

“Patent for the first job” – Communication and educational campaign of the Olsztyn District Labour

Poland

GENERAL INFORMATION	
Contact person (incl. function, e-mail address)	Marta Chodorowska, Head of International Relations Unit, National Labour Inspectorate Marta.Chodorowska@gip.pip.gov.pl
Please indicate the Member State you are located in	Poland
Name of the organisation and address	National Labour Inspectorate (NLI)
Type of body/organisation	Labour Inspectorate at National Level
GOOD PRACTICE - GENERAL INFORMATION	
Title of the good practice	“Patent for the first job”/ <i>”Patent na pierwszą pracę”</i> – Communication and educational campaign of the Olsztyn District Labour
Geographical focus	Regional
Duration	2021 - 2022
Summary of the good practice	The District Labour Inspectorate (DLI) in Olsztyn organised a communication and educational campaign during the holiday period called “Patent for the first job”. The campaign was carried out through the set-up of informative stands where experts from the National Labour Inspectorate shared information and answered questions on employment, duties related to occupational safety and health and rules of workers’ remuneration.
OBJECTIVES AND ACTIVITIES	
Background/context	► The Mazurian Lake District is an extremely touristic region where many seasonal positions become

	<p>available for young people in the HORECA sector during summer.</p> <ul style="list-style-type: none"> ▶ The National Labour Inspectorate’s experiences shows that young workers entering the labour market for the first time often do not have sufficient knowledge of the legislation in force and are not fully aware of their rights. ▶ Awareness-raising initiatives on employees’ rights and safety at work seem to be most effective when taking place early in life.
<p>Objectives</p>	<p>General Objective:</p> <ul style="list-style-type: none"> ▶ Increase the knowledge of young people about labour law, rights, duties, as well as remuneration and occupational risks. <p>Specific Objective:</p> <ul style="list-style-type: none"> ▶ Establish a presence in events attended by young people, in order to distribute material and information; ▶ Reply to young people’s questions regarding labour legislation, remuneration and work-related risks.
<p>Main activities</p>	<ul style="list-style-type: none"> ▶ In the summer holiday season 2021, the campaign was launched on 26 June at the “Welcome to Holidays” event organised by the army in Węgorzewo. At the NLI’s mobile stand, specialists from the DLI disseminated leaflets and brochures on labour law and OSH and (they) provided advice on labour law. ▶ In 2022, as part of the campaign, special stands were arranged in tourist destinations in Warmia and Mazury, where the National Labour Inspectorate’s experts offered their assistance. The stands were set up in social events where young people were likely to participate. ▷ Just before the holiday season started, the District Labour Inspectorate’s employees attended Giżycko Days event at the last weekend in May and set up an information stand on the city beach.

	<ul style="list-style-type: none"> ▷ Information and advisory stands were set up organised on the city beach in Olsztyn on 8 July. Other stands were set up at Węgorzewo (2 July during Węgorzewo Days), Iława (10 July during Iława Days), and finally Mikołajki (15 July during Mikołajki Days). ▶ The events were reported by the mass media – nationwide (<i>Polsat TV</i>) and regional (<i>Olsztyn Radio</i>, <i>Olsztyn TV</i>, Radio Plus, <i>Gazeta Olsztyńska</i>). ▶ On the day before the event in Olsztyn, the Deputy District Labour Inspector from Olsztyn was the guest of the programme OPINIONS, after the main news programme on TVP3 Olsztyn, and disseminated the idea of the campaign, which was also advertised on the website of Olsztyn DLIⁱ and its Twitter account.
Relevance	The practice aims at raising awareness about the legislation regulating different forms of employment, including seasonal work.
Funding/organisational resources	The regional labour inspectorate funded the campaign. The resources needed were quite limited: the information stand, some banners, as well as leaflets and other types of informational material. A group of seven people from the District Labour Inspectorate in Olsztyn were involved in the activities.
PARTICIPATION	
Stakeholders involved	Primarily, the organisation involved in the activity was the District Labour Inspectorate in Olsztyn. In 2022 one of the information and advisory stands was organised jointly with Voluntary Labour Corps (OHP).
Target groups	<ul style="list-style-type: none"> ▶ Young workers and young people and students taking up seasonal work in the Warmińsko-Mazurskie province; ▶ The general public, including entrepreneurs and employers planning to hire young people during the holiday season (as the information stands were open to anyone).

Final beneficiaries	Young workers and young people interested in taking up seasonal work, predominantly in the HORECA sector in the Warmińsko-Mazurskie province.
ACHIEVEMENTS & RECOGNITION	
Results and outcomes	<ul style="list-style-type: none"> ▶ The presence of the information stands at social events allowed young people that would not normally be willing to approach directly the labour inspectorate to receive information and ask questions at the information stands about employment legislation, duties related to health and safety and rules of remuneration. Overall in 2021 and 2022, more than 120 persons received information at the stands. ▶ In both 2021 and 2022 the DLI staff distributed among the interested persons hundreds of leaflets and brochures on topics such as: employment relationships, rights of juvenile workers and parenthood. ▶ In 2021 specialists from Olsztyn DLI provided advice free of charge 53 times and in 2022 68 times.
Recognition – national or regional level	The practice has not been recognised at the national level.
Recognition – outside your MS	The practice has not been recognised at EU or international level.
Cost effectiveness	The practice is considered cost-effective as the costs to cover the campaign were limited and the results in very effective communication activities.
Transferability (if applicable)	The aspects of the practice that can be transferred are the focus on a target audience of young people and the use of experts from the Labour Inspectorate to provide information and reply to questions.
Sustainability (if applicable)	The project has no particular focus on sustainability
Innovativeness (if applicable)	The innovative aspect of the practice is related to the target group, as the Labour Inspectorate usually does not reach out to young people, especially if they are not even in the labour market yet.

Digitalisation (if applicable)

The campaign was disseminated also through the District Labour Inspectorate's website and its Twitter account.

ⁱ <https://www.gov.pl/web/pip/okregowy-inspektorat-pracy-w-olsztynie>