
COMMUNICATION PLAN

ACTION WEEK-SEPTEMBER 21ST-25TH 2020

July 2020' variant
updated in accordance with the containment measures due to the Covid-19 emergency

EUROPEAN CAMPAIGN #EU4FAIRWORK



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In order to take part to the Campaign #EU4FAIRWORK, promoted by the European Commission to combat illegal employment, the Ministry of Labour and Social Affairs intends to perform different information and communication activities, from march to august 2020, with a particular attention to the Action Week scheduled from September 21 to September 25th.

In this period the following actions will be carried out:

- A Campaign on the Ministry's Social Networks- such as Twitter, Facebook, LinkedIn, Instagram- where posts, images, surveys and videos concerning regular employment, further information on the activities planned for the " Action Week", will be published with the purpose of highlighting how important the respect of Labour and Social Affairs standards is for all the " actors" concerned and involved- workers and firms, and for- generally speaking, the whole civic society.
- The preparation of informative content to be transmitted through the institutional Sites, above all through the Ministry's of Labour and Social Affairs website www.lavoro.gov.it, underlining the special section aimed to gather and publish news, articles, events, in collaboration with other public entities involved, social parts and stakeholders. During the "Action Week" the disclosure of information will be intensified and will report, also, interviews to workers, employers and institutional representatives.
- Various actions to support the direct involvement of the interested parts, among which stands out the

presence of a mailbox to receive the communication of whoever needs to start a dialogue with the board to receive information or help to put into practice the rules concerning regular employment: IT4fairwork@lavoro.gov.it. This mailbox will implement the FAQ database, also conveyed by the UrpOnline, that is the way to access the specific web pages and the number of followers on the social media.

- The preparation of informative documents, to be published on the institutional Sites and available nationwide at the National Labour Inspectorate: the documents include flyers, brochures, statistical data, etc.

TARGETS

Workers- Firms- National and local public authorities- Social Parts- Communities.

AIMS OF THE CAMPAIGN

- Raising the awareness of workers to the knowledge of their civil rights and the negative outcomes of illegal employment.
- Raising the awareness of the Firms to their obligation with regard to labour relations and the possible penalties to expect in the case of failure of application of the rules; the possible risks you can run any time you use illegal employment; the positive effects in terms of good reputation and organizational well-being of the Firms adopting forms of legal employment.
- Raising the awareness of the political leaders to the need for action through legal provisions and focused political actions.

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ACTION WEEK: SEPTEMBER 21TH /25TH 2020

In accordance with the containment measures due to the Covid-19 virus, the Week of Action earlier planned to be held on March 16th to March 20th, has been delayed and re-scheduled, to take place from september 21st to september 25th 2020. At the same time, is highlighted that all the events included in the action plan will be proposed following the COVID19 containment measures that will be applied for the period concerned.

The planned communication activities will be:

- **The National Event** organized by the Ministry of labour and Social affairs in collaboration with the National Labour Inspectorate (INL), the attendance of the employers and workers union organizations and of institutional and political leaders; information and data concerning the monitoring activities carried out during the first months of the year 2020 will be disclosed during the event (format to be defined).

- **Local thematic seminars**, organized by the National labour Inspectorate, addressed to employers and workers in the fields that are most affected by this problem, such as construction, agriculture, transports, tourism etc.

- **Communication campaign** providing the assistance of institutional representatives introducing the subject of the campaign and the activities of the European Weekof Action) in the course of RAI's television and radio programmes.

- **Institutional Internet Site:** The "Priority" will be updated, highly visible contents will be published on

the " home page " of the institutional sites lavoro.gov.it and on cliclavoro.gov.it too; the editorial contents can be reached through a banner set up on both the gateways, they will be constantly updated and implemented depending on the events planned on the national territory and relaunched on the Ministry' s social networks. The National Labour inspectorate will follow the same path on its own institutional website www.ispettorato.gov.it and social networks. The campaign, that was already introduced on March' Cliclavoro website Newsletter, will be re-introduced on the Newsletter of september 2020, giving tips and information regarding the content and the initiatives of the Week of Action.

