



Good Morning – Good Tomorrow

Summary of the project



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Hyvää huomista

Background of the Good Morning – Good Tomorrow project

*The **chemical industry social partners** agreed in 2009 at the collective bargaining process to **start promoting well-being at work**. The agreement was renewed in 2014.*

*Chemical sector was **among the first branches** to include well-being in collective agreements.*

*The project has been **implemented in three phases** starting in 2010 and continuing at least to 2016.*



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Objectives and perspectives of the Good Morning – Good Tomorrow project

Objectives

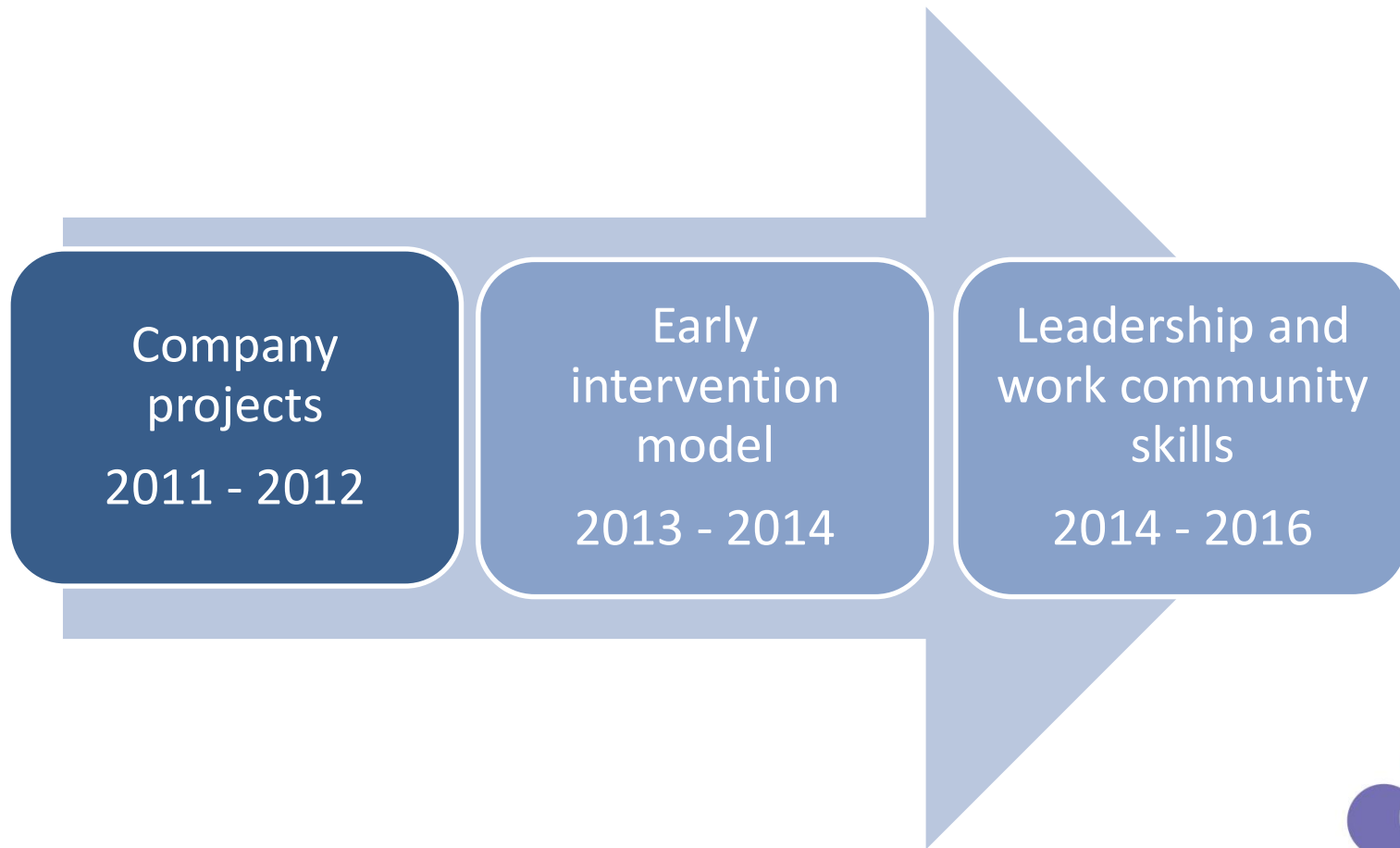
- * *promote well-being*
- * *develop skills*
- * *extend working lives*
- * *reduce morbidity*
- * *increase productivity.*

Perspectives



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Implementation in three phases 2010 -2016



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Phase 1: Company projects - 2011-2012

*All in all **35 chemical companies** started occupational well-being development projects, covering 40 % of the chemical industry personnel.*

Themes included better working methods and conditions, control systems as well as interaction and leadership. In addition to companies own development, new ideas were found from other projects' good experiences.

***Examples of company results:** **working lives** were **extended** by developing the process of induction to work. **Morbidity** was **reduced** by improving the ergonomics and reorganizing work. **Productivity** was **improved** by rationalizing operations and improving work of supervisors.*



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Phase 2: Early intervention models - 2013-2014

*Based on the outcomes from the first phase, it was decided to prepare **a common model for early intervention**.*

Results: *In 2013 a **booklet** was produced and the model was launched in a workshop in 2014. Participants took enthusiastically part in the **innovative workshop**, with e.g. drama exercises.*

*After its launch the booklet has been **widely distributed**.*



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Phase 3: Leadership and work community skills 2014-2016

*In the collective bargaining process in 2013-2014, **leadership and work community skills** were chosen as new themes for occupational well-being.*

*Innovative tools for chemical companies are being developed. The sub-projects cover e.g. **intrinsic motivation** of workers, a tool for **self-assessment** of companies actions as well as occupational well-being **measurement methods** on individual, company and national level.*

*New occupational well-being **indicators** have been included in the already extensive set of national Responsible Care indicators.*



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Outcomes and achievements of the GM-GT project by 2015

***Occupational well-being** has become an **integral part** of the Finnish **Responsible Care Program**. New indicators have been developed and integrated to the program.*

***Awareness** of the importance of **occupational well-being** has risen in the companies, among employers and employees, which has led to **concrete actions**.*

*Chemical industry has joined the **national Working life 2020 program**.*

*The project has **intensified social dialogue** and opened totally new, fruitful ways of collaboration with the social partners.*



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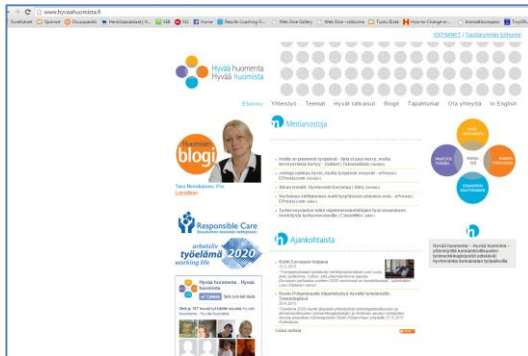
Sharing best practices in various ways

During the three phases of the project

- *7 seminars with over 700 participants, 70 presentations and several hands-on workshops*
- *2 printed booklets for chemical companies as well as for wider use*
- *75 blog texts by project team and guest writers*
- *Web pages, facebook and twitter (see next page)*



Web tools in use to support the project and communicate achievements



www.hyvaahuomista.fi

Website 2011



www.facebook.com/hyvaahuomista

Facebook page 2012



[@HyvaaHuomista](http://www.twitter.com)

Twitter account 2014

