsidy, also took place in other locations.

An interesting feature of the EW2005 seminar programme in Portugal was that it helped to raise awareness of **specific OSH issues** that otherwise receive less publicity than the more well-known noise problems. Thus, one of the two Lisbon events was organised by the Portuguese Acoustics Society (Sociedade Portuguesa de Acustica – SPA) and focused on the problem of Vibro Acoustic Disease (VAD).<sup>9</sup> Although the event would probably have taken place anyway, and did not receive financial support, being part of the wider EW2005 campaign helped to raise its profile. The NFP was also helpful in generating interest in the VAD seminar and making other material on OSH issues available to participants.

<sup>9</sup> Vibro Acoustic Disease is not covered by the 2003 Directive on noise and yet it is considered to be a serious and widespread problem. The Sociedade Portuguesa de Acustica is a leading research organisation in this field.

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EW2005 was supported by an extensive **awareness-raising campaign** in Portugal. This included six press releases, 79 news items and articles in 38 different newspapers or magazines (e.g. one that specialises in health and safety called 'Segurança' which published an article about the campaign) and TV and radio coverage of some of the seminars and opening/closing events. A considerable amount of **promotional material** was also distributed at seminars and other events (e.g. 3,000 copies of a CD on noise, a software programme ('Ruido IN') to monitor noise levels, and various other materials - pens, writing pads, etc).

Another notable feature of the Portuguese EW2005 campaign was the launch of **new products**, in particular 'Ruido IN', a software tool that was developed by the Portuguese Employers' Federation to help monitor noise problems. It was designed for the construction industry and apart from monitoring the level of noise at a particular workplace, also provides companies with practical suggestions on how such problems can be reduced.<sup>10</sup> The construction sector was chosen because noise is an especially severe problem. It is also dominated by SMEs which makes it generally more difficult to raise awareness of health and safety issues. The 'Ruido IN' tool was developed by the Federation with financial support from the FOP. It was subsequently disseminated as part of European Week 2005 to some 3,000 SMEs in the sector. Without the financial and other support provided by the FOP, it is likely that 'Ruido IN' would still have been developed. However, it would not have been disseminated so effectively. Other product designed and disseminated as part of the campaign included the 'Manual for the Noise' developed by the Lisbon Municipality with the support of the FOP. This manual has not yet been published because of a lack of financial resources.

Other EW2005 activities in Portugal included an **exhibition** which was held in conjunction with the closing event in Lisbon and showed students' work on noise, and a successful competition organized by CENFIC (Centro de Formação Profissional da Industria da Construção Civil e Obras Públicas do Sul) that attracted considerable participation by young people and business associations..

There were also smaller exhibitions as part of several regional seminars (Guimaraes, Maia). However, although originally planned, there was no **Good Practice Award scheme** in Portugal as part of the EW2005 campaign because of a lack of good quality entrants. The EW2005 campaign came to an end with a **closing event** in Lisbon on 5 December 2005 attended by almost 700 participants. This event attracted considerable media coverage.

## 2. EW2005 Organisation - Role of the NFP and Network Partners

As in other countries, the **FOP** in Portugal played a central role in the organisation of EW2005. Feedback from the interview programme was universally positive in this respect. All stressed the need for more resources to be made available and that the FOP subsidy of €40,000 was too small although it did have leverage effects.

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<sup>10</sup> The Portuguese Employer Federation represents the largest 35 companies in Portugal.

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Social and other network partners were closely involved in all aspects of the EW2005 campaign in Portugal and strongly supported it. Direct support tended, however, to be in kind rather than financial, e.g. providing venues for the seminar programme, helping with the dissemination of OSH material, other logistical support for events. The **social partners** supported the EW2005 campaign in various ways. Apart from directly supporting the FOP with the organisation of 'official' activities, social partners ran their own campaigns under the umbrella of EW2005.

For example, the construction industry's employer federation (CNEOP) organised a three-month campaign as part of EW2005 aimed at raising awareness of noise amongst its member companies. It is estimated that information and training was provided to at least 3,000 workers; and CENFIC, as mentioned earlier, ran a competition for students while the construction industry's trade union (SETACCOP) gave training to more than 3,500 workers directly at their workplaces. These activities were supported by the FOP although they were financed with the partner's own resources. Likewise, one of the most important energy distribution companies in Portugal presented a study 'Implementation and Control of Noises Measures' at two seminars where they explained their experience in reducing noise levels. Afterwards some other companies contacted them to learn more about their activities.

The support provided by the FOP was considered to have been important (e.g. helping to identify technical expertise including OSH experts from other countries). More generally, the federation's campaign benefited from being associated with EW2005 since the European dimension reinforced its credibility and visibility. Another way in which network partners contributed to EW2005 was in making research inputs to support the 'Stop that Noise' theme. Two examples of this are provided earlier: "VAD" and the "Manual of Noise". One interviewee argued that "VAD" appealed to the media since it provided an opportunity, through EW2005, to demonstrate that Portugal is producing leading research.

One reason for the close involvement of social partners, according to those we have spoken to, was that with national structures in a state of transition in Portugal, EW2005 provided an opportunity to nevertheless press ahead in tackling OSH issues.<sup>11</sup>

### 3. Impacts and Community Added Value

As in other countries, it is not easy (or particularly meaningful) to try to quantify EW2005 impacts. Moreover, other more qualitative effects are equally significant.

The EW2005 campaign in Portugal clearly reached a wide target group. Apart from the **direct participation** of over 2,000 people in the various events, many more will have benefited indirectly by receiving information through promotional activities, website

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<sup>11</sup> In recent years, there has been almost continuous changes in the OSH institutional environment in Portugal. Originally, under IDICT, the roles of health and safety inspection and policy/advisory support to business were combined. These roles were then separated under a new entity (ISHST) only to be combined again in 2005 when ACT (National Authority for Working Conditions) was established.

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downloads, and media coverage. Evidence of such **indirect effects** is somewhat anecdotal but includes the campaign organised by the construction industry employer federation (as noted earlier, this researched some 3,000 workers), promotional activities undertaken by the Lisbon Municipality which involved disseminating material to some 10,000 companies and the three-hour training sessions about noise provided by the construction industry trade union to more than 3,500 workers. Likewise, with the 'Ruido IN' noise monitoring tool, it is hoped that the construction industry supply chain will lead to multiplier effects as SMEs are encouraged to adopt similar OSH practices with regard to noise as larger companies that use the tool. Here, the scale of possible supply chain effects is impossible to estimate.

Turning to the less quantifiable impacts, EW2005 helped to raise awareness of the 2004 Directive. One indication of this is the high level of interest in the consultation draft which is regarded as having been far in excess of the interest shown in the earlier (1986 Directive, transposed in 1992). The nature and scale of the campaign also raised awareness and provided training on noise issues at different levels at the workplace, including (as noted earlier in relation to VAD) aspects that had previously received relatively little publicity. In addition to these inputs, as a result of the "Stop that Noise" campaign there was increased the awareness of how to measure noise levels and the application of prevention measures at workplaces.

EW2005 (in common with other European Week campaigns) is regarded by all those we interviewed as demonstrating high **Community added value**. Although there are other, purely national initiatives (for example, the Portuguese Society for Occupational Medicine organises public campaigns every two years), the European Weeks are seen as more high profile and more comprehensive in scope, helping to bring together different OSH themes that are otherwise tackled separately. Above all, however, the European Week campaigns are seen as enhancing the credibility of events and other initiatives in Portugal to promote improved OSH practices. From a practical perspective the promotional material and other tools provided by the Agency are widely regarded as invaluable, according to the feedback we have received. Looking ahead to future EW campaigns, most of the interviewees emphasised the necessity of receiving the information and documentation in earlier to allow more time to prepare for the campaigns.

Feedback from the interviews suggests that EW2005 is regarded as having been particularly successful compared with **earlier and later campaigns**. Because the EW2004 campaign focused on only one sector (construction), it is felt that this limited the scope for social partner engagement whereas this was not the case with EW2005 which was more inclusive. Also, EW2004 tended to be limited to urban areas whereas EW2005 has been country-wide. Similar arguments apply to the current EW2006 campaign which is seen as having focused too much on the education sector and not enough on workplaces. One results, again, is that social partners have felt more detached from the campaign than was the case with EW2005. Also, it is argued that EW2005 had a clear thematic focus (on noise) whereas EW2006 has tried to cover too many OSH issues in relation to young people.

Overall, the research suggests that the EW2005 campaign in Portugal was very successful.

