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## Social campaigns concerning work safety in the context of social responsibility of business in Poland

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## SOCIAL CAMPAIGNS CONCERNING WORK SAFETY IN THE CONTEXT OF SOCIAL RESPONSIBILITY OF BUSINESS IN POLAND

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### Introduction

Social responsibility (Corporate Social Responsibility - CSR) has been defined by the European Commission as the concept of voluntary inclusion of social goals and goals associated with the protection of environment in normal company business activities and relations with all interested partners<sup>1</sup>. According to the assumptions, a responsible entrepreneur treats clients, business partners and competition in an honest way, cares for the health, safety, security and good disposition of employees, motivates employees by offering them training and opportunities for development, acts like a „good citizen” in the local community, and respects natural resources and the environment.

One of important elements in the functioning of a socially responsible company are actions taken for the benefit of employees and their families, as well as employees of all companies from the business community with which the company maintains relations, including subcontractors.

For the purpose of popularizing issues associated with these activities and especially associated with work safety and the protection of employees' health, social informational campaigns have been conducted for 10 years. These are supposed to change the attitudes of employees and employers to a pro-safety approach by raising awareness and providing knowledge on the risks in the workplace and how to reduce these risks. This was also the motivation behind the social campaign titled „Accident prevention” carried out in 2012 by the Central Institute for Labour Protection - National Research Institute (CIOP-PIB). In particular, it encouraged supporting stakeholders (subcontractors, other companies from the closest community and representatives of local communities) in the area of improving work conditions and other elements through directly communicating norms and values in this respect.

The goal of this paper is to highlight the role of actions aimed at improving work hygiene and safety in companies' social responsibility policy, as well as to discuss examples of actions in the area of work safety taken for the benefit of the above groups of stakeholders by companies and institutions engaged in the implementation of objectives of the social campaign titled „Accident prevention”. In the article various

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*1 Communication of the European Commission, Social responsibility of business: the contribution of business to sustainable development. COM (2002) 347 from 02.07.2002.*

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approaches to the implementation of detailed objectives of campaigns conducted by Polish companies and organizations complying with the rules of social policy and social responsibility in business are discussed.

### **Health and safety at work in the concept of Corporate Social Responsibility**

As the ISO 26000<sup>2</sup>, norm, which is currently being introduced, says, social responsibility is the responsibility of an organization for the impact of its decisions and actions on the society and the environment through clear and ethical behaviours, which:

- contribute to sustainable development, including the health and welfare of society,
- take into consideration the expectations of people or groups, who are interested in the decisions or actions of an organization,
- comply with legal regulations and are compatible with international norms of behaviour,
- are implemented across the whole organization and used in activities within its sphere of influence.

Such a comprehensive approach to the social responsibility of business has taken shape over the last three decades. Work on regulations for commercial activity in the form of documents, codes and descriptions of practices started back in the 1970s. The first documents were created as guidelines for the ever more broadly developing multinational companies (*e.g. the guidelines of OECD for multinational companies from 1976*).<sup>3</sup> They defined more than uniform rules of functioning referring to, for example, technical issues, providing information or competition, but even then one of the codified chapters was „Relations between employees and employers”. Further documents, which now constitute a historical basis for understanding social responsibility, often referred to the issues of these relations within a company. This, up till now, has often been regarded as the basis for achieving success on the market.

In 1977 the *Trilateral Declaration of Rules Concerning International Companies and Social Policy* defining the guidelines for international companies in the area of employment, observing employees' rights and working conditions was introduced. In the 1970's the Conventions of the International Labour Organization with regard to employees' rights were introduced. At the same time representatives of business tried to work out the rules of social responsibility within the activities of companies (*e.g. global Sullivan principles - adopted in 1977*). What was noticed then was that actions beneficial to health and safety at work, as well as public security, contribute to the growth of a feeling of social responsibility both for those who are responsible for it and for the recipients. It was concluded that care for security and health, as well as treating employees as a separate and important group of stakeholders, can and should be used more often in the promotion of companies and its products.

