



European Platform Undeclared Work

Practice fiche

Awareness-Raising Campaign, Portugal

Title of the policy or measure (in English)	<i>"UDW – It's bad for you, harmful for all"</i> campaign
<ul style="list-style-type: none">• Case study/good practice name	<i>"UDW – It's bad for you, harmful for all"</i> , National awareness-raising campaign, Portugal
<ul style="list-style-type: none">• Country	Portugal
<ul style="list-style-type: none">• Sectors	All sectors
<ul style="list-style-type: none">• Target groups	Employers, workers and the general public (especially young people, as the workers of tomorrow)
<ul style="list-style-type: none">• Type of measure	Changing attitudes: awareness raising
<ul style="list-style-type: none">• Short sentence summarising the measure	This was an Action Plan/Programme to raise public awareness in general and amongst workers and employers in particular, about the risks of undeclared work (UDW), with the aim of creating a social conscience. It was also aimed at promoting synergies between the public authorities and the social partners to raise awareness about the risks of UDW and to help reduce it.
Background	
<ul style="list-style-type: none">• Background context driving the implementation of the measure	<p>This awareness-raising campaign was launched in response to the following difficulties encountered by the labour inspectorate when planning labour inspections:</p> <ul style="list-style-type: none">• persistence of factors inducing the proliferation of UDW, such as the economic crisis, severe austerity measures (including reduction of salaries and pensions), high levels of unemployment, the low level of employment, and an excessive tax and contributory burden on labour incomes;• the lack of a strategic nationwide plan focused exclusively on combating the phenomenon of undeclared work, aggravated by the lack of a central structure or interministerial Unit aimed solely at promoting strategic and operational cooperation and coordination (including the sharing of information and data) at national and international level;• the absence of a system for the regular and systematic assessment and measurement of the phenomenon, its characteristics, evolution and results of the main measures taken to combat it;• deficiency of data and information sharing and interconnection among the various competent authorities for combating undeclared work and of these with other relevant public and private entities.
<ul style="list-style-type: none">• When was the measure implemented? (including start date and end date/ongoing)	2014/2015. Materials from the campaign are still distributed today and are available in electronic format from the website of the Portuguese Authority for Working Conditions (ACT)
<ul style="list-style-type: none">• Names(s) of authorities/bodies/organisations involved	The National Campaign against UDW was promoted and coordinated by the ACT in partnership with the following public institutions:

	<ul style="list-style-type: none"> • Social Security Institute (ISS) • Employment and Vocational Training Institute (IEFP) • Immigration and Borders Service (SEF) • High Commission for Migration (ACM) <p>The most representative social partners – CIP, CCP, CTP, CAP, UGT and CGTP-were also involved.¹</p>
• Scope of the measure (a pilot project, nationwide, regional wide)	National
• Type of (policy) measure	This was an Action Plan/Programme to raise public awareness about the risks of UDW
• Key objectives of the measure	<p>In order to enhance effectiveness of tackling UDW, the ACT decided to introduce a campaign aimed at promoting synergies between the public authorities and the social partners in order to raise awareness of the risks of and to reduce UDW.</p> <p>The goal of the campaign was to contribute to transforming a significant number of UDW instances into regular employment through:</p> <ul style="list-style-type: none"> • Information and awareness-raising activities with both social and institutional partners; • Inspection actions by the labour inspectorate, in cooperation with institutional partners with inspection powers.
Specific measure	
• Description of how the measure operates in practice	<p>The strategic objectives of the campaign were:</p> <ul style="list-style-type: none"> • Detect and combat fully undeclared work and partially undeclared work promoting the transformation of undeclared work into regular employment; • Promote a culture of compliance with employment obligations; • Raise awareness of the need for and advantages of declared work and the negative consequences of its non-declaration. <p>Posters, brochures and flyers were created in different languages – Portuguese, English, French, Russian and Romanian - and distributed during the campaign and after it (available on the ACT website).</p> <p>Different methods were used to disseminate information:</p> <ul style="list-style-type: none"> • Awareness sessions in associative institutions representing economic activity sectors (e.g. employer organisations), municipal offices, elementary and high schools; • written press advertisements and radio advertisements;

¹ Business Confederation of Portugal - CIP,
Confederation of Trade and Services of Portugal - CCP,
Portuguese Tourism Confederation - CTP,
Confederation of Farmers of Portugal - CAP,
General Union of Workers - UGT
General Confederation of Portuguese Workers - National Inter-union - CGTP-IN

