




## European Platform tackling undeclared work


### "I work legally!" awareness raising campaign

Poland

	<b>Summary</b> "I work legally!" was a three-year nationwide information campaign aimed at raising awareness about labour rights and labour law. The campaign was targeted at all employers and employees, with particular emphasis on workers from Ukraine.
<b>Title of the practice in original language</b>	<i>Pracuję legalnie!</i>
<b>Name(s) of authorities/bodies/organisations involved</b>	<ul style="list-style-type: none"> <li>• Coordinator: National Labour Inspectorate (<i>Państwowa Inspekcja Pracy</i>)</li> <li>• Campaign partners:             <ul style="list-style-type: none"> <li>– The Social Insurance Institution (<i>Zakład Ubezpieczeń Społecznych</i>),</li> <li>– The Independent and Self-Governing Trade Union "Solidarność" (<i>Niezależny Samorządny Związek Zawodowy „Solidarność”</i>),</li> <li>– The All-Poland Alliance of Trade Unions (<i>Ogólnopolskie Porozumienie Związków Zawodowych</i>),</li> <li>– Lewiatan Confederation,</li> <li>– Employers of Poland (<i>Pracodawcy RP</i>),</li> <li>– Polish Craft Association (<i>Związek Rzemiosła Polskiego</i>),</li> <li>– Association for Legal Intervention (<i>Stowarzyszenie Interwencji Prawnej</i>).</li> </ul> </li> </ul>
<b>Sectors</b>	All
<b>Target groups</b>	<ul style="list-style-type: none"> <li>• Workers - foreigners, including non-EU nationals, in particular from Ukraine (directly targeted);</li> <li>• Employees – Polish citizens (directly targeted);</li> <li>• Employers (directly targeted);</li> <li>• Wider public (indirectly targeted).</li> </ul>
<b>Purpose of measure</b>	Changing attitudes: awareness raising



## European Platform tackling undeclared work

	<p><b>Aims and objectives</b></p> <p>The campaign's main objectives were to inform workers and employers about employment regulations and promote the benefits of declared work, thus reducing irregularities on the labour market.</p>
<p><b>Background context</b></p>	<p>Inspections carried out by the National Labour Inspectorate indicate that performing work without written confirmation of the terms of the employment and without registration for social insurance are still some of the most important problems of the Polish labour market (apart from unpaid wages and work-related accidents).</p> <p>The "I work legally!" campaign was carried out between 2017-2019 by the National Labour Inspectorate, with the Social Insurance Institution as its strategic partner. A formal <a href="#">agreement</a> has been signed by both organisations, setting out the activities of the campaign.</p>
<p><b>Key objectives of the measure</b></p>	<p><b>General Objective:</b></p> <ul style="list-style-type: none"> <li>• Raising awareness about employment in compliance with the labour law.</li> </ul> <p><b>Specific Objectives:</b></p> <ul style="list-style-type: none"> <li>• Encouraging workers to choose declared employment rather than jobs in the shadow economy.</li> <li>• Raising awareness about the benefits of declared work and the risks of undeclared work.</li> <li>• Stigmatising unlawful practices in the field of labour law.</li> </ul>
<p><b>Main activities</b></p>	<p>The campaign outlines the following main messages:</p> <ul style="list-style-type: none"> <li>• Legal employment entitles workers to accident, retirement and disability insurance benefits and provides protection and support related to safety in the workplace.</li> <li>• Legal employment allows workers to act as honest professionals and good citizens.</li> <li>• The National Labour Inspectorate is available to support employers and provide free guidance, information, publications and legal advice.</li> </ul> <p>The campaign has an official <a href="#">website</a> that contains comprehensive information for employers, such as employer's responsibilities and legal acts, and for workers, including types of employment, contractual information and details about foreign employment. Furthermore, the website contains a section aimed at Ukrainian citizens performing work in Poland, translated in Ukrainian.</p>



