The role of ICT applications and social media in OSH

Strengthening OSH knowledge and innovation as a driver of EU smart growth
Warsaw, 7 November 2011

http://osha.europa.eu

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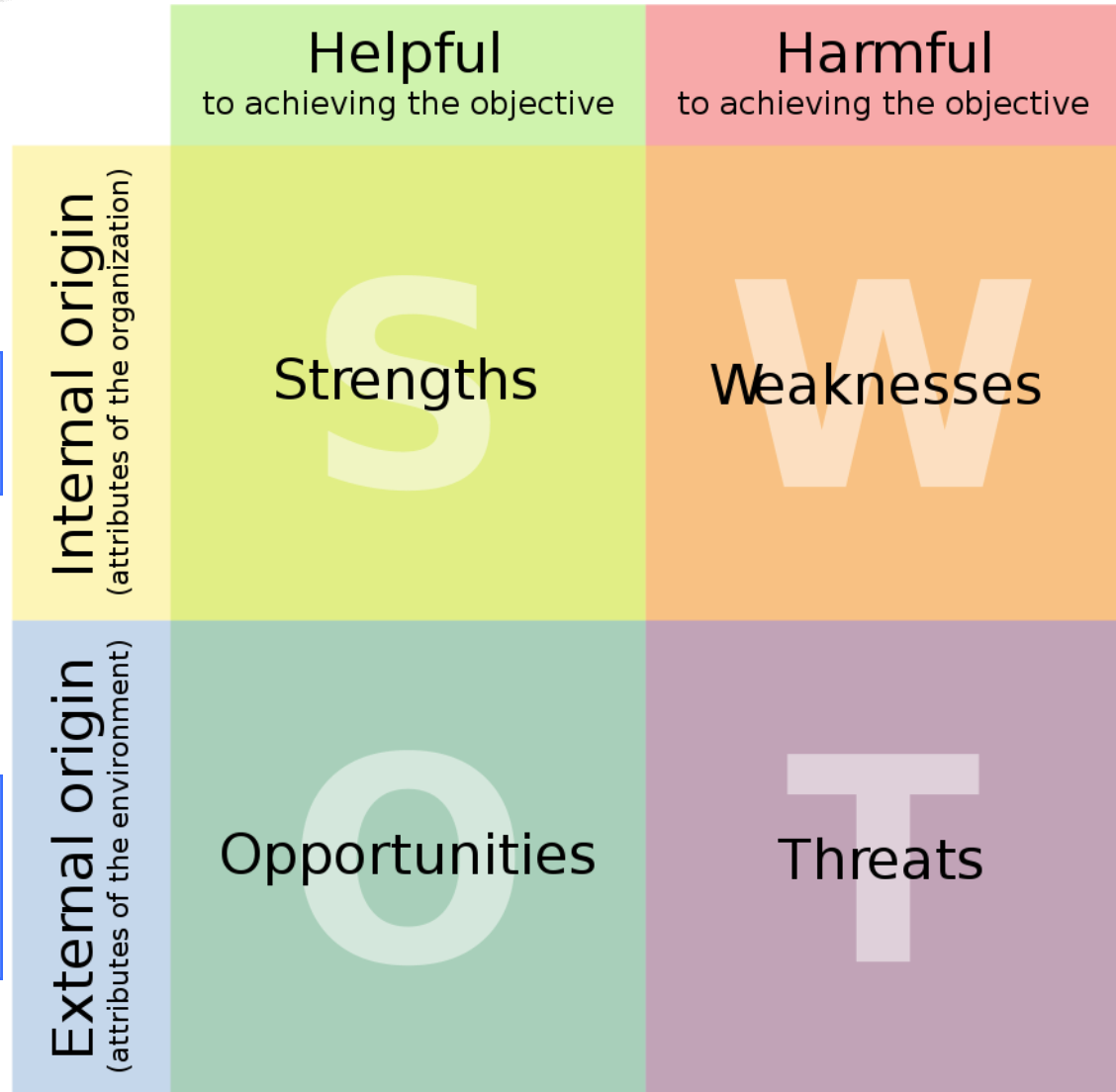European Agency
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- **What are the current issues in OSH**

