Working Together in Europe

1999

Promoting quality and safety in the world of work

Improving collaboration between business and community

Educating tomorrow’s workforce

FOURTH INTERNATIONAL PRIVATE SECTOR CONFERENCE ON DRUGS IN THE WORKPLACE AND THE COMMUNITY

Sundsvall, Sweden, 9-12 May 1999
FOURTH INTERNATIONAL PRIVATE SECTOR CONFERENCE ON DRUGS IN THE WORKPLACE AND THE COMMUNITY (EUROPE)
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ORGANIZED BY
United Nations International Drug Control Programme (UNDCP) – in collaboration with the International Labour Organization (ILO), The Council for Alcohol and Narcotic Matters (Alna), Sweden and a network of private and public sector enterprises in Sundsvall.

THEME
"Working Together"

HOSTED BY
Sundsvall, Sweden

VENUE
Hotel Södra Berget, Sundsvall, Sweden

OBJECTIVE
To create a network of business partners and community leaders to activate and maintain substance abuse prevention programmes in European workplaces and communities.

PARTICIPATION
Representatives of European enterprises (management and unions), employers’ and workers’ organizations, NGOs as well as specialists in substance abuse prevention will participate in the conference. Managers, union representatives, community leaders and specialists will present their views and experiences in panel discussions, plenary sessions and working group meetings.

LANGUAGE
English

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Information, News. Links.: www.sundsvall.se

Cheaper travel to Sundsvall.
Want to cut expenses?

To travel to Sundsvall from London on a Saturday can cost up to USD 700 less than a flight on Sunday. From Rome, the saving can be up to USD 1,100. Contact your travel agent for the best fares. Arrive in Sundsvall a day earlier and join in one of the exciting activities we will be offering on Sunday. (See page 7).

Looking at SCA’s success and competitiveness, we acknowledge that it is our Human Resources capital which creates the maximum value from our technology and investments.

Sverker Martin-Löf,
CEO SCA Group

The United Nations General Assembly adopted a landmark declaration on the Guiding Principles of Drug Demand Reduction in June 1998 which states that “A community-wide participatory and partnership approach is crucial to the identification of viable solutions and the formulation and implementation of appropriate policies and programmes.” Collaboration among the private sector, government agencies, NGOs, employers’ and workers’ organizations, parents, teachers, health professionals and youth and community organizations is therefore essential for this approach to work.

The Declaration reinforces the commitment of UNDCP and the ILO to the promotion of sound approaches in substance abuse prevention in the workplace and community. The Sundsvall Conference will provide an excellent opportunity to build upon this foundation.
ARMADA
Association of Resource Managers against Drug Abuse

An ARMADA is a forum for managers committed to mobilizing their workplaces and workforces against substance abuse. The concept emphasizes that employee well-being is an essential factor in total quality management, leading to higher productivity. Therefore, integrating prevention elements into ongoing programmes such as human resources development and occupational safety and health is fundamental to the ARMADA concept.

Local ownership and company responsibility are at the centre of the ARMADA philosophy. Primary prevention, which encourages healthy workers to stay free of drug and alcohol problems, is emphasized. In addition, workers with substance abuse problems are also supported through counselling and referral to community services for assistance.

The best structure for an ARMADA varies according to the national context, ranging from a simple informal network to a registered NGO, trust foundation or non-profit organization. Large companies can establish an ARMADA among their different plants and with their subcontractors. ARMADA members can reach out to other workplaces in their geographical area or industrial sector, sharing information and providing advice to managers interested in reducing problems related to alcohol and drugs. By pooling resources, ARMADAs can even undertake joint research, organize training courses and promote action at the community level for the benefit of all concerned. Thus the approach can target not only workers but also their families and communities.