At the end of the last century (1997), in order to independently verify the requirements of social responsibility that companies should satisfy, the SA8000 regulation was formulated. This regulation

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<sup>2</sup> <http://www.odpowiedzialnafirma.pl/o-csr/iso-26000>, 6.11.2012.

<sup>3</sup> Ł. Makuch, *Instytucje rynku CSR w Polsce. Przewodnik po kluczowych organizacjach, mediach oraz inicjatywach promujących i edukujących w zakresie Społecznej Odpowiedzialności Biznesu w Polsce*. [http://old.fob.org.pl/cms\\_a/upload/file/PublikacjeIBadania/InstytucjerynkuCSRwPolsce2010.pdf](http://old.fob.org.pl/cms_a/upload/file/PublikacjeIBadania/InstytucjerynkuCSRwPolsce2010.pdf), 6.11.2012, p. 12.

defines standards at the workplace. It requires a number of conditions to be met, including basic recommendations concerning the safety of the work environment. In form and composition it is close to ISO norms concerning the systems of quality and environment management, as well as the Polish norm PN-N-18001 defining the requirements for systems of work hygiene and safety management. It allows joint management of these systems within the framework of an integrated quality, environment, work hygiene and safety management system.

One of the ways of including aspects of health and safety in socially responsible actions in a company is implementation of the SA8000<sup>4</sup> norm. This creates the opportunity to obtain a certificate in this respect (which is often significant for a company's image), which is undoubtedly also a motivation to implement the rules of social responsibility of business in the area of work hygiene and safety.

Currently, the ISO 26000 norm is also being introduced. This norm pays particular attention to the necessity of conducting assessments of professional risk, as well as to other issues in the sub-area *Health and safety at work* and includes:

- establishing a system for protection of health and safety at work based on the participation of employees,
- analyzing accidents at work and occupational diseases, as well as problems reported by employees,
- eliminating risks, and the development and application of safe work practices,
- guaranteeing the participation of employees in health and safety management.

The aforementioned elements are implemented within the framework of a system of work hygiene and safety management. For this reason, socially responsible actions can be associated with components of this system. It is necessary to point out here that for companies which have implemented health and safety management systems according to the PN-N-18001 norm, the implementation of the rules of social responsibility of business complying with ISO 26000 is no problem. Managing occupational risk constitutes the foundation of every work safety and hygiene management system based on the cooperation of employees.

Surveys conducted in companies by Dr. Z. Pawłowska (CIOP-PIB, 2008-2009) to assess the management of health and safety and identify socially responsible practices showed that the quality of employees' life is higher in companies where the level of implementation of socially responsible practices is higher. Moreover, the development of health and safety management supports the implementation of CSR practices in companies. Legal requirements and the involvement of the management were identified as the main factors supporting the implementation of socially responsible practices.

In the contemporary world, defining the relations of the management with employees is the basis for creating the appropriate image for the employer, not only in the eyes of the staff, but also of the product's recipients. Relations with direct superiors and the quality of internal communication greatly influence the loyalty of an employee and his ties with the company. This in turn influences his engagement, responsibility and efficiency.

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<sup>4</sup> <http://www.sa-intl.org/6.11.2012>

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The results of a survey conducted two years ago<sup>5</sup> on Poles' associations with socially responsible business show the importance of looking after employees. The survey shows that Poles associate CSR with:

- care for health and disposition of employees 46%
- respecting human rights 37%
- supporting the development of local community 32%
- applying the rules of ethics in business 22%
- care for the natural environment 19%

An interesting note on the subject of these deliberations - health and disposition of employees - is that they are treated differently by men (who associate it in 64% of cases with social responsibility) and women (who associate it with social responsibility in 38% of cases), which confirms the common conviction that men pay more attention to particulars and that women have a more comprehensive view of reality.

