

## DENMARK. NON-INSPECTION ACTIVITIES

Title of the non-inspection activity: **Communication campaign on asbestos**

Duration of the non-inspection activity: **The campaign's launch phase was April to June 2024.**

Aim of the non-inspection activity: **The primary aim of the campaign is to convey that asbestos is found in more places than you might think in a way that engages the target audience.**

Scope of the non-inspection activity (description): **In the spring of 2024, the Danish Working Environment Authority (WEA) launched a communication campaign highlighting the dangers of working with asbestos. This natural mineral, widely used in 19th-century building materials, is well known to be found in roofing. Additionally, it has been used in e.g. concrete, pipe insulation, fireproof drywall and flooring in many Danish buildings.**

**The campaign primarily targets Danish homeowners, many of whom are unaware that they may be responsible for conducting a preliminary investigation before hiring craftsmen. There is also a widespread belief that protecting against asbestos is both costly and challenging.**

**The campaign's central element is a TV-style video series featuring two influencers, renowned from home renovation channels on Instagram and national TV. In the series, an inspector from the WEA quizzes them on asbestos in a house from the 1960s. In the video series the two influencers are surprised that asbestos is found in so many different building materials and in so many different rooms in the house. This was a genuine reaction that mimics the knowledge level in the target audience.**

Sector covered by the non-inspection activity: **Building and construction.**

The number of establishments covered by the non-inspection activity: **Home owners and craftsmen is a primary target audience. In 2017 there were 1,57 mio. Danish home owners.**

The number of labour inspectors involved in implementing the non-inspection activity: **3**

The number of specialised staff (but not labour inspectors) involved in implementing the non-inspection activity: **The project group consisted of 4 primary participants.**

The number of persons involved in supervising the implementation of the non-inspection activity (including the preparation of communication and promotional materials and summing up its results): **The primary supervision was conducted by two department heads, one specializing in chemistry and the other in communication.**

Background of the non-inspection activity: **The communication campaign is part of a political agreement on a strengthened occupational health and safety effort for 2023-2026. The agreement includes, among other things, a series of initiatives aimed at reducing the exposure.**

Budget of the non-inspection activity: **615.385,72 DKK including production and ad spend.**

Short summary of the outcome of the non-inspection activity: **The project managed to create an array of collaboration on the subject of safe handling of asbestos. This included The Industry Community for Working Environment in Building and Construction, Danish NGO and knowledge center Bolius, influencers, construction markets and more. On WEA's social media channels the campaign reached a record high of 11,7 million exposures. Additionally, the campaign's websites received 10,000 visits during the launch phase, and the WEA Call Center saw an increase in related inquiries from 2-3 calls per day to 10-20 calls per day.**

No.	question	yes/no	comment
<b>Non-inspection activity</b>			
<b>A. Stakeholders cooperating with the labour inspectorate in non-inspection activity</b>			
1.	Were external stakeholders involved in the implementation of the non-inspection activity:		
a)	From the public sector?	Yes	<p>Please specify them.</p> <p><b>The Industry Community for Working Environment in Building and Construction have been invited to discuss the scope of the project several times throughout the planning and production of the campaign. This plays an important role in making sure that the central messages in the campaign are easy to understand and relevant for the target audience. The Industry Community for Working Environment in Building and Construction consist of the unions and employer organizations in that industry. These organizations often play a central role in communicating messages of the inspectorate’s communication campaigns to their members.</b></p> <p>Who verified consistency of the implemented project with the approved plans?</p> <p><b>This wasn’t a task for the external stakeholders.</b></p> <p>To what extent consistency of the implemented project with the approved plans was verified?</p> <p><b>This wasn’t a task for the external stakeholders.</b></p>
b)	From the private sector?	Yes	<p>Please specify them.</p> <p><b>We have worked with different private stakeholders in order to maximize the reach of the campaign.</b></p>

			<p><b>Home owners is a central target audience for the campaign. It's an audience we share with Danish NGO and knowledge center Bolius. They have a website and a magazine with a strong reach in the target audience. The collaboration have resulted in an increased focus on asbestos in their communication.</b></p> <p><b>When home owners visit construction markets there mindset is on renovation and related topics. In the campaign we asked construction markets to share a poster about hazards when working with asbestos.</b></p> <p>Who verified consistency of the implemented project with the approved plans?</p> <p><b>This wasn't a task for the external stakeholders.</b></p> <p>To what extent consistency of the implemented project with the approved plans was verified?</p> <p><b>This wasn't a task for the external stakeholders.</b></p>
2.	Does your national legislation specify the rules of cooperation with stakeholders in non-inspection activity?	Yes	<p>What are these rules?</p> <p><b>The Danish Working Environment Authority's (WEA) cooperation with other actors in the field of the working environment takes place on both a statutory and non-statutory basis. WEA's cooperation with stakeholders in non-inspection activity is thus not conditional on the legislation laying down rules on the form of cooperation, etc. At the same time, it is a fundamental premise in the legislation on WEA's exercise of authority that WEA's activities are more</b></p>