Executives and managers who are familiar with the dynamics of the working environment and who also have practical experience of running prevention programmes in their own company are the most effective agents for promoting the formation of ARMADAs. ARMADAs can easily establish communication channels which make it possible for all managers to share their experiences. New technology has great potential for increasing direct contacts among managers in the same company, in different companies within the community, and among other ARMADA groups.
Sunday, 9 May

Excursion Programme in Sundsvall (see page 7 for details)

15:00 Registration

20:00 Welcome Reception
(Hosted by the City of Sundsvall)

Monday, 10 May

08:00-09:00 Registration

09:00-11:00 Opening

- Bredsand School Violin Orchestra
- Welcome by Ms. Ewa Back, Chairperson of Sundsvall Executive Board
- Keynote Speech
- Emerging International Perspectives by Mr. Pino Arlacchi, Executive Director of UNDCP
- Tripartite Panel moderated by Mr. Behrouz Shahandeh, Senior Adviser on Drugs and Alcohol (ILO)
  - Mr. Sverker Martin-Löf, Chief Executive Officer of the SCA Group
  - Mr. Bill Brett, Workers’ Vice-Chairperson of the Governing Body of the ILO and General Secretary of the Institute of Professional Managers and Specialists
  - Mr. Stein Berg, Director General, National Directorate for the Prevention of Alcohol and Drug Problems, Norway

11:00-11:30 Break

11:30-13:00 Promoting quality and safety in the world of work

- Values and norms in international companies, Mr. Francis van Sevendonck, Senior Vice-President Human Resources, SCA Group
- Quality and Safety in the AKZO Nobel Group, Mr. Lars-Erik Thomsågård, CEO Casco Products/AKZO Nobel
- The ARMADA Concept, Ms. Judith Peterson, Senior Specialist on Drug and Alcohol Prevention (ILO)
- The Polish experience, Mr. Jerzy Szpineter, Director ZEW SA
- Resource Centers in Nordic Countries, Ms. Gunborg Brännström, Executive Director Alna Council, Stockholm

13:00-14:30 Lunch
(Hosted by the SCA Group)

14:30-15:30 Improving collaboration between business and community

- The Manchester Project, Chief Inspector David Williams, Greater Manchester Police
- Educating tomorrow’s workforce
- The Swedish Projects, Ms. Annika Mansnérus, Special Adviser, Ministry of Health and Social Affairs, Sweden
- A student’s perspective, Representative of the Nivrena Comprehensive School
- A programme for a predominantly young workforce, Mr. Olle Langenius, CEO MTV, Sweden
- Alna’s support services, Mr. Clas Hjörne, Executive Director Alna-West
- Findings from an EU study into demand reduction in the European workplace, Mr. Gregor Burkhart, European Monitoring Centre for Drugs and Drug Addiction (EMCDDA), Lisbon

15:30-16:00 Break

11:00-12:30 Working Group meetings

12:30-13:30 Lunch
(Hosted by the Västernorrland County Administrative Board)

13:45-15:00 Working Group meetings to finalize Plans of Action

15:15 Departure for site visits

15:30 Site visits to the Sundsvall Group’s partner organizations

- Presentation of the host’s programme and workplace
- The Sundsvall experience (video)
- Discussions
- Working dinner on site

Wednesday, 12 May

08:00 Distribution of the draft Plans of Action

09:30-10:00 Presentation and panel discussion of Working Group Plans of Action, Moderated by Ms. Anneli Hultén, Chairperson of the Swedish Anti-Drug Commission/Member of the European Parliament

09:00-11:00 Break

11:00-12:00 Examination and Adoption of the Conference Plans of Action

12:00-12:30 Future steps

12:30-14:00 Lunch
(Hosted by the Ministry of Health and Social Affairs, Sweden)

14:00 Departure

Tuesday, 11 May

08:10-10:00 The Social Services for Industry (SESI) programme of the Federation of Industries of the State of Rio Grande do Sul, Brazil, Mr. Dagoberto Lima Godoy, President of SESI

