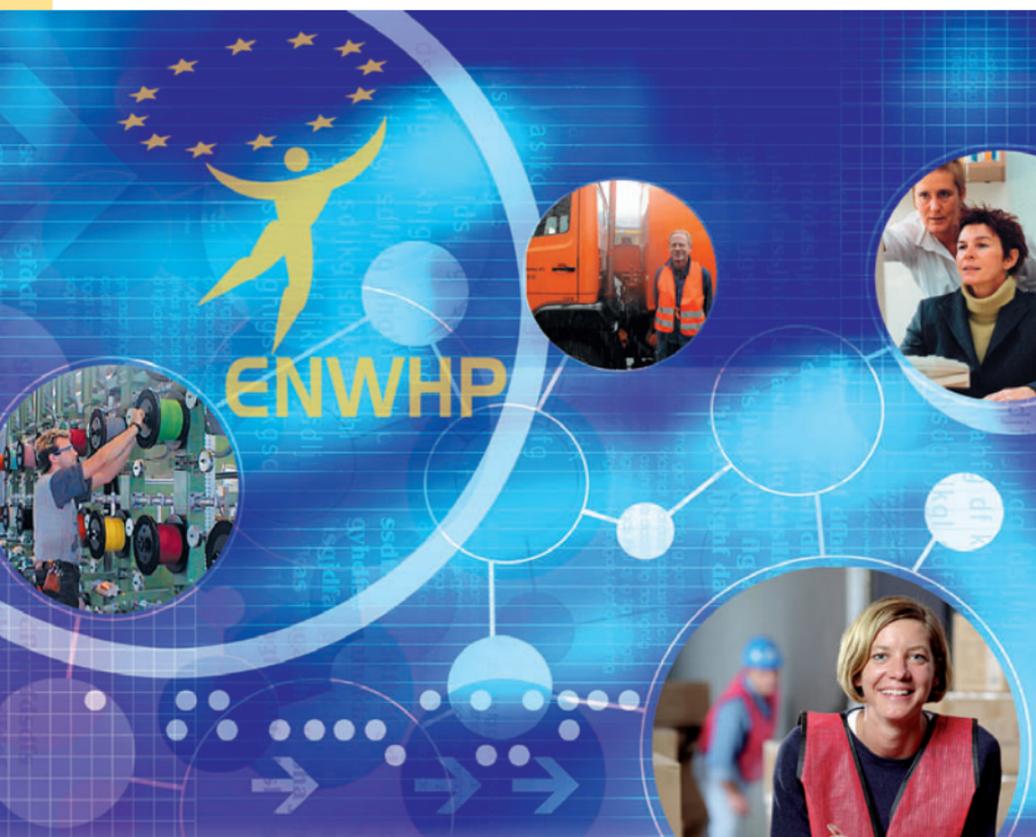


# Healthy Employees in Healthy Organisations

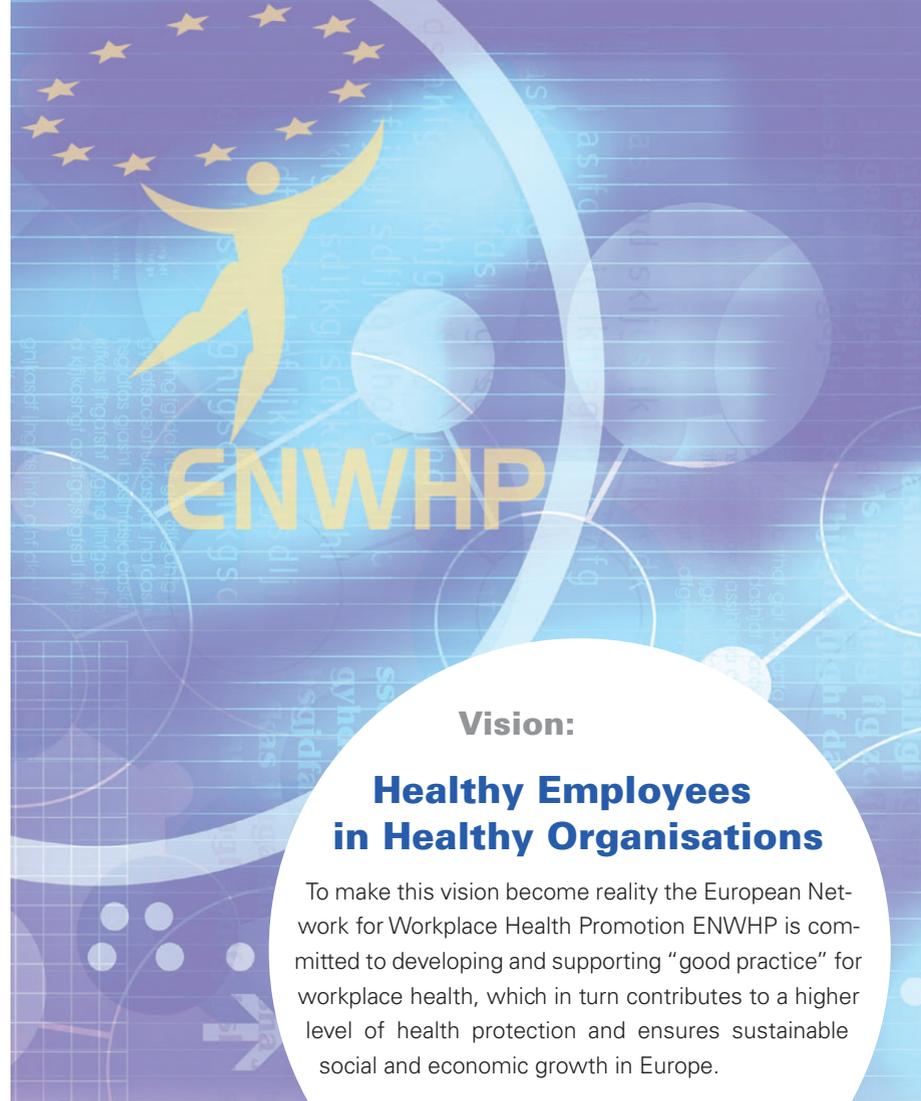
For sustainable social and  
economic development in Europe



**ENWHP**

European Network for  
Workplace Health Promotion





**Vision:**

**Healthy Employees  
in Healthy Organisations**

To make this vision become reality the European Network for Workplace Health Promotion ENWHP is committed to developing and supporting “good practice” for workplace health, which in turn contributes to a higher level of health protection and ensures sustainable social and economic growth in Europe.

