

EUROPEAN CAMPAIGN FOR SEASONAL AND CROSS-BORDER WORKERS RIGHTS

NATIONAL COMMUNICATION PLAN



 **MINISTERO del LAVORO**
e delle **POLITICHE SOCIALI**

NATIONAL COMMUNICATION PLAN

European Campaign “RIGHTS FOR ALL SEASONS”

The ELA (European Labour Authority) is planning an awareness campaign addressed to the European Union seasonal cross-border workers and employers that will be made in the period June-october 2021. The Campaign will be particularly turned to the agro-food sector workers, as in this field the seasonal cross-borders work is widespread and the workers have more risks to be subject to frauds and abuses.

The communication initiative is part of a wider ELA plan of action concerning the cross-border seasonal work and it is an answer to the appeal of the European Commission and Councils to take action in this matter.

The overriding aim of the Campaign is the enhancing of the knowledge of the existing rules made to adjust and protect the European Union EU seasonal workers, and to provide information about the support services in force in one's workplace Country and the Country of origin.

The primarily intended for the seasonal workers, including the legally residing citizens of Third Countries, and the employers of the agro-food sector. However, the message is also addressed to: political leaders, national authorities operators, European and National social parts.

The Member State were invited to take part in the initiative, and they will play an active role in the execution of the campaign in their Countries, using the same model of cooperation carried out last year in conducting the european campaign regarding the declared employment, #EU4FAIRWORK.

In the 2021 Campaign, ELA will coordinate the development of a common set of messages and a dissemination strategy, will take care of the making of the campaign toolkit (visual identity, models, slogans, etc.), and will better the visibility of the initiative through its own presence in the communication actions; the Member States will be allowed to customize their messages and carry out a dissemination strategy in line with their own specific viewpoint.

The Eures Network and the **European Platform against undeclared work**, will act, together with ELA - the main actor of the campaign, will give their contribution with specific goals: the Eures Network will promote the awareness of the rights and duties at recruitment phase; the European Platform will promote the advantages of declared work communicating with seasonal workers and their employers. The involved partners will both turn to further sectors, other than the agro-food, such as tourism and food processing.

The overall coherence among the three subjects will be reached by the use of messages, hashtag the visual identity and a common Action Week, scheduled for September 20th/24th 2021.

ELA will promote the campaign through its own social networking and on its website, publishing information, news and the current initiatives concerning the campaign. Every Member Country will be allowed to adjust the message to its own context.

Rights for all seasons and *#Rightsforseasons* are respectively the slogan and the hashtag of the campaign; they were chosen to clearly point out that despite the fact that the work is seasonal, the rights, the duties and the support must be considered mandatory all the year long, never to be considered “out of season”.

The hashtag *#EU4FairWork* will set the connection with the 2020 campaign.

Time Schedule

The time schedule is as follows:

- june 15th, 2021 - launch of the ELA campaign;
- july 2021 - launch of the Eures Network Campaign;
- august-september 2021 - specific actions of the European Platform Against the undeclared work;
- september 20th-24th, 2021 - week of action: the initiative Member States will be called to enhance the actions;
- october 2021 - closing event.

Communication campaign in Italy

The Ministry of Labor and Social policies, accepting and responding to the guidelines of the European Council, aimed to make the quality of seasonal workers job and their life better, joins the campaign promoted by ELA : “*Rights for all seasons*”.

In Italy the main fields of seasonal work are the agro-food and tourism sectors, therefore the target of the campaign will be extended with regard to the specific requirements of the national labor market. Furthermore, a focus on the construction sector will be included.

Following the goals pointed out by the ELA, the communication actions will be strengthened to enhance the information concerning the right and duties of the seasonal workers and to favour the access to the services of support and counseling.

In addition to this, as a follow up to last year #EU4FAIRWORK campaign, the seasonal work will be called to highlight in this sector too, the value of the declared work, conditions that guarantee safe and fair conditions for the workers and contribute to the creation of a loyal competition among the Firms.

