



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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Skopje, 25 October 2023



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

Overview

- What is it about?
- Facts and figures
- Campaign objectives
- Priority areas
- Risk prevention
- EU-OSHA and campaign partners
- Campaign tools and resources
- How to get involved



<https://healthy-workplaces.eu>



What is it about?

- Digital technologies are rapidly changing how, where and when we work
- For workers and employers in all sectors, digital technology offers increased **opportunities** but also presents **challenges** and **risks** in terms of safety and health



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%)

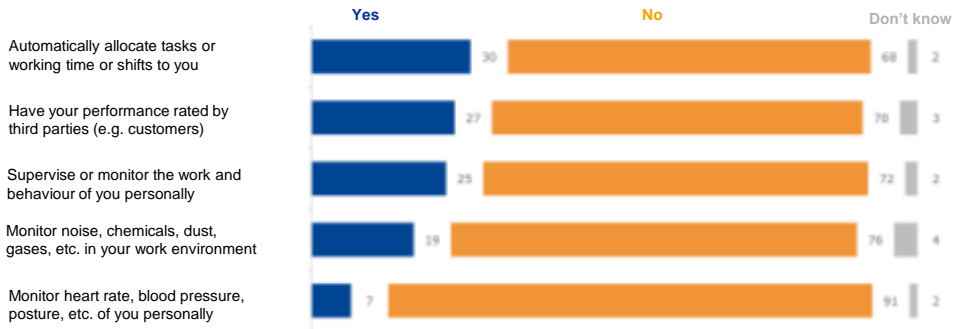
EU-OSHA, ESENER 2019

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

Facts and figures – use of digital technologies

EU-OSHA, OSH Pulse 2022

To your knowledge, does the organisation where you work use digital devices such as a tablet, smartphone, computer, laptop, app or sensor to... ?



Base: all respondents, EU27 (n=25 683)

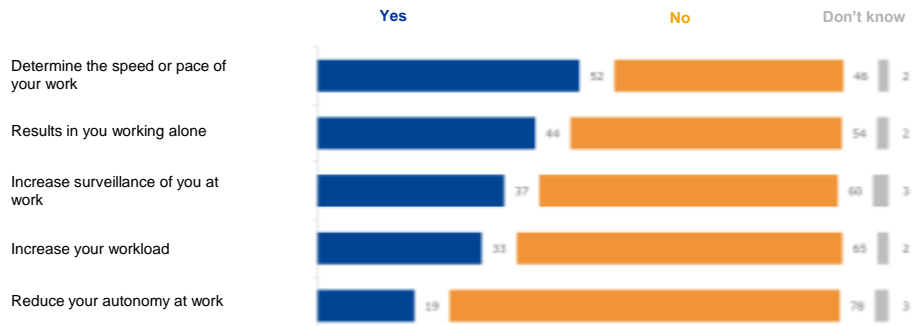
<https://healthy-workplaces.eu>



Facts and figures – use of digital technologies

EU-OSHA, OSH Pulse 2022

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



Base: all respondents, EU27 (n=25 683)

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Digitalisation: benefits...

- **Teleworking:** flexibility and autonomy for better work-life balance
- **Digital platform work:** more flexibility improved market access
- **Job independence**
- **Monitoring and guidance** through evaluation



Digitalisation: ...and OSH impacts

- **Teleworking:** no social interaction, no disconnection, MSDs
- **Digital platform work:** isolation, algorithmic management
- **Job isolation** and depression
- **Monitoring and control** to rate performance

..and also

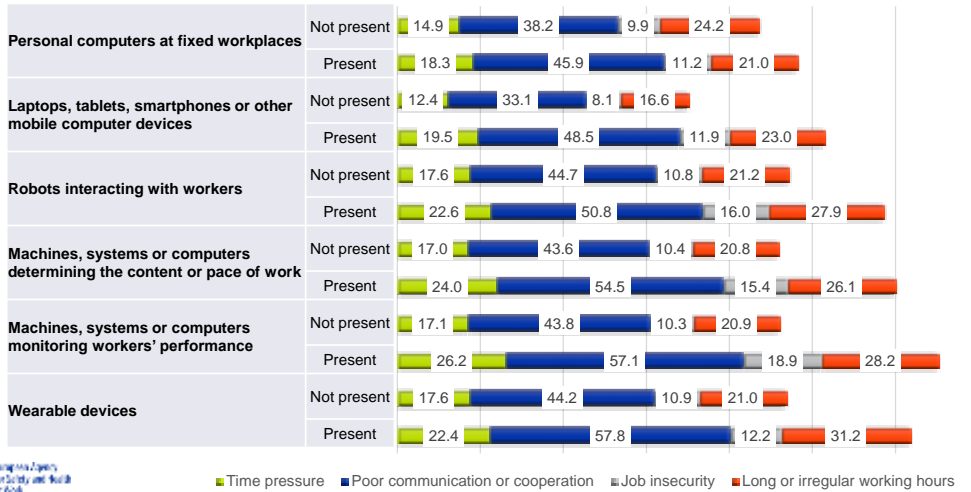
- **Online cyberbullying**
- **Gamification of work**
- **Etc.**



