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## Good Practices in Social Security

Good practice in operation since: 2015

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### ***“Die Goldene Hand”*: Prevention prize of the German Social Accident Insurance Institution for the trade and logistics industry (BGHW)**

Certificate of Merit with Special Mention, ISSA Good Practice Award – Europe competition 2019

German Social Accident Insurance  
Germany

## **Summary**

*Contribute to occupational safety and health protection in the workplace, apply online and win “Die Goldene Hand” (The Golden Hand), the prevention prize awarded by the German Social Accident Insurance Institution for the trade and logistics industry (Berufgenossenschaft Handel und Warenlogistik – BGHW)! It is easy to apply and several hundred companies have taken the opportunity to participate in this award, in existence since 2015.*

*“Die Goldene Hand” has thus become the most important prize for safe and healthy workplaces in Germany for trade and goods logistics.*

*More than 300 guests are present when the BGHW rewards these good ideas with total prizes worth 60,000 euros at a gala event.*

*The event itself sets the standard in communication. In addition to a TV spot, there is a live broadcast and viewer communication via social media. That is how new forms of customer communication are created.*

*All these measures also lead to sustainable internal communication on the part of the company and to greater awareness of preventive occupational health and safety.*

*The prize winners are characterized primarily by having simple but creative ideas that can be adopted by other companies as best practice models. Video clips are created and made available to the public on [www.diegoldenehand.de](http://www.diegoldenehand.de) and social networks. The awards ceremony can be viewed at Re-Live on the BGHW Facebook channel.*

## **The issue or challenge**

*What was the issue or challenge addressed by your good practice? Please provide a short description.*

The Prevention Prize of the BGHW “Die Goldene Hand” is intended to present the topics of occupational health and safety to a wider public audience and also to be an asset for companies that can effectively show that the health and safety of their employees is very important. At the same time, one demonstrates to potential new employees, customers, suppliers, and manufacturers that one takes the principle of corporate governance very seriously.

## **Addressing the challenge**

*What were the main objectives of the plan or strategy to resolve the issue or challenge? List and briefly describe the main elements of the plan or strategy, focusing especially on their innovative feature(s) and expected or intended effects.*

The aim was to create an event that sets standards in communication and stimulates media interest. This was done successfully with a TV spot and simultaneous distribution on social media, via a live broadcast and through viewer communication. It created new and unique forms of customer communication.

For the “*Die Goldene Hand*” prize-winners, there is also a growing awareness of health and safety in their own workplace as part of their company culture, something that BGHW also supports over the long term; as well as:

- a professionally produced video clip is also created, which companies can use as well and in which the occupational or health protection project is presented;
- regional and national press and public relations;
- significant prize money;
- an attractive, high-quality trophy;
- a valued and truly professional awards ceremony for representatives of the award-winning companies.

In addition, the winning ideas are automatically nominated for the German Occupational Safety Prize.

A central component of “*Die Goldene Hand*” competition is the special apprentice prize. Young employees are called upon to submit their ideas for safe and healthy workplaces to the BGHW and to apply for “*Die Goldene Hand*”. They receive awards in a special category.

These measures also lead to long-term internal communication in the company, and to greater awareness of preventive occupational health and safety.

## **Targets to be achieved**

*What were the quantitative and/or qualitative targets or key performance indicators that were set for the plan or strategy? Please describe briefly.*

There were two key targets:

- sustained communication on the subject of occupational health and safety, and
- innovations that can easily be transferred.

Prize winners from previous years have stood out from the competition because they have developed simple but creative ideas that can be adopted by other companies as best practice models.

They include:

- solutions to safety-related problems;
- programs for reducing accidents in the workplace;
- awareness-raising measures for greater safety at work;
- programs for preventing accidents while commuting to and from work.

## Evaluating the results

*Has there been an evaluation of the good practice? Please provide data on the impact and outcomes of the good practice by comparing targets vs actual performance, before-and-after indicators, and/or other types of statistics or measurements.*

On the one hand, “Die Goldene Hand” has created media awareness of safe and healthy workplaces in trade and goods logistics and, on the other, companies are able to advertise sustainable occupational health and safety in their environment as part of their communications strategy.

## Lessons learned

*Based on the organization’s experience, name up to three factors which one consider as indispensable to replicate this good practice. Name up to three risks that arose/could arise in implementing this good practice. Please explain these factors and/or risks briefly.*

The development of a media concept for presenting preventive occupational health and safety, primarily through an event and an award that companies can also use in their communications.

Key factors:

- generation of added value for companies;
- creation of incentive to apply;
- media communication and intensive advertising in a B2B dialog with sales representatives.

Risks:

- there must be a sense of sustainability and the necessary professionalism;
- the quality and quantity of submissions may not be high enough;
- media awareness may not be present at initial events.