



European Platform  
tackling undeclared work

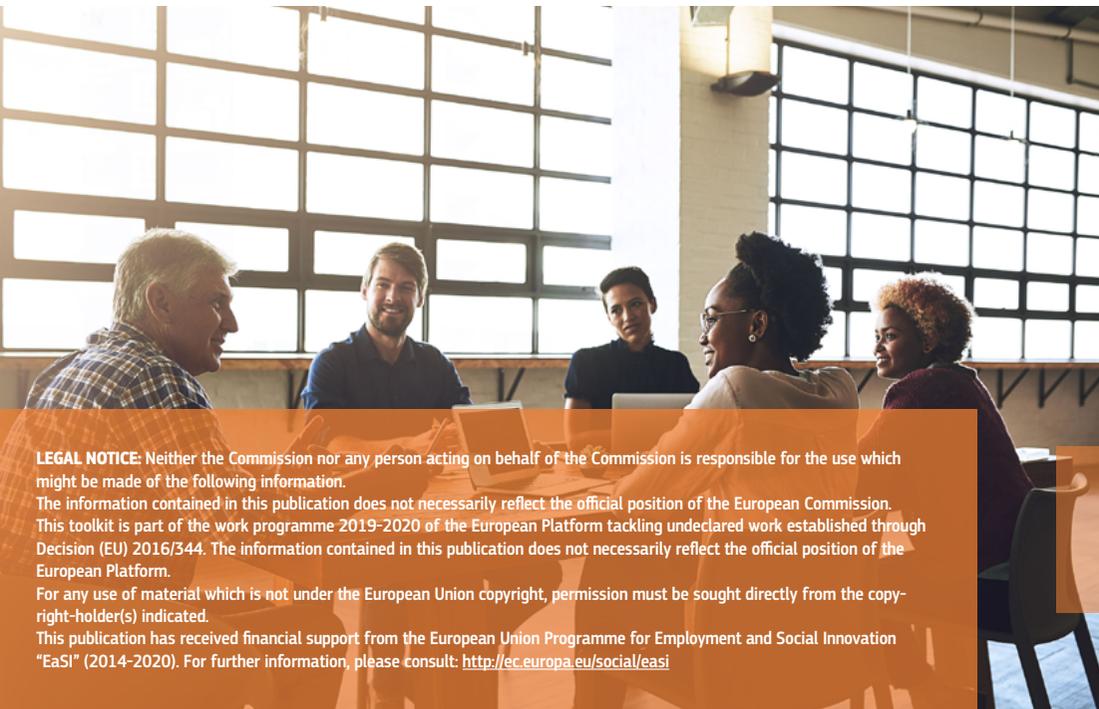


## **Promotional toolkit** #EU4FairWork campaign for declared work

# WHO IS THIS TOOLKIT FOR?

This toolkit aims to provide information and guidance to members and observers of the European Platform tackling undeclared work (the Platform) on the up-coming campaign. It provides a set of materials which can be adapted, tailored and used freely to support the campaign. It can also be shared with wider networks and stakeholders to help promote the campaign and target audiences at European and national level.

For any questions or support for the campaign contact: [EU-UDW-PLATFORM@icf.com](mailto:EU-UDW-PLATFORM@icf.com)



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# WHAT IS IN THIS TOOLKIT?

This toolkit provides materials and information to help you participate in the campaign through your social media communication channels and to plan and promote your activities during the Week of Action.

## In the Annex you'll find supporting materials:

- Background material on the Platform, including a brochure policymakers
- Factsheet on the European Labour Authority (ELA)

## Other resources:

- [Campaign web page](#)
- Infographics with facts and statistics on undeclared work: [Undeclared work in Europe](#) and [Effective solutions to tackle undeclared work in Europe](#) (1 other infographic under development)
- Campaign [launch video: message by Commissioner Nicholas Schmitt](#)
- Animated video: [Declared work means peace of mind](#) subtitled in 23 languages *Please find the subtitles embedded in the video. (To access the translations, click on the Closed Captions (CC) button in the video frame and select the preferred language; the audio is only available in English)*
- Eurobarometer Survey: [Undeclared work in the European Union](#)
- Social media competition for [Employers](#) and [Workers](#)

# 1 ABOUT THE CAMPAIGN

## #EU4FAIRWORK – THE FIRST EUROPEAN CAMPAIGN FOR DECLARED WORK

The Platform will launch its first information campaign in 2020. It will focus on raising awareness with companies and workers about the benefits of declared work. An EU-wide social media campaign will run from March to October 2020 with the highlight being a Week of Action from 21-25 September.

