

NETHERLANDS. NON-INSPECTION ACTIVITIES

Title of the non-inspection activity: **Zelfinspectie.nl: Checklist for employers**

Duration of the non-inspection activity: **2012 - ongoing**

Aim of the non-inspection activity: **The aim is to assist the employers aiming for compliance and to make legislation accessible to them.**

Scope of the non-inspection activity (description): **In 2011, the Netherlands Labour Authority discovered that numerous employers were not compliant with the law due to a lack of information. Therefore, in 2011-2012 we launched the checklists for employers. The aim is to assist the employers aiming for compliance and to make legislation accessible to them. The focus was especially on small and medium-sized companies who are willing but not able to abide the law. The Netherlands Labour Authority, in collaboration with a communication agency, developed the checklists for employers' website. The focus was to produce a user-friendly and accessible site. Currently, the checklists are being promoted in various sectors. The communication strategies for each sector differ, although the tool remains the same for all sectors.**

Sector covered by the non-inspection activity: **Multiple sectors. Particularly sectors with high risks**

The number of establishments covered by the non-inspection activity: **More than 55.000 unique visitors each year**

The number of labour inspectors involved in implementing the non-inspection activity: **A small number of inspectors were involved in developing the checklists. Inspectors also help promote the checklists.**

The number of specialised staff (but not labour inspectors) involved in implementing the non-inspection activity: **Legal and regulatory specialists and lawyers were involved in the development of the checklists**


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): **About 6 people. Mainly from the communications department**

Background of the non-inspection activity: **In 2011, the Netherlands Labour Authority discovered that numerous employers were not compliant with the law due to a lack of information. Therefore, in 2011-2012 we launched the checklists for employers.**

Budget of the non-inspection activity: **N/A**


Short summary of the outcome of the non-inspection activity:

- **Based on the latest results in 2021, 55 000 people visited the website on www.zelfinspectie.nl.**

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- A stylized, light blue map of Europe is visible in the background of the page. The map shows the outlines of the continents and major islands, with a slightly textured, watercolor-like appearance.
- The checklists for employers are rated well on average with a 7.1. The highest rating is for the tool 'Health and safety at work'.
 - Moreover, 25 % of small and medium-sized companies are familiar with them. This percentage is similar to the previous measurement in 2017, when around 24 % of the companies indicated that they were familiar with the checklists.
 - After using the checklists, 50 % of the employers take action in their workplace. For this reason, the Netherlands Labour Authority has kept persistently communicating the tools, as the evidence says that once the users try the tool, they take action.

No.	question	yes/no	comment
Non-inspection activity			
A. Stakeholders cooperating with the labour inspectorate in non-inspection activity			
1.	Were external stakeholders involved in the implementation of the non-inspection activity:		
a)	From the public sector?	NO	
b)	From the private sector?	NO	Not during the development of the checklists, but employers(organisations) were involved during testing and the promotion of the checklists
2.	Does your national legislation specify the rules of cooperation with stakeholders in non-inspection activity?	NO	
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	How were the results of such cooperation during previous joint undertakings documented? Results are documented in different ways. Mainly in reports.
B. Sources of project financing in the labour inspectorate's activity			
4.	Was the project (of non-inspection activity) financed solely by the labour inspectorate?	YES	
C. Preparation of the project (of non-inspection activity)			
5.	What sources were used to specify the described non-inspection activity?		<input checked="" type="checkbox"/> inspectorate's own database of workplace accidents <input checked="" type="checkbox"/> external database of workplace accidents (please specify) For example data from our national Institute for public health and environment. <input checked="" type="checkbox"/> external database of occupational diseases (please specify)

			<p>For example data from our national Institute for public health and environment.</p> <p><input checked="" type="checkbox"/> proposals of stakeholders – employer organizations</p>
6.	How was the project (of non-inspection activity) prepared?		
b)	By a group/team established ad hoc to implement the project		<p>Who were the members of the group?</p> <p>Different departments of the Netherlands Labour Authority:</p> <p>Communication</p> <p>Legal and regulatory Specialists</p> <p>Inspectors</p> <p>Who verified consistency of the implemented project with the approved plans?</p> <p>Project leader/Communication</p>
7.	Was the project (of non-inspection activity) related to an inspection task?	YES	<p>What was the scope of the inspection task?</p> <p>The checklists are complementary to our inspections on fair, healthy and safe working conditions. We work risk-based, so with our supervision we mainly focus on notorious offenders and employers which are unwilling to keep to the law (top of the pyramid). With our checklist (self-inspection tools) we focus on companies who are willing but not (yet) able to keep to the law (bottom of the pyramid). See picture below for the employer pyramid.</p>