**Imprint**

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## Foreword

“Healthy Employees in Healthy Organisations” has been the vision of the European Network for Workplace Health Promotion ENWHP ever since it was established in 1996. The Network was initiated when the European Union adopted the Programme of Action on “Health Promotion, Education, Information and Training” to improve the level of health protection in Europe, wherein the workplace was given an important role.

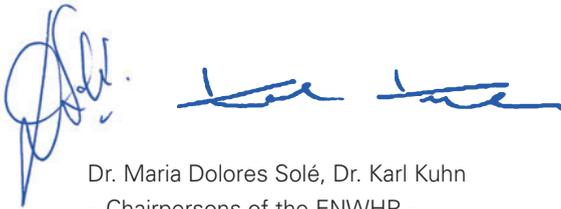
Promoting employees’ health has after all demonstrable benefits and serves the general interest in pushing forward social and economic prosperity. Since it was established, the Network has grown steadily. The ENWHP now has 31 members from national safety and health and public health organisations from the EU Member States, accession countries, Switzerland and countries of the European Economic Area.

During these past years the network also managed to make some substantial progress. It has successfully formulated a general definition of workplace health promotion (WHP) in Europe for the first time, has developed standardised criteria for good quality WHP, published reports on models of good practice from a wide variety of sectors of industry. ENWHP developed a European toolbox of successful practices and identified strategies which keep employees longer at work. In disseminating “good practice” we have already made a considerable contribution towards better health prevention, and the national forums, which the network has established in recent years, allow an even wider spread of WHP on country levels.

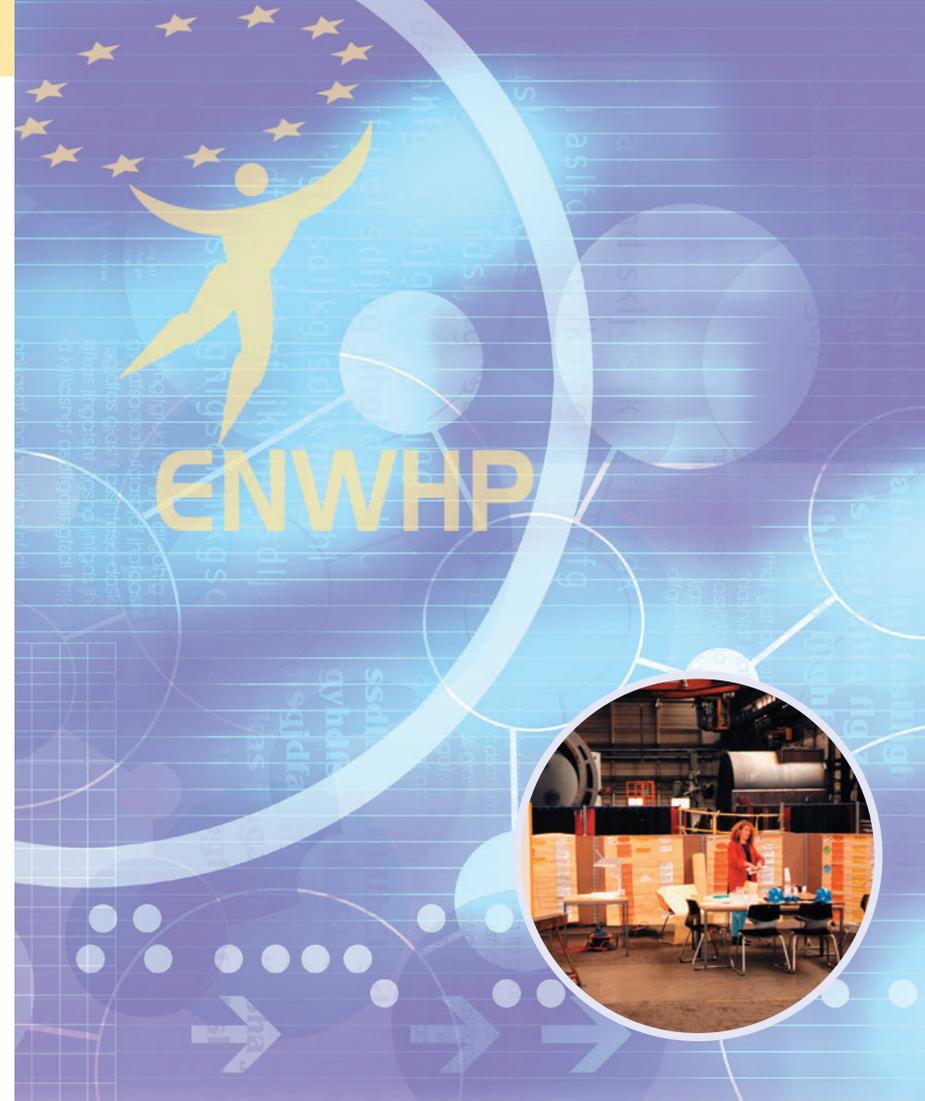
The subject of WHP has gradually climbed to the top of the political agenda. For the first time, the Commission listed in its action plan 2005 health promotion at the workplace as an important



objective of European policy in the field of public health. EU Health Commissioner Kyprianou now names the workplace an „important tool to improve health within the EU.“ However, there still remains much to be done to make our vision become reality. A large number of companies and organisations still needs to be convinced that it is worthwhile to invest in WHP. We are confident that by working together on our new initiatives, including our campaign to promote healthier lifestyles at work, we will succeed over the coming years.