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### United Kingdom

#### Key Points – UK – European Week 2005 Campaign

- *EW2005 was fairly successful in the UK, mainly due to the input of some of the network partners in organising events, and particularly in organising the 'Noisy Box' competition;*
- *Materials produced by the Agency were not thought to be relevant to the national context, and the FOP and the network partners tend to rely on their own materials;*
- *The theme was thought to have been well chosen, and the success of EW2005 to rely heavily on the interest of the theme.*

#### 1. Campaign in the UK

A Health and Safety Week has been arranged in the UK for a number of years, before the European Week started. However, over the past few years, less emphasis has been placed on organising the Week, and the activities have diminished as the priorities of the HSE have been seen to be better achieved through the promotion of other activities. Overall, a number of activities take place in the OSH field each year, but EW was nevertheless considered to be one of the principal ones.

A two day event, entitled **Sound Off**, was held in Earls Court Exhibition Centre in London (this was organised by IOSH). The first day concentrated mainly on manufacturing and construction sectors, and was attended by 238 people. The second day focused on music, entertainment and local authorities, and had 164 participants. The winners of the Noisy Box competition were publicly awarded at a ceremony during the event. Information concerning the event was disseminated through different websites, electronic mailings, post mailings, delivery during different events and through the media (different press releases depending on the target groups were launched).

For the **Noisy Box competition**, 23,080 copies of a cardboard template of a three dimensional box were produced. These were to be used by children to illustrate their favourite noise and to enter the competition. The template had a section within which the child could include their name, address, age, and telephone number. 2,600 entries to the competition were received.

The competition was promoted through the use of flyers, leaflets and a promotional poster for schools, as well as and promotional boxes given out at IOSH Annual conference. 9,500 copies were produced. The products contained background information to the competition and rules for children to send their entries. Flyers were distributed at the IOSH annual conference on the 27th & 28th April 2005 and sent to primary schools throughout the UK, Local Education Authorities, youth groups, summer camps, activity centres, libraries between the beginning of May and the end of August. Information was also put on the dedicated noisy box microsite within the main IOSH website in June. An email shot was also sent to all IOSH members with an active email address on [www.iosh.co.uk/noisybox](http://www.iosh.co.uk/noisybox). The **Noisybox website** was publicised via an icon from the home page of the IOSH website, as well as via press releases, adverts within SHP and via email shots. It was viewed 8,448 times by a total of 3,501 visitors. In addition, 2,522 Noisybox templates were downloaded from the website.

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A calendar containing pictures of the winning entries was also produced and widely distributed. An **installation** of the winning entries was produced, first displayed during the Sound Off Event, and then transferred back to the IOSH headquarters for members and non-members to view. The installation was also publicised in Sound Off programme.

Information material of EW2005 was also disseminated at the exhibition event entitled **“Managing Safety and Health (MASH) Total Workplace Management”**, at which the FOP held a stand. 4,714 visitors attended the exhibition from a wide variety of sectors and enterprises. Over the 3 days around 200 visitors came to the stand.

In addition, information material was disseminated by the network partners, and in particular the TUC, IOSH and EEF. EEF organised a series of road show and seminars, the theme of which happened to coincide with EW2005, and so the Week’s materials were used in these activities, while the TUC provided further materials and promoted EW2005 through its website. The TUC also used one day of the week as a **National Inspection Day**, where companies were encouraged to concentrate on the theme of noise.

### 2. EW2005 Organisation - Role of the FOP and Network Partners

The FOP considered the Agency **subsidy** to be of limited value due to the rather modest sums involved, and the comparably time-consuming application process. It was also thought that receiving the subsidy would tie down the FOP in terms of the Week’s activities. In addition, the reporting process was thought to be unnecessarily cumbersome, and took up a total of three days to follow up on. Overall, then, this makes it a viable option to no longer apply for the subsidy in the future.

The FOP relied rather heavily on the network partners, and particularly IOSH, for the organisation of activities. Indeed, it was felt that the activities could not have been organised without them. The overall coordination of the campaign was managed by the HSE and this was thought to have worked well. An interesting feature is that IOSH networked with similar organisations in other EU Member States to help develop ideas for the EW2005 campaign and found the Agency helpful in providing contacts.

One interviewee noted that collaboration over activities such as EW takes place mainly at a political level, and so the impact is often also on the policy makers. The partners’ ability to deliver at the national level is more limited.

### 3. Impacts and Community Added Value

Some added benefit was considered to be received from being part of a wider European campaign, but this was not thought to be particularly significant – except in that, without the European element, no similar week would be likely to take place in the UK. Activities which were thought to be particularly effective were ones which had a practical focus on workplaces, with ideas provided on activities that can be undertaken in order to positively make a difference.

It was thought that EW2005 was **thematically well timed**, as it coincided with the new regulations. The point was made, however, that the campaign might have had a greater impact had it been organised after the regulations had actually come into force in the

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UK. As things were, the campaign preceded their coming into force in 2006. Nevertheless, the success of the UK campaign was thought by some to have been reliant on the interest of the theme itself, rather than the materials produced in particular.

With regard to the **materials** produced by the Agency, these were not considered to be very relevant. Using the same materials across Europe was thought to diminish the value of the information provided, while the Agency's materials were argued to not focus sufficiently on the **practical questions** that employers and employees need to know about. Thus, the materials failed to provide the information needed on the regulations in the UK, and national materials were produced and used instead. In addition, a more **professional** and **business focused** presentation were hoped for. The language used was, overall, not thought to be appropriate for the UK context, with one interviewee commenting that the materials contained "too many sound bites".

The **On Line Charter** tends to get subsumed amongst the approximately 12 charter initiatives going on in the UK. On the other hand, the culture of companies signing such charters is well developed in the UK compared to many other countries in Europe, and so the number of signatories from the UK is comparatively high. It was pointed out that larger companies in particular do this rather easily, without necessarily doing much follow up, and the Charter may even be used as a form of free advertising. On the other hand, many professionals tend to feel that they should have more information about the charter than what is provided in order to get involved.

Two submissions to the **Good Practice Award** scheme were received from the UK. However, not a great deal of promotion for the scheme was made, partly due to the time-consuming process of judging the entries – thus, the aim was not to receive too many entries to be able to cope with.

#### 4. Strategic Issues

It was argued by the FOP that the Agency should take more account of the different **levels of experience and resources** between FOPs in different MS. It was suggested that the option of follow more closely the Agency's template would be possible for countries who wished to do so, while those countries with more experience could be left more to their own devices in deciding how to carry out the campaign. The FOP felt that the HSE often has rather **different priorities** to the priorities of the Agency, and it can be difficult to aim the EW campaigns, including EW2005, without doing damage to their own campaigns. This was supported by a comment made by one of the network partners interviewed, who thought that the priorities of the work of the HSE and its role as the FOP do not always support each other particularly well, and indeed a certain degree of confusion exists between the different roles.

It was thought that organising the EW over **two year cycles** might be preferable, as it would allow more time for organisation, although it was noted that with a yearly event, there is less need to "reteach" people. It was thought that single day might be better for the promotion of events, and the suggestion was made that the campaign might be aligned with the **ILO World Day for Safety and Health at Work** and the **Worker's Memorial Day**, which take place on 28<sup>th</sup> April each year. Those who would like to further pursue the theme of the week throughout the year could then be free to do so. However, some partners did not see that the European campaign should be combined

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# Case Study Write Ups

# B

with the Memorial Day, as this has a particular Trade Union focus.

With regard to having a **sectoral or a thematic focus** for the campaigns, it was argued that both were needed. There are themes on which people need more information, but at the same time certain sectors need to be targeted. Different sectors can also be targeted through **European level organisations** (e.g. trade unions and employer's organisations), their representativeness was questioned. It should also be borne in mind that if a company or an organisation is involved in EW one year, they are more likely to get involved the next year, and so a sectoral focus might not be ideal through excluding parts of the public.

One interviewee noted that, before a particular theme, or a type of theme, is decided upon, the **purpose of the EW should be better clarified**. Thus, it should be ascertained whether the aim of the campaign should primarily be to raise awareness over the particular issue, over OSH questions in general, or to raise the profile of the Agency. These **criteria** should then be used in the selection of a particular theme.

# Review of Previous Evaluations

# C

*This appendix contains a review of previous evaluations of European Week campaigns. The first part contains an analysis of the main themes that have been covered. In the second part, the recommendations from the evaluation of EW2004 are presented, together with an overview of their follow up procedures. Finally, the recommendations from the four evaluations are summarised in grid form.*

## **C1 Thematic Review of Previous Evaluations**

Four evaluations of EW campaigns have been conducted.<sup>12</sup> Here, some of the findings of these previous evaluations are brought out on a thematic basis, so as to ensure possibility of continuity with evaluations from previous years. Overall, the evaluations have tended to find that the EW campaign in that particular year had been successful. Learning was identified as having taken place throughout the years with the recommendations of the evaluations having been worked with by the Agency, and many of the components of the Week being found to have become more established over time. Improvements have been noted to have taken place in terms of networking, timing, additionality and the dissemination of information, for example. The reform of the subsidy system and the Good Practice Award were also been viewed positively. However, many of these and questions were also identified as areas of potential improvement from year to year. In addition to the particular themes raised below, the evaluations have emphasised the need to improve the evaluation culture for the projects, with improved project monitoring.

