



CAMPAIGN GUIDE FOR
WORLD DAY FOR DECENT WORK
7 OCTOBER 2009



WORLD DAY FOR DECENT WORK 07.10.09



ITUC CSI IGB



WORLD DAY FOR DECENT WORK 2009

This is a campaign guide to the World Day for Decent Work (WDDW), produced by the International Trade Union Confederation. The date for the WDDW is October 7. The first world day ever took place on October 7 2008. Hundreds of thousands of people demonstrated in the streets, from Vladivostok in Russia to Barbados in the Caribbean. Hundreds of thousands more were reached by the numerous seminars, debates, round tables and appeals that were launched on the day itself and the days before and after. Trade unionists all around the globe used their imagination to come up with spectacular events in form of games, concerts, seminars, round table discussions, cultural happenings and petitions, workplace meetings and stop-work actions. This campaign guide is intended to serve several purposes, depending on what your needs are: as a source of ideas and suggestions and as a checklist to help you check that you have not forgotten anything. Let's make the World Day for Decent Work 2009 even bigger and more spectacular than last year!

The WDDW this year will take place in the midst of the biggest economic crisis from more than half a century. Millions of people are losing their jobs due to the speculation and greed which the basis of a failed economic model of deregulation and pure free market ideology.

This year, the World Day for Decent Work will focus on bringing the world out of recession, and building a new global economy which puts people first. Trade union organizations around the world will be putting forward demands for action from governments in their own national economies, and internationally.

Decent work is a key part of the solution to the global crisis. It means ensuring job creation, and protection of workers' rights, especially the right to organize a trade union and bargain collectively. It means ending discrimination, child labour and forced labour, and it means providing social safety nets for those who are out of work. It also involves social dialogue – governments, employers and trade unions discussing and coming up with solutions that work for all, based



GOVERNMENTS ARE BEING CALLED UPON TO BUILD AN ECONOMY WHICH:

- Delivers decent work, with full respect for trade union rights, to all;
- Is based on effective, democratic and accountable global governance which puts the needs of people first;
- Ensures strong financial regulation, putting finance at the service of the real economy and the real economy at the service of people;
- Guarantees respect for the rights of all working people and puts an end to poverty, inequality, discrimination and exploitation; and,
- Secures sustainability through green investment and green jobs.



The bottom line is that the model of globalization which has reigned supreme for over two decades stands discredited.



on recognition of the important and legitimate role of trade unions at work and in society. Decent work means ending the huge inequality between rich and poor which helped cause this crisis, and making sure that working people have a good income, to enable them to provide a decent life for their families, which in turn stimulates further economic growth.

DECENT WORK – FOR A DECENT WORLD

The financial crisis threatens the jobs, homes and futures of billions of human beings – those who never drew profit from the years of excess, whose work has been underpaid and degraded and who bear no responsibility for what is now happening.

Having looked into the abyss they have helped create, policy-makers are waking up to the need for regulation of the world economy and for governments to finally take up the duties they have long abdicated – to set rules for markets, to protect and provide for their citizens, and to intervene to ensure socially equitable and sustainable outcomes.

The bottom line is that the model of globalization which has reigned supreme for over two decades stands discredited. But in its failure are the seeds of opportunity for fundamental change.

When the ITUC was founded in 2006, it highlighted the need for fundamental change in globalization and committed itself to bring it about.

The time for that change has come. Resolving the financial crisis must go hand in hand with concerted international action to stimulate jobs and growth and launch economies on the path of just and sustainable development.

The essential task of regulating financial markets, so as to shut down the option of a return to business as usual and a repetition of today's debacle, must be one component of a wider agenda to reshape the management of the global economy.

The imbalances which have seen real wages fall or stagnate, at the same time as capital has reaped record profits, need to be redressed. Organising and bargaining rights, recognized internationally, must be enforced universally so workers can have real influence over their lives and their futures. The trade agenda, mired in the impasse of the Doha Round, can only move forward once it is based on the imperatives of decent work, development, rights and equity. The international community faces too the unavoidable obligation to agree quickly an effective plan to combat climate change, where failure would have consequences far beyond anything that financial melt-down might bring.