### The campaign has two key components:

March-October 2020: An **EU-wide social media campaign** funded and led by the European Commission and the European Labour Authority and supported by all Platform members and observers. The social media campaign will target all EU countries, as well as Iceland and Norway. A social media package is provided in this toolkit to help all stakeholders to get involved, create their own content and disseminate the campaign messages.

### The social media campaign will feature:

- **2 social media competitions:** one for workers, one for companies
- **Social media posts** accompanied with engaging visuals, polls, infographics and videos
- **1 short video animation** about the benefits of declared work with subtitles in 23 language
- **6 short articles, 4 podcasts** and **2 videos** covering a variety of topics closely related to undeclared work
- **1 video production** on activities from the rearranged Week of Action
- **2 emotional videos** subtitled in 23 languages, featuring workers and companies speaking about the benefits of declared work

21-25 September 2020: **A Week of Action** where, under the broad umbrella of the campaign, Platform members and observers can choose target groups and activities that suit their needs and which will make the biggest impact. They will have the opportunity to organise activities of their choice during the Week of Action, as well as take advantage of the Platform's staff exchange programme. These different activities will be promoted as part of the EU-wide social media campaign.

For the Week of Action the events and activities will also be promoted on the campaign web pages:

<https://ec.europa.eu/social/eu4fairwork>

For information related to the staff exchange programme please visit the website:

<https://ec.europa.eu/social/main.jsp?catId=1497&langId=en>

## WHY GET INVOLVED?

- ✓ Engage in the first EU-wide campaign to promote declared work
- ✓ Show how stakeholders across Europe are joining forces to promote declared work
- ✓ Reach a larger audience and raise awareness on the benefits of declared work more quickly
- ✓ Achieve better outreach to workers and companies
- ✓ Enable institutional cooperation between relevant stakeholders at national and EU level
- ✓ Promote policy and legislative initiatives to tackle undeclared work
- ✓ Promote your work and the work of the Platform

## 2 BACKGROUND INFORMATION

**Undeclared work involves any paid activities that are lawful as regards their nature but not declared to public authorities.**

Undeclared work affects us all. It puts workers at a multitude of risks. It hampers fair competition and undermines public finances, social protection and wider social cohesion. These challenges are exacerbated in the context of labour mobility in the internal market and in the fast-changing world of work.

Tackling undeclared work has long been a focus of attention of policymakers in Europe. A wide range of policy approaches and measures have been introduced in Member States over the past years. The results of the Eurobarometer public opinion survey on undeclared work were published in March 2020.

Undeclared work occurs in all kind of economic sectors, both within countries and across borders. Sectors most affected include construction, agriculture, road transport, tourism, renovation or repair works, cleaning, provision of childcare and HORECA (hotel, restaurant, catering and food services).

Transforming undeclared work into declared work requires a joint and holistic approach. To support this, the European Platform tackling undeclared work was established in 2016 with a focus to enhance greater cooperation between Member States.

## THE EUROPEAN PLATFORM TACKLING UNDECLARED WORK

This EU-level forum brings together relevant stakeholders including enforcement authorities such as labour inspectorates, tax and social security authorities, and social partners. The Platform has three main aims:

- To encourage closer cooperation between Member States;
- To improve the capacity of public bodies and other stakeholders to tackle undeclared work; and
- To raise awareness of issues relating to undeclared work.

Platform members learn from each other and drive change at national level through their work programme of activities.

Funding for the Platform is provided by the European Union Programme for Employment and Social Innovation (EaSI) 2014-2020.

The Platform offers a wide range of expertise and resources to help tackle undeclared work. The virtual library contains the latest thinking and practices on tackling undeclared work: <https://ec.europa.eu/social/main.jsp?catId=1495&langId=en> (good practices, studies, toolkits, and learning from events)

The Platform has produced an output report and supporting PowerPoint presentation titled 'Tackling undeclared work across Europe: effective solutions for policymakers' which sets out examples of proven approaches and practices to tackle undeclared work.

## OTHER RELATED EU POLICIES AND BODIES

The social media campaign It will be closely linked to the European Pillar of Social Rights and related communication activities and contribute to the discussion on a Strong Social Europe for Just Transitions launched on 14 January 2020. It is also taking place in the context of the setting up of the European Labour Authority. For further information please find a factsheet in Annex 2 or visit the website: <https://ela.europa.eu/>

# 3 CAMPAIGN OBJECTIVES AND PROMOTERS

## Objectives of the campaign

The overall goal of the campaign is to tackle undeclared work and its root causes. The campaign aims to contribute towards behavioural change across Europe through positive messaging about the benefits of declared work.

