### Awareness campaigns on the advantages of regular employment relationships

**Title of the practice in original language**  
Campagne di sensibilizzazione sui vantaggi dell’instaurazione di regolari rapporti di lavoro

**Summary**  
Italian law requires that awareness campaigns are conducted to tackle the problem of undeclared, irregular, and unsafe work and to promote the advantages of establishing regular (i.e., declared) employment relationships. These activities are carried out throughout the year by labour inspectors in every region of Italy.

#### Name(s) of authorities/bodies/organisations involved
- Italian Labour Inspectorates at local level *(Ispettorati territoriali)*
- Central Directorate of Protection, Surveillance and Safety at Work *(Direzione centrale tutela, sicurezza e vigilanza del lavoro).*

#### Sectors
All

#### Target groups
- Companies and employers’ associations
  - (directly targeted)
- Associations combating undeclared, irregular, and unsafe work
  - (directly targeted)
- Educators and students
  - (directly targeted)
- Workers involved in undeclared, irregular and unsafe work
  - (directly targeted)

#### Purpose of measure
Changing attitudes: awareness raising

#### Aims and objectives
Italian awareness campaigns include capacity building activities where labour inspectors engage with stakeholders in discussing proposals at a grassroots level to tackle undeclared, irregular, and unsafe work. Changing the acceptability of engaging in such type of work is an important objective of these initiatives, particularly among educators and students.
Background context

Undeclared work is a serious concern in Italy. In 2018 the shadow economy was estimated at 11.9% of GDP, accounting for roughly 3.7 million irregular job positions (down 1.3% compared to 2017), with critical sectors including agriculture, construction, trade, transport, personal services, housing, and food services. Since 2004 Italian law has established that the Labour Inspectorate must seek to work with employers and stakeholders to raise awareness in order to tackle the problem of undeclared, irregular, and unsafe work. Since then, these activities have been carried out in every region of Italy.

These initiatives complement deterrence measures and they are part of a more general strategy to establish a National Plan to tackle undeclared work in 2022. Full implementation of the National Plan is envisaged to be in place by 2024.

Moreover, 2,580 civil servants are expected to be hired in the coming months, out of which 2,074 will be new labour inspectors. This implies a significant increase. In December 2021 the Inspectorate’s staff comprised 4,020 civil servants of which 3,850 were labour inspectors, officials of the Carabinieri for the Protection of Labour, or inspectors of the National Institute for Insurance Against Accidents at Work.

Key objectives of the measure

General Objective:

To raise awareness about the advantages of establishing regular employment relationships and improving cooperation between enforcement authorities and stakeholders.

Specific Objectives:

To educate businesses and stakeholders and communicate important messages about the benefits of declared work and the costs of undeclared, irregular, and unsafe work;

To change the culture and acceptability of engaging in undeclared work, particularly among educators and students;

To develop proposals at a grassroots level to amend the legislation or propose new measures to tackle undeclared, irregular, and unsafe work.

Main activities

Local labour inspectorates are piloting activities on capacity building and awareness to increase public understanding of the costs and risks associated with undeclared work;
Participants include workers’ representatives, members of associations combating undeclared, irregular, and unsafe work, employers and their representatives, students and educators;x

Such activities include workshops, conventions, and informal events where participants can get hands-on experience at developing strategies to tackle undeclared work and the chance to ask questions, connect with labour inspectors, and acquire information and knowledge on relevant labour legislation.

The inspectors engage with the participants in discussing and studying labour legislation in depth and the difficulties of enforcing it in relation to the black economy.xi For instance, local labour inspectors participate in specialised seminars at Law Faculties to discuss new pieces of legislation. They also hold meetings with trade unions and employers’ representatives to forge working alliances to tackle undeclared work;

In addition, to improve awareness among the general public, the Italian Labour Inspectorate invited stakeholders to fill out an online questionnaire, “Your opinion is important to the National Labour Inspectorate”, to gather informed opinions concerning undeclared work.xii

Funding/organisational resources

The Italian Labour Inspectorate provides the financial, human, and technical resources to develop the activities;

The project under which the questionnaire “Your opinion is important to the National Labour Inspectorate” was financed by the European Commission (DG Reform).

Outcomes

Many awareness raising campaign initiatives took place during 2020 and 2021 where the benefits of declared work and the costs of undeclared, irregular, and unsafe work were thoroughly discussed. These initiatives were aimed at schools and other stakeholders. Forming working alliances between enforcement authorities and stakeholders is an important aspect of this trust-based approach, making it possible to improve vertical trust within the state in order to promote voluntary compliance with existing formal rules.

Achievement of objectives

Prevention and promotion activities are evaluated annually by the Central Directorate of Protection, Surveillance and Safety at Work (Direzione centrale per la tutela, la vigilanza e la
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<tr>
<th>Lessons learnt and success factors</th>
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<td>Citizens engage in undeclared work when there is a lack of trust in government and a lack of understanding of the benefits of compliance;</td>
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<td>Educational initiatives and awareness-raising campaigns can play a key role in tackling the underlying behaviours affecting participation in undeclared work.</td>
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<td>Transferability</td>
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<td>Awareness-raising activities are transferable. Key to success is the formation of working alliances between enforcement authorities and relevant stakeholders. This trust-based approach promotes voluntary compliance with the formal rules.</td>
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| Useful sources and resources | National Labour Inspectorate Prevention and promotion website  
https://www.ispettorato.gov.it/it-it/studiestatistiche/Pagine/Prevenzione-e-promozione.aspx  
‘Your opinion is important’ questionnaire information  
National Labour Inspectorate Annual reports of labour protection and supervision activities 2020 and 2021  
https://www.ispettorato.gov.it/it |
Keywords

Italy; awareness campaigns; regular employment relationships; capacity building; voluntary compliance; trust-based approach; working alliances