However, it should be noted that the evaluations have also taken differing views towards some issues. Differences exist over whether the overall structure of the campaign, and the subsidy, should undergo reform. The evaluation of EW2001 for example suggested some reforms to the overall model, while the evaluation of EW2002 found that the current model was stable and that it worked well.

The following themes have been addressed throughout the evaluations:

### **a) Community added value**

The Community added value of the campaign is generally not seen to be particularly high, although there is great variance across Europe. Thus, the evaluations have generally found that interventions should focus on achieving outcomes that would be difficult or impossible for national authorities and their partners to achieve on their own;

### **b) FOP subsidy**

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<sup>12</sup> *Evaluation of the European Week 2000*, Yellow Window Management Consultants (2001); *Evaluation of the European Week 2001*, Yellow Window Management Consultants (2002); *Evaluation of the European Week 2002*, Economisti Associati SRL (2003); *Evaluation of the European Week for Safety and Health at Work 2004*, Centre for Strategy & Evaluation Services (2005). Evaluations referred to by the year referred to in the title, not year of publication.

# Review of Previous Evaluations

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It is unclear whether there is high additionality demonstrated by the FOP subsidies. Evidence of multiplier effect is also weak, although the picture over this question has been mixed, as have been the views as to whether the subsidy system should be reformed. Most recently, the evaluation of EW2004 found that alternatives should be investigated. The FOP subsidy administrative requirements have also been found to be disproportionate to the amounts disbursed by some;

### c) **Time frame**

The timing of the campaign has been dealt with by all of the evaluations, with particularly the earlier ones considering that the time allowed for preparation and follow up as being too short. Some improvements have been seen to have taken place throughout the years over this question, although some areas of possible improvement were also highlighted in 2004;

### d) **Dissemination of Information and Networking**

Transnational cooperation has traditionally been relatively weak or based on informal connections between FOPs. This has been highlighted as a major area of improvement by the evaluations, with a number of measures having been suggested to make improvements over this question. Related to this, good practice exchange and information dissemination have been generally considered to be areas of major possible improvement;

### e) **National Frameworks**

Great differences exist between Member States in terms of the impact of the activities produced and the Community added value of the campaign – this relates to the questions of the varying capacities of FOPs and networks in different Member States;

### f) **Good Practice Award**

Although improvements have taken place in the way that the GPA scheme has been arranged, the evaluations have found that its promotional potential has been under-utilised and its long term value needs to be increased;

### g) **SME Focus**

Difficulties have been highlighted in the capacity of the EW campaigns to reach SMEs. Reach on companies and public audiences have also been noted to be problematic. Main target audiences of EW have mainly been intermediaries and OSH specialists. More activities targeted directly at companies have been suggested.

### h) **Choice of Theme**

The question of the type of theme (sectoral or general, for example) has not been frequently addressed in the evaluations. The advantages of a broad theme in reaching a wider audience have been considered in 2001, while in 2004 the sectoral approach was found to provide for effective dissemination mechanisms for information

### i) **Campaign Materials**

# *Review of Previous Evaluations*

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The campaign materials have received overall a positive review from the evaluations. Difficulties have been however, observed over the translation process, while some other improvements have been suggested.

Below, we provide a more extended assessment of the coverage of these themes in previous evaluations.

### **a) Community Added Value**

The European added value of the campaign was viewed as a weak area in all previous evaluations. As noted in the evaluation of EW2001, international cooperation and transfer of know-how between EU Member States (MS) has not been a criterion in the management of EW, and so at the activity level there are only a few examples of international cooperation. Further, the evaluation of the campaign in 2001 found that European added value was diminished from 2000 to 2001 due to changing the format of the subsidy away from co-funded projects. However, some increase was brought about through the increased exchange of information between countries.

The evaluation of EW2000 recommended that the concept of European Added Value be used as the driving criterion for all management decisions relating to the European Week campaign. However, the evaluation did not suggest taking the “easy solution” of opting for transnational projects only. Instead, the report argued that local projects can only create significant European added value if the results are effectively disseminated.

Recommendations to facilitate improvements in this area have also included involving a transnational element to the projects – with the evaluation of EW2002 recommending the creation of a separate budget for transnational projects – as well as targeting workplaces through European projects, thus increasing the exchange of good practices. The evaluation of EW2002 also suggested that more media coverage at a European level could take place so as to increase European added value.

The evaluation of EW2004 found that the campaign had largely demonstrated European added value. However, it found that this could be improved through “increased dissemination of European best practices, closer cooperation with other EU campaigns such as SLIC and further involvement of European social partners.”

### **b) FOP Subsidy**

In 2000, co-funding was directed at particular activities of the EW. A Call for Proposals for activities was published, and the selection procedure set up by the Agency was based on a decentralised, tripartite system whereby FOPs selected two projects for a maximum funding of approximately 25,000 Euro per project. At a European level, the results of the national evaluations were reviewed by the European Week Group members.

In 2002 this kind of co-funding was given up in favour of the current subsidy, or ‘seed money’, format. This was based on the recommendations of the evaluation of the 2000 campaign, where it was suggested that EW be organised without co-funded projects, as they took up the greatest part of the resources available, without generating the highest added value. Instead, it was recommended that the seed money would be provided to the

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Member States, so as to ensure that all Member States are involved. It was recommended that seed money should not be used to cover existing fixed costs.

It was suggested in 2000 that the following evaluations would measure the effective leverage and additionality of the seed money, and some attempts to do this have indeed taken place. In 2002, it was found that despite being widely appreciated, the additionality and subsidiarity terms of the funding appear fairly weak. Its rationale was seen to mainly lie in assisting the few MS claiming that without European financial support the EW campaign could not take place. The evaluation concluded that seed financing should be more specifically focused to cover areas where the current system of national incentives does not work well, so as to provide real European added value. In addition, it was suggested that the proportion of EU co-financing be modulated to the different kinds of activities financed, so that for example preferable co-financing rates be granted to initiatives with a clear tripartite financial commitment. The report recommended that caps be introduced on the maximum share of reimbursable FOP personnel costs and overheads.

In 2004, similarly, it was found that the FOP subsidy demonstrated “only very limited financial additionality.” It was suggested that, in the medium term, alternatives to the current model should be considered, while taking into account the needs of a small number of countries who would not be able to organise any EW related activities without the Agency’s support. A reform of the system was not considered possible at this stage, taking into consideration the needs of some of the countries. However, some medium term reforms through more emphasis on transnational projects for example, was considered a viable possibility.

In 2001, the following matrix was provided, outlining the schemes used in different years. The evaluation found that the model used in 2002 (which has been used in the campaigns since then) was seen by the majority of the FOPs as the preferable one.

**Table 1: Models of EW Organisation**

	2000	2001	2002
<i>Co-funded projects</i>	yes	No, But a separate scheme for SMEs with same theme as EW	No, But a separate scheme for SMEs with a different theme
<i>Seed money for the Member States</i>	No	No	Yes
<i>Good practice award scheme</i>	Yes (was not formally part of the EW)	Yes	Yes

Source: *Evaluation of the European Week 2001*, Yellow Window Management Consultants (2002)

In addition to the more general justification and arrangements for the Agency subsidy, the arrangements surrounding it have come under consideration in the evaluations. In 2000, it was noted that lighter requirements in terms of the justification of costs incurred would be desirable. However, the evaluation of the campaign of 2002 found that the FOPs’ “complaints about heavy reporting requirements do not appear as totally justified.”

### c) Time Frame

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Time frames for the organisation of the EW campaigns have generally been considered as adequate, although criticisms of the time allowed for preparation as being too short was brought up in a number of the evaluations. The evaluation of EW2000 suggested that the cycle for the EW campaign be extended over 24 months, rather than 18. Nevertheless, for example the evaluation of EW2001 identified improvements as compared to the 2000 campaign, and the evaluation of EW2002 found that timing was no longer an issue in the organisation of the EW. Thus, it seems that some improvements have taken place throughout the years.

The evaluation of EW2002 found that, “in spite of the various arguments that can be formulated against the EW concept and timing as it is now and of the possible alternative solutions - including European day, month or year – and the related pros and cons, there is a strong *a priori* consensus at the Focal Point level on leaving things as they are”. In this year, more than 90 % of the responding FOPs were fully satisfied with the timeframe of the EW as it was. Nevertheless, the evaluation recommended that European Week be launched earlier in the year so as to ensure better reach within companies. A launch in may could, it is suggested, also be used to call for submissions to the GPA scheme.

