



# Healthy Workplaces Campaign 2023-25

## Safe and healthy work in the digital age

Ensuring effective prevention in the digital world of work

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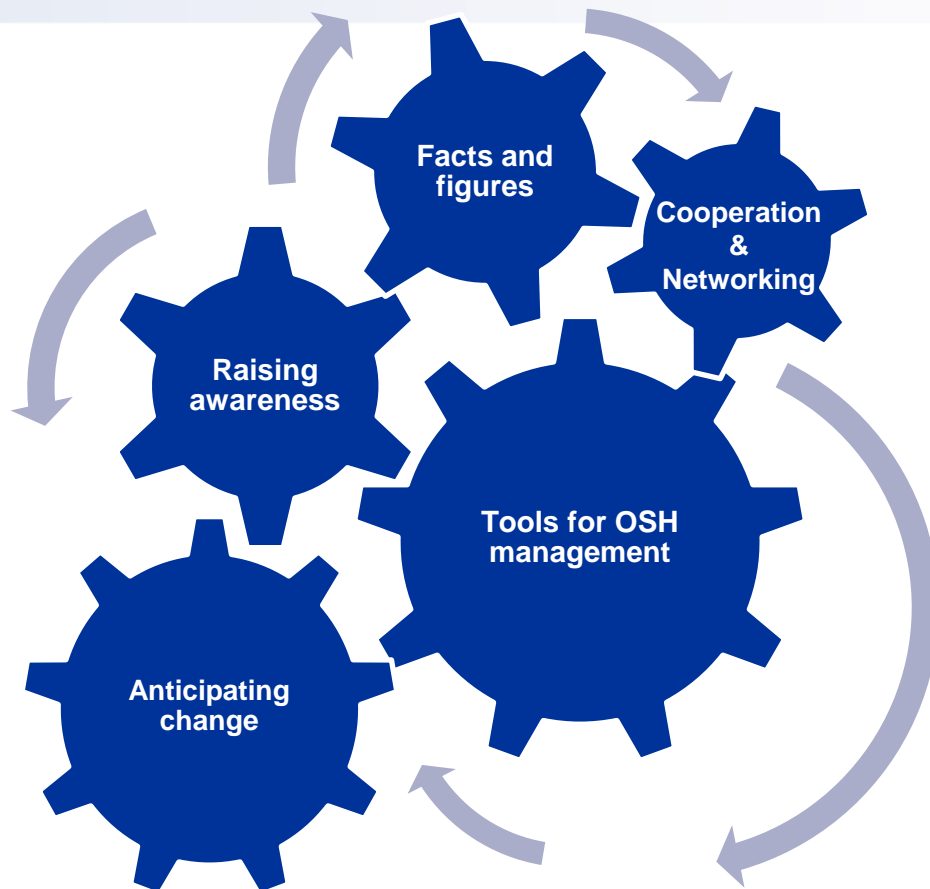


# Overview

- What is the issue?
- Facts and figures
- Campaign objectives
- Priority areas
- EU-OSHA and campaign partners
- Campaign tools and resources
- How to get involved



# EU-OSHA key activity areas



[www.healthy-workplaces.eu](http://www.healthy-workplaces.eu)



# EU Strategic Framework on Health and Safety at Work 2021-2027

- **anticipating and managing change** in the context of green, digital and demographic transitions;
- improving the **prevention** of work-related accidents and diseases, and striving towards a Vision Zero approach to work-related deaths;
- increasing **preparedness** to respond to current and future health crises.



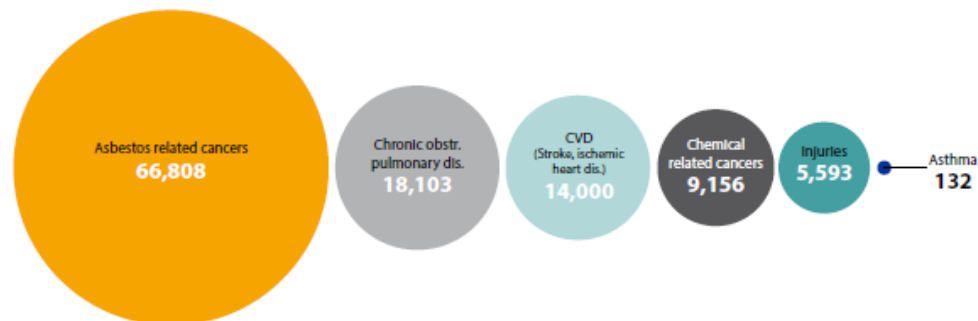
Figure 10: Work-related deaths – estimates by WHO/ILO and ICOH for EU27