- **How ICT and social media may be able to help**

- **What is EU-OSHA doing about it**

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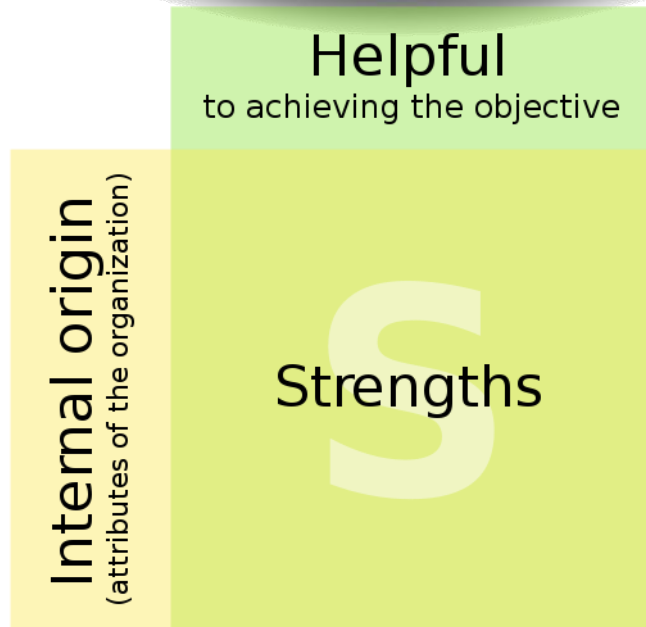at Work

Why use ICT and social media for OSH?

	Helpful to achieving the objective	Harmful to achieving the objective
Internal origin (attributes of the organization)	**S** Strengths	**W** Weaknesses
External origin (attributes of the environment)	**O** Opportunities	**T** Threats

OSH and the "OSH community"

The wider socioeconomic & political context

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1,000,070 people working in OSH

Helpful
to achieving the objective

Internal origin
(attributes of the organization)

S

Strengths

- A huge pool of committed experts, researchers, practitioners, policy-makers…

- World-leading research and expertise

- OSH is at the foundation of the European social model, and a prerequisite for the success of key goals in social, economic and health agendas
  - But:

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- Complex, multi-disciplinary field, with no easy answers or *quick fixes*
- Too often acting as a 'technical' discipline → lower perceived relevance & easier to ignore
- Language barrier to the exchange of good practice & research information (not a unique problem)
- Fragmentation of efforts: re-inventing the wheel?
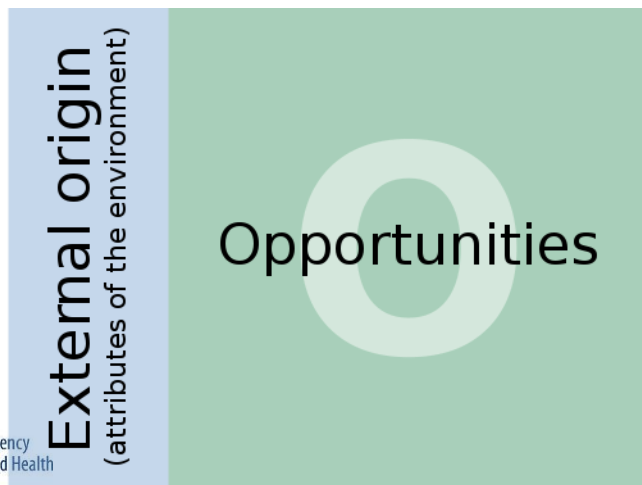- 'Asymmetric needs': 27+ countries at different stages of development

Harmful
to achieving the objective

W
Weaknesses

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- 'Atomisation' of workplaces: harder to bring OSH into micro- & small enterprises

- Constant development of research & practice: how do we keep up? (in 24 languages?!)