			<p>The employer pyramid and the deployment of the Netherlands Labour inspectorate</p> 
			<p>To what sector did the group of inspected establishments belong, etc.?</p> <p>The checklists are promoted in various sectors, but there is a focus on sectors with higher risks regarding decent work, health & safety at work, psychosocial workload and working with hazardous substances.</p>
8.	During which phase was the inspection task launched?		<p>Please choose:</p> <p><input checked="" type="checkbox"/> prior to the non-inspection activity,</p> <p><input checked="" type="checkbox"/> during the non-inspection activity,</p> <p><input checked="" type="checkbox"/> after completion of the non-inspection activity.</p> <p>Comments:</p> <p>This varies. We promote the checklists in different ways and at different times. For example prior to inspections by social media campaigns, but inspectors also promote the checklists during inspections, for example.</p>
10.	How was the target group of the non-inspection activity specified?		
a)	In the plan of the non-inspection activity.		<p>The checklists are promoted in various sectors, but there is a focus on sectors with</p>

			higher risks regarding decent work, health & safety at work, psychosocial workload and working with hazardous substances.
11.	What criteria were used while selecting the target group?		Risk analysis
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"/> visits to enterprises <input checked="" type="checkbox"/> distribution of publications, audio-visual materials; <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
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>The Netherlands Labour Authority conducts effect studies every four years to rate the checklists for employers. These effect studies are conducted by a research agency. The results have improved throughout the years.</p> <ul style="list-style-type: none"> • Based on the latest results in 2021, 55000 people visited the website on www.zelfinspectie.nl. • The checklists for employers are rated well on average with a 7.1. The highest rating is for the tool 'Health and safety at work'. • Moreover, 25 % of small and medium-sized companies are familiar with them.

			<p>This percentage is similar to the previous measurement in 2017, when around 24 % of the companies indicated that they were familiar with the checklists.</p> <ul style="list-style-type: none"> After using the checklists, 50 % of the employers take action in their workplace. For this reason, the Netherlands Labour Authority has kept persistently communicating the tools, as the evidence says that once the users try the tool, they take action.
E. Methods of disseminating information about the project of the non-inspection activity			
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>Yes, see question 14</p>
b)	the general public?		<p>What information did the communication plan contain?</p> <p>We don't focus on the general public. We focus on employers and stakeholders.</p>
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?		<p>Research shows that most of the employers (employers) are familiar with our checklists via our (social media) campaigns and via employer organisations.</p>
F. Evaluation of the non-inspection activity. Methods and tools used to evaluate non-inspection initiatives.			
19.	Were the project results evaluated?	YES	<p>What indicators were used for evaluation?</p> <ul style="list-style-type: none"> Number of visitors

			<ul style="list-style-type: none"> • Are employers familiar with the checklist? • Do they use them? • Do they take action in their workplace? <p>The Netherlands Labour Authority conducts effect studies every four years to rate the checklists for employers. These effect studies are conducted by a research agency. The results have improved throughout the years.</p> <ul style="list-style-type: none"> • Based on the latest results in 2021, 55000 people visited the website on www.zelfinspectie.nl. • The checklists for employers are rated well on average with a 7.1. The highest rating is for the tool 'Health and safety at work'. • Moreover, 25 % of small and medium-sized companies are familiar with them. This percentage is similar to the previous measurement in 2017, when around 24 % of the companies indicated that they were familiar with the checklists. • After using the checklists, 50 % of the employers take action in their workplace. For this reason, the Netherlands Labour Authority has kept persistently communicating the tools, as the evidence says that once the users try the tool, they take action.
20.	How were the project results evaluated?		
a)	Was any final summary evaluation of the non-inspection activity made?	YES	What was the scope of such evaluation? See question 19

c)	Did you prepare a formal document with evaluation of the promotional campaign after its completion?	YES	<p>Was the formal document on evaluation prepared by:</p> <p><input checked="" type="checkbox"/> an external evaluator = User research by an external agency</p> <p>How were the report conclusions disseminated?</p> <p>Rapport + presentation</p>
21.	Were the effects of the non-inspection activity evaluated?	YES	<p>What indicators were used for the evaluation?</p> <p>See question 19</p>