WHO/ILO 2016

Total: 113,792

Rate per 100,000 working age population (all above age 16+)

30.6

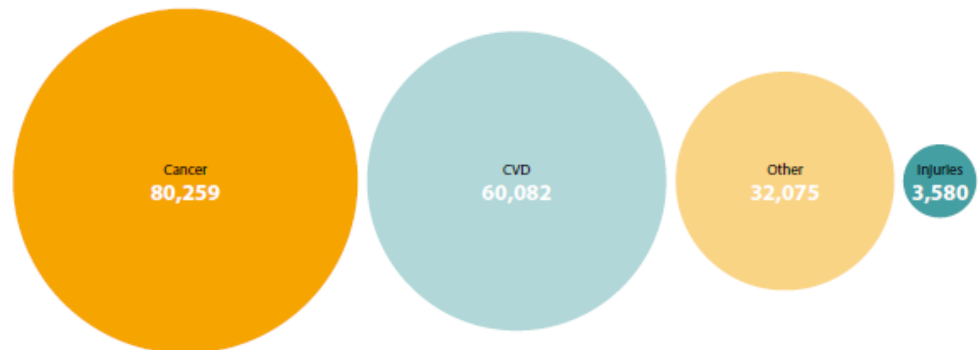


ICOH 2019

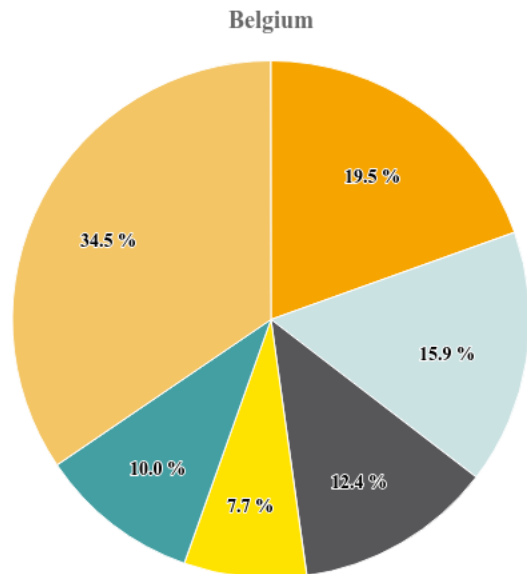
Total: 175,996

Rate per 100,000 labour force

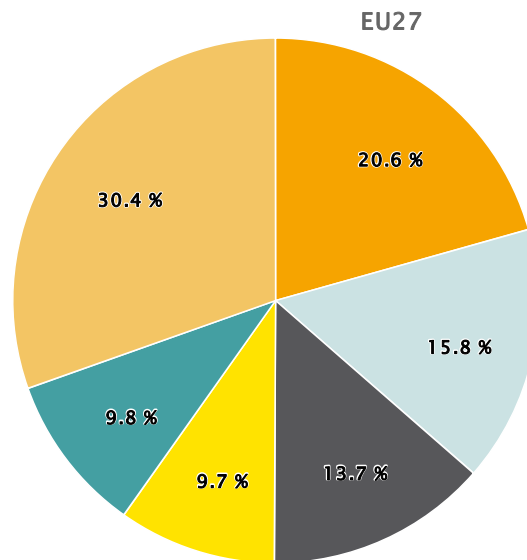
87.59



# Disease groups DALYs



International Commission on Occup



International Commission on Occupational Health (ICOH), 2019

DALY

- Cancer
- Cardiovascular
- MSDs
- Injuries
- Psychosocial
- Other

# EU-OSHA and Digitalisation: from Foresight priority setting - OSH overview - to the HWC Campaign

Foresight and OSH overview Digitalisation and OSH (2021-2023):

<https://osha.europa.eu/en/themes/digitalisation-work>



Campaign Safe and healthy work (2023- 2025):

[www.healthy-workplaces.eu](http://www.healthy-workplaces.eu)

# Facts and figures – use of digital technologies

## EU-OSHA, OSH Pulse 2022

EU workers at work use...