Dr. Maria Dolores Solé, Dr. Karl Kuhn  
– Chairpersons of the ENWHP –



## Promoting Health at Work

## What is Workplace Health Promotion?

*“Workplace Health Promotion (WHP) is the combined efforts of employers, employees and society to improve the health and well-being of people at work. This can be achieved by a combination of improving the work organisation and the working environment, promoting active participation and by encouraging personal development.”* **Luxembourg Declaration, 1997\***

WHP is a modern corporate strategy, which aims to prevent ill-health at the workplace, to enhance health potential and to improve well-being at work. It is based on voluntary action and consensus building among all stakeholders. By including elements such as work organisation, organisational and human resource management, WHP goes beyond the legal requirements and takes on a broader dimension than traditional occupational safety and health. The new understanding encompasses both physical and mental well-being, the quality of life and learning. Health is no longer a result but rather a process in which people, with their potential and ability to develop, are viewed as an entity and are no longer merely regarded as someone to be protected against illnesses and accidents.

\* In 1997, a common understanding of workplace health promotion throughout Europe was defined for the first time in the Luxembourg Declaration, creating a foundation for all the Network projects. This Declaration was updated by the Network in 2005.



**“For customers and the general public it is becoming increasingly important that economic success is based on social responsibility. At STORA ENSO, workplace health management and corporate culture based on partnership are essential elements of our human resource development, helping us to achieve our corporate goals.”**

Prof. Dr. Paavo Jäppinen, Vice President, Stora Enso, Finland

Healthy employees represent a key resource for the future competitiveness and performance of companies, so health should become an integral part of the corporate policy and culture. WHP must be integrated into the concepts and practices of organisation and human resources development.

## The Role of Health in a Changing World of Work

Working life is undergoing profound changes which are having significant effects on companies and on the health of their employees. Globalisation and new information technology are not the only framework conditions to have altered. Staff cuts, time pressure and new working conditions such as part-time and tele-working, the high proportion of ageing workers and the increasing importance of the service sector are creating new challenges which can only be mastered with motivated, well qualified and, above all, healthy employees.

Not only has working life changed, but so have attitudes to work. Work today means more to most people than a mere source of income. It provides people with the opportunity for social contact and it can have a fundamental influence on a person's self esteem and identity. The workplace is moreover the place where most people spend a large part of their “waking” life. Work plays an important role not only in the health and well-being of an individual, but also of the whole population. Accidents and illnesses can be prevented here and healthy workplaces can be designed, but it is also the setting where people can acquire the knowledge and motivation to influence their own health and their attitudes to health, both within and outside their working environment.

Health promotion at work not only benefits the employees. It also reduces sickness-related costs and increases company productivity. Only healthy employees can devote all their energies to create a “healthy” company.

## Is Workplace Health Promotion Worthwhile?

Research has shown that workplace health promotion (WHP) must not be regarded as an “optional social benefit” but is “worthwhile” for companies, employees and for the social insurance systems.

The benefit for the companies is not only the increased flexibility gained by the long-term reduction in sickness rates. Healthy, well-qualified and motivated employees increase a company's productivity and capacity to innovate. Research shows every Euro invested in WHP leads to Returns on Investment (ROI) between 2,5 € and 4,8 € due to reduced absenteeism costs. WHP is also a prestige factor which helps to improve the public image of a company and makes it more attractive as an employer.

There are positive effects for the employees as well when there is less pressure and their health problems occur less often. In a pleasant working environment the feeling of well-being and enthusiasm for work is naturally far greater. A general health consciousness is created which extends beyond the boundaries of work. The social security systems benefit from WHP as well when there is less demand for medical and rehabilitative care and when employees have a longer working life. National analysis indicates that social insurance systems can save 1/3 of the costs for work-related diseases through health prevention measures.

WHP therefore leads to a situation in which there are no losers – only winners!



## A Network for Workplace Health Promotion in Europe



**“Healthy working conditions as part of a corporate culture based on partnership not only make a major contribution to staff health and well-being but also govern the economic success of a company.”**

Prof. Dr. Rita Süßmuth, former President of the German Bundestag and Minister for Health, Germany

## Promoting Workplace Health Promotion in Europe – The ENWHP

Following the Maastricht Treaty, Member States began to improve co-operation in the field of public health and to strengthen the concept of health promotion in Europe. Also the setting “workplace” became subject of a comprehensive interdisciplinary Programme of Action aimed to “raise the level of health” in the Community. A *European Network for Workplace Health Promotion* was established in 1996, which brought together institutions from all Member States – and which is growing since then. Following the integration of the EEC countries Iceland, Norway and Liechtenstein have joined the network 1997, the candidate countries Romania, Bulgaria, Czech Republic and Hungary 1999/2000 and 2005 the other new member states from Middle and Eastern Europe. ENWHP has become the major driver for joint action and dissemination in the field of WHP across the continent. National forums which the network began to establish in 2004 furthermore integrate interested protagonists on national levels in a lively exchange of information and experience.

The ENWHP is supported by the European Commission, Directorate-General Health and Consumer Protection.



**„Recent figures collected by the ENWHP have confirmed the merits of investing in health, showing that healthier workplaces can result in better worker performance, improved customer service, higher attendance levels and more innovation.“**

Markos Kyprianou, EU Commissioner for Health and Consumer Protection

## Aims and Tasks

ENWHP seeks to achieve the following targets by 2010:

- ▶ **All member countries of ENWHP should have access to a supportive infrastructure at national level which involve both relevant institutional and non-institutional stakeholders, which identify and disseminate good WHP practice according to national priorities and which actively participate in knowledge sharing at European level.**
- ▶ **To significantly increase the number of European employees who work in enterprises committed to practices and policies for promoting health.**