	<ul style="list-style-type: none"> posters and flyers (still on the ACT website); measures targeted at workers and employers including a telephone helpline and a list of Frequently Asked Questions (FAQ) with answers on the labour inspectorate website.
<ul style="list-style-type: none"> Which groups are targeted by the measure? 	Employers, workers and the general public (especially young people, as workers of tomorrow)
<ul style="list-style-type: none"> What resources and other relevant organisational aspects are involved? 	Around EUR 17 000 with posters, brochures and flyers, awareness sessions, written press advertisements and radio advertisements
<ul style="list-style-type: none"> What are the source(s) of funding? 	National funding (ACT budget)
Evaluation and outcome	
<ul style="list-style-type: none"> Has the measure achieved its objectives? 	<p>The ACT believes that the objectives of the National Campaign against UDW were achieved as it has contributed to transforming a significant number of UDW instances into regular employment. Information and awareness-raising activities with both social and institutional partners were carried out, as well as inspection activities by the labour inspectorate and in conjunction with other institutional partners with inspection powers.</p> <p>During the period 2014/15, through these activities it was possible to identify around 9 000 workers involved in undeclared work, and consequently, to transform their situations. Of these undeclared workers 3 244 were identified as being totally undeclared, 1 582 were bogus self-employed and 4 247 were affected by under-reporting of wages. Voluntary regularisations occurred in response – 40 % of totally undeclared situations and 35 % of bogus self-employed situations. Where voluntary action was not taken, notices of infringement were applied.</p>
<ul style="list-style-type: none"> Assessment method (including indicators used to measure its impact), and the outputs and outcomes achieved 	<p>Outputs of the measure included the following:</p> <p><i>A) Information and awareness-raising activities with both social and institutional partners</i></p> <ul style="list-style-type: none"> number of activities – 129 number of participants - 6 607. <p><i>B) Inspection actions:</i></p> <ul style="list-style-type: none"> by the labour inspectorate – 8 324 joint inspections with social security, Immigration Service, Tax Authority and Police - 3 603 number of labour inspectors involved – 250 employers identified as involved in UDW – 5 165 amount of fines issued – EUR 6.6 million number of infractions – 3 714 number of undeclared workers – 9 073 (3 244 totally undeclared, 1 582 bogus self-employed and 4 247 underreporting of wages) <p>The outcomes of the measure include the following:</p> <p><i>A) Voluntary regularisations:</i></p> <ul style="list-style-type: none"> totally undeclared – 40 % bogus self-employed – 35 %

	<p><i>B) Amounts recovered as a result of the Campaign:</i></p> <ul style="list-style-type: none"> • For workers – EUR 20.8 million • In social security payments – EUR 4.7 million
<ul style="list-style-type: none"> • What are lessons learnt and the key conditions for success? 	<p>Lessons learnt and conditions for success include the following:</p> <ul style="list-style-type: none"> • A persistent challenge in detecting situations and evidence of UDW was encountered in implementing this practice. • Data sharing amongst the labour inspectorate, tax authority and social security are essential. • This measure requires cooperation between authorities and social partners, both in planning and in developing concrete actions.
<ul style="list-style-type: none"> • Level of transferability (e.g. other countries/groups/sectors) 	<p>Transferability of this measure to other Member States is possible. The national campaign which this action is connected to is based on a tripartite policy involving strong cooperation between public authorities and social partners in tackling UDW.</p>
Additional information	
<ul style="list-style-type: none"> • Contacts 	<p>Maria José Tiago, Labour Inspector Email address: mariajose.tiago@act.gov.pt Telephone: + 351 213 308 853</p>
<ul style="list-style-type: none"> • Sources 	<p>PPT presentation presented at the Undeclared Work Platform seminar on tackling undeclared work in the construction sector</p> <p>Campaign webpage: http://www.act.gov.pt/(pt-PT)/Campanhas/Campanhasrealizadas/Trabalho%20Não%20Declarado/Paginas/default.aspx</p> <p>Campaign flyer: http://www.act.gov.pt/(pt-PT)/Campanhas/Campanhasrealizadas/Trabalho%20Não%20Declarado/Documents/WEB_folheto210x297_EN.pdf</p>
<ul style="list-style-type: none"> • Metadata and key words for online search 	<p>Portugal; awareness raising campaign; labour inspections; regularising employment; social conscience; culture of compliance; changing attitudes; joint inspections; social partners; transforming undeclared work; bogus self-employed; under-reporting of wages; voluntary action; infringement notices;</p>