- Laptops, tablets, smartphones (73%)
- Wearable devices (11%)
- Machines or robots incorporating AI (5%)
- Robots interacting with the worker (3%)

## EU-OSHA, ESENER 2019

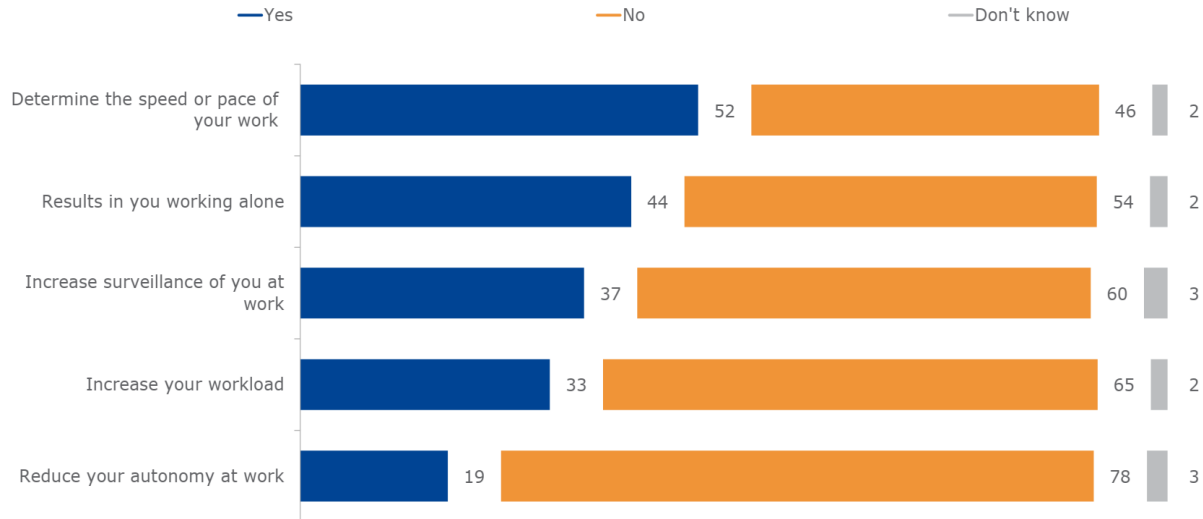
- Over 80% of workplaces across Europe use personal computers, laptops, tablets, smartphones and other mobile devices



# Facts and figures

## Flash Euro Barometer, OSH Pulse 2022

A1 Would you say that the use of digital technologies in your workplace...?



# Facts and figures

**EU-OSHA, ESENER 2019**

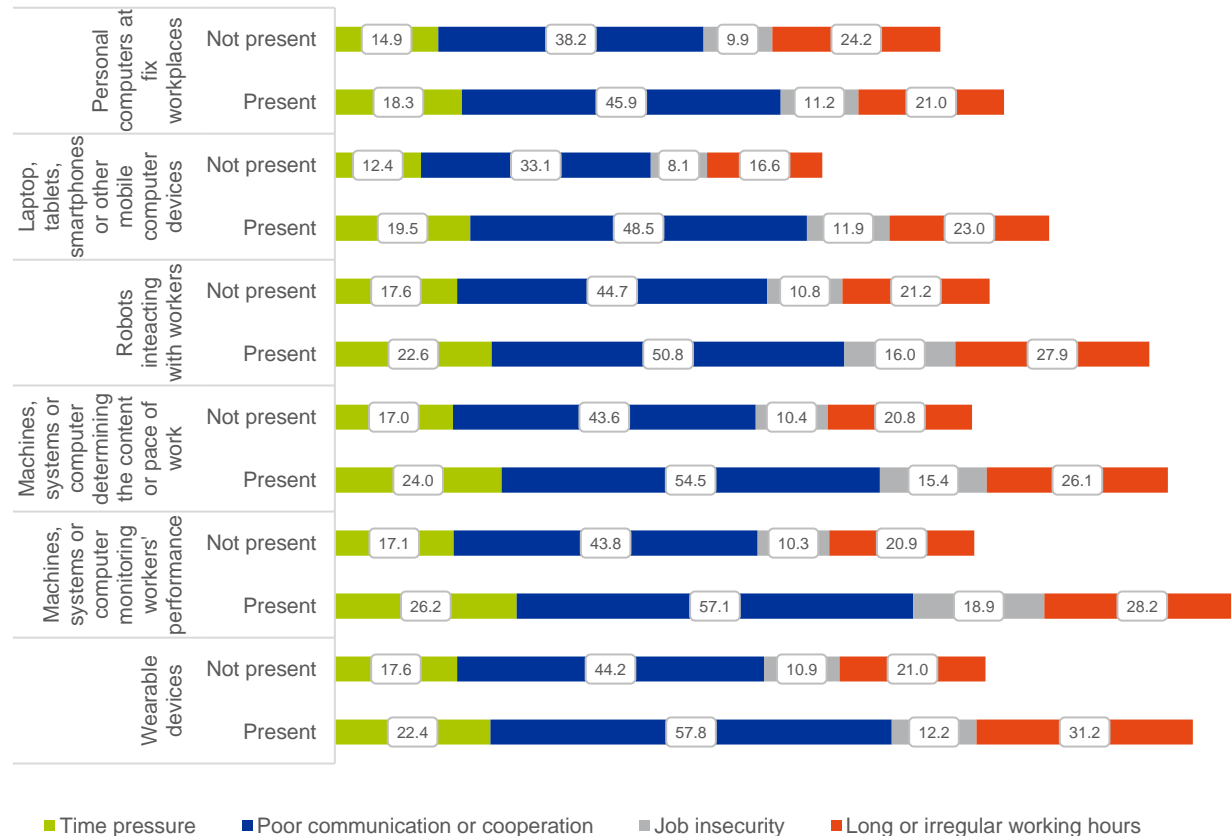
## **Psychosocial risks most commonly associated with digital technologies:**