The specific campaign objectives are:

- 1 To raise awareness amongst workers about their rights, the negative impact of undeclared work and their possibilities to report undeclared work and to be protected, and to make the transition into declared work;
- 2 To sensitise companies concerning the benefits of and their obligations to declare workers at all levels of the supply chain, as well as of the risk of sanctions in case they make use of undeclared work;
- 3 To sensitise policymakers on the need to act and to increase the efforts to tackle undeclared work, through policy and legislative initiatives;
- 4 To increase the visibility of the Platform's work and implement the campaign together.

## Key actors

The members and observers of the Platform are the key actors and promoters of the campaign, supported by their wider networks.

The European Commission will lead and coordinate the EU-wide social media campaign using the social media accounts of DG Employment, Social Affairs and Inclusion and the European Labour Authority. For the campaign to make an impact, you are encouraged to closely follow, share and promote the EU-level campaign, and complement it with your nationally targeted messages.

The highlight of the campaign is the Week of Action with national events and activities; and all key participants are invited to promote the benefits of declared work throughout the duration of the campaign, from the validation and initial launch until the end of the evaluation activities.

Social partners have a particularly important role in the campaign. As non-governmental organisations, it is often easier for them to establish a trusted relationship with workers and/or companies. Social partners can take more innovative actions and focus on specific forms of undeclared work. In addition to being actively involved in the campaign they can act as strong multipliers to amplify the key messages via their own internal and external channels and via their national partners.



## Tips:

**Link with key partners - their support will help reach a broader target audience including:**

- Workers' unions
- Employers' organisations
- Chambers of commerce
- Chambers of crafts
- Public Employment Services
- Companies with supply chains
- Policymakers
- Careers advice in schools and colleges
- Community groups
- Tax authorities
- Media

# 4 KEY MESSAGES

**Key messages are the core messages you want your target audiences to hear and remember. They create meaning and headline the issues you want to discuss.**

The following are examples of messages for the #EU4FairWork campaign that you can use to target key audiences when communicating about the campaign. These examples will be further elaborated for the social media campaign. They can also serve as a guide for your national activities and you can use them as a basis for drafting communication material, website articles, social media posts and responding to online comments and questions. You are highly encouraged to develop your own messages in order to better tailor them to your audience. You will find more tailored messages in section 5.2.



## Companies:



- Declaring your income and workers makes you a trusted employer.
- Reputations can be made and lost. Promote declared work not just amongst your staff but across your supply chain.
- Keep workers engaged, motivated and productive, and make sure you acknowledge their rights and protections.
- Declared work makes a positive impact on your employees and community. Protecting their interest and needs is essential.
- Ensure legal certainty and avoid future fines and sanctions.
- Undeclared work does not pay, time to make the transition.
- Declare and protect your workers for tough times: your business and reputation will benefit.

## Workers



- All your work counts. Check your rights and what protections you are entitled to.
- Make sure your employer declares your work, know your rights and what protections are there for you.
- Declared work is your right to social security, paid holiday, working time rules, and protection against accidents and unfair dismissal.
- Unaware of your rights? National authorities/unions can help you understand your rights and protections, as well as the obligations of your employer.
- Need help or guidance about workers' rights? Find out what instruments are available to protect you in the transition towards a declared work status.
- Working declared is your right to social protection when times are tough.
- Working declared is your right – in everyday life as well as in times of crisis.
- Working declared is your safeguard, even more so in times of crisis.

## Policymakers:



- No need to tackle undeclared work alone when you can collaborate and take joint action across Europe. Gain inspiring ideas through staff exchanges.
- Risk assessment models can improve the success rates of inspections. Support your authority's strategy and approach in order to better tackle undeclared work.
- Undeclared work takes place at local, national and at a European level. Make a stand and tackle it through policy and legislative initiatives.
- Declared work is more important now than ever before.
- No matter the circumstances, declared work means benefits for all.

## SLOGANS



A good and effective slogan prompts the target group to act and remember the campaign, evoking positive feelings. The slogan will appear in combination with the social media campaign hashtag, which also functions as our call to action. Two alternative campaign slogans will be used.

The campaign slogans:

**Earn. Declare. Benefit.**

**Fair work, fair play**

Both slogans create a link between carrying out work and doing the morally 'right thing', and their messages are relevant for both workers and employers.

## HASHTAG



A hashtag or the symbol “#” is a label for content in social media (Twitter, Facebook, LinkedIn, etc.). It helps others who are interested in a certain topic, quickly find content on that same topic. The campaign hashtag will only be used in English.