- A programme for a safety-sensitive industry, Porto Alegre Underground
- Promoting union involvement, Ms. Marcella Deluca, International Coordinator for Euridice Europe

11:00-12:30 Working Group meetings

12:30-14:00 Lunch
(Hosted by AMF Health Insurance)

14:00 Departure
Working Groups

Working Group 1 – Establishing ARMADA Europe
Managers: UNDCP and ILO
Subject: How to promote the ARMADA concept and establish an ARMADA network in Europe

Working Group 2 – Quality and Safety in Enterprises
Managers: SCA Group and Casco Products/AKZO Nobel
Subject: How to stimulate the internal processes in companies for substance abuse prevention

Working Group 3 – Resource Centers for Public and Private Enterprises
Managers: AKAN/Alna and SESI
Subject: How to develop support services to assist enterprises in Europe in the internal process of establishing an alcohol and drug policy

Working Group 4 – Business and Community Collaboration
Managers: City of Manchester and City of Sundsvall
Subject: How to stimulate collaboration on prevention at the community level

Working Group 5 – Enterprises and Schools Working Together
Managers: Ministry of Health and Social Affairs, Sweden
Subject: How to stimulate interaction between youths, schools and workplaces in prevention

Output

A Framework for Joint Business-Community Action on Substance Abuse Prevention will be developed and followed up by the Conference organizers in collaboration with interested partners across Europe. Involvement by Conference participants in its implementation is expected and encouraged. This Framework will be based on five fundamental pillars which are the following Plans of Action formulated by the Conference Working Groups:

• Improving quality and safety in enterprises;
• Increasing the availability of resource centers for public and private enterprises;
• Launching networking arrangements among enterprises;
• Developing business-community collaboration;
• Promoting collaboration between enterprises and schools.

The Framework will have a one-year time-frame to ensure that immediate action is taken as well as a five-year time-frame to achieve consolidation and sustainability.

The Framework will be included in the report of the Conference which will also provide a synthesis of the presentations, discussions and conclusions reached. Background papers will be appended to the report.
CONFERENCE AND HOTEL REGISTRATION FORM
Working Together, Sundsvall, Sweden, 9-12 May 1999 (PLEASE TYPE OR PRINT IN CAPITAL LETTERS)

Surname:…………………………………………………… First name:…………………………………………
Title:…………………………………………… Company/Organization/Authority:…………………………….
Full address:………………………………………………………………………………………………………
Country:…………………………………
Telephone:…………………………… Fax:………………………………. E-mail:……………………………….

Hotel information:

Arrival date:……………… Time: ……………………. Means of travel:        Plane         Train          Car
Departure date:…..………. Time: Means of travel:        Plane         Train          Car

Accommodation required:

☐ Single  (USD 110  per day including breakfast)
☐ Double (USD 80 per person per day, including breakfast).  With(person):………………………………….

Means of payment:

☐ Cash
☐ Credit card. No:________________________

• The number of participants is limited.
• Accepted registration will be confirmed one month before the conference.

Conference Details :

Working Group

My first priority is to join Working Group        No        
My second priority is to join Working Group       No        
My third priority is to join Working Group       No        

Site visits

My first priority is to visit              No______
My second priority is to visit              No______
My third priority is to visit              No______

Excursion Programme Sunday 9 May

My first priority is to join Programme No______
My second priority is to join Programme No______
My third priority is to join Programme No______

Special requests (food)……………………………………………………………………………………

Excursion Programme Sunday 9 May

Transportation, lunch and activity cost USD 70. This will be charged to your hotel bill. There must be at least 25 participants and a maximum of 50 for each activity.