Facts and figures – psychosocial risks

EU-OSHA, ESENER 2019

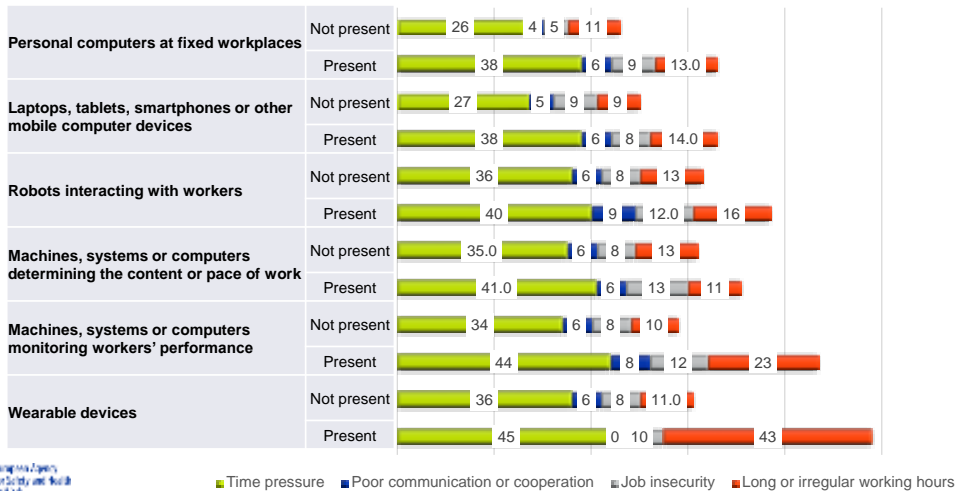
Workplaces reporting psychosocial risks by presence of digital technology, EU27



Facts and figures – psychosocial risks

EU-OSHA, ESENER 2019

Workplaces reporting psychosocial risks by presence of digital technology, North Macedonia



EU-OSHA Healthy Workplaces Campaign 2023-2025

“Safe and Healthy Work in the Digital Age”

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

Priority areas



Digital platform work



Automation of tasks



Remote and hybrid work



Worker management
through AI



Smart digital systems

Priority areas – Digital platform work



“Digital platform work frequently involves jobs in occupations and sectors that are at high risk and associated with poorer working conditions.”

DEFINITION

An online facility or marketplace operating on digital technologies (including the use of mobile apps) that are owned and/or operated by an undertaking, facilitating the matching between the demand for and supply of labour provided by a platform worker.

Priority areas – Digital platform work

OPPORTUNITIES

- Worker autonomy
- Flexible working hours
- Improved access to the labour market for disadvantaged workers

RISKS AND CHALLENGES

- Professional isolation
- Long/irregular working hours
- Algorithmic management
- Digital monitoring/surveillance
- Limited OSH regulations

Priority areas – Automation of tasks



“Using digital technologies for automation processes comes with a number of opportunities, but also potential risks and challenges, such as the loss of human situation awareness, over-reliance, or possible loss of specific skills of workers.”

DEFINITION

Use of systems or technical procedures to allow a device or system to execute (partially or fully) a function that was previously, or conceivably could be, carried out (partially or fully) by a human.

Priority areas – Automation of tasks

OPPORTUNITIES

- Automation of high-risk or repetitive work tasks
- Increased time for worker learning/creativity
- Reduced exposure to hazardous environments

RISKS AND CHALLENGES

- Loss of human situation awareness
- Over-reliance
- Possible loss of specific skills of workers

Priority areas – Remote and hybrid work



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

DEFINITION

Remote work can be defined as any type of working arrangement involving the use of digital technologies (e.g. personal computers, smartphones, laptops, software packages and the Internet) 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.

Priority areas – Remote and hybrid 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

- Isolation and lone working
- Work intensification
- Long/irregular working hours
- Conflicts between private and working life
- Inadequate equipment

Priority areas – Worker management through AI



“It is essential to build trust in these systems by informing, consulting and allowing workers to participate in their design and implementation.”

DEFINITION

Refers to a worker management system that gathers data, often in real time, on the workspace, workers and the work they do, which is then fed into an AI-based model that makes automated or semi-automated decisions or provides information for decision-makers on worker management-related questions.

Priority areas – Worker management through AI

OPPORTUNITIES

- Improved scheduling and task allocation
- Optimised work organisation
- Information to identify OSH issues

RISKS AND CHALLENGES

- Reduced worker autonomy and control
- Increased pressure to work faster
- Invasion of privacy

Priority areas – Smart digital systems



“These new systems use digital technologies to collect and analyse data or signals in order to identify and assess OSH risks, thereby preventing or minimising harm and promoting OSH.”

DEFINITION

Digital systems for monitoring and enhancing workers’ safety and health including smart Personal Protective Equipment (PPE) - that can identify levels of gases, toxins, noise levels and high-risk temperatures, wearables - able to interact with workers, with sensors that may be embedded in hardhats or safety glasses, mobile or static systems that use cameras and sensors - e.g. drones that effectively reach and monitor dangerous areas of work sites avoiding to put humans in danger in the construction and the mining industries.

Priority areas – Smart digital systems

OPPORTUNITIES

- Prevent and minimise harm to workers
- Improved OSH compliance
- Informed decision-making
- Effective enforcement
- More training opportunities in virtual environment

RISKS AND CHALLENGES

- Data inaccuracies or misinterpretation
- Overreliance on technology
- Loss of control over work tasks

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
- Holistic approach to evaluating digital technologies and systems

EU-OSHA and campaign partners



Campaign resources



[Publications](#)



[Campaign materials](#)



[Campaign toolkit](#)



[Social media kit](#)



[Napo films](#)



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[Case studies](#)



[Legislation and regulations](#)



[Infographics](#)



<https://healthy-workplaces.eu>



How to get involved



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[Good Practice Awards](#)



[Campaign toolkit](#)



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<https://healthy-workplaces.eu>



Join us beyond the bits and bytes!



📄 Find out more on the campaign website:
www.healthy-workplaces.eu



#EUhealthyworkplaces

Thank you!



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