The evaluation of EW2004 suggested that the materials for the Week be delivered before the launch of the campaign.

### d) Dissemination of Information and Networking

Another question which has been highlighted as a key area of improvement from year to year, also relating to the GPA, as discussed above, is the dissemination of information and good practices between MS and project organisers. In 2000 and 2001, it was recommended that funds be set aside particularly for the organisation of this on behalf of the Agency. In addition, the clustering of projects at a European level was recommended, as this was seen to not only create synergies and save costs, but also stimulate transnational co-operation, and boost the creation of European added value.

In 2002, it was noted once again that few transnational projects took place, and indeed that the “exchange of information and expertise at the European level remains one of the EW’s weakest areas”. The sharing of best practices that does take place is seen to mainly take place based on spontaneous contacts and informal networking.

In 2004, similarly, it was suggested that further exchange of experience between the FOPs with respect to organising the EW should be facilitated. Examples of how this could take place included organisation of workshops devoted to exchange of experience between FOPs, particularly in the areas such as the mobilisation of national social partners, reaching workplaces, and the process of obtaining GPA nominees and general promotion of EW.

Finally, the question of follow-up and better dissemination of the results of the Weeks have been frequently brought up as areas of improvement. In the evaluation of EW2002, for instance, it was suggested that a “second mini-campaign continuing the theme the following year” could ensure better sustainability of results.

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In addition to improved dissemination of information between project holders, a key question that has been brought up in many of the evaluations has been that of the possibility of focusing more on the publicity produced for the campaign. For example, in 2004 it was suggested that publicity could be arranged at a European level.

### e) National Frameworks

The evaluations noted that, in general the differences in national arrangements and support of the FOPs meant that the levels of activities organised varied greatly between countries.

The strengths of the national networks were also seen to be key in determining success. According to the evaluation of the 2000 campaign for example, "Countries with the highest impacts are probably also the countries where networking has been used more effectively as a leverage."

With regard to the arrangements concerning national networks, it was noted in 2002 that collaboration based mainly on tripartite consultation keeps improving, despite remaining rather too rigid. The commitment of partner organisations was continually seen to be varying in the different evaluations.

In both 2002 and 2004, it was noted that involving different organisations, both social partners and private sector companies, could have produced better results. The evaluation of EW2004 also particularly emphasised the potentially important role played by statutory insurance companies.

*In the evaluation of EW2002, it was noted that "if it is true that one of the EW organisational strengths is its decentralised implementation model, this also means that the main obstacles presently hindering substantial progress are outside Agency control. The main obstacles are: the campaign organising skills of individual Focal Points that vary greatly from country to country and slowly but constantly improve through a learning mechanism, and the sheer amount of resources the different MS put at the EW disposal. Many Focal Points still are learners in campaign organisation and the majority of MS still attempt to organise the campaigns on a limited budget; these are the two main critical factors facing the EW."*

### f) Good Practice Award

In 2000, the Good Practice Award (GPA) was not explicitly linked to EW. In this year the evaluation recommended that the GPA be fully integrated with the EW so as to create "multiplier effects for communicating good practice in prevention, the Week's theme, the material produced in the context of the Week and the very existence (awareness and image) of the Agency." This is something that has taken place from 2001 onwards.

Publicity provided for the GPA, and in particular the dissemination of its results, have recurrently arisen as questions which would deserve more attention. In 2000 it was recommended that in order to further enhance the exchange of good practice, FOPs be stimulated to build on the Scheme for further initiatives at national level, for example by publishing all national examples received on the national website. In 2001, the evaluation

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found that more focus should be placed in the ensuring that the value of the GPA be recognised in the long term through improving selection criteria and maximisation of transparency, as well as through distinguishing between innovative approaches and good practice.

In the evaluation of the 2002 campaign, it was noted that the “GPAS is still poorly advertised and communicated in a number of MS and this limits its multiplier effect at the workplace level”. In 2004, the suggestions included that a stronger exchange of experience between the FOPs with respect to the organisation of GPA and recruitment of nominees should be facilitated, while existing publicity material should contain stronger promotional messages on the benefits of participation, such as quotes/testimonies from the past GPA winners. The evaluation of EW2004 also found that the call should be published earlier in the year, possibly in January.

Closer conception and supervision of the EW, the SME Grant Scheme and the GPAS was suggested as a way to improve overall effectiveness in 2001, but the 2004 evaluation noted that the concrete feasibility of such an approach is faced with major bureaucratic obstacles and problems with budgetary appropriations, which would have to involve a biennial implementation of the campaign.

Other suggested areas of improvement have included the short amount of time available for preparation (2000, 2001), as well as better monitoring of the transparency of selection criteria and focus on pilot and innovative projects only (2002).

### **g) SME Focus**

The evaluations frequently noted that the reach of the EW campaigns on SMEs (and, to some extent, on companies) has been generally weak. According to the evaluation in 2001, the attention given to SMEs in the awareness raising campaign has clearly lost priority status. The reason for this was given as the SME focus of the separate funding scheme.

Again, in 2002 the evaluation report found that the campaign had had limited effect in promoting best practice at the workplace level, and that little improvement was found with regard to SME involvement. This was considered to have been the case not only because of the intrinsic difficulties in reaching and organising SME events, but also because of the low number of events which were explicitly aimed at them. It was also thought that limited attention was given to the SME target group in the awareness raising campaign.

So as to improve the reach of the campaign on SMEs and companies in general, many evaluations suggested that companies be targeted directly in more of the campaign activities.

### **h) Choice of Theme**

The evaluation of EW2001 highlights different opinions as to whether the theme of the Week should be broader or more focussed. It was pointed out in the report that some had found the relatively broad theme of EW2001 disadvantageous in making it more

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difficult to obtain backing for and to set up activities. Other FOPs, however, had explicitly stated they prefer a broader theme, in order to allow a broad approach targeting a wide audience.

2004 was the only year where a particular sector (construction), rather than a horizontal theme, was chosen. The evaluation feedback suggested that focusing on a single sector as opposed to a horizontal OSH risk made the organisation of the European Week at the national level easier. This was particularly the case in identifying campaign partners as the FOPs were able to approach sector specific organisations. According to this evaluation, most of the interviewed FOPs and national social partners (NSPs) agreed, however, that the best approach of all is to alternate between specific and horizontal themes in the future.

### i) Campaign Materials

The quality of the printed material produced by the Agency has, generally speaking, received positive comments from the evaluations. These materials have also been found to be the main providers of sustainability after the campaign years (2004). The fact sheets were particularly praised as most effective and successful, and this is a response that has been reiterated throughout the years. In addition, the web site has been consistently found to be an important source of information

An area of possible improvement has been repeatedly identified as the quality of translation, as well as the translation process. The translation process for EW materials has been brought up as an area of improvement in all of the evaluations. Generally speaking, the evaluations have pointed out that the quality of the translation should be improved to ensure that the particular OSH vocabulary is correctly accounted for. The evaluation of the 2000 campaign suggested that the translations be done at a national level, or controlled by an "EW group member". In 2002 it was commented, however, in spite of the fact that all Focal Points appreciated an opportunity to be involved in translating the material to their national language, this was found difficult due to time constraints imposed by the Agency.

In 2004, on the other hand, further targeting and customisation of the materials to the needs of the specific sub-groups was suggested. The evaluation also recommended giving the materials a more pictorial format to help overcome language barriers and reduce translation costs.

## C2 Recommendations from Evaluation of EW2004

In this section, the recommendations from the evaluation of European Week 2004 are summarised and their continued relevance reviewed. In many respects, the recommendations have been taken into account and improvements have been made in the relevant areas. Nevertheless, drawing attention to the recommendations again is useful, particularly when considering that due to the timing of the evaluation exercise, there would not have been sufficient time to pay particular attention to these recommendations during the campaign in 2005. Thus, despite progress having taken place, many questions would also benefit from continued attention.