**ENWHP**

### Tasks

**Increase awareness of WHP and promote responsibility for health with regard to all stakeholders**

**Identify and disseminate models of good practice**

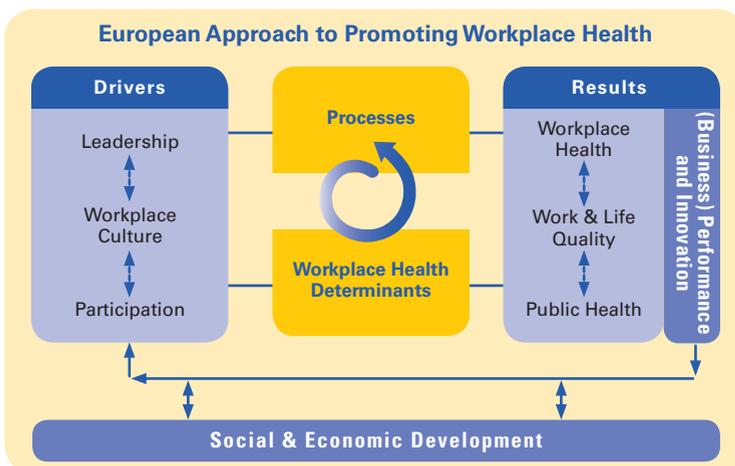
**Develop guidelines for effective WHP, provide successful methods for the implementation and collect arguments for investing in WHP**

**Address the specific challenges of working together with small and medium-sized enterprises (SME)**

## European Approach to Promoting Workplace Health

The vision of ENWHP is based on a broad and comprehensive perspective of health.

- Healthy work is a social process and is therefore the result of action by various stakeholders in and outside enterprises. The main **drivers** are leadership and management practices based on a participative workplace culture.
- Healthy work is the result of an interplay of various **determinants**, which include the overall strategies and policies of decision makers, the quality of work environment and work organisation, as well as personal health practices. These determinants can be influenced by a number of **processes**, which follow the management circle, e.g. building infrastructures, good communication to ensure transparency and participation, implementation and continuous improvement.
- Healthy work has an impact on the quality of working and non-working life and contributes to the level of health protection of communities and populations (public health). The **Result** is not only better workplace health but also the improvement of enterprise performance which in turn contributes to improved social and economic development at local, regional, national and European level.



## Disseminating “Good Practice”

Workplace health promotion (WHP) is not an abstract theory. It takes place in enterprises and organisations and lives through the practical implementation on-site. But if WHP is to create real and permanent changes for employees and to become a model for success, the quality of its measures must be guaranteed. A model defining “good practice” is necessary to provide enterprises with a uniform and consistent orientation framework. The Network has therefore developed (and further will develop) quality criteria against which “good practice” can be measured. It has made an issue of collecting and disseminating exemplary case studies of good practice. In several projects ENWHP has identified and documented models of good practice from larger enterprises, public administrations, small and medium-sized enterprises and in the field of Ageing Workforces from countries across Europe.

And it began to establish forums and networks in its Member States, to ensure that the knowledge of good practice is shared and disseminated throughout our continent, including the countries which have recently joined the European Union or which will do so in the near future.

**“Human qualities are the main asset of an organisation. It is therefore impossible to plan processes efficiently with-out the co-operation of the employees.”**



Francisco Martínez Frías,  
Director General and President of MRW, Spain

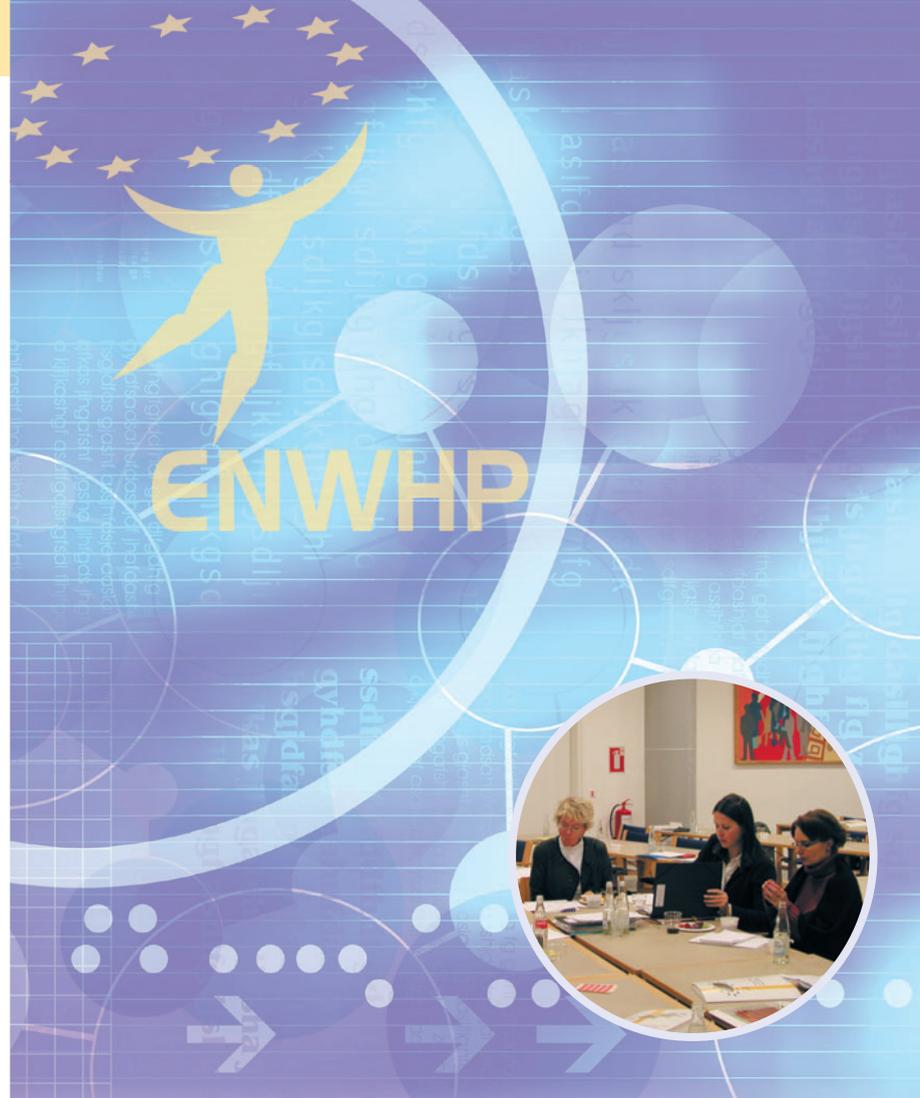
## Organising the Exchange of Experience throughout Europe

There are still significant differences in workplace health promotion (WHP) across Europe. The legal framework conditions, levels of scientific research and the degree of public awareness differ enormously between the Member States. Through conferences, meetings and publications and by creating and linking national infrastructures (national forums and networks for WHP), ENWHP organises an exchange of experience across all of Europe – not only among the members but with all professionals and interest groups who are involved in implementing WHP and keen to play a part in its dissemination.

