

## ITALY. NON-INSPECTION ACTIVITIES

Title of the non-inspection activity: **ISI public notice 2018 Incentives to companies**

Duration of the non-inspection activity: **December 2018 - April 2019**

Aim of the non-inspection activity: **The communication campaign conveys a message with a dual dimension, informative and value based. The objective is to communicate that, for companies, investments in prevention must be considered a growth factor and, for workers, an opportunity to adopt safe behaviours, through greater knowledge and awareness of risks at workplace.**

Scope of the non-inspection activity (description): **Since 2010, Inail has made ISI notices available to companies to contribute to the implementation of projects improving health and safety levels in the workplace. With a single public notice, funding is allocated for all businesses, including agricultural ones, with non-repayable incentives distributed on a regional basis.**

Sector covered by the non-inspection activity: **General, with a focus on employers of micro and small businesses.**

The number of specialised staff (but not labour inspectors) involved in implementing the non-inspection activity: **external communications agency staff.**

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): ...

Background of the non-inspection activity: **prevention aimed at reducing the risk of accidents at work**

Budget of the non-inspection activity: **700.000 euros**

Short summary of the outcome of the non-inspection activity: **media planning was made to achieve strong penetration towards the target audience, contributing to reach campaign objectives. An adequate media mix has been identified in terms of impact (memorability, effectiveness), quality (medium/target affinity), effectiveness (coverage and penetration) and efficiency (cost/contact), to achieve widespread communication also throughout the territory.**

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?	<b>NO</b>	
b)	From the private sector?	<b>NO</b>	
2.	Does your national legislation specify the rules of cooperation with stakeholders in non-inspection activity?	<b>NO</b>	
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?	<b>NO</b>	
<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?	<b>NO</b>	<b>100% by INAIL</b>
<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"/> proposals of partner institutions <b>Inail, in implementation of the promotional activities of culture and prevention actions envisaged by Legislative Decree n.81/2008</b>
6.	How was the project (of non-inspection activity) prepared?		
a)	By an organisational unit of the labour inspectorate	<b>NO</b>	
b)	By a group/team established ad hoc to implement the project	<b>NO</b>	

c)	By an external entity (e.g. another public authority or a private enterprise)		<p>What was that entity? (What were those entities?)</p> <p><b>Communication agency responsible for the design and implementation of Inail communication campaigns</b></p> <p>Who verified consistency of the implemented project with the approved plans?</p> <p><b>INAIL Communication Central Directorate</b></p>
7.	Was the project (of non-inspection activity) related to an inspection task?	<b>NO</b>	
8.	During which phase was the inspection task launched?		
9.	What components were included in the plan of actions (of non-inspection activity)?		<p><b>The campaign was divided into information spaces on national and local television and radio channels and in visual and informative contents in print media and on web platforms. An audio spot and a 30'' video were created</b></p>
10.	How was the target group of the non-inspection activity specified?		
a)	In the plan of the non-inspection activity.	<b>YES</b>	
b)	In a different way.		
11.	What criteria were used while selecting the target group?		<p><b>The target is generalist as it includes all types of companies, with particular attention to employers of micro and small businesses</b></p>
12.	Were IT tools used to identify the priority area in the described non-inspection project?	<b>NO</b>	
13.	Were IT tools used to identify the target group of activities carried out within the described non-inspection project?	<b>NO</b>	



D. Types of tasks undertaken during implementation of the non-inspection activity			
14.	What activities were carried out so as to implement the project of the non-inspection activity?		<input checked="" type="checkbox"/> <b>information in the press</b> <input checked="" type="checkbox"/> <b>information (campaign) on the radio</b> <input checked="" type="checkbox"/> <b>information (campaign) on TV</b> <input checked="" type="checkbox"/> <b>paid campaign on the Internet</b>
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	<b>NO</b>	<b>17 newspapers/periodicals</b>
	– national press	<b>YES</b>	<b>1 national radio station</b>
	– regional TV	<b>YES</b>	<b>116 local radio stations</b>
	– national TV,	<b>YES</b>	<b>3 national TV stations</b>
	– local radio station,	<b>YES</b>	<b>35 local TV stations.</b>
	– national radio station,	<b>YES</b>	How frequently did the message appear in each of the used mass media? In what period did the message appear?
	– e-bulletins for subscribers	<b>NO</b>	<b>Press 1 ad (of different format) published 1 to 3 times for each newspaper</b> <b>National radio stations spot aired 5 times per day for a total of 70</b> <b>Local radio stations spot aired 52 times per station for a total of 6,032</b> <b>National TV stations spot aired 65 times totally</b> <b>Local TV stations spot aired 265 times totally</b>
	– information websites	<b>YES</b>	
	– specialist websites	<b>YES</b>	
	– websites addressed to the target group of the LI's activities	<b>NO</b>	
	– advertising with the use of an Internet search engine, e.g. Google	<b>NO</b>	
	– advertising with the use of an Internet advertising network, e.g. Google Ads	<b>NO</b>	
	– others (please, specify)	<b>NO</b>	
b)	Other ways of informing the general public about the non-inspection activity.	<b>YES</b>	<b>Information on the campaign, including information material, was also published on the Inail website</b>
16.	Was effectiveness proven during previous projects taken into account while selecting activities for the	<b>NO</b>	

	described project of non-inspection activity?		
<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 ?	<b>NO</b>	
b)	the general public?	<b>YES</b>	<b>Information regarding the objectives, the communication strategy, the target, the media plan, the dissemination period has been published on the Inail website</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?	<b>NO</b>	
a)	If so, who did it and in what way?		
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.		
c)	If so, please specify the three most effective ways to communicate information about the project to the general public.		
<b>F. Evaluation of the non-inspection activity. Methods and tools used to evaluate non-inspection initiatives.</b>			
19.	Were the project results evaluated?	<b>YES</b>	<b>Different indicators were used: n. readers for each periodical newspaper; n. views and clicks for Internet content; GRP indices for both national and local radio and TV</b>

20.	How were the project <b>results</b> evaluated?		
a)	Was any final summary evaluation of the non-inspection activity made?	<b>NO</b>	
b)	Were partial assessments made during the non-inspection activity?	<b>NO</b>	
c)	Did you prepare a formal document with evaluation of the promotional campaign after its completion?	<b>YES</b>	The entities which conducted such external evaluation: <b>External communication agency</b>
21.	Were the <b>effects</b> of the non-inspection activity evaluated?	<b>NO</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.	<b>NO</b>	
b)	Checklists filled out by establishments covered by the promotional campaign.	<b>NO</b>	
c)	Questionnaires (surveys) addressed to establishments covered by the campaign.	<b>NO</b>	
d)	Other tools and methods applied during evaluation of the promotional campaign.	<b>NO</b>	
23.	Were IT tools used to assess the effectiveness of the non-inspection campaign?	<b>NO</b>	