## European Platform tackling undeclared work

	<p>A varied range of promotional materials has been produced to spread the campaign messages, including posters, internet banners, infographics, radio spots, and video testimonials (statements from genuine employers and employees who talk about the benefits of legal employment and the negative consequences of illegal employment).</p> <p>Moreover, several activities have been undertaken by the District Labour Inspectorates throughout the country including, <i>inter alia</i>, training events and information seminars for the target groups (including those organised in cooperation with the Social Insurance Institution), popularisation initiatives in cooperation with campaign partners, organisation of 'open days' for the wider public, and dissemination of the information in the local media.</p>
<b>Funding/organisational resources</b>	<ul style="list-style-type: none"> <li>National funding</li> </ul>

	<p><b>Outcomes</b></p> <p>The key objective of the "I work legally!" campaign was to disseminate knowledge about legal employment (including to foreigners). The evaluation studies carried out in relation to the campaign show that the messages successfully reached the target groups.</p>
<b>Achievement of objectives</b>	<p>In the second and third year of the campaign, once the media activities had ended, social surveys were carried out on a sample of 500 entrepreneurs – in 2018 and 500 employees – in 2019. The main findings of the surveys show that:<sup>i</sup></p> <ul style="list-style-type: none"> <li>The vast majority of employers (85%) and workers (90%) believed that information campaigns addressed to employers and entrepreneurs regarding employment law, legality of employment, as well as employment of foreigners, were needed.</li> <li>Most entrepreneurs agreed that the campaign raised an important topic, was understandable and adapted to the target groups.</li> <li>About 70% of entrepreneurs said that they heard the campaign's radio spot and 35% of employees said they knew at least one element of the campaign.</li> <li>More than 70% of surveyed employers said that as a result of the campaign messages their knowledge of general aspects of legal employment increased,</li> </ul>



## European Platform tackling undeclared work

	<p>and almost half of them declared that their knowledge of employment of foreigners increased.</p> <ul style="list-style-type: none"> <li>• Approximately 60% of respondents indicated that they became acquainted with publications on the employment law as a result of the campaign.</li> <li>• Over 80% of the survey participants stressed that the campaign messages made them try to pay more attention to the observance of labour rights in their company in the future.</li> </ul> <p>The assessment of the campaign shows that there has been an increase in the requests for information on employment law offered by the National Labour Inspectorate, as well as for free legal advice at the Counselling Centre, which may imply a growing awareness of employment-related rights and duties and testifies to the effectiveness of the National Labour Inspectorate's educational activities.</p>
<b>Lessons learnt and success factors</b>	<p>Success factors:</p> <ul style="list-style-type: none"> <li>• Using different communication channels in a combined way;</li> <li>• Using real examples from everyday life to explain the campaign's messages;</li> <li>• Having a formal partnership agreement with the strategic partner and cooperating with other entities supporting the campaign (trade unions and employer organisations).</li> </ul> <p>Lessons Learnt:</p> <ul style="list-style-type: none"> <li>• Engage all the partners involved in the different stages of the campaign, also in the planning phase.</li> </ul>
<b>Transferability</b>	<p>The 'I work legally!' awareness raising campaign is based on a public relations model which could be transferred to other countries. Using a variety of different communication channels helps reach a wider public to improve knowledge and understanding of the employment law, as well as pointing out the risks of performing undeclared work. An appropriate budget needs to be allocated to design and implement the campaign.</p>

### Further information

#### Contact

Robert Jaworski, National Labour Inspectorate  
[robert.jaworski@gip.pip.gov.pl](mailto:robert.jaworski@gip.pip.gov.pl)



## European Platform tackling undeclared work

<b>Useful sources and resources</b>	<p>'I work legally!' campaign website: <a href="http://www.prawawpracy.pl/index.html">http://www.prawawpracy.pl/index.html</a></p> <p>Partnership agreement between the National Labour Inspectorate and the Social Insurance Institution regarding the activities of the campaign: <a href="http://www.prawawpracy.pl/pdf/porozumienie_pip_zus_20_06_as.pdf">http://www.prawawpracy.pl/pdf/porozumienie_pip_zus_20_06_as.pdf</a></p>
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<sup>i</sup> Information provided by the National Labour Inspectorate