ENWHP collects, analyses and distributes information about WHP and related issues and shares its knowledge with interest groups and decision-makers from politics, industry and society. Support for the exchange of experience between the members and encouraging them to learn from one another has been one of the main concerns of the Network right from the start.



Network workshop in Erkner / Germany, 2002



## Learning from each Others – Joint ENWHP Initiatives

## Success Factors and Quality of Workplace Health Promotion

Successful workplace health promotion (WHP) depends on good quality in the practical implementation. For this reason the ENWHP began its first project by identifying companies in the Member States which set an outstanding example in the field of WHP. First of all an extensive catalogue of quality criteria for WHP was produced and a questionnaire was drawn up for companies to assess their own activities. 66 models of “good practice”, mainly in large enterprises were identified and documented. The results of the project were presented and discussed at the first European conference in Bonn in 1999.

### Case studies of successful WHP:

#### The Bertelsmann Tradition: Corporate Culture Based on Partnership

Bertelsmann has a long tradition of “corporate culture based on partnership”, in-house health insurance and of proactive employee health policy. The German media group with more than 76,000 employees worldwide, has taken a comprehensive approach to company health since well before the signing of the “Luxembourg Declaration.” In fact, as early as the 1950s and 60s, *Bertelsmann* had evolved a corporate culture characterized by a sense of qualification, motivation, identification and responsibility

among its employees. In 1960, *Bertelsmann’s* workforce signed a “company constitution” committing them to a philosophy that also includes a shared understanding of “partnership” as a basic value. Even then, the aim was to create a working atmosphere in which individuals identified with their work and the company and could develop their creativity in a nurturing environment that is free of fear and tolerant of mistakes.

*Bertelsmann* believes that an environment based on partnership also promotes health in that it reduces psychological strain, the consequences of which would otherwise have to be treated with “therapy.” In over 40 years of successful co-operation with the *Bertelsmann BKK*, the company has offered its employees systematic assistance for a healthier lifestyle, while also maintaining the tools that ensure success and appropriate organisation. In addition to a group steering committee on health, an organisational framework has developed involving a variety of information, talks and feedback instruments which guarantees that the leadership and partnership principles are actually put into practice. For example, *Bertelsmann* greatly values employees’ opinions and regularly performs employee surveys.

The employee survey was taken to the international level in 2001 and includes issues relating to corporate culture. This not only reflects the fact that *Bertelsmann* is a decentralized worldwide organisation with a large number of independent companies (profit centers), but also indicates that the group aims to achieve a culture of learning across all its divisions and companies. The *Bertelsmann group* has established an innovative “corporate culture learning and reporting system” as a form of self-monitoring and to initiate a process of dialogue and reciprocal learning while continuously implementing and advancing the group’s corporate culture.

**“Under the aegis of the enterprise culture system the learning opportunities that are now available are put to the best possible use, since by building on the staff’s strong sense of identification, these opportunities enable the principle of delegated responsibility to be realized on a large scale. As a result it is not only the Executive Board that has scope to make decisions but also middle management and staff in general. Problems need to be solved more effectively in all areas of a company or indeed of the state and no form of management is better at this task than enterprise culture.”**



Reinhard Mohn, Shareholder of the Bertelsmann Verwaltungsgesellschaft and the Honorary Chairman of the Bertelsmann AG Supervisory Board

The Luxembourg Declaration was passed; beginning of the 1st joint initiative  
“Quality Criteria and Success Factors of Workplace Health Promotion”

The Network was founded

The Cardiff Memorandum was passed on the challenge for Workplace Health Promotion in Small and Medium Sized Enterprises

1st European Conference in Bonn and beginning of the 2nd joint initiative

1996

1997

1998

1999

## Not a Question of Size: Health Promotion in SME

### Successful WHP in Small and Medium-Sized Enterprises

Workplace health promotion (WHP) activities take place mainly in large enterprises where the necessary infrastructures are usually in place. The experiences made in this setting cannot simply be transferred to small and medium-sized enterprises (SME), because the organisational and structural differences between these types of companies are simply too great.

In Europe, the large majority of employees work in SME which employ less than 100 staff, and the tendency is rising. This is why the ENWHP has laid special emphasis on employees' health in SME. Between 1999 and 2000, during the 2nd joint initiative, the Network developed criteria for good WHP practice in small and medium-sized enterprises and collected and documented relevant models of good practice.

Beyond the scope of this initiative, specific needs and challenges of SME are still being addressed by the network in topic related projects and by the work of national forums.



### Case studies of successful WHP:

## Not into deep water: The Water Team S.r.l. (Italy)

With a staff of 18 qualified employees, Water Team S.r.l. takes care of the entire cycle of water treatment: pre-treatment, processing, purification and recycling. At the end of 1995 the company introduced official guidelines to safeguard health and safety at the workplace. Employees are responsible for contributing to their own health and safety by informing superiors of any problems that might jeopardise their health and wellbeing. Integrating employees into all decisions related to health and safety is essential. The staff is encouraged to make suggestions for improving the working environment and to discuss them with the management either directly or via e-mail. Regular meetings are arranged so that employees can air their views. Once a year all employees fill in a questionnaire anonymously, which touches on a number of areas such as quality and improvement, organisation, working climate, benefits, safety, communication, management, personal satisfaction and development. A questionnaire also goes out to the clients to ascertain their level of satisfaction. Results are presented and discussed annually, leading to mutually acceptable solutions.