- **time pressure;**
- **long/irregular working hours;**
- **poor communication/cooperation;**
- **job insecurity.**

# Facts and figures

EU-OSHA,  
ESENER 2019

Workplaces  
reporting  
psychosocial  
risks by  
presence/not  
presence of  
digital  
technology –  
EU27, 2019



# Healthy Workplaces Campaign (HWC) 2023-25

## Objectives

- The campaign aims to:
  - Increase **knowledge** about the safe and productive use of digital technologies across all sectors
  - Raise **awareness** of digitalisation and its OSH implications
  - Inform about **emerging risks and opportunities**
  - Promote **risk assessment** and the healthy and safe management of digital transformation of work
  - Facilitate the **exchange of information and good practices**

The campaign relies on research carried out by EU-OSHA and disseminates its findings

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

Healthy Workplaces  
Campaign 2023-2025

[www.healthy-workplaces.eu](http://www.healthy-workplaces.eu)



Safe and healthy work  
in the digital age

#EUhealthyworkplaces

Scan this code for  
more information on  
the digital world  
of work

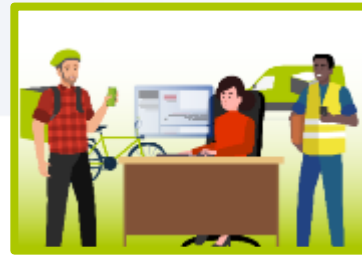


# Healthy Workplaces Campaign 2023-25

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

Healthy Workplaces  
Campaign 2023-2025

[www.healthy-workplaces.eu](http://www.healthy-workplaces.eu)



Digital platform work  
(Feb. - May 2024)



Automation of tasks  
(June - Sept. 2024)



Remote and hybrid work  
(Oct. 2024 – Jan. 2025)



Worker management through AI  
Feb. – May 2025)



Smart digital systems  
(June – Oct. 2025)



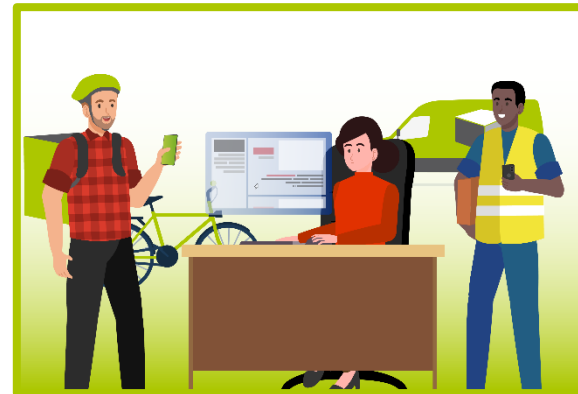
# Priority areas – Digital platform work

## OPPORTUNITIES

- Worker autonomy
- Flexible working hours
- Improved access to the labour market for group of workers with difficulties to enter the labour market

## RISKS AND CHALLENGES

- Social isolation
- Long/irregular working hours
- Algorithmic management
- Digital monitoring/surveillance
- Limited OSH regulations\*



*“Digital platform work is often associated with hazardous and economically precarious working conditions in industries such as construction, cleaning and transport.”*