Working Groups

WG 1: Establishing ARMADA Europe
WG 2: Quality and Safety in International Companies
WG 3: Resource Centers for Public and Private Enterprises
WG 4: Businesses and Community Collaboration
WG 5: Enterprises and Schools Working Together

Site visits

1. Casco Products Inc./Akzo Nobel
2. Port of Sundsvall
3. SCA Ortviken Paper Mill
4. KUBAL Aluminium Melting Plant
5. Sundsvall Hospital
6. City of Sundsvall

Excursion Programme Sunday 9 May

1. Study visit to Hasselakollektivet
2. Horseback riding
3. Panning for gold
4. Fish in your private lake
5. Axe-throwing with Sari Sundqvist
6. Swedes and their National Registration Numbers
7. Sundsvall’s Industrial History from the Sea
8. Under towers and behind beautiful facades
9. Co-operation Schools and Workplaces

Please take a copy and mail or fax this form, not later than 19 March 1999 to:
Mr Curt Nylander
Hotel Södra Berget, Box 858, SE-851 24 Sundsvall, Sweden,
Fax: +46 60 67 10 10, Ph: +46 60 67 10 19 or 67 10 00
E-mail: sale@hotell-sodra-berget.se
The Surprising City!
Sunday 9 May Excursion

Take the opportunity and use Sunday for new experiences. Please indicate three alternatives that you would like to participate in. There must be at least 25 participants and a maximum of 50 for each activity. Transportation, a lunch and with a guide is USD 70. Please advise us of any special requests you might have concerning food.

1. Study visit to Hasselakollektivet
Hasselakollektivet, 50 km south-west of Sundsvall, has 25 years of successful treatment of young drug abusers. Their uncompromising efforts for young people and against destructive habits and behaviour have drawn respect and attention far beyond the Swedish borders. Meet the founder of Hasselakollektivet, Mr. K. A. Westerberg, students and staff. The trip is also a journey through the beautiful forested countryside and lunch is served in the interesting cultural-historical setting of Ersk-Matsgården.

2. Horseback riding
At Västanå Falls there are remnants of the ironworks period during the 17 and 1800s. It is a site of impressive natural beauty and cultural value. From the back of an Iceland pony you will follow trails and old country lanes. One minute swept in the thick coniferous forest and the next you face the mighty waterfall which is particularly impressive during spring run-off when the cascade of water is framed by flowering bird-cherry trees and airy birch. Lunch included.

3. Panning for Gold
This precious mineral has fascinated the human race ever since the Egyptians and Sumerians discovered the first flakes of gold along riverbanks. Here is your chance to follow a genuine gold-washer to their camp where you’ll learn how to pan for gold. Lunch included.

4. Fish in your private lake
We will take you out to your own private lake full of game fish. The lake is situated 30 km. west of Sundsvall and over 300 m. above sea level so the countryside, air and animal life are fantastic. You will be provided with fishing gear, boots and rain clothes (if necessary) and a guide will show you how to hoodwink the fish. Lunch included.

5. Axe-throwing with Sari Sundqvist – Swedish
Women’s Champion 1992 & 1995
The double-edged axe, flying through the air, is surrounded by thousands of years of mystique. You will be told briefly of the axe’s history and introduced to Sari Sundqvist, two-time Swedish Women’s Champion in axe-throwing. After, Sari will teach you the basics of axe-throwing. You be given the opportunity to practise before participating in a prestigious competition where you might win your very own throwing axe. We wind up the day with dinner at Skogskojan and the awards ceremony.

6. Swedes and their National Registration Numbers
Sweden is known for its welfare, organization and nation registration numbers. At the Data Processing Unit of the National Social Insurance Board in Sundsvall there is information about everyone in Sweden. After a visit to this unique environment we will stroll through the magnificent town centre to the renowned Hotell Knaust where lunch will be served in the mirrored Spegelbar.

7. Sundsvall’s Industrial History from the Sea
Follow the interesting growth of Europe’s forest industry capital from onboard the S/S Primus, a steamboat originally built in 1875. During the voyage we will pass several of Sundsvall’s major industries including the Tunadal Sawmill that celebrates its 150th anniversary this year. Lunch will be served at the impressive Wifsta Manor where the forestry magnates dined in the past.