The campaign hashtag:

**#EU4FairWork**

The EU-wide social media campaign will have one dedicated hashtag to ensure recognition from our broader audience. It is crucial for the success of the campaign that all target groups can relate to the hashtag and memorise it. The main hashtag can also be used alongside national hashtags. The #EU4FairWork hashtag should not be translated due to the need to monitor and evaluate its usage and the effectiveness and outreach of the campaign.

# 5 SOCIAL MEDIA

The social media campaign will be led and coordinated by the Commission, with the support of the European Labour Authority. The main channels to use to disseminate the campaign messages and communication materials are listed below:



**@EU\_Social**

Link: [https://twitter.com/EU\\_Social](https://twitter.com/EU_Social)

**@EU\_ELA**

Link: [https://twitter.com/EU\\_ELA](https://twitter.com/EU_ELA)



**@socialeurope**

Link: <https://www.facebook.com/socialeurope/>



**European Labour Authority**

Link: <https://www.linkedin.com/company/european-labour-authority/>

The EURES and ELA social media channels will be used to further increase the reach of the campaign. Two social media competitions will also be launched during the campaign.

You are the protagonist. The success of the EU-led social media campaign depends on your strong social media presence.

You are encouraged to launch or enhance your social media presence in order to better promote the campaign and its key messages. Share this toolkit with internal communication teams to inform them about the campaign, and to engage them in liking posts and sharing content.

When raising awareness on platforms such as Facebook and Twitter, it is useful to interact with other organisations with similar interests. We invite you to follow @EURESjob on:

Twitter: <https://twitter.com/EURESJob>

Facebook: <https://www.facebook.com/EURESjobs/>

LinkedIn: <https://www.linkedin.com/company/eures/>

We encourage you to follow other relevant social media accounts in your country and like and retweet their posts when they use the #EU4FairWork messaging and visuals.

## 5.1 CAMPAIGN CHOREOGRAPHY

Due to the COVID-19 pandemic the Week of Action initially planned for March 2020 was postponed to the week of 21 September. The (EU-wide) social media campaign was extended until October 2020 and now contains three phases.

**Week of Action:  
21-25 September**



March-June:

### **Setting the stage**

Main characteristics of undeclared work, key features, differences across countries, aspects of UDW in different industry sectors, workers' rights and obligations, benefits of declaring work, impact of COVID-19 measures



July-August:

### **Winning Approaches**

Success stories in tackling UDW, sector-based achievements, successful policies and their impact to date



September-October:

### **Acting together**

Cooperation in fighting UDW across Member States, Week of Action

## 5.2 SOCIAL MEDIA CHANNELS

Each social media platform has its own format and style. There are numerous tips and tricks to increase the success of your communications for each platform. Social media usage amongst the target audience may vary country-by-country. It is good practice to highlight your business hours so that your followers are aware. Several social media planning tools (e.g. Hootsuite) provide a scheduling calendar that allows you to select the date and time you'd like to post your message. In addition, you can choose an auto scheduler to let Hootsuite decide the optimal time to post to your channel. Provided in this section is general advice to support your activities and needs.

Whenever you are referring to the campaign, even outside of social media (i.e. emails, printed material), it is recommended to use the campaign hashtag #EU4FairWork (with capitals for readability). Where appropriate, you can use secondary hashtags like #SocialEurope and #EULabourAuthority.



### Twitter

Twitter is most popular with people in their 20s, which makes it a suitable channel to target young entrepreneurs and self-employed as well as apprentices. It is also used by policymakers and journalists. It is an ideal tool to link with existing campaigns and is a good platform for reaching a wide audience very quickly, if used effectively.

#### Tips for Twitter:

- If you haven't got a Twitter account, you can create one here: <https://help.twitter.com/en/using-twitter/create-twitter-account>
- Use images and videos to overcome the 280-character limit.
- Share by retweeting and liking posts.
- Post frequently (at least twice per week) and use the hashtag #EU4FairWork.
- Pin tweets about #EU4FairWork to your Twitter account (follow this guide on pinning tweets: <https://socialmediaweek.org/blog/2015/02/60-second-tip-how-to-pin-a-tweet-2/>).
- Target and engage authorities and relevant individuals.
- Increase your network by tagging partners, national authorities, organisations, bloggers, freelance journalists or influencers directly in your Twitter posts or Twitter images.
- Mention other relevant EU-level Twitter users, particularly @EU\_Social, @EU\_ELA, @EURESJob, @EPALE\_EU, @EURightsAgency.
- Consider creating a basic editorial calendar, to plan how and when to tweet in advance. This can be coordinated with other organisations, members and partners you work with (applications such as TweetDeck and Hootsuite make scheduling tweets in advance a lot easier).
- You can also use campaign banners provided in the supporting material.
- Feel free to add other relevant popular hashtags to your tweets.