		<p>branched than simply relating to inspection. For example, WEA must also carry out more service-oriented activities that society demands. Within this, there is a large scope for cooperation with parties and other stakeholders.</p> <p>In addition, the Working Environment Act also lays down certain specific rules for cooperation between WEA and other stakeholders in non-inspection activity.</p> <p>For example, it is a requirement that The Working Environment Council (WEC) has the opportunity to comment on and make proposals for legislative changes and new regulations in the field of the working environment. WEC consists of representatives from employer and employee organisations.</p> <p>Furthermore, in the working environment legislation on the Sector Working Environment Committees, there are rules, which either directly or indirectly regulate the issue of cooperation between the committees and WEA.</p> <p>These include rules that the committees can initiate and participate in special company-oriented working environment activities within the industry, including activities that other actors, for example WEA, initiate.</p> <p>Furthermore, it is a legislative requirement that draft guidelines and the like on working environment conditions that the committees have in process, which contain a normative interpretation of the working environment legislation, must be submitted</p>
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			<p>to WEA for comments before they are issued.</p> <p>For information, the setting up of the committees takes place after approval from the Danish Minister of Employment following an opinion from WEC. The committee's task is to assist companies in one or more industries with information and industry guidance on the working environment. The committees consist of representative organizations for workers and employers within the industries that the individual committee covers.</p> <p>Do the rules limit cooperation to state (local) authorities or do they permit cooperation with private sector stakeholders too?</p> <p><b>The rules permit cooperation with private sector stakeholders, as described above.</b></p>
3.	While selecting stakeholders for cooperation during the non-inspection activity, was any account taken of the results of the inspectorate's cooperation with such stakeholders during previous initiatives?	Yes	<p>If so, how were the results of such cooperation during previous joint undertakings documented?</p> <p><b>The stakeholder's part in sharing the messages through their own channels are often documented in the evaluation of the inspectorate's communication campaigns.</b></p>
<b>B. Sources of project financing in the labour inspectorate's activity</b>			
4.	Was the project (of non-inspection activity) financed solely by the labour inspectorate?	Yes	
<b>C. Preparation of the project (of non-inspection activity)</b>			
5.	What sources were used to specify the described non-inspection activity?		<input checked="" type="checkbox"/> inspectorate's own database of occupational diseases <input checked="" type="checkbox"/> others (please specify)

			<b>Qualitative feedback from inspectors with knowledge in that specific area.</b>
6.	How was the project (of non-inspection activity) prepared?		
a)	By an organisational unit of the labour inspectorate	No	
b)	By a group/team established ad hoc to implement the project	Yes	<p>Who were the members of the group?</p> <p><b>The project team consisted of a sector expert, a chemistry expert, an inspector within the field and two communication officers with one of them leading the project. All group members worked within the inspectorate.</b></p> <p>Who verified consistency of the implemented project with the approved plans?</p> <p><b>The project leader tracked the consistency throughout the project and principle decisions were approved by leaders from the offices involved in the project group.</b></p> <p>To what extent consistency of the implemented project with the approved plans was verified?</p> <p><b>The project evaluation was done to verify that the communication campaign met its targets.</b></p>
c)	By an external entity (e.g. another public authority or a private enterprise)	Yes	<p>What was that entity?</p> <p><b>The main part of the project was developed and produced by a communication agency in close collaboration with the project group within the inspectorate.</b></p> <p>Who verified consistency of the implemented project with the approved plans?</p> <p><b>The project leader and head of the communications team within the inspectorate.</b></p>

			To what extent consistency of the implemented project with the approved plans was verified? <b>In the evaluation.</b>
7.	Was the project (of non-inspection activity) related to an inspection task?	Yes	What was the title of the inspection task? <b>Holistic supervision in the building and construction industry (In Danish: Helhedsorienteret tilsynsindsats i Bygge og Anlæg)</b> What was the scope of the inspection task? <b>The inspection task is an ongoing activity in the building and construction industry. Asbestos is one of many hazards that the inspectors are aware of when they visit construction sites.</b> To what sector did the group of inspected establishments belong, etc.? <b>Building and construction.</b>
8.	During which phase was the inspection task launched?		<input checked="" type="checkbox"/> prior to the non-inspection activity, Comments: <b>The inspection task is a fixed activity in the industry.</b>
9.	What components were included in the plan of actions (of non-inspection activity)?		<b>The data behind the campaign, target audience, key messages, communication channels, timeline.</b>
10.	How was the target group of the non-inspection activity specified?		
a)	In the plan of the non-inspection activity.	Yes	
b)	In a different way.	No	
11.	What criteria were used while selecting the target group?		<b>The target audiences were based on a political decision and carefully selected based on their possibility to influence the hazards in a positive way.</b>