# Priority areas – Automation of tasks

## OPPORTUNITIES

- Automation of high-risk or repetitive work tasks
- Increased time for worker learning/creativity
- Reduced exposure to physical risks
- Improved wellbeing

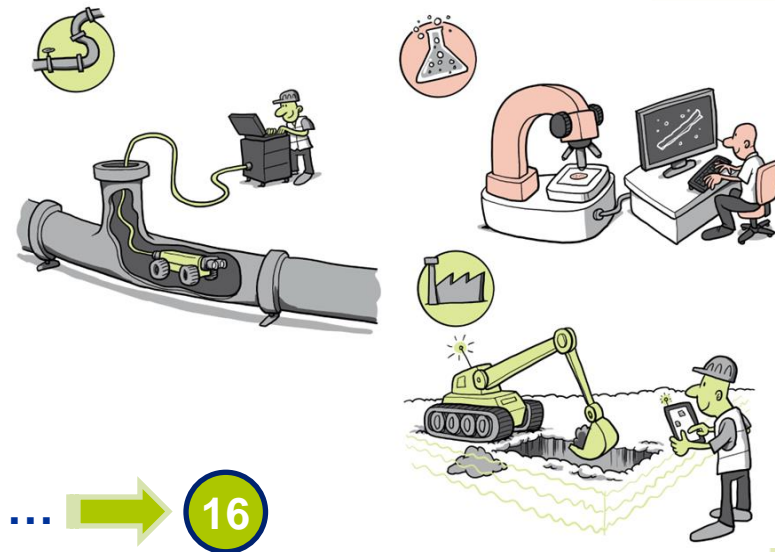
## RISKS AND CHALLENGES

- Fear of job loss
- Workers' lack of trust in the system
- Overreliance on the system
- Demand for reskilling



# Bridging the gap between literature and practice

- EU-OSHA developed 16 case studies to investigate the practical implementation of automation of physical and cognitive tasks, focusing on the impact on OSH.
- 1.5-hour interviews with workers, OSH officers, technical engineers, workers council, management.





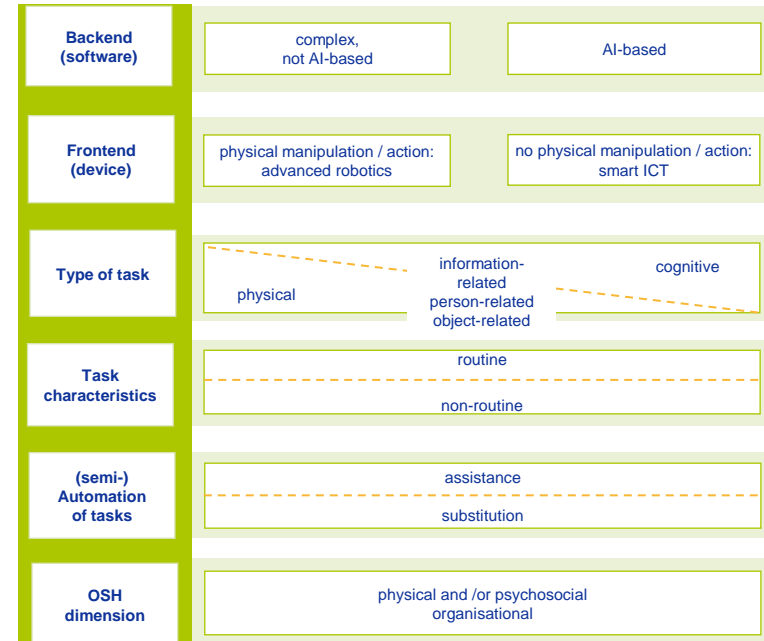
# Case study: Drones inspecting worksites of gas infrastructure operator

- Norwegian gas infrastructure company (350 workers)
- Objective is **safe and reliable gas transport**
- Use of **drones** with modern camera technology as well as an **AI-algorithm** to support supervision and maintenance of sites
- OSH implications
  - Automation of cognitive tasks
  - Reduction of physical OSH risks, e.g. less work in high areas
  - Reduced physical workload and strain
  - Less exposure to weather conditions
  - More targeted inspection, greater data privacy for workers
  - Drones support workers, but do not replace them



# Taxonomy

- **cognitive task** based on **AI-based backend software**.
- **cognitive, information-related** task
- It identifies physical objects and its results can lead to these objects being physically removed
- visual inspection system is **substituting** human labour to a significant degree
- Physical and psychosocial benefit for the worker



# Napo in Digitalisation

<https://www.napofilm.net/en/napos-films/napo-in-robots-at-work>



This film provides an introduction to workplace robotics safety, and describes some of the emerging robotic technologies, the types of accidents associated with robotics, the main hazards and how they can be controlled.

