

Know your rights information campaign in the seasonal work sector

Norway

	<p>Summary</p> <p>This information campaign is organised through bilateral cooperation between the Norwegian inspectorate and partners in four sending countries. It provides information on workers' rights to migrants, seasonal and posted workers in their native language. It also informs employers in Norway about working conditions and social security entitlements for those workers through webinars.</p>
<p>Title of the practice in original language</p>	<p><i>Know your rights</i></p>
<p>Name(s) of authorities/bodies/organisations involved</p>	<ul style="list-style-type: none"> ▶ Norwegian Labour Inspection Authority (<i>Arbeidstilsynet</i>) ▶ Counterparts in other Member States (Bulgaria, Estonia, Lithuania and Romania)
<p>Sectors</p>	<p>Agriculture and fishing</p>
<p>Target groups</p>	<ul style="list-style-type: none"> ▶ Labour inspectors in cooperating countries (directly targeted); ▶ Individuals and corporations involved in worker exploitation (directly targeted). ▶ Workers and corporations involved in undeclared work (directly targeted). ▶ Victims of exploitation in undeclared work (indirectly targeted).
<p>Purpose of measure</p>	<p>Changing attitudes: awareness raising</p>

	<p>Aims and objectives</p> <p>A campaign was organised through bilateral cooperation between the Norwegian labour inspectorate and partners in four sending countries, for promoting better working and living conditions for foreign workers and uncovering work-related crime. The campaign made use of online communication to provide information to employers and employees in their native language as well as peer-</p>
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	<p>learning webinars. The campaign is funded by the EEA/ Norway grants¹ over 2020-21.</p>
<p>Background context</p>	<ul style="list-style-type: none"> ▶ Experience shows that many foreign workers in Norway are not paid according to regulations and do not enjoy the rights of other workers. They lack information about their duties and rights as workers in Norway. ▶ Norway signed bilateral cooperation agreements with Bulgaria, Estonia, Latvia, Lithuania, Poland and Romania with the aim to tackle undeclared work through carrying out joint inspections, sharing good practices and organising an information campaign. As a result of this cooperation Norway implemented the ‘Know Your Rights’ campaign with Bulgaria, Estonia, Lithuania and Romania. ▶ The Know Your Rights information campaign was initiated in September 2020 and will last for one year with the aim of increasing the knowledge of migrants, posted and seasonal workers, and where they can go to seek redress. ▶ The aim of the information campaign is to contribute to the equal treatment and equal labour opportunities for all workers in Norway, and to decrease discrimination and undeclared work.
<p>Key objectives of the measure</p>	<p>General Objective:</p> <ul style="list-style-type: none"> ▶ To promote better conditions for foreign workers and uncover work-related crime through a cooperation between the Norwegian and four other labour inspectorates. <p>Specific Objectives:</p> <ul style="list-style-type: none"> ▶ To raise awareness and provide information towards migrant, seasonal and posted workers in their native language and to employers in Norway.
<p>Main activities</p>	<p>The cooperation enabled the Norwegian labour Inspectorate and counterparts in four other Member States to perform the following activities:</p> <ul style="list-style-type: none"> ▶ Research to identify the profiles and the main characteristics of migrant, seasonal and posted workers. ▶ Devise appropriate messages to raise awareness about the dangers of undeclared work.



	<ul style="list-style-type: none"> ▶ Advertising and communicating the messages of the campaign through different digital platforms. ▶ Setting up social media channels and using online communication to provide support and information to employers and migrants, seasonal and posted workers in their native language. ▶ Building of an internet portal to provide information in eight languages on working conditions, health and safety, and laws and regulations. ▶ Organising information campaigns to prevent undeclared work, as well as information days/seminars with social partners about rights and obligations of enterprises/workers regarding employment in Norway.
<p>Funding/organisational resources</p>	<ul style="list-style-type: none"> ▶ The cooperation is funded by EEA/Norway Grants, which focuses, among other things, on promoting decent work. ▶ The sending countries have contributed a total of EUR 230 000 from EEA/Norway Grants. ▶ In addition, Norway and all four countries have provided human resources in the form of a joint project team of experts. ▶ Norway has coordinated the work with costs including EUR 35 000 to identify the target group and their specific needs, EUR 35 000 to evaluate the campaign and around EUR 160 000 for producing and advertising the campaign.

	<p>Outcomes</p> <p>Early evaluation results show that cooperation between inspection authorities across Member States increased the outreach of the campaign and enhanced workers' knowledge of their rights and of employers' knowledge of their obligations.</p>
<p>Achievement of objectives</p>	<ul style="list-style-type: none"> ▶ From a total of approximately 60 000 in the target group, around 45 000 accessed the internet portal. This is considered to be a very good result. ▶ The Know Your Rights Campaign has won two international prizes for effective communication strategies. ▶ A full evaluation of the information campaign will take place in September 2021 and will provide more information regarding



	<p>the effect of the campaign. The evaluation will be carried out by an independent external company who will conduct both quantitative and qualitative research, including interviews with the target group and will involve respondents from all four countries.</p>
<p>Lessons learnt and success factors</p>	<ul style="list-style-type: none"> ▶ Effective cross-border cooperation can be fundamental to effective tracing and reaching potential migrant, seasonal and posted workers. ▶ Translating all relevant information to the workers' native languages is essential. ▶ It is important to set up social channels and an internet portal that provides easily accessible information for free and in different languages. ▶ Establishing points of contact (if possible 24/7) for the workers and the employers. ▶ Only allocating budget to carry out activities which reach the target group so as to maximise the outreach impact. ▶ Recognising the need to cooperate through joint inspections, campaigns and exchanging knowledge to ensure a holistic approach to the issue.
<p>Transferability</p>	<p>For this project to be successfully transferrable, national labour inspectorates must invest their time and skills to exchange best practices and implement those practices and also be willing to cooperate with counterparts from other Member States.</p>

Further information	
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<p>Useful sources and resources</p>	<p>The Norwegian Labour Inspection Authority website https://www.arbeidstilsynet.no/en/about-us/</p> <p>Working in Norway: Your rights and obligations webpage https://www.arbeidstilsynet.no/en/knowyourrights/</p>



ⁱ The EEA and Norway Grants are funded by Iceland, Liechtenstein and Norway. The Grants have two goals – to contribute to a more equal Europe, both socially and economically – and to strengthen the relations between Iceland, Liechtenstein and Norway, and the 15 beneficiary countries in Europe.