The European Agency for Health and Safety at Work, headquartered in Bilbao, stresses that care for the health and disposition of employees constitutes one of the integral elements of a company's social responsibility and employees are among the key stakeholders in every organization. It encourages companies which want to implement the assumptions of social responsibility of business with regard to employees, to take the following measures:

- improving work conditions (including safety and hygiene at work) and raising the level of job satisfaction,
- maintaining the work/life balance,
- providing all employees with equal opportunities,
- providing opportunities for professional development and offering training,
- securing efficient communication with employees and including them in the company's decision-making process,
- responsible and fair remuneration or providing financial aid to employees.

The issues of the employee safety are regarded as an important element of the system, because employee health and safety is one of the aspects used to measure the general progress of companies.

Arguing that socially responsible actions (or the safety of employees associated with it) can be postponed in times of crisis is substantially incorrect. The opposite is in fact the case. Not only for reasons associated with peoples' well-being, but also because there is the necessity to maintain the image of the company, which directly corresponds to its economic state. After all, corporate social responsibility need not constitute a cost factor in a company. Becoming a strategy of running a business, it should also be an effective mechanism stimulating innovation and building competitive advantage. It is then that social responsibility is even more important as it allows on the one hand to increase employee loyalty (it is not necessary to invest in them) and on the other hand it boosts the credibility of the employer, which makes

*5 Univesum Topical Report; survey conducted in 2010 on a sample of 6000 people in a few European countries; [www.kariera.com.pl/Twoja-Kariera/Co-slychac-w-branzy/2011-07/CSR-wedlug-Polakow](http://www.kariera.com.pl/Twoja-Kariera/Co-slychac-w-branzy/2011-07/CSR-wedlug-Polakow).*

it possible to recruit better candidates for work.

Also, according to employers, a crisis situation is a time when managers should more often and more regularly provide employees with information that can lower their stress levels and build up their morale and positive determination.

Despite growing awareness of the importance of problems associated with improving working conditions, only 1% of labour costs is invested in actions associated with the improvement of work conditions (1.1% in big companies and only 0.6% in medium companies)<sup>6</sup>. This is probably one of the reasons for the consistently high number of accidents in Poland.

As statistics show, one of the main causes of these accidents is improper behaviour by employees (especially the young and inexperienced). Hence all actions aimed at raising their awareness are purposeful and even necessary. It is possible to change employee and employer attitudes to pro-safety by raising awareness and providing knowledge on risks at the workplace, organizing, for example, information campaigns.

As research on good practices of social responsibility of business conducted at CIOP-PIB in 2008-2010 shows, voluntary inclusion of health and safety aspects to company CSR activities is still comparably rare in Poland. Big, international companies and corporations, which most often offer their employees packages of additional social benefits (e.g. healthcare, subsidies for kindergarten) are usually the leaders in this respect. More and more often, companies, in the course of socially responsible activities, take up initiatives aimed at counteracting discrimination and harassment at work. Smaller companies don't have big budgets at their disposal, which is why they apply simple social facilities, which don't require any costs.

Companies should share their good practices in this respect as is shown by reports of the Responsible Business Forum. In the last report in which good CSR practices were published, 20 are devoted to various actions associated with the protection of the employee at work. These include activities getting employees involved in the assessment of the state of security in a company or contests checking and boosting the knowledge about procedures and regulations. At the same time, as the number of active companies reporting their „good practices“ hasn't changed substantially over recent years, currently, the Central Institute for Labour Protection is conducting a project concerning the preparation of tools and methods supporting the implementation of corporate social responsibility rules in the area of work hygiene and safety, which will make it possible to engage a greater number of companies. The project is a certain continuation of work conducted earlier (2008-2010) at the Institute (Research on the influence of the implementation of rules of social responsibility in companies on the quality of life of employees, Managing work hygiene and safety in socially responsible companies) and one of its goals is to educate and promote the concept of social responsibility in the context of employee safety. Despite many actions taken by social organizations such as the Responsible Business Forum, the level of knowledge about CSR in Poland and especially about the association of this subject with the security of employees is not satisfactory.

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<sup>6</sup> Koszty pracy w gospodarce narodowej w 2008 r. <http://www.stat.gov.pl>, 6.11.2012 (badania są przeprowadzane co 4 lata).