Production line workers are at the greatest risk, followed by maintenance workers. Poor workplace design and human error cause most injuries.

Advances in automation technologies including fixed robots, collaborative and mobile robots, and

## Download

Video (527.76 MB)



Scenes (325.39 MB)



Download all



# Priority areas – Remote and hybrid work

**Remote work, hybrid work, or telework?** Remote work can be defined as any type of working arrangement involving the use of digital technologies to work from home or, more generally, away from the employer's premises for most or part of the working time. The combination of remote work with work at the employer's premises is also referred to as hybrid work. Telework is a common way to define home-based remote work.

## OPPORTUNITIES

- Increased autonomy and flexibility
- Better work-life balance
- Improved motivation and productivity
- Reduced commute time
- Safety from high-risk environments

## RISKS AND CHALLENGES

- Social isolation
- Work intensification
- Long/irregular working hours
- Digital monitoring/surveillance
- Lack of adequate equipment



*“Remote work must be included in the employer’s mandatory risk assessment.”*

# Napo movie on teleworking: [https://youtu.be/TB\\_d6kfkWgM](https://youtu.be/TB_d6kfkWgM)



# EU-OSHA and campaign partners



# Good practice exchange initiative



SEAT



- Initiative from Campaign Partners
- Added value for campaign partners
  - Exchange of good practices
  - Better OSH management
  - Higher visibility of OSH activities
- Added value for EU-OSHA
  - Strong link to campaign & reinforcing its messages
  - Improvement of OSH at workplace level
  - Structure for collaboration with different stakeholders
- On-site workshops



TOYOTA

SIEMENS

TOYOTA MATERIAL HANDLING EUROPE





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

- **Visibility**
- **Your logo and a description of your organisation** will be displayed in the campaign website.
- You can publish **your news and descriptions** of events on the campaign website

## Networking

- Opportunities to **network and exchange good practices with like-minded organisations**
- Access to EU-OSHA, its network and other **key EU actors in the field of OSH.**
- **Events**
- Invitation to our public **European flagship events.**
- Opportunity to present your organisation at a **workshop, conference or other event.**





# Campaign resources



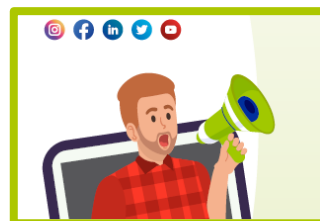
[Publications](#)



[Campaign materials](#)



[Campaign toolkit](#)



[Social media kit](#)



[Napo films](#)



[OSHwiki](#)



[Case studies](#)



[Legislation and regulations](#)



[Infographics](#)

# How to get involved



European Week



Campaign partnership



Good Practice Awards



Campaign toolkit



Campaign materials



Social media kit



Events



Certificate of participation

# Key dates

- **Campaign launch:** October 2023
- **European Weeks for Safety and Health at Work:** October 2023, 2024 and 2025
- **Good Practice Exchange Meetings with Campaign Partners in 2024:**
  - ZF (Automotive supplier), Portugal, May 2024
  - Boehringer Ingelheim (Pharma), Germany, October 2024
- **Healthy Workplaces Good Practice Exchange event:** 20-21 May 2025
- **Healthy Workplaces Summit:** 2-3 December 2025

# Risk prevention

- Human-centred approach
- Equal access to information of all stakeholders
- Worker consultation/participation in the development, implementation and use of digital technologies and systems
- Transparency about the way a digital tool operates
- Campaign material is available in 25 languages



[www.healthy-workplaces.eu](http://www.healthy-workplaces.eu)

# Join us beyond the bits and bytes!

- Find out more on the campaign website:

[www.healthy-workplaces.eu](http://www.healthy-workplaces.eu)

- Subscribe to our campaign newsletter:

<https://healthy-workplaces.eu/en/healthy-workplaces-newsletter>

- Keep up to date with activities and events through social media:



#EUhealthyworkplaces

- Find out about events in your country from your national focal point:

<https://healthy-workplaces.eu/en/campaign-partners/national-focal-points>



# Thank you very much for your attention!

