

Information campaign on fair and safe living and working conditions for seasonal workers at Jasionka airport

Poland

GENERAL INFORMATION	
Contact person	Wojciech Woś, EURES Adviser, Regional Labour Office in Rzeszów wwos@wup-rzeszow.pl
Member State	Poland
Name of the organisation and address	Regional Labour Office in Rzeszów ul. Naruszewicza 11, 35-055 Rzeszów, Poland https://wuprzeszow.praca.gov.pl
Type of body/organisation	Ministry of Labour
GOOD PRACTICE - GENERAL INFORMATION	
Title of the good practice in the original language (if relevant)	Information campaign on fair and safe living and working conditions for seasonal workers at Jasionka airport
Geographical focus	Regional
Duration	20 October 2021 (one-day event as part of the 'Rights for All Seasons' Campaign) ⁱ
Summary of the good practice	The Regional Labour Office in Rzeszów, together with labour inspectors from the Podkarpackie Region, advisers from the voluntary labour corps and regional police officers organised an information campaign on workers' rights and working conditions for seasonal workers at Jasionka airport. This initiative was part of the wider information campaign 'Rights for All Seasons', launched by the European Labour Authority (ELA). On 20 October 2021, for one day, the organisers set up an information stand at Jasionka airport to provide

	<p>information about EURES services, the opportunities to find work abroad, as well as about European workers' rights.</p>
<p>OBJECTIVES AND ACTIVITIES</p>	
<p>Background/context</p>	<ul style="list-style-type: none"> ▶ Each year up to 850 000 EU citizens work as seasonal workers in another EU country,ⁱⁱ most of them in the agricultural sector.ⁱⁱⁱ ▶ Poland is one of the main countries of origin for seasonal workers. In 2019 the largest flow of cross-border workers within EU Member States was the one from Poland to Germany.^{iv} The experience shows that many seasonal workers are not fully aware of their rights and obligations, as well as of possible advisory services, such as the EURES Network. ▶ Between June and October 2021, the ELA ran the information campaign 'Rights for All Seasons', aiming to raise awareness on seasonal workers' rights and to promote fair and safe working conditions for workers across the EU. ELA's campaign took place in cooperation with the European Commission, the EURES Network, EU Member States and social partners and provided an opportunity to bring stakeholder together. ▶ In the framework of this EU-wide campaign, the Polish Ministry of Family and Social Policy together with regional stakeholders from the Podkarpackie region organised a one-day information stand at Jasionka airport. The stand provided information on workers' rights, working conditions and available counselling services in the context of seasonal work to people that were at the airport that day.
<p>Objectives</p>	<p>General Objective:</p> <ul style="list-style-type: none"> ▶ To increase the awareness on workers' rights, working conditions, obligations and targeted advisory services among seasonal workers. <p>Specific Objectives:</p>

	<ul style="list-style-type: none"> ▶ To promote EURES and its counselling services for seasonal workers, as well as employment opportunities across the EU. ▶ To engage with citizens to discuss practicalities opportunities and challenges related to seasonal work. ▶ To enhance cooperation among stakeholders and build better communication channels.
Main activities	<ul style="list-style-type: none"> ▶ Regional Labour Inspection Authorities identified Jasionka Airport as a transport node for people leaving for work abroad and returning; thus they established the contact with Jasionka Airport operators and organised the logistical cooperation for the information stand. ▶ The key stakeholders, coming from the Regional Labour Office, the regional labour inspectorate and the police, as well as the Voluntary Labour Corps, coordinated their work ahead of the event, by bringing in their individual expertise and involving their networks. ▶ The stakeholders involved informed local media about the initiative. The local press and radio contributed to increase the activity's visibility. ▶ Four experts (one from each of the stakeholders) set-up the information stand at Jasionka airport to provide information to citizens. ▶ At the information stand the experts engaged in conversations with people that were at the airport, shared flyers with information on EURES, general advice and warnings as well as relevant contact details. They also distributed additional promotional material like first aid kits, sewing kits, pens and key rings.
Relevance	<p>The objectives of this activity include the provision of information on the peculiarities of seasonal work, particularly in the context of cross-border movements. The information campaign focused on workers and</p>