## Facebook

Facebook is the most popular social media network. It is a great platform for creating an online community; whether it is with friends in a personal setting, or like-minded individuals and organisations in a professional setting. It has the widest reach of age groups amongst the social media channels and is a particularly good channel to reach workers.

### Tips for Facebook:

- Create a Facebook page for a more professional look: [https://www.facebook.com/help/104002523024878?helpref=about\\_content](https://www.facebook.com/help/104002523024878?helpref=about_content)
- Share, comment and like #EU4FairWork posts via your individual (personal) - or your organisation's - Facebook account and/or Facebook page to increase reach and visibility. You can also use profile frames and campaign banners provided in the supporting material.
- Keep Facebook posts short adding a hyperlink to further information.
- Tag other relevant Facebook pages and include references to other social media channels like Twitter or LinkedIn.
- Any activities being organised can be added as a Facebook event, whereby you can invite participants in your network as well as the wider public by making the event open and viewable to all.
- Get involved in conversations by commenting or replying to other users who use the campaign hashtag #EU4FairWork in their posts.
- Regularly monitor the comments stream and remove inappropriate comments
- Include engaging visuals or short videos when possible.
- Don't forget to update your profile photo with the Facebook profile frame!



## LinkedIn

LinkedIn is a professional and business-oriented social network site used for keeping in touch with partners, business associates, and colleagues. It is an ideal channel for start-ups, freelancers, micro, small and medium-sized enterprises and multinationals.

### Tips for LinkedIn:

- Create a LinkedIn account as well as a LinkedIn page here: <https://www.linkedin.com/help/linkedin/answer/2964/signing-up-to-join-linkedin>
- Post informative content either as an individual or as a LinkedIn Page user.
- Look for contacts and stakeholders that might find the #EU4FairWork campaign interesting and promote content within groups (if you are part of a larger LinkedIn group).
- Like and comment on posts from other LinkedIn accounts posting about the campaign.
- Share posts from others who are also promoting the campaign and/or related content.

## 5.2 SOCIAL MEDIA EXAMPLES

You can find below examples of social media posts – ordered by channel – targeting workers, companies and policymakers. You are free to use the examples, adjusting and translating them to meet the needs of your audiences.

Twitter



### Companies:

- A lawful and ethical business attracts the most talented staff. Find out how your company can support declared work (link to article/blog post). #EU4FairWork.
- Reputations can be made and lost. Promote declared work not just among your staff, but also across your supply chain. Join the #EU4FairWork campaign for declared work! Visit (Add link to article/blog post about ethical organisations or examples on how companies are supporting declared work)
- Fair work, fair play. Look after your staff properly and they will look after your business. #EU4FairWork.
- Declaring your income and workers makes you a trusted employer. Join the #EU4FairWork campaign for: (Link to national campaign/activity).

### Policymakers:

- Undeclared work takes place at local, national and European level. Make a stand and tackle it through policy and legislative initiatives.
- The European Week of Action 2020 for #EU4FairWork is launched! Find out about relevant events & activities in [YOUR COUNTRY] here: <https://ec.europa.eu/social/eu4fairwork>

### Workers:

- Don't miss out on holiday pay and sickness benefits – make sure your work is declared. Earn. Declare. Benefit! #EU4FairWork...
- All your work counts. Check your rights and what protections you are entitled to (add relevant link to authority or contact point). #EU4FairWork.
- Unaware of your rights? National authorities/unions can help you understand your rights and protections, as well as the obligations of your employer #EU4FairWork.
- Earn. Declare. Benefit. Declare your full income to maximise your pension & healthcare protection. #EU4FairWork.
- For a brighter future, make sure your work is declared. #EU4FairWork



Example of a Twitter post viewed via desktop, with message directed at companies. The post and messaging can link to your national activities by adding a URL link.



Example of a Facebook post viewed via desktop, with message directed at workers.



Facebook



## Companies:

- The European Week of Action 2020 for declared work is launched! Find out about relevant events and activities that your company can get involved in. (Add web-link to national campaign/activity) #EU4FairWork.
- Earn. Declare. Benefit. Declaring your income and workers makes you a trusted employer. Join the #EU4FairWork campaign! Find out more here: (Add relevant link to a news article about the campaign).
- Corporate social responsibility is good for your employees and your supply chain. Ensure all your workers are protected and aware of their rights. (Add link to article/blog post about ethical organisations or examples on how companies are supporting declared work) #EU4FairWork.
- Now more than ever you and your employees may need access to social support. Declare so you can benefit during these tough times. #EU4FairWork

## Policymakers:

- No need to tackle undeclared work alone, when you can collaborate across the EU and gain inspiring ideas through staff exchanges. (Video: <https://audiovisual.ec.europa.eu/en/video/I-164229>) #EU4FairWork.