Absenteeism within this business is below average and staff turnover is low. This indicates that levels of employee health and job satisfaction are high. Analysis of the questionnaires suggests that morale is excellent and that a good working climate prevails. Job security is a factor that influences well-being and as prospects are good here, this has a positive impact on employees at Water Team S.r.l.

Beginning of the 2nd joint initiative "Workplace Health Promotion in Small and Medium-sized Enterprises"

2nd European Conference in Lisbon and passing of the Lisbon Declaration on Workplace Health

&gt; &gt; &gt;

1999

2000

&gt; &gt; &gt;

## A Success Factor in Public Health Reform

Since the nineties there has been growing consensus across Europe for modernising the public administration sector. Plans were made to make cuts in public services and to increase efficiency in public administration. The question on how to improve the effect of public investment also has an influence on human resource management and work organisation.

Particularly in the public sector, which exists mainly to provide services, the employees are a crucial resource in increasing competitiveness against their rivals in the private sector and for being able to understand customer requirements and providing new services. The manner in which staff are managed, motivated and qualified has an enormous influence on their well-being and consequently on their efficiency and the quality of their work.

Against this background, workplace health promotion (WHP) strategies can create a significant added value in the public sector reform process. For this reason, the ENWHP examined the situation regarding WHP in public administrations in Europe in 2001 in its 3rd joint initiative, documenting models of good practice and presenting the results at the 3rd conference in Barcelona in 2002.



**“Health promotion is the most appropriate approach to successfully meeting and mastering the diverse, future challenges facing an ageing workforce and this is particularly true of public administrations, where compared to other lines of business, there is a large proportion of elderly employees.”**

Dr. Egmont Baumann, Head of Division, Health Management, City of Dortmund

*Case studies of successful WHP:*

## “Feel good – be fit”: The Dutch Ministry of Finance and its WHP Policy

The Ministry of Finance is an example of an effective and adequate health policy that is systematic, programmed and focused on all employees. Responsibility for WHP policy is taken seriously among line managers and is being provided for by professional external suppliers. Monitoring of programmes, employee satisfaction studies, etc are leading to new initiatives generated by a group of employees. They are contributing to the organization’s “feel good – be fit” culture that the WHP policy has proclaimed as being one of its main thrusts.

The ministry has developed a wide range of activities related to working conditions, management, absenteeism policy, the promotion of occupational health, and reintegration. A “healthy” company culture is boosted by a Fitness Support Committee, a fitness room and various sports facilities, which all employees can make use of. Attention is attributed to WHP policy at all levels within the organization: within the Social Medical Team (SMT), at the directorate-general level, at the department level and at the division level. WHP policy is thus effectively integrated. Much attention has been also devoted to working conditions policy and to the reduction of absenteeism. WHP activities are effectively communicated through the intranet and in the staff magazine. All employees in the Ministry of Finance are offered a preventive medical examination (PMO) and training activities. The assessment of WHP shows a high level of acceptance: About 1/3 out of 1500 employees make use of company fitness facilities more than once a week, absenteeism fell from 5,1% to 4,9% within 2001.

Beginning of the 3rd joint initiative “Workplace Health Promotion in Public Administrations”

3rd European Conference in Barcelona, passing of the **Barcelona Declaration**, Beginning of the 4th joint initiative “Implementing infrastructures to promote workplace health”

## A Network of Networks: New Perspectives for the ENWHP

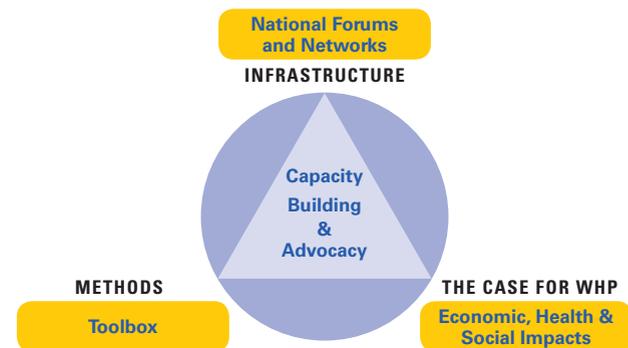
In order to disseminate workplace health promotion (WHP) more thoroughly, closer co-operation between governmental organisations, professionals and other stakeholders is essential in every country. National infrastructures are necessary to provide platforms for the exchange of information and for concerted action, involving all relevant interest groups including social partners, governmental bodies, social insurance organisations and companies. That is why the ENWHP began in 2002 in its 4th initiative to set up WHP infrastructures in every country in Europe. **National forums and networks** are being created to push this process forward.

### Associated national forums and networks:

- Österreichisches Netzwerk Betriebliche Gesundheitsförderung, Austria
- Réseau pour la promotion de la santé sur le lieu de travail, Belgium
- Bulgarian Forum, Bulgaria
- Forum zdraví podporujících organizací (z.s.p.o.), Czech Republic
- National netværk vedr. sundhedsfremme på arbejdspladsen, Denmark
- Suomen Tykyverkosto (STV) Finland
- Deutsches Netzwerk für Betriebliche Gesundheitsförderung (DNBGF), Germany
- Hellenic Workplace Health Promotion Forum (HWHPF), Greece
- Hungarian Forum/Network for Workplace Health Promotion, Hungary
- Landsnet um heilsueflingu á vinnustöðum (LHV), Iceland
- Network Italiano per la Promozione della Salute nei Luoghi di Lavoro, Italy
- Ogólnopolska Sieć Promocji Zdrowia w Miejscu Pracy, Poland
- Reteaua Romana de Promovarea Sanatatii la Locul de Munca (RRPSLM), Romania
- Svenskt Nationellt Forum för Hälsöfrämjande Arbetsplatser, Sweden
- Schweizerisches Forum für Betriebliche Gesundheitsförderung (SFBGF), Switzerland
- National Employment and Health Innovations Network, UK

More information can be found at [www.enwhp.org/forums](http://www.enwhp.org/forums)

As part of its dissemination strategy, ENWHP also developed a **pool of arguments, the Case for WHP** documenting evidence to assist the players involved in convincing social insurance bodies and companies of the economic benefits to be gained from WHP. Furthermore, the network produced a **collection of methods and tools (Toolbox)** during the project in order to facilitate the introduction of WHP into companies and organisations. The results of the joint initiative were presented in June 2004 in Dublin at the concluding conference of the project.



