

Promotion of the 'Rights for All Seasons' Campaign in Poland

Poland

GENERAL INFORMATION	
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Member State	Poland
Name of the organisation and address	Labour Market Department / Ministry of Family and Social Policy / EURES National Coordination Office (<i>Wydział Europejskich Służb Zatrudnienia / Departament Rynku Pracy</i>) ul. Nowogrodzka 1/3/5, 00-513 Warszawa https://www.gov.pl/web/rodzina
Type of body/organisation	Ministry of Social Affairs
GOOD PRACTICE - GENERAL INFORMATION	
Title of the good practice in the original language (if relevant)	Promotion of the 'Rights for All Seasons' Campaign in Poland
Geographical focus	Nation-wide
Duration	July-October 2021 ¹
Summary of the good practice	The ' Rights for All Seasons Campaign ' was launched by the European Labour Authority to increase awareness of the labour rights and working conditions of seasonal workers. The EURES Poland National Coordination Office, together with several Polish stakeholders, worked to increase the campaign's impact in Poland and as well as foster cooperation on a national and international

¹ EURES Poland's staff members have been using the campaign material also after the end of the campaign.

	level.
OBJECTIVES AND ACTIVITIES	
Background/context	<ul style="list-style-type: none"> ▶ Each year up to 850 000 EU citizens engage in seasonal work in another Member State. While exact data on the number of seasonal workers is scarce, the existing trend is likely to continue, and an increase is expected for the upcoming years. Additionally, several factors (e.g. temporary nature of the work; language barriers; etc.) make seasonal workers particularly vulnerable. Thus, awareness-raising on their rights is crucial. ▶ The report “Intra-EU mobility of seasonal workers: Trends and challenges”² (2021) shows that when it comes to seasonal work, Poland (together with Romania) is one of the Member States sending the highest number of workers abroad, mainly to Germany and the Netherlands. ▶ The information campaign focused on the sectors in which seasonal work is most present: agriculture, constructions, hospitality and food production. The campaign aimed to reach out to the seasonal workers who are already abroad and those who are planning to leave, in order to provide them with information about their rights. ▶ Having received information about the campaign during a meeting with ELA, EURES Poland decided to adapt the channels and the messages of the campaign to the national context. ▶ As during the pandemic part of EURES staff was involved in other tasks and users were not really active in searching for work abroad, the campaign was welcomed as an opportunity for EURES staff to start to cooperate again and to promote their services.
Objectives	<p>General Objective:</p> <ul style="list-style-type: none"> ▶ To increase awareness of seasonal workers or

² <https://ec.europa.eu/social/main.jsp?catId=738&langId=en&pubId=8400&>

	<p>jobseekers interested in working as seasonal workers abroad on existing rights, obligations and available counselling services.</p> <p>Specific Objectives:</p> <ul style="list-style-type: none"> ▶ To increase the impact of a large and comprehensive information campaign launched by ELA; ▶ To facilitate cooperation of relevant stakeholders within Poland and across Member States, in order to improve seasonal workers' working conditions.
<p>Main activities</p>	<ul style="list-style-type: none"> ▶ EURES Poland coordinated the campaign but most of the activities were carried out by the numerous stakeholders involved. ▶ EURES Poland prepared a clear communication and dissemination strategy, as well as comprehensive guidelines for communication activities within the campaign's framework, outlining: <ul style="list-style-type: none"> ▷ The campaign's main objectives; ▷ Core messages to be communicated; ▷ An overview of campaign activities; ▷ An overview of used information and communication tools. ▶ Promotion activities included information sessions at EURES offices across Poland and online, "mobile contact points" providing information in public squares, posters in public transportation in Lublin and Gdansk, interviews at local radio stations and newspapers, posts on social media. ▶ A specific information online event on seasonal work and the rights of seasonal workers was organised with EURES Netherlands, seasonalwork.nl and the Embassy of the Kingdom of the Netherlands in Poland. ▶ During the ELA "week of action" an event was organised in collaboration with the German