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Social campaigns serve the purpose of spreading this knowledge. These campaigns are supposed to change employer and employee attitudes to a pro-security approach by raising their awareness and providing knowledge on risks at the workplace. Campaigns on this subject have been carried out by the Institute for 10 years.

### **Social campaigns concerning safety at work**

A social campaign is a series of planned communicative actions aimed at achieving a particular goal, devoted to important social problems<sup>7</sup>. They have varied coverage and their efficiency to a large extent depends on the financial assets of organizers<sup>8</sup>. Most often, social campaigns concern the issues of health or disability, safety and pathology, or social risks. Carrying out such campaigns often requires the involvement of many groups and institutions, including specialists dealing with a particular problem, representatives of scientific circles, doctors, police, etc.

One of areas where campaigns are used as a form of communicating important social problems is safety at work. Conducting such campaigns - aimed at raising the level of knowledge about the methods of counteracting accidents and illnesses caused by work - is treated by the European Commission as one of the priorities of common strategy in the area of hygiene and safety at work. Social campaigns on this subject are initiated and conducted in Poland by, among others, Central Institute for Labour Protection - National Research Institute, which on the basis of many years of experience derived from organizing educational, informational and promotional activities, as well as based on examples of good practices from this area, has for many years been organizing and/or coordinating campaigns concerning the improvement of safety and quality of life of people at work. At the beginning, the Institute - as a national central point of the European Agency for Health and Safety at Work<sup>9</sup> - carried out campaigns within the framework of Polish versions of European ventures, but later, gained experience and knowledge of the area of social sciences allowed it to organize its own ventures concerning the problems affecting Polish employees and employers.

The social campaigns concerning safety at work organized by CIOP-PIB cover informational and educational activities aimed at reducing the number of accidents at work. Their long-term goal is to change the behaviours of employees in this respect and encourage employees to take systemic actions aimed at improving working conditions.

High level of awareness in the area of safety at work<sup>10</sup> can be described as a state in which a person (employer or employee) analyzes and understands the risk associated with work and modifies occupational activities so that they are carried out in a safe way, taking into consideration changing work conditions.

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7 Discussed in P. Zemor, *La communication publique*, PUF, Paris 1995, p. 49.

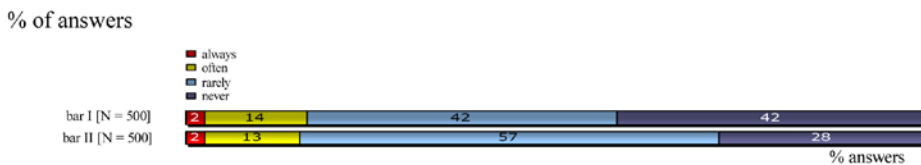
8 B. Dobek-Ostrowska, *Komunikowanie polityczne i publiczne*. Wydawnictwo Naukowe PWN, Warszawa 2006, p. 366.

9 <http://osha.europa.eu/pl/about>, 6.11.2012

10 Discussed in: W. Werner, *Człowiek, świadomość, społeczeństwo. Splątane korzenie współczesnej psychologii*. [in:] M. Wójtowicz-Dacka, L. Zajac-Lamparska (ed.), *O świadomości. Wybrane zagadnienia*, Wydawnictwo Uniwersytetu im. Kazimierza Wielkiego, Kraków 2007, p. 17-39.

However, as the results of CIOP-PIB research show, the level of awareness of issues associated with safety at work - both among employees and employers - is low. The results of research on attitudes towards safety at work and opinions on professional risk (carried out in 2008 and repeated in 2010) show that employees still consciously take risks at work from time to time. Only a few of over 40% of employees participating in the survey in 2008 and 30% of employees participating in the survey in 2010 admitted that they never worked intensively in bad psychological and physical condition (despite exhaustion, lack of sleep or bad health) and almost half of those surveyed gave the employer's expectations as the reason for such behaviour, as well as the excessive amount of duties (chart 1).