12.	Were IT tools used to identify the priority area in the described non-inspection project?	No	
13.	Were IT tools used to identify the target group of activities carried out within the described non-inspection project?	No	
<b>D. Types of tasks undertaken during implementation of the non-inspection activity</b>			
14.	What activities were carried out so as to implement the project of the non-inspection activity?		<input checked="" type="checkbox"/> distribution of publications, audio-visual materials; <input checked="" type="checkbox"/> information in the press <input checked="" type="checkbox"/> information on the Inspectorate's own websites <input checked="" type="checkbox"/> information on websites of stakeholders <input checked="" type="checkbox"/> paid campaign on the Internet <input checked="" type="checkbox"/> information in the social media (FB, Instagram, X) <input checked="" type="checkbox"/> e-mailing / newsletter <input checked="" type="checkbox"/> information disseminated via stakeholders <input checked="" type="checkbox"/> others: <ul style="list-style-type: none"> <li>- <b>An ad has been running on info screens at technical schools across the country.</b></li> <li>- <b>A central activity in campaign was a webbased quiz in three versions adjusted to the campaigns different audiences.</b></li> </ul>
15.	How were the contents of the project (of non-inspection activity) disseminated?		
a)	The mass media used to disseminate the message (tick the appropriate answer)		How many (regional/national) newspapers/ periodicals, (regional/national) TV and radio stations did you cooperate with?
	– regional press	Yes	<b>The campaign messages has been shared in the national newspaper Jyllandsposten, the regional newspaper TV2 Øst, the news</b>
	– national press	Yes	
	– national radio station,	Yes	

	– advertising with the use of an Internet advertising network, e.g. Google Ads	Yes	<p><b>broadcast of the regional radio station P4 that is covering all Danish regions.</b></p> <p>How frequently did the message appear in each of the used mass media? In what period did the message appear?</p> <p><b>The messages appeared during the campaign period.</b></p> <p>What percentage of the target group was reached by the message via each of the mass media involved in the non-inspection activity?</p> <p><b>Because the appearance in the press was editorial the media houses don't provide a calculation of reach in the target audience. All press activity is highly relevant because home owners is a very broad audience. On YouTube the campaign ad reached an exposure of 2,1 million.</b></p>
b)	Other ways of informing the general public about the non-inspection activity.	No	
16.	Was effectiveness proven during previous projects taken into account while selecting activities for the described project of non-inspection activity?		<p>How was the effectiveness of activities assessed and documented?</p> <p><b>The main target audience was new to the inspectorates campaign effort.</b></p>
<b>E. Methods of disseminating information about the project of the non-inspection activity</b>			
17.	Did you develop any plan to communicate the information about the project to:		
a)	stakeholders in the sector covered by the non-inspection activity ?	Yes	<p>What information did the communication plan contain?</p> <p><b>This is described in 1.a) To elaborate clear launch dates made it easy for stakeholders</b></p>

			<b>in the sector to help spread the campaign message.</b>
b)	the general public?	Yes	What information did the communication plan contain? <b>This is covered in 9.</b>
18.	Did you assess the effectiveness of communication of the project contents to stakeholders in the sector covered by the non-inspection activity or to the general public?	Yes	
a)	If so, who did it and in what way?		Entities which conducted such assessment: <b>The inspectorate's evaluation of the campaign contains a section on stakeholders sharing the campaign messages.</b>  The methods of assessment: <b>Monitoring of relevant channels.</b>
b)	If so, please specify the three most effective ways to communicate information about the project to stakeholders in the sector covered by the non-inspection activity.		<b>1. Meetings during the planning and production of the campaign in combination with a package with sharable communication products.</b> <b>2. N/A</b> <b>3. N/A</b>
c)	If so, please specify the three most effective ways to communicate information about the project to the general public.		<b>This is covered in other answers.</b>
<b>F. Evaluation of the non-inspection activity. Methods and tools used to evaluate non-inspection initiatives.</b>			
19.	Were the project results evaluated?	Yes	<i>Indicators that were used for evaluation?</i> <b>In the campaign evaluation there are a twofold focus on both reach and traffic in all channels where that metric is available.</b>

			<b>This was supported by some qualitative inquiries.</b>
20.	How were the project <b>results</b> evaluated?		
a)	Was any final summary evaluation of the non-inspection activity made?	Yes	The scope of such evaluation: <b>The final evaluation gathers all relevant sources on the campaign performance across channels.</b>
b)	Were partial assessments made during the non-inspection activity?	Yes	The frequency and the scope of partial assessments. <b>The campaign activity on social media was continuously assessed and adjusted to enhance performance.</b>
c)	Did you prepare a formal document with evaluation of the promotional campaign after its completion?	No	
21.	Were the <b>effects</b> of the non-inspection activity evaluated?	Yes	Indicators that were used for the evaluation. <b>The measurable impact of the campaign is documented by user interactions on digital channels and increased traffic to the inspectorate's helpline. Additionally, the evaluation includes stakeholder and press activity related to the campaign.</b>
22.	What tools and methods were used to evaluate the <b>effects</b> of the non-inspection activity?		
a)	Evaluation by labour inspectors during inspection of establishments covered by the promotional campaign.	No	
b)	Checklists filled out by establishments covered by the promotional campaign.	No	
c)	Questionnaires (surveys) addressed to establishments covered by the campaign.	No	

d)	Other tools and methods applied during evaluation of the promotional campaign.	Yes	<b>Same answer as 21.</b>
23.	Were IT tools used to assess the effectiveness of the non-inspection campaign?	No	