The campaign regarding the cross-border seasonal workers, however, can be considered part of the actions aimed to tackle the illegal hiring and to the even wider issue concerning the health and safety in the workplaces, clearly showing the Ministry’s constant interest in this matter and the synergic work carried out with the National Labour Inspectorate. The Ministry of Labour and social affairs, by reason of its own jurisdiction, stands as the leader and coordinator of the actions carried out synergistically with the Italian experienced Agencies, Institutions and organisations. Besides, the Ministry’s actions will be coordinated with the activities carried out by the EURES Network.

Goals

- to inform the seasonal workers about their rights and duties;
- to inform the employers about the legal provisions concerning the seasonal workers in the specific sectors;
- to raise awareness of the employers about the benefits connected to the respect of the rules;
- to draw attention to the specific safety-measures to be respected within the context of pandemic;

- to highlight the available support and counseling services;
- to keep the public opinion informed about the important role played by the seasonal workers and to highlight the resultant positive effect.

Target

- seasonal workers in the agro-food sector;
- seasonal workers in the tourism sector;
- seasonal workers in the construction sector;
- employers;
- social parts;
- mediation agencies;
- public opinion.

Messages

The campaign key message, remarkable for all the targets, can be summarized as follows: “We have national provisions made to guarantee the rights and the duties in seasonal work, for workers and the employers. We all share the responsibility to support them and we must work jointly in order to ensure a fair and safe work to everybody”.

Hereafter the messages for each different target:

- **the seasonal workers** have the right to work under fair conditions, social and working rights same as the local citizens; they can require assistance and counseling to the competent departments; they have the right to work under fair and safe conditions, also with regard to the measures provided for during the COVID-19 pandemic emergency;
- **the seasonal workers employers** receive fair conditions, can be supported by the Institutions, are responsible of the conditions of the hired workers, must respect the safety conditions laid down for the COVID-19 emergency;
- **the political leaders** and the national Administrative professionals, share the responsibility of supporting either the workers and the employers, and they must make sure that they receive accurate information.

Communication style

The messages will be very simple and report operational instructions that will help both the workers and the employers to understand the rules, and in particular the measures they will have to follow in the pandemic period.

Channels

The information will be provided by dissemination channels either online and offline.

Partner

INL, ANPAL and EURES Network, social parts.

Planned initiatives

Between June and October 2021, following up the activity accomplished last year for the #EU4FAIRWORK campaign, the initiatives described below will be carried out:

- **social Campaign in line with the proposal of the ELA** from June 15, posts, images, videos and surveys concerning the cross-border seasonal work topic will be published on the social channels used by the Ministry - Twitter, Facebook, LinkedIn, Instagram;
- **Informative contents to convey through institutional sites** from June 15, the institutional site first, with its visibility ensured through the publication of contents (priorities, news, articles, events) and also cooperating with the other public institutions involved, the social parts and various stakeholders;
- **intra-regional help-desk aimed to tackle illegal hiring** that will be started from mid-June 2021, included in the project Più SUPREME;
- **more detailed information to be published on the Cliclavoro monthly newsletter**, allegedly on July 2021;
- **communication campaign: high quality work in the agro-food sector** planned activities: tv and radio ads, informative brochures;
- **participation of institutional representatives on RAI's radio and television programs** to introduce the topics of the campaign, mostly in the period of the launch of the event and during the week of action;

- **events in cooperation with the stakeholder net:** the National Labour Inspectorate (INL), ANPAL, EURES network;
- **week of action,** September 20th -24th, 2021, in cooperation with the National Labour Inspectorate, ANPAL, EURES network;
- **multi-agency task force:** INL inspectors and IOM cultural mediators (Project Halt illegal hiring and Su.Pr.Eme. Italy);
- **closing Event,** october 2021.