Chart 1. Answer to the question - Do you ever work intensively despite exhaustion, lack of sleep or bad health? (I bar - 2008; II bar - 2010).

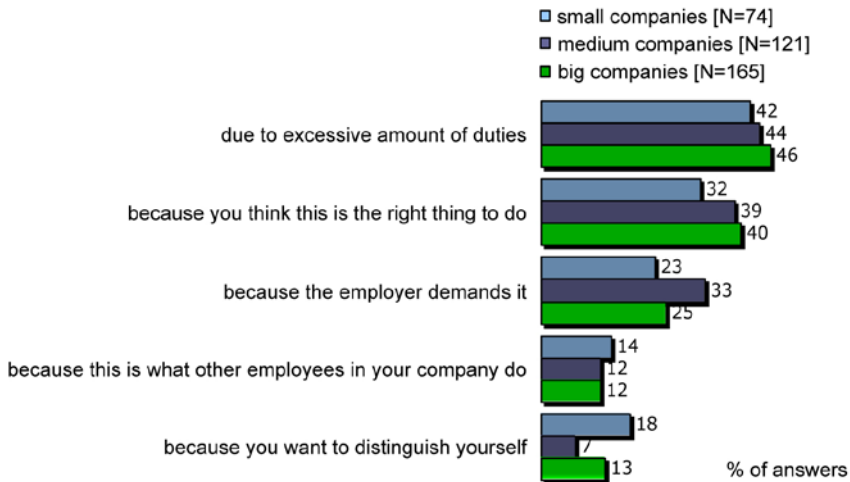


Source: Own materials.

Almost 40% of employees surveyed in 2010 concluded that in their opinion this is how they should behave and the same proportion of employees of small companies answered that they took up intensive work despite bad psychological and physical condition in order to distinguish themselves (chart 2). The above poll results show a very low level of awareness of safety at work.



Chart 2. Answer to the question - What are the reasons you work intensively, despite exhaustion, lack of sleep or bad health?<sup>11</sup>



Source: Own materials.

Moreover, almost 50% of the employees surveyed admitted that convenience and pace of work are more important than safety at work. Almost 35% of employees of small companies admitted that they don't always use means of individual protection when carrying out tasks which require it. The reason for such behaviour is the employees' conviction that they can do their work safely without means of protection, and that they can carry out tasks faster as the means of protection are not comfortable. Almost 70% of them expressed the opinion that accidents at work are the effect of happenstance.

Taking the above research results, the needs of companies and data from the Central Statistical Office concerning accidents at work,<sup>12</sup> into consideration, in 2012 a social campaign titled „Accident prevention“ was prepared and conducted. Because of the subject of the campaign, it was carried out under the patronage of the Ministry of Labour and Social Policy and the honorary patronage of the president of the State Mining Authority.

The goal of the campaign was to raise the awareness of employees and employers in the area of counteracting accidents, and to raise the level of knowledge about methods of accident prevention.

<sup>11</sup> Only people who admitted that they happen to work despite exhaustion, lack of sleep and bad health condition were asked this question.

<sup>12</sup> <http://www.stat.gov.pl>, 6.11.2012

## Detailed scope of the „Accident prevention” campaign

Accident prevention can be understood as systematic actions taken for the purpose of improving work safety in companies, covering, among others, properly prepared assessment of professional risk and disseminating its results among employees, organizational actions serving the purpose of limiting risks, e.g., temporal limitations on work in zones of exposure to noise or securing and proper choice of means of individual protection. In course of the campaign this approach to accident prevention was propagated. To supplement preventive actions it is necessary to popularise rules of safety at work understood as actions aimed at forming a culture of work safety in a company. It is only the combination of prevention and popularization that makes it possible to build a healthy and safe workplace.

The need to take broad preventive actions in the area of work safety and hygiene is highlighted by, among others, convention number 187 of the International Labour Organization concerning the structures promoting safety and hygiene at work<sup>13</sup>. Also, the Rada Ochrony Pracy (ed. Labour Protection Council, a body of the lower chamber of the Polish parliament) has called many times, especially in a resolution adopted on May 27, 2008, for intensification of preventive actions in the area of health and safety with the utilization of various forms, means and methods.