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Table C1: Review of Recommendations from evaluation of European Week 2004

Recommendation	Continued relevance
<b>Increased emphasis on targeting workplaces directly.</b> E.g. more emphasis on trans-national initiatives, working with large companies to disseminate good practices via supply chains, improved promotional material.	Efforts have been made in this area by tailoring campaign materials to target groups (more was done in this respect in EW2006 than previously) and through other initiatives (e.g. company visits, NAPO video, materials on websites and the On-Line charter).
<b>Facilitation of further exchange of experience between the FOPs with respect to organising the EW.</b> E.g. workshops devoted to exchange of experience between FOPs, particularly in areas such as mobilisation of national social partners, reaching workplaces, and the process of obtaining GPA nominees and general promotion of EW.	Progress has been made through the organisation of workshops and provision of Extranet space for discussion. Networking between FOPs has also improved. A major priority remains to develop more effective ways of mobilizing network partners.
<b>The European Week promotional materials should be delivered before the start of the campaign.</b> The national language versions of the GPA call and the application form should be made available at the same time when the official call is published.	Attempts have been made to solve the issues, which might be further helped through the introduction of a biannual cycle to the EW campaigns.
<b>Implement changes to existing practices so as to strengthen promotional effectiveness of EW at the EU level.</b> e.g. use data on organisations gathered through the Online Charter to publicize EW activities such as the GPA. The EW launch should be organised closer in time to the October Week rather than in April.	Using data received from different actions could still be useful for some promotional activities. However, there have been some difficulties in adopting a later launch to of the Week., and a launch in the spring would seem preferable in view of current findings.
<b>Increased dissemination of European best practices and closer cooperation with other EU campaigns such as SLIC and further involvement of European social partners.</b>	Progress has already been made, at national levels and in the planning of the 2007 EW campaign overall, in coordinating different campaigns. However, the area is worthy of further attention.
<b>Ensure coherence with EU policies.</b> e.g. Lisbon Strategy, Structural Funds and the European social dialogue	Steps are being taken to work more closely with EICs. Integrating OSH into Structural Funds as a horizontal theme should remain a medium-term priority.
<b>Statutory insurance companies and private companies should be more involved in the future EW activities, both at the national</b>	The recommendation continues to be worth considering. Good practices available at national levels in 2005, e.g. Poland.

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<b>and the EU level.</b>	
<b>EW promotional effectiveness at the national level could be increased through further support from the Agency and some changes in the promotional strategy at the national level.</b> e.g. a common EU advert could reduce the costs of advertising at the national level; involving PR agencies at the national level in the promotion of activities	Attempts have been made to trial and encourage further support from the Agency. At the end of 2004 a contract with some PR companies was put in place as a pilot exercise to support promotional activities for the EW05 in nine Member States (Edelman, FROC and Triada). For 2006, a new contract for Member States (except Spain) was signed with Media Consulta, located in Brussels.
<b>If the current FOP subsidy model is retained, steps should be taken to improve procedures.</b> In particular, the reporting arrangements could be simplified.	The reporting arrangements have already been somewhat simplified, with some tick-boxes etc. having been provided.. However, paying continued attention to ensuring that the procedures are kept as simple as possible, within the parameters of the financial regulations, would be helpful if the FOP subsidy is retained.
<b>Although it may not be appropriate to change the FOP subsidy model in the short term, consideration should be given to alternative arrangements in the longer term.</b> In the medium-term, the subsidy should be replaced by more emphasis on supporting trans-national projects aimed at awareness raising/best practice sharing at the workplace level.	The current study recommends ending the FOP subsidy in its current form – see review of key issues in Section 3 and recommendations in Section 4.
<b>Good Practice Award:</b> <ul style="list-style-type: none"> <li>• Provide copies of the GPA Call and application form in national languages at the same time as official call is published;</li> <li>• Facilitate more exchange of experience between FOP;</li> <li>• Possibly allow more than one nomination per country for the EU level competition;</li> <li>• Give GPA participants more publicity at both EU and national levels;</li> <li>• Further exploit the good practice demonstration value of GPA through e.g. publishing booklet outlining good practices in different national languages.</li> </ul>	<ul style="list-style-type: none"> <li>• Language versions are made available at the same time at the beginning of the scheme</li> <li>• Continues to be relevant.</li> <li>• Number of entrants has been increased to two which is an appropriate number</li> <li>• Providing publicity continues to be important. However, attempts have been made to improve this through, for example, providing visibility to GPA winners and those commended as they will present their examples at the summit in March 2007. Other methods of improving publicity are being explored.</li> <li>• Exploiting good practices – see Section 4 of this report (2 year EW)</li> </ul>
<b>Online Charter:</b> <ul style="list-style-type: none"> <li>• Define more clearly ‘key selling points’;</li> <li>• Diversify marketing channels;</li> <li>• Consider including a web-based tool, such as risk assessment tool, at the end of the Online Charter registration process;</li> <li>• Investigate possibility of providing the Charter in both online and offline formats to</li> </ul>	This depends on how and whether Charter is to be retained – see discussion in Section 3. It is worth noting that in 2007, the charter will be linked to post-action, instead of planning stage. Certificates will be delivered to those organizations which can prove the actions that were developed for the Week. This could also be another tool of monitoring the impact

# *Review of Previous Evaluations*

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lower the barrier faced by low internet users.	and eventual reach of workplaces.
<b>Initiatives similar to the Bilbao Declaration should become a regular feature of the future Summits.</b>	Exploring possibilities of further similar actions continues to be relevant.
<b>Steps should be taken to improve the way in which European Week is monitored and evaluated</b>	This continues to be the case. See also recommendations for SMART objectives.

### **C3 Overview of Recommendations from Previous Evaluations**

On the next page, a summary overview of the principal recommendations from previous evaluations is presented. No analysis is provided here of how each recommendation has been taken into account, and indeed many of the areas have been addressed. However, a more general picture of the issues addressed in previous evaluations, and their evolution, is of interest.

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## C

EW2000	EW2001	EW2002	EW2004
<ul style="list-style-type: none"> <li>▪ Need to strengthen good practice sharing – set a separate budget to support his.</li> <li>▪ Strengthen dissemination or results – set a separate budget.</li> <li>▪ European Added Value should be the key criteria for all management decisions;</li> <li>▪ Central evaluation of co-funded projects at EU level;</li> <li>▪ Integrate GPA better into EW – a late addition in 2000, suggested 24 month EW cycle, rather than 18 months;</li> <li>▪ Change the model: no co-funded projects (adopted for the 2001 EW), seed money to member states (adopted for 2002 EW), cut budget;</li> <li>▪ Process – reduce bureaucracy regarding cost justification on behalf of project organisers;</li> <li>▪ Improve quality of translations. Deliver material in electronic format, rather than as ready printed;</li> <li>▪ Clearer instructions for evaluators of co-funded projects, together with weightings.</li> </ul>	<ul style="list-style-type: none"> <li>▪ A new model: Agency to define the theme and produce materials; decentralised campaign management; seed money to national level; GPA at the EU level; no funding for EU level projects (this model seems to have been applied in 2002);</li> <li>▪ SME funding scheme should be managed separately;</li> <li>▪ Long-term EW group membership;</li> <li>▪ Increase long term value of GPA through better criteria, improved transparency and a distinction drawn between innovative approaches and good practice;</li> <li>▪ Set a separate budget for the dissemination of information and results;</li> <li>▪ Build an evaluation culture to boost efficiency regarding management of individual projects.</li> </ul>	<ul style="list-style-type: none"> <li>▪ No good reason to radically change the model, which is stable and successful;</li> <li>▪ Interlinked management of EW, GPA and SME funding scheme preferable;</li> <li>▪ Higher rate of continuity in the choice of EW Group members;</li> <li>▪ Ensure long term value of GPA – improve visibility;</li> <li>▪ Improve dissemination of good practice – place Award ceremony during the event;</li> <li>▪ Greater investment into media attention, including EU level media;</li> <li>▪ Ensure more national and political backing to get more funds/media coverage;</li> <li>▪ Make more money available for evaluations at national level + compare them at EU level as good practice exchange;</li> <li>▪ More trans-national cooperation should be encouraged to ensure a wider reach;</li> <li>▪ Increase commitment of social partners;</li> <li>▪ Anticipate launch of campaign earlier in the year;</li> <li>▪ Increase conditionality of seed money, and vary it according to activity;</li> <li>▪ Creation of separate budget for transnational projects.</li> </ul>	<ul style="list-style-type: none"> <li>▪ More emphasis on targeting workplaces directly;</li> <li>▪ Further exchange of experience between the FOPs on organising EWs;</li> <li>▪ Earlier delivery of promotional materials</li> <li>▪ Increased dissemination of European best practices, closer cooperation with other EU campaigns such as SLIC and further involvement of European social partners;</li> <li>▪ The impact of the EW could be enhanced by ensuring more coherence with EU policies;</li> <li>▪ Steps should be taken to improve procedures with regard to subsidy and consideration should be given to alternative arrangements in the longer term;</li> <li>▪ GPA participants should be given more publicity both at the EU level and national level, good practice demonstration value of GPA should be further exploited;</li> <li>▪ Define more clearly the ‘key selling points’ of the Online Charter and diversify marketing channels;</li> <li>▪ The possibility of providing the Charter in both online and offline formats should be investigated;</li> <li>▪ Initiatives similar to the Bilbao Declaration should become a regular feature of the future Summits.</li> </ul>

# Survey Questionnaires

# D

## FOP Questionnaire

The European Agency for Safety and Health at work (OSHA) is undertaking an independent evaluation of European Week 2005. The purpose of the evaluation, which is being carried out by the Centre for Strategy & Evaluation Services (CSES), is to help identify ways of improving future events.

