



European Platform Undeclared Work

Awareness-raising, Sweden

Title of the policy or measure (in English)	Awareness raising campaign on undeclared and unhealthy work
<ul style="list-style-type: none"> Case study/good practice name 	The Swedish Work Environment Authority's (SWEA's) awareness raising campaign on undeclared and unhealthy work
<ul style="list-style-type: none"> Country 	Sweden
<ul style="list-style-type: none"> Sectors 	Hotel and restaurants, construction, transport (especially road freight transport), and the "green sector" (agriculture and forestry).
<ul style="list-style-type: none"> Target groups 	<ul style="list-style-type: none"> Employers and workers in these sectors, with a special focus on employers who are sometimes stretching the law to gain a competitive advantage – so-called "grey" companies/employers Pupils in vocational schools and other young people approaching or working in these industries <p>The target group for this programme does not include employers who systematically break laws and regulations on the working environment to reduce labour costs, i.e. employers for whom cutting corners has become a business concept. According to SWEA, it is not possible to convince these employers to change their behaviour through information and communication. In such cases, SWEA considers it necessary to use other measures, such as regular surveillance and sanctions. It should also be mentioned that SWEA has increased control over these employers in its ordinary work.</p>
<ul style="list-style-type: none"> Type of measure 	Changing attitudes: awareness raising
<ul style="list-style-type: none"> Short sentence summarising the measure 	The programme focuses on awareness raising measures to be implemented in direct contact with employers and workers. The aim is to make employers reflect on why they are stretching the law, to highlight the effects on the work environment, and to prevent workers from accepting work under such conditions.
Background	
<ul style="list-style-type: none"> Background context driving the implementation of the measure 	The problem of undeclared work and the violation of labour market regulations in order to reduce labour costs have increased in recent decades in Sweden, as well as in many other countries. New ways of organising production, e.g. by using long subcontracting chains, and increasing international competition, have contributed to this development. In 2015, the Swedish Government assigned SWEA to increase surveillance over companies violating work environment regulations to gain a competitive advantage. SWEA should also initiate and coordinate inter-agency cooperation against "unhealthy competition" with other relevant Swedish authorities, as well as collaborate with the social partners. Moreover, the Government emphasized the need to increase communication and information on work environment issues in its work environment strategy for 2016-2020. Communication and information is one of SWEA's main tasks.

	<p>Thus, SWEA should also develop and carry out information campaigns to combat unhealthy competition to be implemented in cooperation with the social partners. The work against unhealthy competition should focus on sectors and companies with known or assumed problems related to unhealthy competition. SWEA decided to focus on hotel and restaurants, construction, the "green sector" (agriculture and forestry) and the transport sector.</p> <p>According to SWEA, "unhealthy competition" refers to all situations where companies consciously violate laws and regulations in order to gain a competitive advantage. This fiche describes the ongoing work within SWEA in order to elaborate and carry out information and awareness rising campaigns.</p>
<ul style="list-style-type: none"> When was the measure implemented? (including start date and end date/ongoing) 	<p>The programme period is 2015-2018.</p>
<ul style="list-style-type: none"> Names(s) of authorities/bodies/organisations involved 	<p>The Swedish Work Environment Authority.</p>
<ul style="list-style-type: none"> Scope of the measure (a pilot project, nationwide, regional wide) 	<p>The measures are implemented at the national level.</p>
<ul style="list-style-type: none"> Type of (policy) measure 	<p>The communication strategy is based on the central question: "where is your limit"? Thus, the idea is to make employers reflect on why they are stretching the law, and how they feel about it. Moreover, the aim is to make them realise the social effects of their practices, i.e. how unhealthy competition affects the work environment and undermines labour standards. Also, the campaign aims to highlight the effects in terms of market disturbances. An innovative strategy is to use social media to communicate and spread information among employers and workers, e.g. through YouTube and Facebook. For example, SWEA publishes short films on its website as well as on social media with concrete examples of unhealthy competition, and what it may lead to in terms of work environment risks, accidents and ill-health. Some of the films are produced in the Virtual-Reality Technic, which allows the viewer to "visit" different work environments within the four industries. Another important pedagogical strategy is interactive learning through face-to-face communication, including e.g. role-plays.</p>
<ul style="list-style-type: none"> Key objectives of the measure 	<p>The key objectives are:</p> <ul style="list-style-type: none"> to spread information and raise awareness of undeclared and unhealthy competition, and to combat these practices and help to change unfair behaviour in the labour market; to show that unhealthy competition causes work environment risks and work-related injuries and ill-health, as well as market disturbances that undermine serious companies and may even force them to close down; to approach employers stretching the law (the "grey employers"), to make them reflect over their choices and the social effects of their behaviour, and thus encourage them to act legally. to spread general information about SWEA; to inform pupils in vocational schools, as well as other young workers, about the work environment risks implied in unhealthy competition, to inform them of their legal rights and obligations as employees, and to encourage to claim these rights.

The overall aim is that people in the target group shall:

- **Know** that unhealthy competition causes labour abuse and human suffering, as well as market disturbances.
- **Feel** that this is something they want to combat.
- **Realize** that the problem needs to be made visible, and understand why SWEA has raised the issue and works actively to spread knowledge about it.
- **Act** in accordance with these insights, and think twice before violating labour market related laws and regulations. The ultimate aim is that members of the target group shall internalize a clear limit for what actually is legal action or not, "this is my limit".