Following the Union's enlargement in 2005, the Network started its 6th initiative to set up national forums also in countries in South and Eastern Europe.

## Partners in Networking Health at Work

- European Commission, DG Sanco (Permanent Partner)
- European Foundation for the Improvement of Living and Working Conditions
- European Agency for Safety and Health at Work
- WHO Regional Office for Europe

Beginning of the 5th joint initiative "Workplace Health Promotion in the Ageing Workforce"

4th European Conference in Dublin, beginning of the Finish Initiative "Workplace Health Promotion in an Enlarging Europe"

## Demographic Change: Working Healthy in an Ageing Europe

Demographic developments are posing new challenges for enterprises and the social security systems in Europe. The total working age population (15-64 years) in the European Union is due to fall by 20.8 million between 2005 and 2030. Over the next few decades there will be a marked increase in the proportion of elderly people in employment and the proportion of younger employees will decrease significantly due to continuing low birth rates.

Whereas nowadays employees over 45 years of age are often perceived as being only fit for the scrap heap, they will soon represent the major part of the workforce. If Europe's enterprises will depend in the future more than ever before on qualified, motivated and especially on healthy employees, and if its social security systems are to continue to function economically, they will have to rely on employees being able to remain longer in gainful employment.

Thus, new strategies will be essential to help integrate employees in the work process for a longer period of time and to make better use of the potential offered by elderly employees. That is why the ENWHP focused in its 5th initiative on strategies which enable employees to remain longer in work. This project began in 2004 under the lead of the Austrian NCO. Its concluding highlight: the 5th Network Conference in Linz in June 2006.



**„Fully fledged Workplace Health Promotion gives a competitive edge. Economic studies show that every 1 € invested in maintaining workability brings a return of 4 € to 6 € in productivity.“**

Markku Letho, State Secretary, Ministry of Social Affairs and Health, Finland

*Case studies of successful WHP:*

## Finland: “Experience is a national treasure”

In Finland, age-conducive policies early began to play an important role in work related health approaches. The Nordic country, whose population will age more rapidly over the next 25 years than the populations of most other OECD countries, originated the concept of “promotion and maintenance of work ability”. In the 1990s, it began to increase its legally binding efforts to prolong employee's working life. According to the Occupational Health Service Act of 1991 *“workplace activities aiming at maintaining the ability to work include all measures that the employer and the employees as well as the co-operative organisations at the workplace make in a united effort to promote and support the ability to work and to enhance the functional capacity of all persons active in working life throughout their working careers.”* With the slogan ‘experience is a national treasure’, the National Programme on Ageing Workers was launched by the Council of State for the years 1998-2002, putting recommendations into practice which improved prerequisites for ageing and older employees.

The raise of the pension age by three years became a national goal, and several measures were taken by the Ministry to reach these aims. Since 1992, the Ministry has published annually a working life barometer which includes also topics related to work ability. Special projects such as *FinnAge*, a comprehensive program started in 1992 to improve the health of ageing workers, also contributed to a significant increase in their employability. Today, the work ability strategy enjoys strong support at workplaces and within the Finnish society in general. Since 1996 the number of employed workers over 55 grew steadily, the proportion of ageing workers who participate in training programmes is one of the highest in Europe.

Beginning of the 6th initiative projects “Dragon-Fly” and “Workhealth II”

## Promoting Workplace Health in an Enlarged Europe

Low wages and motivated workers are making the new member states of the Union an attractive place in which to invest and move production. On the middle and long term however, questions about competitive advantage and productivity of the labour potential in these countries will need to be faced again. Not only are wages lower in the new and future members states than in the 15 old EU-States, but often also standards of workplace health. A survey carried out by the European Foundation of the Improvement of Living and Working Conditions found that in comparison with their colleagues in the existing countries, employees in the new member states

- ▶ consider that their health and safety is more jeopardised by their work (40%)
- ▶ are exposed more frequently to risk factors such as hazardous substances
- ▶ are faced with longer and more anti-social working hours such as night-shifts
- ▶ are less satisfied with their working conditions

Future economic growth, however, will depend heavily not only on cheap but also on healthy workers. That is why the dissemination of WHP in the new member states and on their integration into its network structures became a key priority for ENWHP.



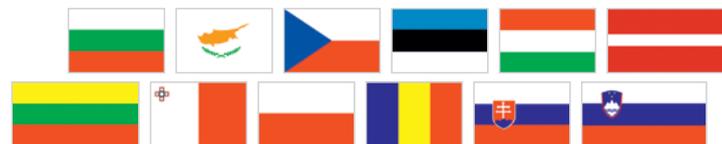
**„In the accession countries, where working conditions are more challenging than in the EC, the transition to a competitive economy requires truly healthy companies. Workplace health promotion is an approach to achieve that goal.“**

Bojidar Danev, President of the Bulgarian Industrial Association, Bulgaria

## ENWHP 6th Initiative

ENWHP started to focus as early as 2002 on the improvement of workplace health in Eastern Europe and integrated organisations from the Czech Republic, Romania, Bulgaria, Poland and Hungary in the Network.