Furthermore, the Minister of Labour and Social Policy, in association with the Oil (The International Labour Organization), is planning the organization of an **International Conference** to discuss the ways to tackle the labour exploitation and the illegal hiring, and to promote the dignity of working in the sector of agriculture. The Summit will also be a good opportunity to discuss the Triennial Plan, approved on February the 20th 2020, aimed to oppose labour exploitation and the illegal hiring. The Meeting is planned to take place in a period subsequent to the Week of Action, and before the closure of the European campaign, expected by mid-October 2020

This Event will be organized taking into consideration the COVID-19 containment measures, updated to the period of the activities, to be defined.

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Listed below the summary and details on planned activities

Assets	National Event to launch the campaign and the Week of Action
Place	Rome
Day	To be defined, from september 21 –to september 25th 2020
Recipients	Employers and workers union organizations
Partner	National Labour inspectorate (INL)
Communication Goals	<ul style="list-style-type: none"> ▪ Raising the awareness of the political leaders to the need of a common action to promote the conditions and feasibility in our Country of the “fair work”, through legal provisions and focused political actions ▪ Promoting a European common action
Means of communication	Workshop managed remotely to establish a comparison among the different actions taken to tackle undeclared work
Funding	<i>To be defined</i>

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Assets	Seminars and meetings with social Parties organized in collaboration with INL (National Labour inspectorate)
Place	The working sessions will be managed remotely jointly with the National Labour Inspectorate regional offices.
Day	To be defined from september 21 –to september 25th 2020
Recipients	Firms and workers – Social Parties- Representatives of the Inspectorate
Partner	The National Labour inspectorate (INL)
Communication Goals	<ul style="list-style-type: none"> ▪ To define and promote the concept of “fair work” ▪ Raise awareness to the benefits coming from the “fair work” for the Firms ▪ Introduce the “fair work” as an opportunity rather than an obligation to avoid to incur penalties ▪ Spread the knowledge of the European Pillar of social rights ▪ Spread the knowledge of the European Platform
Communication Means	Seminars and meetings in the webinar formula. Spread of the knowledge in the schools, too
Funding	<i>To be defined</i>

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Assets	Communication Campaign
Day	To be planned on the RAI broadcasters, priorly from September 21st to September 25th, with the eventual temporal extention to be defined
Recipients	In general, public opinion
Communication Goals	<ul style="list-style-type: none"> ▪ To define and promote the concept of “fair work” ▪ Strengthening the awareness of workers about their civil rights ▪ Strengthening the awareness of the mutual relation between rights and duties of employers and workers and the well-being of society as a whole ▪ Spread the knowledge of the European Pillar of social rights ▪ Spread the knowledge of the European Platform
Communication Means	Introduction of the main subject by institutional representatives participation on RAI programmes
Funding	<i>To be defined</i>

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<p>Assets</p>	<p>SOCIAL CAMPAIGN <i>Involved Social Accounts:</i> Main accounts: Twitter @Minlavoro – LinkedIn Ministero del Lavoro e delle Politiche Sociali</p> <p><i>Supporting Accounts:</i> Facebook Cliclavoro – Instagram @cliclavoro - Twitter @cliclavoro</p> <p><i>INL's Social Account</i></p>
<p>Day</p>	<p>Campaign March-August 2020</p> <ul style="list-style-type: none"> ▪ Campaign startup coordinated on the institutional accounts ▪ N.1 weekly post/tweet on each account (main and supporting) focusing on different items, time by time ▪ Recurrent re-launch on different social accounts institutional socials/ opinion leader's/ directly or indirectly involved national media's (i.e. INL's, Minister Catalfo's, etc.) or subjects whose comments or opinions about the event were particularly interesting ▪ Performance follow up ▪ Campaign final report <p>CampaignWeek of action (21st– 25th of september 2020)</p> <ul style="list-style-type: none"> ▪ Campaign startup coordinated on the institutional accounts ▪ N.1 daily post/tweet on each account (main and supporting) focusing on different items, time by time ▪ N.1 weekly post/tweet on each supporting account ▪ Daily re-launch on the main accounts by different social subjects/ institutional/opinion leader's/national medias / directly or indirectly involved in the event for the key-subject (i.e. INL, Minister Catalfo, etc.) ▪ Performance follow up ▪ Campaign final report
<p>Recipients</p>	<p>Citizens – Firms – Local and national institutional representatives</p>
<p>Partner</p>	<p>INL (National Labour inspectorate) The activities concerning #EU4FairWork' social communication will be conducted in coordination with the european Commission following the directions and suggestions expressed in the informative documents and the toolkits shared with it</p>