	provided information on workers' rights and available counselling services.
Funding/organisational resources	<ul style="list-style-type: none"> ▶ ELA and the Polish Ministry of Family and Social Policy provided organisation support to kickstart the initiative and encourage the cooperation among the stakeholders. ▶ On the day of the information campaign four people were onsite to actively engage with citizens. ▶ No additional funding was required for this specific activity as human resources came from the Regional Labour Office and the other partners involved.
PARTICIPATION	
Stakeholders involved	<ul style="list-style-type: none"> ▶ Regional Labour Office in Rzeszów (<i>Wojewódzki Urząd Pracy w Rzeszowie</i>) ▶ Regional Police (<i>Wojewódzka Komenda Policji w Rzeszowie</i>) ▶ Labour inspectorates (<i>Inspektorzy pracy</i>) ▶ Voluntary Labour Corps (<i>Ochotnicze Hufce Pracy</i>) ▶ Ministry of Family and Social Policy (<i>Ministerstwo Rodziny i Polityki Społecznej</i>) ▶ European Labour Authority
Target groups	Workers interested in (seasonal) working opportunities, labour rights and to learn more about the role of EURES in European Member States
Final beneficiaries	200-300 Polish citizens arriving and departing from Jasionka airport who already worked abroad or could imagine themselves working abroad for some time

ACHIEVEMENTS & RECOGNITION	
Results and outcomes	<ul style="list-style-type: none"> ▶ The information campaign provided information on working rights, working and living conditions to people who already have experience as seasonal workers in another EU Member States or are interested in opportunities related to working abroad.^v ▶ The information campaign was welcomed by the people present at the airport, who showed interest, asked questions and took home flyers and promotional material. Around 200 or 300 people stopped at the stand. Since most of the people did not know about the available counselling services before, the activity was effective in raising awareness.^{vi} ▶ The close cooperation with the Regional Labour Office, the Voluntary Labour Corps, labour inspectorates and regional police officers improved the stakeholders' coordination, established effective communication channels and allowed for ongoing synergies for other activities (e.g. regional job fairs and other events in the Podkarpackie Region).
Recognition – national or regional level	As of now the practice has not received explicit recognition at national or regional level.
Recognition – on EU or international level	The practice has not received recognition at EU or international level yet.
Cost effectiveness	The information campaign was a cost-efficient approach to reach a large target group and distribute information, as setting up the information stand did not involve any additional costs for the Labour Office, EURES or the other stakeholders involved.
Transferability	Most aspects of the information campaign are easily transferrable to other Member States or other settings.
Sustainability	The initiative did not have a particular focus on sustainability.
Innovativeness	<p>Innovative aspects of the practice were the following:</p> <ul style="list-style-type: none"> ▶ The involvement of different regional and national

	<p>stakeholders and the set-up of a close collaboration between them;</p> <ul style="list-style-type: none"> ▶ Setting up an information campaign in an airport, where people usually have long waiting periods and free time to stop at an information stand.
Digitalisation	<p>The initiative did not have a particular focus on digitalisation.</p>

ⁱ <https://www.ela.europa.eu/en/campaigns/rights-for-all-seasons#:~:text=To%20raise%20the%20awareness%20of,network%2C%20the%20European%20Platform%20ta ckling>

ⁱⁱ <https://www.ela.europa.eu/en/news/rights-all-seasons-european-labour-authority-supports-fair-work-seasonal-workers>

ⁱⁱⁱ <https://www.europarl.europa.eu/news/en/press-room/20200615IPR81233/bold-measures-needed-to-protect-cross-border-and-seasonal-workers-meps-say>

^{iv} <https://ec.europa.eu/eurostat/cache/digpub/eumove/bloc-2c.html?lang=en>

^v Wojciech Woś (Regional Labour Office in Rzeszów)

^{vi} Wojciech Woś (Regional Labour Office in Rzeszów)