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*With the financial support of the Prevention of and Fight against Crime Programme  
European Commission - Directorate-General Home Affairs*

**PREVENTION OF AND FIGHT AGAINST CRIME**

**HOME/2012/ISEC/AG/4000004390**

**Kick-off meeting of the Project**

**AGricultural job Rights to End  
foreign workers Exploitation**

**“AGREE”**

**Rome, 5/6 February 2014**

# AGREE – Communication Plan

- ❖ Introduction
- ❖ Communication objectives
- ❖ Main Topics and Communication messages
- ❖ Main actors
- ❖ Beneficiaries
- ❖ Communication strategy
- ❖ Communication tools
- ❖ Timing

## Introduction

Forced work/exploitation deprives citizens of its fundamental rights and of decent salaries

It damages the positive side of the productive system and it causes distortions to the work market

It makes workers' life insecure and precarious. It hides deep illegality

## What is decent work?

According to the International Labour Organization

*Decent work sums up the aspirations of people in their working lives. It involves opportunities for work that is productive and delivers a fair income, security in the workplace and social protection for families, better prospects for personal development and social integration, freedom for people to express their concerns, organize and participate in the decisions that affect their lives and equality of opportunity and treatment for all women and men.*

## Strategic Communication Objectives

- Raising awareness among workers, enterprises and public opinion on the topic of **forced labour/exploitation**, promoting dignity, legality and safety

## Communication objectives

- Presenting the activities of control of the inspection structures and its relevant role
- Promoting opportunities of regularisation to enable the exit from the exploitation

# Communication objectives

- ❑ Fighting skepticism towards regularisation practices
- ❑ Creating a new culture of work fighting every form of exploitation and illegality

# Communication objectives

- Raising awareness of generalist and specialized media on the topic of exploitation, through a correct communication on the topic and the correct use of terminology and approach



## Communication objectives

- Promoting a correct information on the topic in favour of victims of forced labour and raising awareness on their rights and opportunities of liberation

## Communication objectives

- Presenting the topic in an innovative way, fostering a strong interest by the media and a new approach in telling stories of exit from exploitation

## Communication objectives

- Fostering a comparison among communication strategies carried out in Romania and Spain on the topic of exploitation and define common working methodologies for a fair information on the topic at local, national and European level

## MAIN TOPICS AND MESSAGGES

- ❑ A new culture of work and of rights
- ❑ Institutional collaboration as decisive element to fight forced labour/exploitation
- ❑ Making life and working conditions the decisive elements of every strategy of inclusion and promotion of rights

## MAIN ACTORS

- Head of communication of project partners
- Media active on the topic of work and workers rights

# BENEFICIARIES

## Stakeholders

- ✓ Unions
- ✓ Enterprises
- ✓ Institutions and public administration
- ✓ Public and private employment agencies

## Final beneficiaries

- ✓ Migrants
- ✓ Workers
- ✓ Public opinion
- ✓ Local contexts

## Other beneficiaries

- ✓ National and local media
- ✓ Media of foreign communities based in the countries of the project
- ✓ European institutional representations (European Economic and Social Committee) and representatives of social and research stakeholders on the topic active at EU level
- ✓ Associations of foreign communities subject to exploitation in the countries of the project



## ACTIVITIES

- ❑ Presentation of the results in the cities and towns of the projects
- ❑ Sharing best practises and figures on exploitation at local level, in the framework of thematic initiatives and with focus dedicated to the main beneficiaries of the communication (local media, enterprises and workers representatives, migrant communities)

## ACTIVITIES

- ❑ Collecting stories/ best practises in cities and countries involved by the project to be inserted in press kit/releases on the topic, together with the main figures of the project research
- ❑ Monitoring of media/platforms dedicated to the main topic of the project for focus/journalistic contents proposals along the project

## ACTIVITIES

- Infographics with figures on exploitation providing a background data set in press kits/releases/presentations
- Press office at European, national and local level in the occasion of project meetings and along the project

## ACTIVITIES

- Social media: Creation and updating of a Facebook page and a Twitter account to be used not only to report on the project activities but also as social platforms to foster knowledge on the topic of exploitation with links to video, news and interviews