8. Co-operation School and Work
Over the past five years Akzo Nobel/ Stockviksverken has undertaken to increase the degree of co-operation with schools in the local area.

In the belief that today’s children and youth are tomorrow’s employees the company and schools have constantly sought new areas of collaboration where imagination is the only limit. Lunch will be served after at the manor house of the old sawmill community of Svartvik.

9. Under towers and behind beautiful facades
Following a fire that devastated the entire town centre in 1888 Sundsvall rebuilt from the ashes. The best contemporary architects were commissioned and no expense was spared. The forest industry was flourishing and the town’s importance and wealth were to be displayed. A walking tour of a different type awaits those interested in beauty and architecture. Lunch will be served in the mirrored Spegelbar of the famous Hotell Knaust.
Alna
Sweden
- an organization where the most important actors co-operate

As early as in 1961, the key partners in the Stockholm labour market decided to establish a specialized organization to deal with alcohol and drug questions in the workplace. Thus Alna-Council (the Council of Alcohol and Narcotic Matters) was set up by the Swedish Trade Union Confederation (LO), the Swedish Confederation of Professional Employees (TCO) and the Swedish Employers Confederation (SAF).

Alna-Sweden was formed in 1994 with a network of Alna-councils throughout the country serving as resource centres to all enterprises both in the private and the public sectors. The board for the national Alna organization is comprised of representatives from the parties of the labour market, and from the National Board of Occupational Safety and Health; the National Social Insurance Board, the National Board of Health and Welfare, the Swedish Association of Local Authorities and the National Association of County Councils, as well as representatives from the regional Alna councils.

At present, there are ten Alna-councils in Sweden located in Stockholm, Göteborg, Uppsala, Örebro, Östersund, Malmö, Sundsvall, Linköping, Umeå and Luleå.

The purpose of the regional Alna-councils is to:

• Provide information and data to workplaces
• Offer advice and counselling
• Provide services and training
• Co-operate with occupational health centres
• Promote support-group activities
• Provide counselling to individuals

Co-operation between employers and workers in dealing with alcohol and drug-related issues is one of the basic parts of the Alna philosophy. The established practice is that management and unions agree on a policy and plan of action before the various measures and activities are put into operation. Alna works on the principle that alcohol and drug consumption is incompatible with safety and productivity. In addition, it stresses that all efforts should be made to help employees with alcohol and drug-related problems retain their regular occupation.

Alna programmes work at three levels:

Primary prevention - formulating policy and plans of action, and offering education and counselling.

Secondary prevention - developing the expertise and appropriate climate for early detection and intervention.

Tertiary prevention - assessing and referring employees to appropriate treatment services.

Sweden

With its 450,000 km² Sweden is about the same size as Spain and half of the land area is covered by forest. There are nearly 100,000 lakes and the jagged coast is dotted by thousands of islands. Despite the northerly location the climate is relatively mild due to the influence of the Gulf Stream.

Sweden’s 8.8 million residents are governed by a parliamentary democracy and the Head of State, King Carl XVI Gustaf, has only ceremonial duties. Sweden has universal suffrage and the voting age is 18. Voter turnout is generally high, usually over 80 percent. Local government is in the hands of 24 county administrations and 288 municipal councils. These bodies are popularly elected and have the right to levy income tax to support the provision of public services.

As member of the European Union since 1995 Sweden is also actively involved in international co-operation. It strongly supports the work of the United Nations and contributes forces to UN peacekeeping missions. Sweden is a member of the Security Council for the period 1997-99. Key elements in Swedish foreign policy are the promotion of human rights, democracy and the rule of law, disarmament and environmental protection.

A hundred years ago Sweden had a largely agrarian economy but careful use of its abundant supplies of forest, iron ore and hydroelectricity by skilled engineers and workers has transformed the country into a modern industrial nation.