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<p>Communication Goals</p>	<p>The social campaign's main goal is to inform the users about their contractual rights, support the fight against the illegal hiring, and encourage them to denounce eventual misconducts. Further, the campaign aims to reach the enterprises and inform the representatives about the benefits, their duties and the risks concerning the fair work inside their Firms. The institutions and political leaders will be made aware of the necessity of making policies to face vigorously the illegal hiring. Finally, the sharing of contents on the social networks will increase the traffic online on the main pages and will implement the visibility and authority of the #EU4FairWork campaign promoters</p>
<p>Communication Means</p>	<p>Visual Graphic materials and videos supplied by the campaign's european promoters will be used; in case the toolkit contains images/ banners/ videos/ which format is suitable and /or the content of which can be modified, they will be re-launched with slogans and claims in Italian language. Further, specific visuals will be created. Activities to conceive, launch an survey will be carried out by posts/tweets on each channel (with varied frequency depending on the platform in use) for each campaign: the wide one, taking place from march to August 2020, and the Week of Action campaign (21st - 25th of September 2020). Each content will be addressed in consistency with each platform' style and language</p> <p>Hashtag Main hashtags: #EU4FairWork / #FairWork " Supporting" hashtags: #SocialEurope / #EULabourAuthority / Lavororegolare</p> <p>Mention TWITTER Mention/ main tags: @EU_Social / @EULabourAuth / EURESjob Mention/supporting tags: @CatalfoNunzia / @INL_gov FACEBOOK Mention/main tags: @socialeurope / @catalfonunzia LINKEDIN European Commission / European Labour Authority</p> <p>Expected reactions The expected user's reactions are: visualization/interaction via " like"/ eventually clicks on proper links/comments to posts/tweets</p>
<p>Funding</p>	<p><i>To be defined</i></p>

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Type of activity	Dedicate pages on the institutional website www.lavoro.gov.it
Day	Before and during the Week of Action (21st – 25th of September 2020)
Recipients	Workers, employers, and- in general- the public opinion.
Partner	INL (National Labour inspectorate)
Communication Goals	Progress towards a change of acting in Europe, to give information about the benefits of the fair work, sending positive messages on the topic
Communication Means	<p>On the institutional website lavoro.gov.it home page the priority will be constantly updated; it will also be available to be connected to by a scrolling banner on the website homepage.</p> <p>On the Labour Ministry' informative website cliclavoro.gov.it, addressed to citizens, firms and players in the sector, in the scrolling section " in Primo Piano" an article will be published, that will be possible to be reached through one of the banners set on the home page; this will provide a greater visibility and the direct access to the campaign. At the same time, on the National Labour inspectorate website home page www.ispettorato.gov.it , the week of action will be highlighted.</p> <p>The editorial contents will be updated and implemented following the events organized on the national territory and re-launched on the Inspectorate's and the Ministry's social networks.</p> <p>In the march monthly newsletter of cliclavoro, an in-depth examination was published. The newsletter, published on the 10th of the month, on the dedicated directory (sezione dedicata) was emailed to the users (more than 600.000); the viewers receive monthly a document reporting all the news concerning the labour market.</p>
Funding	<i>To be defined</i>

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Type of activity	International Conference to Fight Illegal Hiring
Venue	Rome
Date	Within mid-October 2020 (to be defined)
Recipients	Trade Unions and employers' organizations; political and institutional representatives.
Partner	OIL (International Labour Organization)
Communication Goals	Create the opportunity to discuss the efforts made so far to tackle the labour exploitation and the illegal hiring, and to promote the dignity of working in the sector of agriculture
Means of communication	<i>International Conference to compare the actions aimed to tackle the undeclared work. As already specified, the Event will be organized taking into consideration the COVID-19 containment measures, updated to the period of the activities, to be defined</i>
Funding	<i>To be defined</i>

www.lavoro.gov.it

Ministry of Labour and Social Policies