The efficiency of actions in the area of accident prevention depends on many factors, and one of the most important ones is building a culture of safety covering attitudes, values and norms of behaviour among employers and employees<sup>14</sup>. For this reason, in the course of the campaign measures serving the formation of culture of safety of employees and employers were taken.

According to article 207 §2 of the labour code, „the employer is obliged to protect the health and life of employees by securing safe and hygienic work conditions with appropriate utilization of achievements of science and technology”<sup>15</sup>. In the course of the campaign, actions for the purpose of forming a culture of safety and awareness among employers were taken.

Preventive actions, if they are properly carried out, bring measurable benefits to companies. The results include reducing losses caused by accidents at work and sick leave, raising the efficiency and quality of labour and boosting the competitive edge of companies<sup>16</sup>. For this reason, in course of the campaign the benefits that companies which take proper and efficient preventive actions were promoted.

According to the rules of andragogy, adults pay more attention to what they experience themselves, rather than what is only conveyed to them verbally. For this reason, during the campaign the focus was on encouraging representatives of companies and other partners of the campaign to organize their own ventures (directly at the workplace) corresponding to the chosen needs of a particular workplace environment.

<sup>13</sup> <http://www.dialog.gov.pl/mop>, 8.11.2012

<sup>14</sup> *Prevention brings results. An interview with Małgorzata Nietopiel director of the Department of Prevention and Rehabilitation of the Social Insurance Institution „AteSt” 2011, no.12, p. 8.*

<sup>15</sup> <http://www.ciop.pl/16713.html>, 6.11.2012

<sup>16</sup> [http://rop.sejm.gov.pl/1\\_Old/opracowania/pdf/prew.pdf](http://rop.sejm.gov.pl/1_Old/opracowania/pdf/prew.pdf), 14.09.2012

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## Forms of involvement in social campaign concerning work safety in the context of social responsibility of business

According to the definition of a social campaign, representatives of many communities and institutions, including specialists dealing with a particular problem, should get involved in conducting such a campaign. Thus, institutions which deal with the issues of work safety daily and representatives of companies joined the campaign. In 10 months (from February to November 2012) 41 official partners and 51 other companies and organizations from the whole country participated in the actions of the campaign. Partners submitted written applications for participation in the campaign, declared that they would strive to achieve the goals of the campaign, presented their planned ventures and defined their scope. Moreover, they focused on chosen particular goals of the campaign, which were defined by the organizer of the campaign in order to give direction to partners and limit the scope of their actions to the most important ones - from the point of view of the organizer of the campaign.

The following 6 particular goals of the campaign were defined:

- counteracting accidents among subcontractors and clients
- promoting good practice in health and safety in the area of cooperation with subcontractors
- raising the level of knowledge about preventing accidents, especially in segments of the economy prone to accidents
- raising the level of awareness of young employees in the area of counteracting accidents
- propagating rules for safe work at heights
- propagating methods for changing the awareness and behaviour of employees and employers.

Partners adopted extremely varied policies to achieve these targets. They acted individually or in groups, independently or in cooperation with the organizer of the campaign, for the benefit of internal or external stakeholders. For some partners in the campaign, the taken actions were a conscious element of socially responsible policies in particular companies. Being among partners was regarded as a part of image, as legitimization. In this case, the social aims defined by the campaign were in line with the specific goals of a socially responsible company. A different method of participation were group actions taken by task teams consisting of companies, institutions and organizations functioning in a single field or in a similar thematic area. In this case, the aims defined by the campaign were in line with the needs of a particular sector. In all cases, the actions conducted went beyond individual actions for the benefit of the local environment or participation in a charity event and thus they can be treated as examples of social responsibility by their organizers<sup>17</sup>.

