

Virtual Reality Films, Sweden

Title of the policy or measure (in English)	Virtual Reality Films
• Country	Sweden
• Sectors	All
• What groups are targeted by the measure	- Current employees (directly targeted) - Young people (directly targeted) - Employers (indirectly targeted)
• Purpose of measure	Changing attitudes: awareness raising
• Short sentence summarising the measure	Three virtual reality films were created as part of the Swedish Work Environment Authority's 2015-2018 awareness-raising campaign on undeclared and unhealthy work portraying examples of unhealthy competition in different workplace environments, including a kitchen, a construction site, and a farm.
Background	
• Background context driving the implementation of the measure	<p>The virtual reality films were created as part of the Swedish Work Environment Authority's 2015-2018 awareness-raising campaign on undeclared and unhealthy work, which responds to the question "where is your limit?" (with regards to employer's and employees' views on what constitutes an acceptable work environment).</p> <p>To increase the versatility of the videos, so that they will continue to be useful in the future and can be used for different events, they were produced in a format that does not require the viewer to wear special VR glasses.</p> <p>This campaign was motivated by the Government's 2016-20 Work Environment Strategy, which created a requirement for "action on the part of both central government and the social partners". This Strategy focuses on preventing workplace accidents; creating a sustainable working life; and addressing psychosocial issues in the work environment.</p>
• When was the measure implemented? (including start date and end date/ongoing)	The virtual reality films were created and published in 2017, and continue to be in use.
• Names(s) of authorities/bodies/organisations involved	Swedish Work Environment Authority (<i>Arbetsmiljöverket</i>)
• Scope of the measure (a pilot project, nationwide, regional wide)	National
	Tool

<ul style="list-style-type: none"> Type of (policy) measure Key objectives of the measure 	<p>General objectives:</p> <ul style="list-style-type: none"> To develop a national awareness campaign targeted at young people which focuses on raising awareness of unhealthy work practices. <p>Specific objectives:</p> <ul style="list-style-type: none"> To raise awareness of the risks of undeclared and unhealthy work, and how these can be mitigated through good work practices. Raising awareness of what 'healthy' and 'unhealthy' work looks like in practice, and the possible consequences of 'unhealthy' work. Raising awareness among young people of the potential risks they may face in the workplace, and their rights and obligations as employees.
<p>Specific measure</p> <ul style="list-style-type: none"> Description of how the measure operates in practice 	<p>The virtual reality films were produced to complement other communication methods. These included short 'case films', which showed the negative impact of undeclared or unhealthy work on employees, as well as social media posts.</p> <p>The purpose of the virtual reality films was to give viewers an insight into the possible hazards they might encounter in various workplaces, and how these might be mitigated through good work practices. By using virtual reality, which is - by design - an 'immersive experience', these videos are designed to connect emotionally with viewers. However, by producing these in a format which does not require special VR glasses, the videos are easily accessible.</p> <p>In 2015-16 the work of the Swedish Work Environment Authority largely focused on developing the strategy. In 2017, the virtual reality films (and other awareness-raising videos) were produced and published as part of this strategy.</p> <p>The videos were created by the Swedish Work Environment Agency and are available on YouTube and via the Swedish Work Environment Agency's website. They were recorded in the environments that are shown in the videos (a kitchen, a construction site and a farm) with students from vocational schools assisting and participating in the films. The films were narrated or 'hosted' by famous people, who speak directly to the viewer throughout the film.</p> <p>The Agency intends for these videos to be included in vocational training institutes so that they may help students to understand their future work environment and help them to mitigate and plan for risks they may encounter.</p>
<ul style="list-style-type: none"> What resources and other relevant organisational aspects are involved? 	<p>The VR films were created by the Swedish Work Environment Agency's communication bureau and cost around EUR 35 000 - 40 000 each to produce.</p>
<ul style="list-style-type: none"> What are the source(s) of funding? 	<p>National funding</p>
<p>Evaluation and outcome</p>	
<ul style="list-style-type: none"> Has the measure achieved its objectives? 	<p>The programme has achieved its main objectives of developing a national awareness campaign aimed at raising young people's awareness of the risks of undeclared work, through promotion of the online videos and through social media. This has been achieved through wide dissemination of the videos among vocational training institutes in Sweden.</p> <p>The principals of these organisations have welcomed information campaigns on unhealthy competition and the risks implied for workers. It has also provided these institutions with supplemental learning resources through</p>

	<p>interactive learning, e.g. role-playing, as well as digital methods such as computer games and Virtual Reality films, which can easily be accessed on the Agency's website or on YouTube and Facebook.</p>
<ul style="list-style-type: none"> Assessment method (including indicators used to measure its impact), and the outputs and outcomes achieved 	<p>The campaign will be evaluated at a later stage to provide additional information to help determine the longer-term impact of the virtual reality films on the ability of young people to recognise and avoid unhealthy work, and to their rights and obligations as employees.</p>
<ul style="list-style-type: none"> What are lessons learnt and the key conditions for success? 	<p>The successful implementation of innovative communication strategies has required patience and long-term planning. Of particular importance has been the development of an internal strategy on the use of new types of media and forms of communication, which should include the possibility to pool resources for priority media projects.</p> <p>Motivation and support within the organisation for using media in ways that creates deeper and new forms of engagement, even when these may be challenging or provocative, is also important. The Agency reports that even when reactions are negative, it is important to stand true to the original ideas of the production and the reasons for their production.</p>
<ul style="list-style-type: none"> Level of transferability (e.g. other countries/groups/sectors) 	<p>The use of virtual reality films could be replicated in other countries that are aiming to raise awareness of actual problems that employees might face, and how they might address these. Key limitations to producing virtual reality films are the resources and technical knowledge required to do so.</p>
Additional information	
<ul style="list-style-type: none"> Contacts 	<p>Magnus Falk Swedish Work Environment Agency Magnus.Falk@av.se</p>
<ul style="list-style-type: none"> Useful sources and resources 	<p>Swedish Work Environment Agency's website https://www.av.se/</p> <p>Website for more information on Unhealthy Competition (Osund konkurrens) https://www.av.se/om-oss/vart-uppdrag/osund-konkurrens/?hl=osund</p> <p>Virtual reality films https://www.youtube.com/watch?list=PLEIRHW0U5qerWQJ51HeSfGLAPOLH1ne39&time_continue=1&v=9xZz7woxf_4</p> <p>Government Communication 2015-16:80 A Work Environment Strategy for Modern Working Life 2016–2020 https://www.government.se/499cd0/contentassets/95678f8dfcea4ece916e5b7950f2260f/a-work-environment-strategy-for-modern-working-life-20162020 (EN)</p>
<ul style="list-style-type: none"> Metadata and key words for online search 	<p>Sweden; Swedish Work Environment Agency; Arbetsmiljöverket; Unhealthy competition; Osund konkurrens; virtual reality films; virtual reality-filmer; Youtube videos; awareness-raising; social media; unhealthy work; workplace accidents; work environment; sustainable working life; young people; undeclared work</p>