## Workers:

- Unaware of your rights? National authorities/ unions can help you understand your rights and benefits, as well as your obligations. (Add relevant link to authority responsible for declaring work or contact point for more information on workers' rights) #EU4FairWork.
- Your rights are worth it! Make sure your employer declares your full income to maximise your pension and healthcare protection. (Add relevant link to authority responsible for declaring work or contact point for more information on workers' rights) #EU4FairWork.
- Moved and working in another country? Check what rights and protections are there for you and your family. (Add relevant link to authority responsible for declaring work or contact point for more information on workers' rights) #EU4FairWork.
- Declaring all your income means investing in your future, gaining access to better, healthier working conditions and overall social protection. Make sure your work is declared. #EU4FairWork. Read more about your rights: (Add link)
- The COVID-19 crisis has highlighted the vulnerability of those working undeclared: no job security, no access to financial support. Check your right to declared work here: (Add relevant link) #EU4FairWork

The screenshot shows a Facebook post from a page named 'YourPageHere' (Sponsored). The post features a video thumbnail with three workers in high-visibility vests looking at a tablet. The text of the post reads: 'Fair work, fair play. Look after your staff properly and they will look after your business. #EU4FairWork.' Below the video, there are engagement metrics: 42 reactions (likes and hearts), 12 comments, and 22 shares. At the bottom of the post, there are buttons for 'Like', 'Comment', and 'Share'. The video thumbnail also includes the text 'European Platform tackling undeclared work' and '#EU4FairWork'.

Example of a Facebook page 'news' post viewed via desktop, with message directed at workers. The post and messaging can link to your national activities by adding a URL link.

## Companies:

- Join the #EU4FairWork campaign! Raise awareness with your staff about the importance of social security contributions and about the benefits of declared work to them and the wider community. (Add link to article/blog post/web-link to information about importance of paying social security contributions) #EU4FairWork.
- Earn. Declare. Benefit. Maintain the integrity of your image, promote declared work and build trust in your brand. Your reputation is worth it #EU4FairWork.
- Fair work, fair play. An ethical business includes like-minded supply chains. Make sure all workers know their rights and protections in every link of the chain. #EU4FairWork (Add link to article/blog post/web-link to information about corporate social responsibility etc.)
- Aspiring for success? Keep workers motivated and productive, and make sure you acknowledge their rights and protections. (Add link to relevant article/blog post or positive examples on how companies are supporting declared work) #EU4FairWork.

## Policymakers:

- Why is it important to transform undeclared work into declared work in <Insert Country name>? Find out in this short blog post/article/resource where we will be taking a look at approaches for #FairWork and how it benefits the wider public. (Add link to article/blog post about ethical organisations or examples on how companies are supporting declared work) #EU4FairWork.
- Did you know that EU countries have strongly engaged in the fight against undeclared work in the last 10 years? Undeclared work results in lost public revenues which could have been used for improving the essential public services, such as education, health care and infrastructure. #EU4FairWork (Add link to article/blog post/factsheet).



## LinkedIn



## Tips for interaction with social media audiences:

- Followers might address you directly by commenting on your posts or sending you private messages. In case of negative comments or questions, answer with positive facts where possible.
- On occasion, irrelevant comments and off-topic replies may occur; this is called 'trolling'. If you identify profiles who regularly troll your pages, we suggest hiding them in order to maintain good quality of conversations.
- In cases where posts are abusive, offensive, or promoting spam, we recommend that you report the comment to the relevant platform via it's reporting process.
- Respond promptly to questions, if possible within 24 hours.
- Use opinion polls to start a discussion on the topic on undeclared work.

## Video suggestions:

You can use several videos to accompany the sample posts provided above. You can download the videos below from the European Commission's audiovisual Library and upload them directly to your channels when posting about the #EU4FairWork campaign. If your organisation or partners have relevant videos to share, please feel free to use and share them with us at [EU-UDW-PLATFORM@icf.com](mailto:EU-UDW-PLATFORM@icf.com).

