





European Platform Undeclared Work

The information campaign to raise awareness of labour law among workers and employers

Hungary

	Summary <p>The information campaign to raise awareness of labour law among workers and employers in order to prevent infringements and tackle undeclared work was carried out as part of the 2012-15 project to enhance the effectiveness of the labour inspection system in Hungary.</p>
Title of the practice in original language	<i>TÁMOP-2.4.8-12/1-2012-0001 "A munkahelyi egészség és biztonság fejlesztése, a munkaügyi ellenőrzés fejlesztése"</i>
Name(s) of authorities/bodies/organisations involved	<ul style="list-style-type: none"> Ministry of Finance of Hungary (Pénzügyminisztérium Foglalkoztatás-felügyeleti Főosztály)ⁱ
Sectors	All
Target groups	<ul style="list-style-type: none"> Workers and their relatives (directly targeted); Future workers, i.e. school-leaving age (directly targeted); Employers (directly targeted); Wider public (directly targeted).
Purpose of measure	Changing attitudes: awareness raising

	Aims and objectives <p>The aim of the information campaign was to increase the knowledge of labour law among workers and employers in order to prevent infringements and tackle undeclared work. The information campaign was part of a project supported by the European Social Fund to enhance the effectiveness of the labour inspection system in Hungary.</p>
Background context	<p>In the years preceding the introduction of the information campaign, 2-3 % of active businesses were inspected by the labour authorities, and two thirds of the inspected employers had irregularities which affected an average of 60% of their employeesⁱⁱ. Often the labour infringements were caused by lack of knowledge of labour law.</p> <p>The information campaign was introduced to improve knowledge of labour law, both of workers and employers.</p>



	<p>It was part of a wider three-year project to enhance the effectiveness of the labour inspection system in Hungary.</p> <p>Under the guidance of the Hungarian Ministry of Finance, the labour authorities were required to provide information on labour law to the general publicⁱⁱⁱ. Workers and employers were able to request information via e-mail, mail, or on a web forum. The territorial labour inspectorates in each county regularly held open day events for employers and employees to get information and to ask questions regarding labour law regulations and inspection practices.</p>
Key objectives of the measure	<p>General Objective:</p> <ul style="list-style-type: none"> • Prevent continuing infringements of labour law including undeclared work, and develop a fair labour market. <p>Specific Objectives:</p> <ul style="list-style-type: none"> • Raise awareness about labour law among workers and employers; • Make workers more conscious of their rights; • Change the behaviour of citizens in relation to legal employment through the use of different communication channels.
Main activities	<p>The main activities carried out by the information campaign (2012-15) included the following:</p> <ul style="list-style-type: none"> • Presentations at conferences, fairs, exhibitions including opportunities for the public to ask questions; • Organisation of open days, mostly in high schools; • Publication of leaflets, brochures, booklets, both in paper and online; • Videos on YouTube; • Facebook page; • Creation of a web page: www.tamop248.hu; • Roadshows including presentations from the labour authority and interactive discussions on specific topics related to labour law; • Display stand presentations at festivals; • Media campaign (TV, radio, publication of articles in popular magazines); • Three mobile applications, featuring quizzes and multiple-choice questions, aiming to spread information about labour law and occupational safety and health rules among young people.
Funding/organisational resources	<p>The information campaign was one of the four pillars of a wider project aimed to enhance the effectiveness of the labour inspection system in Hungary. It was carried out between 1 October 2012 and 30 September 2015. The whole project was funded by a EUR 12 million European</p>



	Social Fund (ESF) grant with between 25-45 staff. The information campaign was allocated funding of EUR 2 million.
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	Outcomes <p>The information campaign had a wide outreach among workers, employers and the general public. TV commercials and social media proved to be the most cost-effective channels and the use of short and catchy messages was one of the success factors.</p>
Achievement of objectives	<ul style="list-style-type: none"> • The campaign achieved a wide outreach among the target groups all over the country; • The campaign was implemented in 4-5 festivals per year and in 39 roadshows. The total number of participants was 11 000; 2 100 people participated in open days in 40 different locations; 3000 people attended the presentations at conferences and exhibitions; • During the whole project period, the web page had 1.1 million visitors, and the YouTube channel had 160 000 visitors; • The mobile application was popular with young people and was downloaded 1 500 times in the first week; • 47 different leaflets, brochures, flyers and booklets were produced; • The online publications were accessed more than 1 million times; • The Facebook page gained 1 000 followers, with an average 75 000 clicks per post; • Four TV commercials and two radio spots registered 68 million views/listen-ins.
Lessons learnt and success factors	<ul style="list-style-type: none"> • TV commercials and social media proved to be more cost-effective than hard-copy materials and which required a lot more effort to disseminate; • Care should be taken with online tools and data protection to ensure proper treatment of data; • Developing mobile apps for labour law material is challenging and not always effective; • At festivals, an interactive methodology based on asking 12 questions and awarding 'freebies' proved to be particularly successful; • Short, clear and catchy messages were more effective than labour law material (e.g. showing links to the information on labour law after the short messages seemed to be effective).



Transferability	This practice is fully transferable to other Member States. Careful planning and a sufficient availability of resources are the main elements to be taken into consideration. In order to implement a successful information campaign on labour law, it is important to focus on a few communication tools and keep in mind that online presence requires a lot of resource, both to advertise the channels and to respond to queries promptly.
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Further information	
Contact	Krisztián József Járai, Head of Unity (<i>osztályvezető</i>), Department of Labour Inspections (<i>Foglalkoztatás-felügyeleti Főosztály</i>), Ministry of Finance of Hungary (<i>Pénzügyminisztérium</i>) Email: krisztian.jozsef.jarai@pm.gov.hu Phone: +36 1 896-2905
Useful sources and resources	Project website www.tamop248.hu

ⁱ At the time of the campaign, the name of the responsible organisation was the National Labour Office (Nemzeti Munkaügyi Hivatal) which was the central labour authority. As of 1 January 2015 the National Labour Office ceased to exist and the central labour authority was integrated into the Ministry for National Economy to become the legal “successor” of the National Labour Office. As of 2018 the Ministry for National Economy ceased to exist, and the central labour authority is now part of the Ministry of Finance.

ⁱⁱ Data from the website of the project: <http://tamop248.hu/2/index.php/hirek/roadshow>

ⁱⁱⁱ Government Decree No. 320/2014. (XII. 13.)