ELA awareness-raising campaign on seasonal workers

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A comprehensive Action Plan

**Objective:** to promote information on and enforcement of fair and safe working conditions for seasonal workers

1) *Information campaign*
   - Information
   - EURES
   - Capacity-building

2) *Enforcement support*
   - Concerted and Joint Inspections
   - Platform Tackling Undeclared Work
The ELA awareness raising campaign

Objectives:

➢ Increase workers’ awareness of their rights and obligations.
➢ Inform employers of the applicable rules and favour fair and effective cross-border recruitments.
➢ Facilitate coordinated information initiatives across the Member States
➢ Facilitate cooperation between:
  • Administrations and social partners
  • receiving and sending Member States.
Proposed key messages

Cross-border seasonal workers:
• Workers have the right to fair and safe working conditions when working in another country, with the same labour and social rights as local workers.
• Workers can seek assistance and counselling by turning to the relevant administrations, services and networks.

Employers hiring cross-border seasonal workers:
• Employers benefit from the fulfilment of labour and social rules in terms of a fair playing field
• Employers benefit from fair and effective cross-border recruitment practices
Target

- Primary focus: the **agri-food sector**
- Member States can decide to extend to further sectors

**Timeline of implementation:** May – October 2021
Operating principles

• **Bottom-up approach**: ELA coordinates an EU-wide campaign, building on existing initiatives and extending them to other countries;

• **Voluntary participation** by Member States;

• **Focus** on labour and social security rules, as well as on services;

• **Method**: facilitating and supporting partnerships and networks

**Partnerships:**
- Bodies for Free Movement of Workers: services
- EU-OSHA: complementary actions on occupational safety and health
Complementary campaign

EURES:

• **Disseminate information to workers** through the EURES network on rights and obligations, available assistance and EURES’ opportunities

• **Inform employers** concerning the national employment and social rules to be complied with, and the benefits of fair, safe and smooth cross-border recruitment;

• **Support EURES Advisers**, allowing them to learn from best practices and acquire relevant knowledge on the topic;

• **Facilitate cooperation** between NCOs, social partners and other relevant EURES stakeholders
Capacity-building flanking activities

Set of workshops targeting information practitioners:

- Outreach to seasonal workers and dissemination strategies (25 March)
- Assistance and services to workers (end of April, tbc)
- Employment services and Online recruitment platforms (proposed EURES workshop, June tbc)
- Health and safety at work, together with EU-OSHA [tbc, June]
What can ELA provide?

• **Overall coordination and concept**: a communication strategy;
• **Communication toolkit**: key messages, slogan & hashtag, visual identity;
• **Editable templates**: posters, presentations, social media visuals…;
• **Online materials**: campaign webpage, web articles, video, infographics…
• **Media strategy**: paid advertising, social media marketing, media partnerships, coordinated press action
• **Monitoring and evaluation**: KPI’s
• **Translations**: through the Translation facility
Roadmap

• **ELA Management Board**: discussion, 9 March
• **EURES European Coordination Group**: 11-12 March
• **Platform’s Plenary**: 25-26 March
• **Commission’s Social Partners’ Hearing**: 26 March
• **March/April**: work on messages and dissemination strategies with campaign managers
• **May - September**: information campaign and activities
• **October**: end of the campaign and evaluation
Thank you!