- **Working cross border to tackle undeclared work**
  - + Target audience: Policymakers
  - + Description: Key members and social partners of the European Platform tackling undeclared work describe how collaborating cross border really makes a difference and Denis Genton from the Commission references the establishment of the European Labour Authority
  - + Link: <https://audiovisual.ec.europa.eu/en/video/I-164226>
- **Mutual assistance projects - sharing knowledge and expertise to combat undeclared work**
  - + Target audience: Policymakers, Companies
  - + Description: Key participants in the European Platform tackling Undeclared Work describe how planning and attending a Mutual Assistance Projects (MAP) visit benefited their organisation and how it is a very useful tool in tackling undeclared work at national level
  - + Link: <https://audiovisual.ec.europa.eu/en/video/I-164227>
- **Staff exchanges - inspiring ideas from across the EU to tackle undeclared work.**
  - + Target audience: Policymakers, Companies, Workers
  - + Description: Members of the European Platform tackling undeclared work talk about the practical benefits of visiting their peers in other countries to share ideas and improve their approaches to dealing with undeclared work
  - + Link: <https://audiovisual.ec.europa.eu/en/video/I-187194>

In addition, campaign videos subtitled in 23 languages will be produced within the EU-wide social media campaign and shared with you. We encourage you to publish, circulate and promote them!

# 6 ANSWERS TO COMMON QUESTIONS

## Q: What is the campaign about?

**A:** #EU4FairWork is the first-ever EU-wide campaign to raise awareness with companies and workers about the benefits of declared work. The campaign's goal is to sensitise companies concerning the benefits of, and their obligations to, declare workers, as well as to raise awareness amongst workers about their rights and protections. The focus of the campaign is to promote the benefits of declared work so that governments get tax and social security revenues to fund essential services, workers get the protection they need with written contracts of employment and social protection, and companies can compete on a level playing field.

The #EU4FairWork campaign is an EU-level initiative coordinated by the Commission and supported by the European Labour Authority (ELA) and the European Platform tackling undeclared work, an EU-level forum bringing together relevant authorities and actors. The Platform, funded by the European Union, is composed of representatives of the EU Member States, social partners, the European Commission and observers.

The campaign has two key components: a four month social media campaign funded and led by the European Commission and the ELA, which is supported by all Platform members and observers; and, a Week of Action on 16-20 March, where Platform members and observers can choose target groups and activities that will make the biggest impact.

## Q: What is undeclared work?

**A:** Undeclared work involves any paid activities that are lawful in nature but not declared to public authorities. Undeclared work may come in different forms. The most common type is work carried out in a formal undertaking, partially or fully undeclared. Partially undeclared work is sometimes also called "under-declared work", "envelope wages" or "cash-in-hand".. Another type is undeclared "own account" or self-employed work, where self-employed persons provide services either to a formal enterprise or to other clients, such as households. Undeclared work occurs in all kind of economic sectors, both within countries and across borders. It is often carried out in sectors like construction, agriculture, cleaning, provision of childcare or HORECA (Hotel / Restaurant / Catering - food services), transport.

Below are several sample questions and comments which can also be useful when you manage your social media community, prepare press conferences or press interviews. Feel free to adapt the text in your language and the tone of voice to your audience.

## Q: How widespread is undeclared work in the EU?

**A:** Information about the scale of undeclared work will be published in the upcoming Eurobarometer survey, which will be published in March 2020.

## Q: Why is undeclared work an issue?

**A:** Declared work benefits all of us: governments get the tax and social security revenues to fund essential services, workers get the protection they need with written contracts of employment and social protection (for example holiday and sick pay, pension contributions and safe working conditions), and companies can compete on a level playing field. Transforming undeclared work into declared work contributes to sustainable public finances.

The importance of fair work has become ever more evident with the COVID-19 pandemic. The crisis has affected millions of workers, with undeclared workers being particularly vulnerable as they are unable to access financial support packages.

In the long run, the benefits of declared work are much greater than the possible short-term financial gain of undeclared work. By having your income declared you ensure your rights to social protection and access to the benefits you are entitled to - and you avoid potential fines!

# ANSWERS TO COMMON QUESTIONS

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## Q: What is the situation in my country?

(We recommend that you prepare in advance some national statistics to be able to answer this question, with a focus on any positive developments).

## Q: Who is involved in tackling undeclared work?

**A:** Tackling undeclared work involves national governments joining up the policy areas of labour, tax and social security law at both strategic and operational levels. This approach also requires cooperation with social partners and other key stakeholders, such as local authorities, courts, border authorities, police, health and safety authorities, non-profit organisation and workers associations. Embassies and authorities in other Member States and whistle-blowers can also play a role in tackling undeclared work.