CSES have examined the FOP activity reports for European Week 2005 and the purpose of this questionnaire is not to duplicate this information but rather to build on it by obtaining your views on a number of key issues that are not covered in the activity reports. We are particularly interested in campaigning activities at a national level that were not supported by the FOP subsidy.

Your input to the research would be greatly appreciated. If possible, please complete the questionnaire and return it to CSES by **Friday 21 July**. This can be done either by e-mail (scook@cses.co.uk) or fax (+44 1959 525122). If you have any questions, please feel free to contact Jack Malan at CSES (Tel. +44 1959 525122) or the Agency. Thank you in advance for your cooperation.

### 1. Preparation for European Week 2005

#### 1.1 How appropriate was it to select 'Stop that Noise' as the theme for EW2005?

Very appropriate                       Quite Appropriate                       Not appropriate

If you selected 'not appropriate', please explain why:

#### 1.2 How satisfied were you with the Agency's support for the preparation of the EW2005 campaign and FOP involvement in the planning stages?

Very satisfied                       Quite satisfied                       Not satisfied at all

Is there anything the Agency could have done differently that would have been more effective?

#### 1.3 Please rate how relevant the various campaign materials were to the different EW2005 'Stop that Noise' campaign target groups (where 1 = highly relevant and 3 = not relevant at all).

Target groups	1	2	3
General public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trade unions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employer organisations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workplaces in public organisations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workplaces in large private companies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workplaces in SMEs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OSH specialists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labour inspectors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you have any suggestions on how the campaign materials can be made more relevant to the needs of the target groups, please briefly state here:

#### 1.4 How useful were the campaign materials (where 1 = very useful and 3 = not useful at all).

Campaign materials	1	2	3
Factsheets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Information pack	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campaign pack (poster, leaflet, GPA calls, flyer, etc)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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NAPO DVD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Booklet with GPA winners case studies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Were the campaign materials made available by the Agency soon enough? Please tick one box:

Yes  Too early  A bit late  Too late

If you have any further comments on the campaign materials (e.g. which ones you would like to see more of, new ones that should be added, suggestions regarding timing, etc) please explain briefly:

**1.5 Was the timing of other aspects of the European Week 2005 campaign appropriate?**

Availability of the FOP subsidy    Yes     No     Don't know

Launch event    Yes     No     Don't know

**1.6 In your view, did the simultaneous launch of European Week 2005 have benefits in terms of raising the profile and impact of the campaign, organisational efficiency, etc?**

Yes     No     Don't know

**1.7 Are there any aspects of Agency's EW2005 website that could be improved?**    Yes     No

If you answered 'yes', please explain:

**1.8 Do you think the Agency's profile was higher during the EW2005 'Stop that Noise' campaign than in previous EWs?**

Higher     The same     Lower

**1.9 Please rate the contribution of social partners to the EW2005 'Stop that Noise' campaign in your country (where 1 =very effective contribution and 3 = no effective contribution).**

Contribution of social partners	1	2	3
Increased the visibility of EW2005	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Involved their affiliated organisations in EW2005	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helped reach more workplaces by disseminating information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilitated trans-national cooperation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please briefly specify if there were any other benefits/if you have any comments on the role of social partners, e.g. how their role could be increased:

**1.10 Please rate the contribution of other network partners to the EW2005 'Stop that Noise' campaign in your country (where 1 =very effective contribution and 3 = no effective contribution).**

Contribution of social partners	1	2	3
Increased the visibility of EW2005	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Involved their affiliated organisations in EW2005	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helped reach more workplaces by disseminating information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Facilitated trans-national cooperation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please briefly specify if there were any other benefits/if you have any comments on the role of network partners, e.g. how their role could be increased:

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1.11 As part of the evaluation of EW2005 'Stop that Noise' campaign at a national level, we would like if possible to interview 2-3 social partners/other network partners. We would be very grateful if you could provide contact details (contact name, e-mail address) for the organisations that, in your view, played a particularly significant role in the campaign.

- 1.
- 2.
- 3.

Please also provide CSES with any information that could help with the survey of others who were involved in/benefited from the European Week 2005 'Stop that Noise' campaign (e.g. conference participants).

[Please send any other information separately, e.g. by e-mail to [jmalan@cses.co.uk](mailto:jmalan@cses.co.uk)]

## 2. European Week 2005 Activities and Outcomes

2.1 To what extent do you think that the **key objectives** of EW2005 'Stop that Noise' campaign were achieved (where 1 = fully achieved and 3 = not achieved at all)?

Objective	1	2	3
Reaching key target groups	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Best practice promotion at workplace level	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Awareness raising among wider public and at the political level	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Involving and committing the Social Partners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exchange of expertise between member states	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2.2 To what extent were different **target groups** in your country reached by EW2005 campaign activities (where 1 = very successfully reached and 3 = not successfully reached)?

Target Groups	1	2	3
General public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trade unions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employer organisations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workplaces in public organisations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workplaces in SMEs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workplaces in large businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health and safety at work specialists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labour inspectors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2.3 Which EW2005 'Stop that Noise' **campaign activities** were most effective in raising awareness/promoting good practice (where 1 = very effective and 3 = not effective at all)?

Activity category	1	2	3
Conferences, seminars/workshops, training events, etc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibitions, special events and activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campaign materials (produced by the Agency)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other materials (produced at a national level)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workplace visits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publicity campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Agency EW 2005 website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National EW 2005 website	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EW 2005 Closing Event/Summit (December)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2.4 In your view, how effective was the EW2005 **On Line Charter** as a way of promoting awareness

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**of safety and health at work?**

Very effective                       Quite effective                       Not effective at all

Please explain what, if anything, you think could be done to make the On Line Charter more effective as a way of promoting safety and health at work:

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**2.5 In your view, how effective is the EW2005 European Good Practice Award Scheme (GPA) as a way of promoting awareness of safety and health at work?**

Very effective                       Quite effective                       Not effective at all

Please explain what, if anything, you think could be done to make the GPA more effective as a way of promoting safety and health at work, e.g. how can the number of entrants be increased?:

---

**2.6 If a national GPA scheme was organised, did it make it easier to identify projects for the Agency's EW2005 GPA scheme?**

Yes                       No                       Don't know                       National GPA scheme was not organised

---

**2.7 Please tell us what you think of the following organisational aspects of the European GPA in EW2005 (where 1 = very important and 3 = not important).**

Factors/ranking	1	2	3
Availability of GPA guidelines/the fliers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publication of GPA Call/promotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GPA selection criteria	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promotion at a European level of GPA awards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Limitation on the number of GPA applications per country	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Should there be more than two nominations per country?    Yes                       No                       Don't know

---

**2.8 How were the winning/short-listed national GPA schemes publicised?**

Published a Good Practice leaflet                       Media coverage                       Organised Awards ceremony

Through business networks                       Other methods                       No promotion

Are there any ways in which dissemination could be improved? If yes, please explain:

---

**2.9 Although higher than in 2004, the response to the GPA Call in EW2005 was still quite low. Please rate the following factors that may explain this in your country (where 1 = very important and 3 = not important).**

Factors/ranking	1	2	3
Weak GPA scheme promotion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
GPA scheme timetable was unsuitable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost/complications of participation is too high for SMEs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
SMEs do not see the benefits in participation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other factor(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

What can be done to increase participation in the EU-level Good Practice Award Scheme?

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How does the response to the GPA Call in EW2005 compare to previous EWs in your country?