Specific measure

- Description of how the measure operates in practice

The project team at the Department for Communication at SWEA started planning the programme in the summer of 2015. In 2016, they elaborated the policy measures, and by the end of the year, they adopted a coherent strategy and a working plan. During 2017, the work has been focused on the production. The different measures involved are to a large extent based on audio-visual and web-based material, which have been tested in pilot projects. Several measures will be launched during the fourth quartile of 2017 and in the first half of 2018. By the end of 2018, SWEA shall report the outcomes of the programme to the Government.

Two examples of current activities:

Activity no 1: "The Game"

The Game aims to expose people in the target group to dilemmas, which they shall tackle by asking themselves, "where is my limit?". The Game is spread through campaigns and advertisement on Facebook and other social media. The purpose is not to show what is right or wrong, but to raise awareness of unhealthy competition, and to communicate this problem with especially young people approaching the labour market.

Activity no. 2: "Young people entering working life"

This activity consists of a thematic training day at two vocational schools. SWEA have found that work environment in general, and unhealthy competition in particular, is a "non-issue" for many young persons. Therefore, SWEA visit vocational schools in the prioritized industries, currently in construction and restaurants. The aim is not to lecture, but to inspire and maybe also provoke the pupils to discuss and reflect over what kind of working conditions they are prepared to accept – in line with the programme's central concept "where is my limit".

By e.g. improvising short plays, the leaders create concrete situations/dilemmas which they discuss with the pupils. SWEA hopes that this, in turn, will trigger further interactive discussions. Labour inspectors participate to illuminate and concretize work environment problems, as well as to answer questions asked by the pupils. The activities include three short films produced by SWEA as well. The leaders document this day and visualize it through so-called Ted Talks, so it can easily be used in other schools.

<ul style="list-style-type: none"> Which groups are targeted by the measure? 	<p>Regarding the measure described above:</p> <ul style="list-style-type: none"> Young people in training schools Other young workers who intend to work, or are already working, in these sectors Indirectly, employers.
<ul style="list-style-type: none"> What resources and other relevant organisational aspects are involved? 	<ul style="list-style-type: none"> Financial resources: The Government finances the programme through the resources allocated to SWEA for the broader commission to combat unhealthy competition through increased surveillance and cross-agency cooperation during 2015-2018. Human resources: At the Department for Communication in SWEA, the project leader is working full-time on the programme. Moreover, experts working with the broader government commission to combat unhealthy competition, and experts at the department for web-based information, are involved in the elaboration and/or implementation of the programme. In addition, labour inspectors participate in implementing the programme. External experts have also been engaged in the elaboration of the measures, e.g. the "Game". Technical resources: SWEA uses written as well as audio-visual material to raise awareness of work environment risks. The programme is to a large extent based on web-based information.
<ul style="list-style-type: none"> What are the source(s) of funding? 	<p>National state funding.</p>
<p>Evaluation and outcome</p>	
<ul style="list-style-type: none"> Has the measure achieved its objectives? 	<p>The programme is ongoing and has not yet been evaluated as a whole. However, the programme has received great support among the schools that SWEA has approached. The headmasters and teachers have welcomed information campaigns on unhealthy competition and the risks implied for workers. The schools also appreciate the idea of interactive learning, e.g. role-playing, as well as digital methods such as computer games and Virtual Reality films, which can easily be accessed on SWEA's website or on YouTube and Facebook. The project team and the social partners meet four times a year and discuss how the programme proceeds.</p>
<ul style="list-style-type: none"> Assessment method (including indicators used to measure its impact), and the outputs and outcomes achieved 	<p>SWEA shall evaluate the objectives of the communication activities in a major follow-up study after the programme is completed. The measures used in the programme are evaluated continuously as well. For example, all digital advertisement of the Game will be measured through commercial tools, such as numbers of visitors and "clicks" at the relevant links on SWEA's website, and purchased material produced within the programme. Moreover, SWEA brings together media statistics over downloading in App Store and Google Play, as well as statistics over keywords, phrases, hashtags etc. The programme leaders can thus see when, where and how the topic/campaign is mentioned and discussed. Through this tool, SWEA can also gather data from web-based papers, blogs and other social channels.</p>
<ul style="list-style-type: none"> What are lessons learnt and the key conditions for success? 	<p>The pilot projects and the current activities have illustrated the value of interactive communication and the use of digital tools to spread information on the complexity of unhealthy competition and how to combat it. The programme has also revealed that many workers are not aware of their rights laid down in labour market laws and</p>

	regulations. Moreover, employers, especially in small companies, are not always aware of their legal duties as employers.
<ul style="list-style-type: none"> Level of transferability (e.g. other countries/groups/sectors) 	The programme team estimates that the level of transferability is high.
Additional information	
<ul style="list-style-type: none"> Contacts 	Name: Annette Gille; Job title: Project manager Email address: Annette.gille@av.se
<ul style="list-style-type: none"> Sources 	<ul style="list-style-type: none"> Interviews with Annette Gille, SWEA, 10 and 18 October 2017, as well as e-mail correspondence with Annette Gille. Government Directive, (2015). <i>Regleringsbrev för budgetåret 2015 avseende Arbetsmiljöverket</i>. Stockholm: Arbetsmarknadsdepartementet/Ministry of Employment. Osund konkurrens – <i>Vårt informationsarbete, Interninformation</i>. Stockholm: Arbetsmiljöverket. (Draft). Swedish Work Environment Authority's homepage. "Osund konkurrens". https://www.av.se/om-oss/vart-uppdrag/osund-konkurrens/#2
<ul style="list-style-type: none"> Metadata and key words for online search 	Sweden, the Swedish Work Environment Authority (SWEA), unhealthy competition, work environment, "grey" companies/employers, young workers, web-based methods, role-play, interactive learning.