- Hard to mainstream into other policy areas, to emphasise its relevance and build alliances:

  - employment policy, public health, transport, demographic issues (ageing), environmental health, research, education…

- Resources are scarce – and likely to stay that way, or be cut in the short term: need to co-ordinate / pool workplace & national resources

T
Threats

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- Social media represent the 1ˢᵗ real opportunity for mass **collaboration** – also in OSH
- Tools to share information 'on demand' / based on needs
- Low-cost & high-speed of sharing
- Chance to get the other 1,000,000 people working together
- One of the by-products of using of collaborative tools is **stronger networks**

External origin
(attributes of the environment)

Opportunities

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EU-OSHA: networking knowledge & facilitating action

- **European Campaigns**
  - Focal points, social partners, professional networks, official campaign partners
- **OiRA**
  - An "OiRA community" of developers and users: needs-driven, sharing expertise, flexible tools
- **OSHwiki**
 - Provide a platform for the OSH community to create a powerful & sustainable information resource
- **Fostering research co-ordination**
  - Bring researchers & networks together
  - Identify research priorities & collaboration opportunities

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- **Mandate only to inform, network, foster, encourage, persuade…**
- **Always working <u>with</u> and <u>through</u> others, seeking consensus and shared interests**
- **Common goal: more & better research & practice → improved working conditions → protect workers' health**

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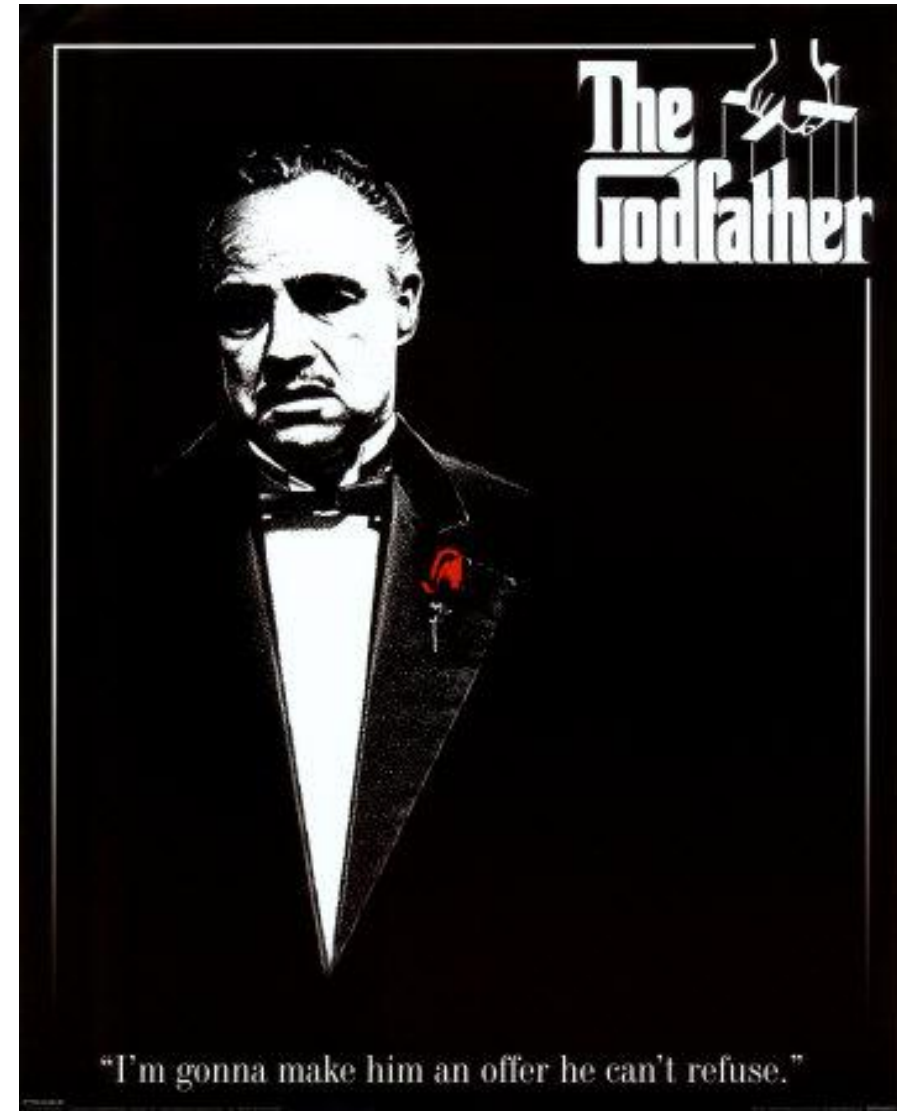
Dziękuję za uwagę

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