Higher  About the same  Lower

2.10 Overall, how likely is it, do you think, that the results of EW2005 will be sustained in the future?

Very likely  Quite likely  Not very likely  Don't know

2.11 Have the EW05 activities been more/less extensively covered in the media than in previous years?

Significantly more  A bit more  Same  Less  Significantly less

### 3. European and National Dimensions

3.1 To what extent is the EW2005 is recognised as a European campaign among the target groups

Completely  Mainly  Somewhat  Not much  Not at all

3.2 Please respond to the following questions where 1 = very good outcome and 3 = very poor outcome:

Role of European dimension	1	2	3
To what extent did the visibility of the campaign as a European Campaign contribute to its success at the national level in your opinion?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To what extent has the image of your organisation improved as a result of your co-ordination of/ involvement in EW2005 activities?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
To what extent do you feel that EW2005 gave SMEs an understanding of European best practices in combating noise at work?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3.3 How relevant were the EW2005 'Stop that Noise' campaign activities to national priorities in health and safety in your country? Please select a statement that applies (you can select both a and b if applicable):

Very relevant  Quite relevant  Not relevant at all

3.4 Please indicate whether EW2005 activities were mainly funded through (a) the FOP subsidy or (b) national resources. Please tick the appropriate boxes indicating the main source of funding for each activity:

Activity	FOP subsidy	National funding
Conferences, seminars/workshops, training events, etc	<input type="checkbox"/>	<input type="checkbox"/>
Exhibitions, special events and activities	<input type="checkbox"/>	<input type="checkbox"/>
Campaign materials	<input type="checkbox"/>	<input type="checkbox"/>
Workplace visits	<input type="checkbox"/>	<input type="checkbox"/>
Good practice award schemes and other competitions	<input type="checkbox"/>	<input type="checkbox"/>
Publicity campaigns (e.g. press, TV and radio adverts)	<input type="checkbox"/>	<input type="checkbox"/>
EW 2005 'Stop that Noise' website(s)	<input type="checkbox"/>	<input type="checkbox"/>
Other national activities (please explain below)		<input type="checkbox"/>

Other activities. Please mention other national EW2005 campaigning activities that were supported only by national funding and not by the FOP subsidy:

3.5 Overall, were the EW 2005 'Stop that Noise' campaign activities in your country mainly

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supported by the FOP subsidy?			
Yes <input type="checkbox"/>	No <input type="checkbox"/>	Don't know <input type="checkbox"/>	
3.6 What were the <u>main sources of co-financing</u> at the national level (1 = very important/3 = not important at all)?			
Sources	1	2	3
Public authorities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employer organisations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trade unions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Private enterprises	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If you selected other, please specify briefly who they were:			
3.7 If no FOP subsidy had been made available, what would have happened with the EW2005 activities which were co-funded through the subsidy (please select only one):			
(a) The activities would have gone ahead anyway	<input type="checkbox"/>		
(b) The activities would have gone ahead on a smaller scale	<input type="checkbox"/>		
(c) The activities would not have gone ahead at all	<input type="checkbox"/>		

Thank you for your help. When you have completed this questionnaire please email it to Sonia Cook at CSES at [scook@cses.co.uk](mailto:scook@cses.co.uk) Please return, if possible by **Friday 21 July 2006**.

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## Good Practice Award Scheme

The European Agency for Safety and Health at work (OSHA) is undertaking an independent evaluation of **European Week 2005** (EW2005). As part of this exercise, we are seeking to obtain feedback on the Good Practice Award Scheme which we understand you participated in. The purpose of the evaluation is to help identify ways of improving future schemes.

Your input to the research would be greatly appreciated. Please complete the following questionnaire and return it to the evaluators (Centre for Strategy & Evaluation Services – CSES) by **Friday 4 August**. This can be done either by e-mail ([scook@cses.co.uk](mailto:scook@cses.co.uk)) or fax (+44 1959 525122). If you have any questions, please feel free to contact Jack Malan at CSES (Tel. +44 1959 525122) or the Agency. Please note that the identity of respondents will not be made known to the Agency. Thank you in advance for your cooperation.

(a) Which country is your organisation located in?

(b) Is your organisation a company?

Yes

No

(c) How many people work for your organisation?

<50

51-250

251-500

>501

1. How did you find out about the European Good Practice Award Scheme?

EW2005 Website  National GPA scheme  EW2005 publications

EW2005 event (e.g. Conference)  A government body  Labour Inspector visit

GPA official Call  TV, radio, press  Other

If you selected 'other', please specify what it was:

2. Did you get any information from your National Focal Point or EW website on the Good Practice Award? Yes  No

If you answered 'yes' to the above question, did you think that the materials successfully addressed the needs of SMEs? Yes  No

3. Did you have enough time to prepare the application for the GPA scheme?

Yes  No  If you answered 'no', how much more time would you have liked and why?

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**4. Do you think that the application and selection process was clear, fair and transparent?**

At the national level    Yes     No     At the European level    Yes     No

Please add any comments below, e.g. on how the procedures could be improved:

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**5. What did you hope to gain from participation in the Good Practice Award Scheme?**

Publicity for the business gained from possibility of obtaining an award

Improved understanding of how well the business is doing in safety and health at work

Other (please explain):

---

**6. Do you think that participation in the Good Practice Scheme has been worthwhile?**

Yes     No     Would you enter the competition again    Yes     No

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**7. Did your company sign the Online Campaign Charter?**

Yes     We were aware of it, but haven't signed     This is the first time we hear about it

If you were aware of it, but have not signed, could you briefly tell us why not?

---

**8. Were you aware of other European Week 2005 activities in your country?**    Yes     No

If you answered 'yes', how relevant do you think they were to the needs of businesses such as yours?

Very relevant     Relevant     Somewhat relevant     Not very relevant

---

**9. Please use the space below to comment on any other aspect of the Good Practice Award, e.g. how you think the scheme could be made more effective as a way of promoting health and safety at work.**

Thank you for your help. When you have completed this questionnaire please email it to Sonia Cook at CSSES at [scook@cses.co.uk](mailto:scook@cses.co.uk) Please return, if possible by **Friday 4 August 2006**.

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## On Line Charter Questionnaire

The European Agency for Safety and Health at work (OSHA) is undertaking an independent evaluation of **European Week 2005** (EW2005). The purpose of the evaluation is to help identify ways of improving future events.

Your input to the research would be greatly appreciated. Please complete the following questionnaire and return it to the evaluators (Centre for Strategy & Evaluation Services – CSES) by **Friday 4 August**. This can be done either by e-mail (scook@csees.co.uk) or fax (+44 1959 525122). If you have any questions, please feel free to contact Jack Malan at CSES (Tel. +44 1959 525122) or the Agency. Please note that the identity of respondents will not be made known to the Agency. Thank you in advance for your cooperation. The results of the evaluation will be published by the Agency.

Before answering the questionnaire, please provide the following information about your organisation:

(a) Which country is your organisation located in?

(b) Is your organisation a company? Yes  No

(c) How many people work for your organisation? <50  51-250  251-500  >501

1. How did you hear about the EW2005 Online Charter? Please tick the relevant boxes:

Specialist press  EW2005 Website  A government body   
 EW2004 publications  TV  Radio   
 Newspaper  EW2005 event  Health and safety/labour inspector visit   
 Other

If you selected 'other', please specify what this source was:

2. When you signed the EW2005 Online Charter you indicated that you were going to undertake one or more health and safety related activities for EW2005. Have you undertaken any of these activities?

Yes, all of them  Yes, most of them  Yes, some of them  No, none of them

If you have answered yes, please explain briefly what sort of activities you undertook:

3. Have you told any of your affiliated organisations (e.g. suppliers, clients, etc) about:

The Online Charter Yes  No

EW2005 Yes  No

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<p>4. Please tell us briefly why your organisation signed the Online Charter?</p> <div style="border: 1px solid black; height: 40px; width: 100%;"></div>
<p>5. Do you think that Online Charter needs to be changed in any way (e.g. the wording, the name, the registration process, confirmations sent to you, etc)</p> <div style="border: 1px solid black; height: 40px; width: 100%;"></div>
<p>6. Were you aware of other EW2005 activities in your country? Yes <input type="checkbox"/> No <input type="checkbox"/></p> <p>If 'yes', how relevant did you find the campaign to health and safety issues in your business?</p> <p>Very relevant <input type="checkbox"/> Quite relevant <input type="checkbox"/> Not relevant at all <input type="checkbox"/></p>
<p>7. Overall, how useful do you think the EW2005 Charter was as a way of promoting health and safety at work?</p> <p>Very useful <input type="checkbox"/> Quite useful <input type="checkbox"/> Not useful at all <input type="checkbox"/></p>
<p>8. EW2005 was the second year that the On Line Charter scheme operated. Did you sign the On Line Charter that was part of the European Week 2004 campaign?</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/> Don't know <input type="checkbox"/></p> <p>If you signed the EW2004 On Line Charter you will have indicated that you were going to undertake actions to promote health and safety at work. Have you undertaken these activities?</p> <p>Yes, all of them <input type="checkbox"/> Yes, most of them <input type="checkbox"/> Yes, some of them <input type="checkbox"/> No, none of them <input type="checkbox"/></p>
<p>9. Have you heard about the On Line Charter for European Week 2006?</p> <p>Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, have/will you sign it? Yes <input type="checkbox"/> No <input type="checkbox"/> If no, please explain below:</p> <div style="border: 1px solid black; height: 40px; width: 100%;"></div>
<p>10. Please use the space below for any other comments regarding the On Line Charter, e.g. how you think the scheme could be made more effective as a way of promoting health and safety at work:</p> <div style="border: 1px solid black; height: 40px; width: 100%;"></div>

Thank you for your help. *When you have completed this questionnaire please email it to Sonia Cook, CSES at [scook@cses.co.uk](mailto:scook@cses.co.uk) or fax (+44 1959 525122). Please return by Friday 4 August 2006.*

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## End User Questionnaire

Our recent online survey was such a success that we are now interested in your views on the Agency's performance in other areas. We have recently commissioned an evaluation to examine the effectiveness of the Agency with a special focus on the National Focal Point network. The evaluation is being carried out by the Centre for Strategy & Evaluation Services (CSES). We would very much appreciate your input to the evaluation by completing a questionnaire which can be completed on line by going to CSES's website (xxxxxxx). Other language versions can also be obtained via the website. Thank you in advance for your input!

