

Healthy Workplaces Good Practice Awards 2023–2025

CASE STUDY



New technologies and digital tools to improve safety, health and wellbeing in telecommunications



ORGANISATION/COMPANY

Hellenic Telecommunications Organisation S.A. (OTE Group)

COUNTRY

Greece

SECTOR

Telecommunications

TASKS

Installing, operating, repairing and maintaining telecommunications lines or equipment; office and administrative duties; warehouse shipping and storage; call centre responsibilities; retail sales

Introduction to the case study

OTE Group is a large telecommunications organisation in Greece that uses various digital tools to implement safety, health and wellness initiatives across all its operational units. For example, the use of drones improves safety at base stations and virtual reality provides training in emergency response. Webinars and counselling services also offer personnel support on issues related to their physical and mental wellbeing.

Background

Hellenic Telecommunications Organisation (OTE Group), a member of Deutsche Telekom, is the largest telecommunications organisation in Greece. It employs 13 685 people in a variety of roles, such as retail salespeople; technicians and line workers; employees in offices, warehouses and call centres; as well as contracted third-party companies.

OTE Group recognises that fostering the culture of safety and health at work positively impacts not only its activities, but also employees, customers, contractors, suppliers and partners, as well as society in general. Its main priority is compliance with the requirements of relevant legislation and international standards and their implementation across all facilities and activities of OTE Group in Greece, including the adoption and implementation of workplace health promotion programmes and specific activities for worker wellness.

Aims

By adopting and making use of digital systems and tools to provide safe working conditions and implementing health and wellness programmes, OTE Group aims to prevent the risk of accidents and injuries

while also promoting employee mental health and quality of life.

What was done and how?

All actions implemented by OTE Group's Health and Safety Unit are provided free of charge to its employees across Greece. Actions are designed based on the *Occupational Risk Assessment Study*, which aims to identify and evaluate risks related to production processes and employees, ensuring their safety and health. All risks are examined, and measures are proposed to prevent or mitigate them. The study emphasises active monitoring and continuous improvement of working conditions to minimise risks and promote employee safety, health and wellbeing, while also taking into account the challenges of the new digital era.

Digital technologies as tools to improve safety and prevent risks

- Drones were introduced to reduce risks at mobile phone base stations. For example, photos or videos taken by drones enable remote checks and inspections, reducing the need for workers to climb great heights.

- With the help of drones, digital 3D office models were created to simulate realistic evacuation scenarios for emergencies.
- Training programmes using virtual reality were created for technicians to recognise hazards and respond to emergencies. Trainees participated in virtual scenarios simulating hazardous conditions, such as fires and evacuation drills and falls from a height. As part of continuous training for Building Incident Controller and Incident Response Team groups, an online seminar was organised with speakers from the Earthquake Planning and Protection Organisation and the fire brigade. The aim was to inform and proactively prepare for effective management of emergencies and incidents due to natural disasters.

Digital technologies to promote workers' wellbeing

Webinars and online seminars

- The training programme Behavioural Risk Assessment and Management was created for line managers to recognise and manage deviant behaviour in the workplace.
- The Live without Bullying webinar focused on managing bullying and the communication channels that one can approach for prevention.
- The Emotional Management webinar aimed at helping employees develop skills to react constructively to people or events.
- The Organ Donation webinar was held on National Organ Donation and Transplantation Day.
- Live webinars on Mind and Nourishment aimed to improve the dietary habits of employees.

Counselling services

- Anonymous telephone counselling via the Next to You support line offers guidance from specialised psychologists to manage personal, family or work-related issues that may affect employee productivity, functionality and psychosocial health.
- One-on-one online counselling with specialised psychologists is available by appointment.
- Employees can arrange individual online sessions with a nutritionist.

Fitness and exercise

- Since 2021, The Coach online fitness and wellness platform is available on demand, with over 450 workouts in Pilates, yoga and dance, featuring more than 25 coaches, onscreen metrics and a mobile running app.
- The Inno Gym Instructor (a user-friendly robot) visits offices in collaboration with a trainer to demonstrate simple posture exercises and

stretches that can be done daily at the office, aiming to promote and maintain musculoskeletal health.

What was achieved?

OTE Group has leveraged digital tools and new technologies to meet its ever-increasing needs for training and occupational safety and health. Digital tools, accessible to all employees, were used to facilitate online work, collaboration, training, physical exercise and wellbeing. All actions were designed in consultation with workforce representatives and with support from professional experts, taking a holistic approach that focuses on the employees. Many of the educational content programmes of short duration have been implemented within working hours, significantly improving employees' professional daily life. For a company with a wide geographical spread across Greece, the use of digital technologies for training and raising employee awareness is extremely effective, as it provides access to training materials and resources regardless of workforce location.

Over 9,000 employees have engaged in the various training programmes and activities that promote safety, health and wellness in the workplace.



Live Webinars for resilience, psychological support and behavioral risk assessment.



Live Webinar "Organ Donation".



Anonymous 24/7 telephone Counselling via the NEXT TO YOU Support Line



Online Counselling & Individual Sessions with a Nutritionist for employees all over Greece

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Success factors

The use of drones and virtual reality improves safety at base stations and promotes employee training in environments free from physical hazards. Drones allow for remote inspections and reduce the need for ascents, while digital 3D models help create realistic evacuation scenarios. Hybrid informational seminars and virtual reality training sessions enhance knowledge and readiness for responding to natural disasters and crises.

Health and wellness programmes, such as webinars focused on mental health and nutrition, the support hotline and The Coach platform, promote the wellbeing of employees. The use of the Inno robot for training supports health and fitness in the workplace. These

actions contribute to improving safety and health, providing practical solutions and innovations.



Use of Drones Technologies and Tools in the Framework of Large Buildings Digital Office Model



Hybrid Intervention Services in Mutual Gender Management



Use of VR in the OTE Group



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Transferability

As a whole, in combination or individually, these initiatives could suitably be adapted by organisations of any size across numerous sectors.

Costs and benefits

OTE Group recognises the importance of integrating modern technologies, such as drones, virtual reality and wellness platforms, in ensuring the safety and health of employees. Investments in these tools are not merely innovations, but essential contributions to improving operational efficiency and productivity. Despite the initial economic costs involved, benefits such as cost reduction, accident prevention, and improved mental and physical wellbeing far exceed the expenses. These technologies enable OTE Group to offer a safer working environment, promote the professional development of employees and ensure a better work-life balance, overall boosting its competitiveness and social responsibility.

Key features of good practice example

- Initiatives include a variety of digital tools in combination with the adoption of various wellness activities and targeted training programmes to improve the safety, health and the wellness of workers.
- Initiatives take a holistic approach that focuses on both the physical and mental health of the workforce.
- Efforts to adopt and implement workplace health and wellness promotion activities go beyond national requirements.
- The majority of personnel have embraced and participate in the various workplace health and wellness promotion activities.

Further information

Further information can be found at

<https://www.cosmote.gr>

References and resources

https://youtu.be/YeihRcc_uT8

[Hellas EAP – Employee Assistance Programs](#)

[Online Προγράμματα Γυμναστικής - Χορού | The Coach](#)

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