## Q: How can I report undeclared work?

**A:** Country contacts where citizens can raise concerns about a variety of issues related to undeclared work can be found here: <https://ec.europa.eu/social/main.jsp?catId=1417&langId=en>

## Q: What is the EU doing to tackle undeclared work?

**A:** Tackling undeclared work has long been a focus of attention of policymakers in Europe. A wide range of policy approaches and measures have been introduced in EU Member States over the past years. The European Platform tackling undeclared work was launched in 2016 to enhance coordination between Member States in this area. It is funded by the European Union and composed of representatives of the EU Member States, of EU level cross-industry social partners and of the European Commission. Norway and Iceland as well as organisations like Eurofound, the European Agency for Safety and Health at Work (EU-OSHA) and the International Labour Organisation (ILO) participate to the Platform as observers. This forum allows different actors, including social partners and authorities, to exchange information and good practices, learn from each other, provide evidence-based research on what works and engage in closer cross-border cooperation and joint activities. Its members learn from each other and drive change at national level through their work programme of activities.

## Annex 1: Tackling Undeclared Work Across Europe: Effective Solutions for Policymakers

### Background material


**European Platform**  
 tackling undeclared work



**Tackling Undeclared Work Across Europe:**  
 Effective Solutions for Policymakers

**EFFECTIVE SOLUTIONS FOR POLICYMAKERS:**  
**TACKLING UNDECLARED WORK ACROSS EUROPE**

Undeclared work involves 'any paid activities that are lawful as regards their nature but not declared to public authorities, taking into account differences in the regulatory systems of the Member States.'<sup>1</sup>

**IMPACT OF UNDECLARED WORK**

-  Distorting competition which affects both the economy and trade
-  Leaving workers without necessary insurance, benefits and pensions
-  Evading taxes and social security contributions – which undermines the sustainability of public finances and puts essential services at risk

The document sets out examples of proven approaches and practices that Platform members and others have used to tackle undeclared work in practice. It is aimed at regional and national policymakers and local-level operators. It also provides sources of further information on how to put these concrete examples into action.



**THE EUROPEAN PLATFORM TACKLING UNDECLARED WORK**

The Platform was created in 2016 to enhance co-operation between platform operators in their efforts to prevent undeclared work. The EU-level forum brings together relevant stakeholders including administrative authorities such as labour inspectors, tax and social security authorities, and local partners. The Platform has been instrumental in raising awareness to prevent undeclared work, setting up the capacity of public bodies and other stakeholders to tackle undeclared work, and to raise awareness of issues relating to undeclared work. Platform members learn from each other and drive change at local level through their work programmes of activities.

**Further questions about terminology?**  
 Platform members produced a glossary of commonly used terms when tackling undeclared work. This is intended to support a common understanding and includes terms such as 'bogus self-employment', 'platform economy' and 'fictitious approach'. You can find this on the Platform webpage [HERE](#). For the full report, including source material, [see here](#), available in English.

<sup>1</sup> Definition developed by the Platform and can be found in the [glossary](#).

## Annex 1: Tackling Undeclared Work Across Europe: Effective Solutions for Policymakers

Background material

Link: [Click here to download](#)



**TOWARDS FAIR LABOUR MOBILITY:  
SETTING UP A EUROPEAN LABOUR AUTHORITY**  
Fascioli/Kylo 9 April 2019

**“We should make sure that all EU rules on labour mobility are enforced in a fair, simple and effective way by a new European inspection and enforcement body. It seems ahead to have a Decision Authority to police breaking standards, but an essential Labour Authority for our Single Market.”**  
European Commission President Jean-Claude Juncker, State of the Union Address, 13 September 2017

**WHY DO WE NEED A EUROPEAN LABOUR AUTHORITY?**

- ▶ **17 million Europeans** now live or work in a Member State other than that of their nationality. This figure almost doubled compared to a decade ago.
  - Among these, 12.4 million are of working age (20-64 years old).
  - EU workers of working age in the EU have higher skills and employment rates than non-EU workers: around 80% of them are employed, compared to around 73% of non-EU workers.
- ▶ **1.4 million Europeans commute** to another Member State to go to work.
- ▶ There are **2.8 million posting operations** to take out services in another Member State on a temporary basis.
- ▶ **Over 2 million workers** in the road transport sector cross at least one border on a daily basis, transporting goods or passengers.

**Number of mobile persons in the EU**



Year	Number of mobile persons in the EU
2007	9 million
2017	17 million

**ROLE AND ADDED VALUE OF THE EUROPEAN LABOUR AUTHORITY**

- ▶ Support Member States in providing access for individuals and employers to information on their rights and obligations as well as to relevant services.
- ▶ Support cooperation between Member States in the cross-border enforcement of relevant labour law, including facilitating, coordinating and providing services and expertise in collaboration.
- ▶ Mediate solutions in cases of cross-border disputes between individual workers.

## Annex 2: European Labour Authority Factsheet

Link: [Click here to download](#)