## ACTIVITIES

**#agree:** creation of Storify to raise the added value of social network promotion on the topic or in the occasion of events

- Creation of specific communication campaigns, with multilingual posters/slides to be promoted through the social media channels or in the occasion of events to promote topics, approaches and key messages of the project

# COMMUNICATION TOOLS

## GRAFIC CONCEPT

- Key message: No more exploitation! It's possible to sort it out
- Different communication messages according to recipients/beneficiaries
- Use of specific and coordinated colors/graphic elements/fonts for key messages to raise the attention of the public to make it immediately recognizable in the communication products

# MATERIALS/COMMUNICATION PRODUCTS

- Internet website + Logo
- Multilingual brochure/leaflet (digital and print version)
- Social media pages/channels
- Infographics

# Timetable (first year)

Activities	Organization	gen-14	feb-14	mar-14	apr-14	mag-14	giu-14	lug-14	ago-14	set-14	ott-14	nov-14	dic-14	gen-15
Operational coordination (WP0)	ABT + all		1									9		11
Financial coordination (WP0)	ABT + all													
Monitoring and evaluation (WP0)	ABT + evaluator		2					7						12
Communication planning (WP4)	ABT + Cittalia				3									
Documental analysis - desk analysis (WP1)	ABT, CPE, FCG				4									
Implementation of project's website (WP4)	ABT				5									
Project image (WP4)	ABT, CONC, CNSLR				6									
Field research on recruitment systems in agriculture (WP1)	ABT, Cittalia, CPE, FCG										8			
Dissemination of results (WP4)	ABT, CONC, CNSLR													
Comparative analysis on best practices (WP2)	ABT, Cittalia, CPE, FCG												10	

1) Steering committee Rome

2) Monitoring plan

3) Desk analysis

4) Website

5) Communication plan

6) Logo

7) 1st Monitoring report

8) Field research

9) Steering committee Barcelona

10) Comparative analysis

11) Interim report

12) 2nd Monitoring report



## Timetable (second year)

Activities	Organization	feb-15	mar-15	apr-15	mag-15	giu-15	lug-15	ago-15	set-15	ott-15	nov-15	dic-15	gen-16
Operational coordination (WP0)	ABT + all					13						20	21
Financial coordination (WP0)	ABT + all												
Monitoring and evaluation (WP0)	ABT + evaluator						15						22
Implementation of project's website (WP4)	ABT												
Project image (WP4)	ABT, CONC, CNSLR												
Dissemination of results (WP4)	ABT, CONC, CNSLR											19	
Organization of local events (WP4)	ABT, CONC, CNSLR	10								17			
Establishment of 3 networks in each Country (WP2)	ABT, CONC, CNSLR		11										
Training for key stakeholders (WP3)	Cittalia, CPE, FCP				12								
Networking at local level (WP2)	ABT, CONC, CNSLR					14			16		18		

**10) 3 meetings aimed at key stakeholders to raise awareness of the phenomenon of severe labor exploitation in agriculture (1 for each territory involved)**

**11) 3 local networks of stakeholder, Lists of members of local networks, Agreement among the network members (1 for each territory involved)**

**12) 3 training manuals (one for each country), 48 hours of training (16 for each area involved) in 4days**

**13) Steering Committee Bucarest**

**14) 1st network meeting (15 people involved for each area involved)**

**15) 3rd evaluation report**

**16) 2nd network meeting (15 people involved for each area involved)**

**17) 3 awareness meetings aimed at potential buyers (paying particular attention to consumer associations)**

**18) 3rd network meeting (15 people involved for each area involved); 3 action plans, with the work program of long-term local networks interventions (1 for each country involved)**

**19) Scientific publication; booklet on project results**

**20) 4th steering committee in Rome; international meeting for the presentation of the project results and recommendations**

**21) Final report**

**22) Final evaluation report**

## Results/deliverables

**WP4** - Communication Plan, Website, Brochure, 3 meetings for entrepreneurs and potential buyers to raise awareness against labor exploitation in agriculture (1 for each territory involved), 1 scientific publication of transnational interest containing a comparative model to be proposed to the European authorities, 1 international meeting to present the project results and recommendations