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17 W. Klimaszewska, *Spoleczna odpowiedzialność biznesu a bezpieczeństwo pracy „Bezpieczeństwo Pracy-Nauka i Praktyka” 2005, nr 12, p. 7.*

## Goals of the campaign and the implementation of corporate social responsibility policy

One of the campaign partners, the operator of the gas distribution network, GAZ-SYSTEM S.A., is actively involved in initiatives in the area of corporate social responsibility and the actions carried out by the company concern four areas - market, workplace, local communities and natural environment. Applying socially responsible policies, the company signed a „Declaration on sustainable development of the energy sector in Poland“. The document points not just to energy security, but also to other elements which are important to the company. Implementing the point of declaration on „treating clients, suppliers and subcontractors as partners“ and at the same time the first goal of the social campaign, that is, counteracting accidents among subcontractors and clients, the company held together with CIOP-PIB a series of meetings with representatives of subcontractors.

The company's experience shows that the increasingly popular form of organization of companies' work, namely, outsourcing some tasks to external companies, increased the coverage of needs and care for securing safety at work to representatives of external companies.

Meetings under the general title „Safety and hygiene of work and managing environment in cooperation with subcontractors carrying out dangerous work involving gas“ were held in the branches of the company in Poznań, Tarnów and Warsaw. In total, 20 subcontractors (about 70 people) of GAZ-SYSTEM S.A. participated in these meetings. The idea behind each of these meetings was open communication by the company in the area of work safety, clear presentation of requirements and encouraging subcontractors to discuss these requirements. In each of the branches organizational solutions from the area of health and safety and environmental management, which are binding for subcontractors, as well as aspects of health and safety and the protection of environment during works on the gas distribution network of GAZ-SYSTEM S.A. were discussed. Representatives of subcontractors expressed their reservations and doubts concerning the requirements from the area of health and safety and environment protection imposed on them. Most doubts were clarified right away. Subcontractors also received details concerning the possibilities of getting support from GAZ-SYSTEM S.A. in association with the work carried out by them.

Photograph 1. Meetings with representatives of subcontractors of Gaz-System S.A.



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## **The goals of the campaign and the activities of groups of companies and organizations for the benefit of local community**

Detailed campaign goals were carried out not only by individual companies acting for the benefit of their closest community, but also by groups of companies and organizations creating a kind of task teams.

Such a task team was established in Ostrołęka, where 5 partners (Polish Federation of Engineering Associations FSNT NOT - Regional Council in Ostrołęka, National Labour Inspectorate, District Labour Inspectorate in Warsaw - Division in Ostrołęka, Mazowiecka Okręgowa Izba Inżynierów Budownictwa w Warszawie - Mazovian District Chamber of Construction Engineers in Warsaw, ENERGA Elektrownie Ostrołęka S.A. and Stora Enso Poland S.A. Ostrołęka factory) established the „Partnership for accident prevention”.

The effect of the establishment of the „Partnership” was a series of ventures aimed at achieving four of the campaign’s specific goals:

- raising the level of knowledge from the area of counteracting accidents, especially in branches of the economy prone to accidents
- raising the awareness of young employees in the area of counteracting accidents
- propagating safety rules for work at heights
- propagating methods for change of awareness and behaviour of employees and employers.

Social responsibility covers both the needs of employees within a company and the community outside. Over 6 months representatives of the closest business environment of the organizers, namely employers and employees from Ostrołęka and the area of Ostrołęka participated in free conferences, seminars, trainings and workshops organized by the „Partnership”.

The subjects discussed during these meetings were an answer to the most important economic and social problems of local companies, mainly construction companies. Some of the issues discussed were: safety rules for work on construction sites, at heights and in trenches, as well as legal aspects of labour protection. There were also training sessions in using means of protection against falling from heights and in rendering first aid in companies.

The actions of the „Partnership”, even though carried out in the course of the „Accident prevention” campaign, partially exceeded the framework defined by specific goals. An additional point in the program was a series of meetings of health and safety inspectors from Ostrołęka’s power plant with children from primary schools. The subject of the meetings covered the rules of safe behaviour both in and outside school. Particular attention was paid to the issue of safe behaviour near construction sites, as well as energy infrastructure. Children actively participated in the meetings and were eager to take part in quizzes and contests with prizes.