In 2005 ENWHP started its 6th initiative and began to carry out two separate network projects which aim to identify specific requirements and challenges concerning WHP in Eastern European Countries and to pave the way for improved dissemination of WHP in this region. While the project “Dragon Fly”, carried out under the leadership of the Polish Nofer Institute, develops structures for dissemination of “Good Practice” in the field of WHP in New Member States and Acceding Countries, the project “Workhealth II” – led by BKK Federal Association in Germany, develops a European Work-Related health report and establishes mechanisms for dissemination and co-operation in Eastern Europe.



A third current project on “*Workplace Health Promotion in an Enlarging Europe*” seeks to develop best-practice methodologies for the promotion and maintenance of work ability. This project is led by the Finnish National Institute of Occupational Health and will be concluded by 2007.

End of the 5th joint initiative,  
5th European Conference in  
Linz, beginning of the 7th  
Initiative “MoveEurope”

## Move Europe – Campaigning for Improved Lifestyle-related Workplace Health

Lifestyle related health problems at workplaces have detrimental effects on citizens in all European countries. They deprive national economies of large shares of their growth potentials and thus compromise the Union's competitiveness as a whole. The workplace is an ideal setting to influence healthy life-styles and behaviours. It is the place where large numbers of people can be reached and influenced, both for their own health and the health of their families and their communities. The workplace provides a prime opportunity for tackling many health problems where they occur, namely in companies, and to improve the health status of special risk groups such as underprivileged employees or immigrants.



This is why ENWHP in 2006 has started its project “Move Europe – A Campaign for the Improvement of Lifestyle-related Workplace Health”, with which the Network will convince European companies and other organisations to invest in programmes which help to improve life-style oriented behaviour in Europe, with a special focus to the following 4 fields for intervention: “Physical Exercise”, “Smoking Prevention”, “Nutrition”, “Mental health”.

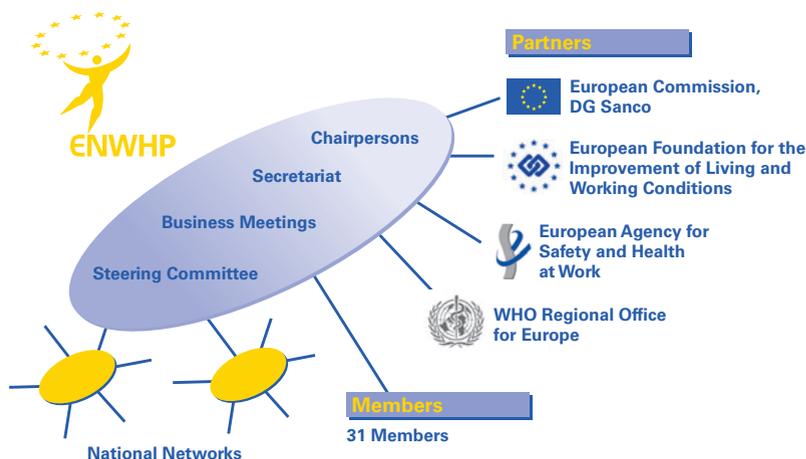
- ▶ raise more awareness among stakeholders, companies and general public on the needs and benefits of Workplace Health Promotion (WHP) in the defined target fields
- ▶ foster exchange of experiences in the field of life-style related WHP and facilitate the cross-border knowledge-transfer, particularly between states with a further advanced status and those lacking behind
- ▶ improve the practice and quality of lifestyle related WHP and of WHP in general.

The project is led by the Italian “*Istituto Superiore per la Prevenzione e la Sicurezza del Lavoro*” and the University of Perugia. It is expected to run 3 years and will conclude in 2009.



## The ENWHP: Contacts and Information

## How the ENWHP is structured



## The ENWHP Committees

### Business Meetings

The members attend the meetings to form a decision-making body. This is where they take all decisions relating to the procedures, strategies and Network activities and elect the members of the Advisory Committee. The business meetings take place bi-annually.

### Steering Committee

The committee consists of the chairpersons, the co-ordinator and representatives from the National Contact Offices, one each from the northern European countries, the southern European countries, the west European countries, the accession countries and the EEA countries. The Steering Committee steers the activities and plans the conferences and the new Network initiatives.

## Chairpersons

The chairpersons chair the business meetings and represent the Network in public. They are elected for a period of three years. The chairmanship is an honorary position currently held by Dr. Maria Dolores Solé, Head of the occupational health department of the National Centre for Working Conditions at INST in Barcelona and Dr. Karl Kuhn, Director and Professor at the Federal Institute for Occupational Safety and Health in Dortmund.

## Secretariat

The secretariat deals with daily business matters and coordinates the Network. It is responsible for the project management, organising the meetings, public relations and representing the chairman externally. The secretariat is currently located at the European Information Centre at the Federal Association of Company Health Insurance Funds (BKK) in Essen.

### Secretariat

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Participants of the 4th European Conference at Dublin Castle, Dublin/Ireland, June 2004

## Members and Partners of the ENWHP

(NCO = National Contact Office)



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### Associate Members

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### Network Partners

<b>Permanent Partner</b>	European Commission DG Health and Consumer Protection Luxembourg
<b>Other Partners</b>	WHO Regional Office for Europe Copenhagen
	European Foundation for the Improvement of Living and Working Conditions Dublin
	European Agency for Safety and Health at Work Bilbao

## The Network at work...



## Information Order Form

Please send me information materials on:

- Quality Criteria and Recommendations
- Workplace Health Promotion in Small and Medium Sized Enterprises
- Workplace Health Promotion in Public Administrations
- Healthy Work in an Ageing Europe
- Declarations and Policy Documents of the Network ENWHP
- Workplace Health Promotion in the new Member States
- Networking Workplace Health Promotion: Report on national Fora and Networks
- MoveEurope – Lifestyle Related Workplace Health Promotion in Europe



You may also download these documents free of charge under [www.enwhp.org](http://www.enwhp.org)

Please tear out and send in a posted envelope

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BKK Bundesverband  
Kronprinzenstraße 6  
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Name	_____
Address	_____
ZIP / City	_____
Country	_____
Email	_____

**[www.enwhp.org](http://www.enwhp.org)**



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