Following please find summary tables on each activity

Type of asset	<p>Social Campaign in line with the ELA's proposals</p> <p>Social Accounts involved: Twitter @Minlavoro – LinkedIn Ministry of Labour and Social Policies</p> <p>Subordinate Accounts: Facebook Cliclavoro – Instagram @cliclavoro</p>
Time	<p>Campaign june-september 2021</p> <ul style="list-style-type: none"> • Launch and start of the campaign coordinated on all the institutional accounts • N.1 weekly post/tweet on each account • Main account to be always kept with different focus and visuals • Periodic launches from the institutional subordinate social accounts and re-raises from opinion leaders profiles/involved national media/more • Performances monitoring • Campaign final report.
Targeted	Seasonal workers in the agro-food and tourism sectors; employers in the agro-food and tourism sectors – employment agencies
Partners	INL – ANPAL – Eures network
Communication goals	The social campaign's final goal is to make the seasonal workers aware of their rights and inform them about the services they can take advantage of. Besides, the campaign is addressed to the employers to highlight the advantages of legal cross-border hiring. A special focus will be dedicated to the importance of the safety and hygiene conditions in the workplace during the COVID-19 pandemic period
Methods of communication	<p>Visual</p> <p>The European promoters of the campaign provided the videos and graphics that will be used; the toolkit could contain images/banners/graphics/ visuals in a digital form that can be converted and /or the content can be edited, this material will be re-launched with slogans and claims in Italian.</p> <p>Any content will be adapted to the usual styles and languages of each platform.</p> <p>Hashtag</p> <p>The hashtag was selected together with the participating Countries #LavoroStagionale</p> <p>Mention</p> <p><u>Twitter:</u> @EU_ELA / EURESjob / @Anpal_gov / @INL_gov /@EU_Commission /@EU_OSHA</p> <p><u>LinkedIn:</u> European Commission / European Labour Authority / ANPAL / EURES</p> <p><u>Facebook:</u> @socialeurope / @ANPAL / @EURES / European Commission</p> <p><u>Instagram:</u> @europeancommission / @europainitalia / @scambieuropei</p> <p>Expected reactions</p> <p>The expected users reactions that can be monitored are: visualization/interaction with like/ sharing of the published content/click of the eventual links/comments about the posts/ tweets</p>
Resources	<i>to be defined</i>

Type of asset	Dedicated Pages on the institutional website s www.lavoro.gov.it and web portals
Time	June- September 2021
Targeted	Workers, employers and generally speaking public opinion
Partners	INL – ANPAL – EURES network
Communication goals	To raise awareness of workers and employers
Methods of communication	<p>High visibility contents and visual impact will be realized. More specifically, on the institutional site, lavoro.gov.it, home page and in the fields concerning the different subjects, a “priority “ will be published during the whole duration of the european campaign for the seasonal cross-border workers.</p> <p>The priority will be also reached through a scrolling banner published on the web-portal homepage. The editorial contents will be constantly updated and enhanced by publishing of eventual news and based on the different activities carried out between May and September.</p> <p>In the monthly Cliclavoro newsletter detailed information regarding the activities’ work in progress of the campaign will be published. On Cliclavoro web-portal, will also be possible to publish a Detailed info Page on the subject and all the planned activities which calendar can be found on the homepage. Eventually, whenever the Detailed Info page won’t be available in home anymore, you will still keep a little banner on the right side of the web page for the period of duration of the campaign; it will be possible to click on it to obtain all the required information, included the Cliclavoro Detailed Info Page and/or the Institutional website Priority. At the same time, the institutional site of the National Labour Inspectorate will be updated www.ispettorato.gov.it and asked to highlight the subject.</p>
Resources	<i>to be defined</i>

Type of asset	Communication Campaign on the high level quality of the agro-food sector
Time	<i>to be defined</i>
Targeted	<ul style="list-style-type: none"> • Workers who could be over-exploited • Final users • Social parts • Operators of the third sector • Political leaders and representatives of the regional and local institutions • Institutions/ International and European organisations.
Partners	INL, INPS, INAIL
Communication goals	<ul style="list-style-type: none"> • To inform and prevent the risk of over-exploitation in the agricultural sector work • Intercept the worker “at risk” • To inform the association encharged, the unions and the third sector’ associations, the final users of the fair and equitable trade.
Methods of communication	<ul style="list-style-type: none"> • Brochures • Leaflets • TV e Radio Ads • Social media • Introduction pf the subject by the participation of institutional representatives in Rai programs.
Resources	<i>to be defined</i>

