

Local promotion of the ‘Rights for All Seasons’ campaign on seasonal work abroad

Poland

GENERAL INFORMATION	
Contact person	sekretariat@pup-bielsko.pl
Please indicate the Member State you are located in	Poland
Name of the organisation and address	<i>Powiatowy Urząd Pracy w Bielsku-Białej</i> ul. Partyzantów 55, 43-300 Bielsko-Biała www.bielsko-biala.praca.gov.pl
Type of body/organisation	Choose an item. State Employment Agency
GOOD PRACTICE - GENERAL INFORMATION	
Title of the good practice	Local promotion of the ‘Rights for all seasons’ campaign on seasonal work abroad
Geographical focus	Local
Duration	19 July 2021 – 31 October 2021
Summary of the good practice	Powiat labour office in Bielsko-Biala promoted the information campaign ‘Rights for all seasons’ ¹ , launched by the European Labour Authority, aiming at raising awareness on existing rights, obligations and counselling services for seasonal workers. The office established a cooperation with local multipliers to promote the campaign further, as well as published a specific article on the topic of the campaign, targeting local (potential) seasonal workers, to raise awareness of their rights and employers’ obligations.
OBJECTIVES AND ACTIVITIES	

¹ <https://www.ela.europa.eu/en/campaigns/rights-for-all-seasons#:~:text=To%20raise%20the%20awareness%20of,network%2C%20the%20European%20Platform%20tacling>

<p>Background/context</p>	<p>Seasonal workers employed abroad have access to a wide range of rights, but given the temporary nature of their work, they are particularly vulnerable to precarious living and working conditions.</p> <p>In order to raise the awareness of seasonal workers and their employers about existing rights, obligations and available advisory services, ELA, in cooperation with the European Commission and the EURES network, launched the information campaign 'Rights for all seasons'. In order to increase the outreach of this campaign among the local (potential) seasonal workers, the Poviats labour office in Bielsko-Biala decided to organise a local promotion of the campaign.</p>
<p>Objectives</p>	<p>General Objective:</p> <ul style="list-style-type: none"> ▶ Raise awareness of seasonal workers and their employers about the existing rights, obligations and advisory services for seasonal work. <p>Specific Objectives:</p> <ul style="list-style-type: none"> ▶ Connect with local multipliers (e.g. local institutions, municipal offices, academic career offices) to promote the 'Rights for all seasons' campaign. ▶ Disseminate information on the 'Rights for all seasons' campaign at the local level.
<p>Main activities</p>	<p>The Poviats labour office in Bielsko-Biala contacted local institutions to act as multipliers of the 'Rights for all seasons' campaign on seasonal work abroad. The Agency cooperated with the academic career office <i>Biuro Karier ATH</i>, the county of Powiat Bielsko, the municipal offices of <i>Gmina Kozy</i>, <i>Czechowice-Dziedzice</i> and <i>Szczyrk</i> and the Ministry of Development and Technology. All these organisations published information about the 'Rights for all seasons' campaign on their website, contributing to increase its visibility.</p> <p>The office also prepared an article on the campaign that was published in the local press and on the municipal website.</p>
<p>Funding/organisational</p>	<p>The promotion of the campaign was performed under the</p>

resources	activities of.
PARTICIPATION	
Stakeholders involved	<ul style="list-style-type: none"> ▶ Poviatski urząd pracy w Bielsku-Białym ▶ European Labour Authority ▶ EURES ▶ Ministerstwo Rozwoju i Technologii ▶ Biuro Karier ATH ▶ Powiat Bielski ▶ Gmina Kozy ▶ Gmina Czechowice-Dziedzice ▶ Gmina Szczyrk
Target groups	▶ Residents of the city of Bielsko-Biala and the surrounding area, involved or interested in seasonal work.
Final beneficiaries	<ul style="list-style-type: none"> ▶ Seasonal workers ▶ Employers of seasonal workers
ACHIEVEMENTS & RECOGNITION	
Results and outcomes	<p>The main results of the promotion activities carried out by the poviatski urząd pracy w Bielsku-Białym include:</p> <ul style="list-style-type: none"> ▶ The publication of an article about the campaign 'Rights for All Seasons' in the local press and on several local organisations' website. ▶ The dissemination of information related to the campaign 'Rights for All Seasons' in three municipal offices and other local organisations and institutions. <p>The main outcome of the promotion activities carried out by poviatski urząd pracy w Bielsku-Białym was an increased visibility of ELA's campaign 'Rights for All Seasons' and contributed to raise awareness on the right and</p>

	obligations related to seasonal work.
Recognition – national or regional level (if applicable)	As of now the practice has not received explicit recognition at national or regional level.
Recognition – outside your MS (if applicable)	The practice has not received recognition at EU or international level yet.
Cost effectiveness (if applicable)	The initiative did not have a particular focus on cost-effectiveness.
Transferability (if applicable)	The initiative can easily be transferred to other Member States, which could promote ELA campaign, targeting the information to the local audience.
Sustainability (if applicable)	The initiative did not have a particular focus on sustainability
Innovativeness (if applicable)	The initiative did not have a particular focus on innovativeness.
Digitalisation (if applicable)	The article have been published online.