**1. Please check the box (or boxes) that best describes your organisation:**

Public authority  Business  OSH specialist  Trade union  Employer organisation

If none of the above, please explain:

Please indicate which country you are based in:

**2. Which activities supported by the European Agency for Safety & Health at Work (or the National Focal Point) has your organisation been involved with or benefited from? Please indicate below where 1 = close involvement/considerable benefits and 3 = no involvement at all/no benefits at all:**

Activities	Involvement				Benefits		
	1	2	3		1	2	3
Publications and research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good practice guides and other tools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
European Week campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website and electronic dissemination of information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conferences, seminars and other events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Networking with other organizations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Advice to policy makers and other similar activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify below)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other activities:

**3. Overall, how relevant are the activities of the European Agency for Safety and Health at Work and the National Focal Point to your organisation and the needs of its employees or members? Please tick one box:**

Very relevant  Quite relevant  Not relevant at all

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4. Looking at the situation in your country generally, which Agency or National Focal Point activities have been most effective in reaching target groups and raising awareness/promoting good practice with regard to safety and health at work (where 1= very effective and 3 = not effective at all):

Activities	1	2	3	Don't know
Publications and research	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good practice guides and other tools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
European Week campaigns	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Website and electronic dissemination of information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Conferences, seminars and other events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Networking with key partners	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provision of advice to policy makers and other similar activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other (please specify below)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other activities:

5. To what extent, in your view, have different target groups in your country been reached by the Agency's and the National Focal Point's activities? Please indicate below (where 1 = high level of reach and impact/3 = low level of reach and impact):

Target group	1	2	3	Don't know
General public	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trade unions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employer organizations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Public authorities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workplaces in SMEs (enterprises with less than 250 employees)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workplaces in large businesses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Health and safety at work specialists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Labour inspectors	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National media and other information providers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
National policy- and decision makers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Overall, do you consider that the Agency and the National Focal Point have developed an appropriate range of activities?

Yes

No

Don't know

If you have answered no, please explain:

7. How important is the European dimension to activities undertaken at a national level to promote improved safety and health at work?

Vital

Quite important

Not important at all

No opinion

If you do *not* consider the European dimension important, please explain:

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8. Overall, how effectively does the European Agency for Safety & Health at Work carry out its activities in your view?

Very effectively  Quite effectively  Not effectively at all  No opinion

9. Overall, how effectively does the National Focal Point carry out its activities in your view?

Very effectively  Quite effectively  Not effectively at all  No opinion

10. In general, do other organisations in your country provide the support needed to successfully implement the Agency's Work Programme in your country? Please indicate (where 1 = excellent contribution and 3 = poor contribution):

Key partners	1	2	3	Don't know
National authorities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
OSH specialists and agencies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Employer organizations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trade unions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Universities and research bodies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others (please specify)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

### European Week 2005 'Stop that Noise' Campaign

As part of the evaluation work, we are also examining the European Week 'Stop that Noise' campaign that took place in 2005. We would be grateful for your views on the following questions:

11. Were you aware of the European Week campaign 'Stop that Noise' that took place in October 2005?

Yes  No

If the answer is yes, did you participate in any activities or receive any information? Please tick the appropriate boxes:

European Week 2005 Activities	Yes	No
Conferences, seminars/workshops, training events, etc	<input type="checkbox"/>	<input type="checkbox"/>
European Week Closing Event (October 2005)	<input type="checkbox"/>	<input type="checkbox"/>
Exhibitions, special events and activities	<input type="checkbox"/>	<input type="checkbox"/>
Campaign materials	<input type="checkbox"/>	<input type="checkbox"/>
Workplace visits	<input type="checkbox"/>	<input type="checkbox"/>
Good practice award schemes and other competitions	<input type="checkbox"/>	<input type="checkbox"/>
Publicity campaigns (e.g. press, TV and radio adverts)	<input type="checkbox"/>	<input type="checkbox"/>
EW 2005 'Stop that Noise' website(s)	<input type="checkbox"/>	<input type="checkbox"/>
EW 2005 Closing Event/Summit (December)	<input type="checkbox"/>	<input type="checkbox"/>
Other activities (please explain below)	<input type="checkbox"/>	<input type="checkbox"/>

Other activities:

12. Have you taken any actions following European Week 2005 to reduce noise at the workplace in your organisation?

Yes  No  Don't know

# Survey Questionnaires

# D

13. In your view, which European Week 2005 'Stop that Noise' campaigning activities were the most effective in raising awareness/promoting good practice with regard to combating noise (1= very effective/3 = not effective at all)?

European Week 2005 Activities	1	2	3	Don't know
Conferences, seminars/workshops, training events, etc	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Exhibitions, special events and activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Campaign materials	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Workplace visits	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On line charter	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Good practice award schemes and other competitions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Publicity campaigns (e.g. press, TV and radio adverts)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EW 2005 'Stop that Noise' website(s)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EW 2005 Closing Event/Summit (December)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other activities:	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

14. Overall, how important in your view was the European dimension to the effectiveness of the European Week 2005 campaign in your country to combat noise at work?

Vital  Quite important  Not important at all  No opinion

# Survey Questionnaires

## D

### Network Partner Questionnaire

The European Agency for Safety and Health at work (OSHA) is undertaking an independent evaluation of European Week 2005. The purpose of the evaluation is to help identify ways of improving future campaigns.

Your input to the research would be greatly appreciated. Please complete the following questionnaire and return it to the evaluators (Centre for Strategy & Evaluation Services – CSES) by Friday 15 September. This can be done either by e-mail (scook@cses.co.uk) or fax (+44 1959 525122). If you have any questions, please feel free to contact Jack Malan at CSES (Tel. +44 1959 525122) or the Agency. Please note that the identity of respondents will not be made known to the Agency. Thank you in advance for your cooperation.

**2. Please check the box (or boxes) that best describes your organisation**

Company  OSH specialist  Trade union  Employer organisation  Other

**2. Was 'Stop that Noise' an appropriate theme for the European Week 2005 campaign?**

Yes, noise was an appropriate theme  No, we would have preferred another theme

If you have indicated that another theme would have been preferable, please indicate what this is:

.....

**3. Overall, how relevant were the EW2005 'Stop that Noise' campaigning activities to your organisation and the needs of its members/employees?**

Very relevant  Quite relevant  Not relevant at all

**4. To what extent were different target groups in your country reached by EW2005 activities? Please indicate (where 1 = high level of reach/3 = low level of reach).**

Target group	1	2	3
General public			
Employers organizations			
Employees organizations/Trade unions			
Workplaces in public authorities			
Workplaces in large private companies			
Workplaces in SMEs			
OSH specialists			
Labour inspectors			
Other (please specify: _____)			

# Survey Questionnaires

# D

5. Which activities were the most effective in reaching target groups and raising awareness/promoting good practice with regard to combating noise (1= very effective/3 = not effective at all)?

EW2005 Activity	1	2	3	Don't know
Conferences, seminars/workshops, training events, etc				
Exhibitions, special events and activities				
Campaign materials				
Workplace visits				
On line charter				
Good practice award schemes and other competitions				
Publicity campaigns (e.g. press, TV and radio adverts)				
EW 2005 'Stop that Noise' website(s)				
Other national activities (please explain below)				

Other national activities:

.....

6. How satisfied you are with the support you received from your FOP in relation to EW2005 and with your involvement in the planning implementation of the campaign?

Very satisfied                       Quite satisfied                       Not satisfied at all

7. Did you co-fund with your Focal Point any of the national/regional/local EW2005 activities:

Yes       No

If you answered 'yes' above, please tell us what would have happened if no funding was provided by your FOP: (please select only one):

- (a) The activities would have gone ahead anyway
- (b) The activities would have gone ahead on a smaller scale
- (c) The activities would not have gone ahead at all

8. Overall, how successful do you think the EW2005 campaign was in achieving its objectives?

Very successful                       Quite successful                       Not successful at all

Don't know

What (if anything) could have been done to produce better results?

.....

9. Do you think that the EW2005 activities were more/less extensively covered in the media than in the previous years?

Significantly more       A little more       The same       A bit less       Significantly less

10. How, in your opinion, did the EW2005 'Stop that Noise' campaign compare with earlier campaigns in terms of preparation, implementation, impacts, etc?

Better than before                       About the same                       Not as good