Type of asset	Seminar meetings with the Social parts organized with the INL cooperation
Venue	The work sessions will be held in different towns, depending on the territorial presence of the INL offices
Time	<i>to be defined</i>
Targeted	Workers and Firms- Social parts
Partners	INL
Communication goals	Raise awareness on the specific conditions of the seasonal work, also giving info about the COVID-19 pandemic
Methods of communication	Seminars in presence at the venue or webinar; informative paper and digital brochures
Resources	<i>to be defined</i>

Type of asset	Interinstitutional Help-desk to tackle illegal hiring and to inform about the access to the available services
Time	June 2021-April2022 Day of service start: June the 15th Day of the online press conference launch of the service: June the 22th
Targeted	Seasonal workers of the Third Countries agricultural sector Employers and generally speaking the public opinion
Partners	Regions: Puglia, Calabria, Basilicata, Sicilia, Campania and Consorzio Nova
Methods of communication	<ul style="list-style-type: none"> Facilitate the activation of the emerging process To offer an interinstitutional benchmark to access the targeted information To ease the targeted access to the integrated system of the locally available services.
Communication goals	<p>Setting up an HELPDESK with multi-channell access composed by:</p> <ul style="list-style-type: none"> Software for the case management Dedicated dial-up Integrated multilingual webportal APP Dedicated social pages. <p>Multidisciplinary communication by specifically competent of cultural mediation:</p> <ul style="list-style-type: none"> Legal operators Multilingual operators: english, french, arab, pidgin, edo/benin, wolof, mandingo, fula and pular More languages will be activated on demand. <p>The service will be available Monday to Friday h.9:30/18:00 (The messages arriving later than the working time will be preserved institutional leaflets in italian, english and french)</p> <ul style="list-style-type: none"> Informative material addressed to the beneficiaries (the content will be edited by the intercultural mediator staff Dissemination to the 5 chosen Regions, local stakeholders, and proximity dissemination towards settlements etc. (outreach/moving unities). <p>Social media and channels to access to the service</p> <ul style="list-style-type: none"> Management of messages curated by the intercultural mediators Publication of the service related contents Constant updating of the sponsors on the Facebook page Twitter, facebook, instagram, youtube, LinkedIn pages. <p>Media Plan:</p> <ul style="list-style-type: none"> Ads on online media linked to the platform Duration 15 days per/ad publicity banner till october 2021 <p>Web Communication:</p> <ul style="list-style-type: none"> Newsletter about the service launch Publication of the news on national and regional Informative visuals and messages N.5 videos, 30" + N.5 videos da 90" videos subtitled in different languages Multilingual vocal Messages by WhatsApp. <p>Aimed to enhance the contact with the helpdesk depending on the most important questions and request of support</p>
Resources	FSE PON Inclusion within the Più Supreme project

Type of asset	Multi agency inspective Task Forces with cultural mediators
Time	Le task force will be started on June, July, August, September in many different areas and different sectors (agriculture, manufacturing and construction)
Targeted	Seasonal workers of the agricultural sector, manufacturing, construction and logistic sectors
Partners	National Labour Inspectorate (INL) Lavoro and the World Organisation for Migration (OIM)
Communication Goals	Safeguard of the security and dignity of the work exploitation victims della, by the use of instruments and initiatives aimed to tackle the threat of illegal hiring
Methods of communication	<ul style="list-style-type: none"> • Initiative of formation and raise of awareness on the topic of working exploitation and illegal hiring for the inspectors employed in the operations • Informative meetings in the Reception Centers and/or generally speaking, in different gathering spaces of the migrants, to favour the knowledge of the working social, syndical and health • Dissemination of informative/ promotional material (i.e. brochures, leaflets multilingual videos, etc.), of to be found at the Offices IITLL, the Municipalities' URP, the ASL, the Union's Associations and Patronages, the migrants reception Centers, the ONG and the volunteers associations, the religious centers etc or through the social networks.
Resources	The task forces are financed as part of the Project Alt! Illegal Hiring and Su.Pr.Eme. Italy (National Fund Migration Policies and FAMI emergency)

lavoro.gov.it



MINISTERO del LAVORO
e delle POLITICHE SOCIALI