As opposed to the previous example, in this case for the group of partners the aims of the campaign „Accident prevention” determined the direction of long-term social actions and legitimized their activities.

Photograph 2. Activities conducted by „Partnership for accident prevention“.



Another task team was established in Olsztyn; however, in contrast to Ostrołęka, it comprised 45 companies and institutions from the whole country (and not just from a single region). Most of these companies during the year independently implemented chosen points of the „Accident prevention“ campaign taking measures in the area of accident prevention for the benefit of their employees. However, in order to crown the conducted activities they participated in the organization of an educational fair titled „Accident prevention - culture of safety“. The fair took place on September 7, 2012 on the grounds of the University of Warmia and Mazury. The team's work was managed by a group of four partners - institutions working in the area of labour safety (Ogólnopolskie Stowarzyszenie Pracowników Służby BHP Olsztyn division, Central Institute for Labour Protection, District Labour Inspectorate in Olsztyn and the Office of Technical Inspection). About 1000 people took part in the venture.

As data from the Central Statistical Office show, Warmińsko-Mazurskie voivodeship is near the top of the national list in terms of number of accidents at work and most companies functioning on this territory are small construction companies. For this reason mainly employers and employees from the construction sector, students of Olsztyn-based construction schools, youth from the Scouts organization in Olsztyn as well as inhabitants of Olsztyn were invited to the educational fair.

The main subject of the presentations, lectures and contests were safe methods of work in the construction industry, as well as safe rules of behaviour at work and in daily life. Organizers and partners prepared, among others, mock evacuation from a smoke-filled room (organized by BeHaPoż from Gorzów Wielkopolski), demonstration of correct operation of a fork lift (carried out by Truck Motor Bis Wózki Widłowe), demonstration of installation of scaffolding (organizer: RAMIRENT S.A.), demonstration of safe welding and safe selection of means of individual protection (PROCURATOR BHP Sp. z o.o. and EXPOM S.A.), demonstration of installation of safety nets (HUCK POLSKA S.A.) and demonstration of safe installation and dismantling of formwork (organizer: KOPRAS company).

On the grounds of the University of Warmia and Mazury 34 stands were erected. The offer of most of the stands was both entertaining and educational. BOXMET MEDICAL Sp. z o.o. and SUPREX Olsztyn prepared a first aid contest, MSA SAFETY prepared a health and safety knowledge contest for amateurs and professionals, GAZ-SYSTEM S.A prepared a contest titled „Przejdź bezpiecznie trasą gazociągu“ (Walk safely along a gas pipeline), EUROSOFT Sp. z o.o. prepared a contest concerning the selection of means of individual protection. At the same time at the stand of Team Prevent it was possible to experience in a simulation the impact of alcohol on psychological and physical capacity: balance, visual perception

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and precision of movement.

Moreover, at the fair it was possible to look at means of individual protection, test your knowledge in contests and learn about examples of good practices in health and safety in the area of accident prevention presented in the lecturing tent by, among others, representatives of the Office of Technical Inspection from Olsztyn, Grupa Żywiec S.A. brewery in Elbląg, Gaz-System S.A, Michelin Polska S.A. or Olsztyńskie Kopalnie Surowców Mineralnych Sp. z o.o.

Photograph 3. Educational fair „Accident prevention - culture of safety”.



## Conclusion

According to the assumptions, the concept of corporate social responsibility should be a part of long-term strategy of a company in which striving to achieve high profits can be reconciled with the ethics of business activity and high standards of safety. The examples discussed in the article show that many Polish companies willingly include social tasks in their normal business activities and these companies are open to cooperation with all interested partners. Sometimes, to achieve such involvement it is necessary to have a so-called catalyst, that is, a company or an institution, which calls up a socially important subject and suggests actions that should be taken.

In case of the subject of labour safety, in 2012 it was the Central Institute for Labour Protection that served this role. By announcing the social campaign titled „Accident prevention” the Institute encouraged many companies to include targets significant for the society in their strategies.

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