	<p>organisation <i>Fair Mobilitat</i> to provide information for Polish EURES staff about the rules related to seasonal work in Germany</p> <ul style="list-style-type: none"> ▶ EURES Poland's customers could find a calendar of the events on the website of EURES Poland. ▶ EURES Poland and the other stakeholders could use the comprehensive ready-to-use materials provided by ELA including translations, editable templates, ready-to-use posts on social media. ▶ Each stakeholders used the channels at their disposal (i.e. social media accounts, websites, contacts with radio stations etc.).
Relevance	<p>This practice aims at providing information on the rights and obligations of seasonal workers as well as the EU-wide available counselling services provided by EURES.</p>
Funding/organisational resources	<p>EURES Poland's offices funded the activities campaign with a rather low budget. In particular, three regional/local offices had some dedicated budget for the information campaign.</p> <p>Leaflets and posters were provided by ELA, through a general template that could be adapted and translated. The campaign material was printed directly in the EURES offices.</p> <p>Almost the entire EURES Poland staff was involved in the campaign (i.e. approximately 850 people).</p>
PARTICIPATION	
Stakeholders involved	<p>The following stakeholders organised activities to promote the campaign or contributed disseminating the messages of the campaign (i.e. on websites, social media etc.):</p> <ul style="list-style-type: none"> ▶ Ministry of Family and Social Policy (<i>Ministerstwo Rodziny i Polityki Społecznej</i>) ▶ EURES (including Voluntary Labour Corps (<i>Ochotnicze Hufce Pracy, OHP</i>))

	<ul style="list-style-type: none"> ▶ European Labour Authority ▶ Embassy of the Kingdom of the Netherlands in Poland ▶ The German organisation <i>Fair Mobilität</i> ▶ The National Insurance Office ▶ The National Health Fund ▶ The European Commission's delegation in Poland ▶ Europass and Eurodesk ▶ Border guards in Poland ▶ Academic career offices in universities ▶ At the regional level: marshal offices and offices of <i>voivodship</i> and cities. ▶ At the local level: city offices, municipal information centres, municipal social assistance centres, public libraries, tax offices, schools, police offices, local NGOs and local media.
Target groups	<ul style="list-style-type: none"> ▶ Seasonal workers abroad ▶ Potential seasonal workers interested in taking up seasonal works, young people, students, unskilled, low skilled polish jobseekers.
Final beneficiaries	<ul style="list-style-type: none"> ▶ More than 36 000 unemployed and job seekers and involved more than 3 000 multipliers. ▶ Additionally, more than 21 100 people participated in almost 800 events.
ACHIEVEMENTS & RECOGNITION	
Results and outcomes	<ul style="list-style-type: none"> ▶ During the campaign the stakeholders published 172 articles and 962 online articles. The numerous posts on social media Facebook engaged, in total, over 131 613 people online. Additionally, the stakeholders held 53 press interviews to increase the campaign's outreach;

	<ul style="list-style-type: none"> ▶ 118 Twitter posts were created; ▶ 790 events were organised with over 21 000 participants ▶ The collaborations with external stakeholders, established during the campaign, continued also after. For instance EURES Poland organised four additional meetings on workers with <i>Fair Mobilitat</i>, focusing on specific sectors (e.g. transport work, care, hospitality).
Recognition – national or regional level	As of now the practice has not received explicit recognition at national or regional level.
Recognition – on EU or international level	The practice has not received recognition at EU or international level yet.
Cost effectiveness	The campaign was cost-effective as it reached out to a wide audience with a very low budget, mainly using existing channels (i.e. stakeholders' websites and social media accounts) and adapting the campaign material provided by ELA.
Transferability	The practice is transferrable to other sectors or countries. The information campaign is flexible and the promotional material can be edited and translated, making it possible to adapt the messages to the national context. This should be done through a research on which information workers need and what channels can be used to reach out to them.
Sustainability	The project has no particular focus on sustainability.
Innovativeness	The main innovative aspect of the practice is related to the involvement of such a large number of stakeholders outside EURES.
Digitalisation	Digital channels (e.g. websites, social media) played an important role in disseminating the messages of the campaign.