The G20 governments, which account for more than three-quarters of the total global economy, met in London in April 2009. Their decisions in London opened up the possibility for real and fundamental change, but much more needs to be done if this possibility is to become a reality. Most importantly, the public pressure for change must grow.

This is why the ITUC General Council decided that this year, the WDDW should act as global focal point to push forward the trade union movement's demands for action to bring the world out of recession, and to construct a new global economy

WHY DECENT WORK?

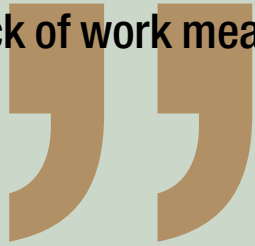
Every person on earth should be able to have a job that enables them to live a good life in which their basic needs are met. Employment is a crucial factor for achieving this. The millions of women, men, young people and migrants who work or are looking for a job need governments that take adequate measures to:

- ensure that social protection and workers' rights are fully respected in labour laws and in practice. Living standards and economies need productive employment to develop.
- create millions of meaningful jobs for women and men. Jobs are only improved if they are linked to standards and rights. Social protection gives workers the security they need to face the future with confidence.

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To most people around the world, lack of work means poverty.



This is why all governments should be urged to work more on job creation. Not just any jobs, of course, but decent jobs for everybody. It is often argued that countries cannot afford to have fair wages and better conditions, however the short-term costs will quickly be outstripped by the long-term benefits. That is why Decent Work is the best way to fight global poverty. To most people around the world, lack of work means poverty.

WHAT IS DECENT WORK?

The short answer is a job that enables a person to live a good life. But there's also a longer answer: decent work, as a concept and an agenda, was introduced and initially promoted by the International Labour Organisation (ILO) in 1999. It consists of four components: employment, rights, protection and dialogue. Decent Work is based on the conviction that all four components are needed to create the best prospects for social progress and development.

Employment means...

- a fair income that ensures a decent livelihood
- equal treatment and opportunities for all
- good working conditions
- health and safety in the workplace
- access to meaningful and productive work
- prospects for personal development

Workers' rights in relation to employment are...

- freedom to organise
- freedom of expression
- that both women and men are able to participate in decisions that affect their own lives:
- the right to bargain collectively
- freedom from discrimination
- freedom from forced labour
- freedom from child labour
- legal recognition and access to a legal system
- the existence of labour laws and the general rule of law

Social protection stresses...

- the important link between productive employment and security for those who for some reason do not have a job at all
- protection from the loss or reduction of income due to unemployment, injury, maternity, parenthood or old age.
- fair and inclusive societies

Social dialogue emphasises...

- that workers and employers have the right and means to be represented through their organisations
- that the best and most enduring solutions are reached through cooperation which is central to social stability, sustained growth and sustained development
- that channels exist through which conflicts can be discussed and resolved

WDDW:

Use the world day as an opportunity to further strengthen your union strategies on Decent Work e.g. job creation, equal pay, organising new members, migrant workers and young people's situation. Focus in particular on women and the younger generation because the majority of them are concentrated in low-paid, unprotected, temporary or casual work.

- *Women face multiple forms of discrimination and account for an increasing proportion of the world's poor*
- *Up to 93 % of all the jobs available to young people are in informal and unprotected work*

Check how the Decent Work agenda can be integrated in your existing policies and activities. Publish information about the Decent Work Campaign in your trade union publications and promote the campaign in your ongoing work and see what parts fit within the Decent Work agenda. How can you promote this work within your own movement and membership?

Since Decent Work is such a broad concept, it might be worth reflecting upon whether it can be possible to make this campaign in a bigger network or coalition? Maybe with other trade union organisations, Global Union Federations, partner unions in other countries and NGOs.

If you want to learn more about Decent Work and the policy behind it you can visit the web site for the World Day for Decent Work at www.wddw.org and look under the heading "Action tools" and then "Read more material".



You can use these checklists as check points on where you are at when it comes to Decent Work in your own organisation and in your country.



RUN THE DECENT WORK CHECKLISTS

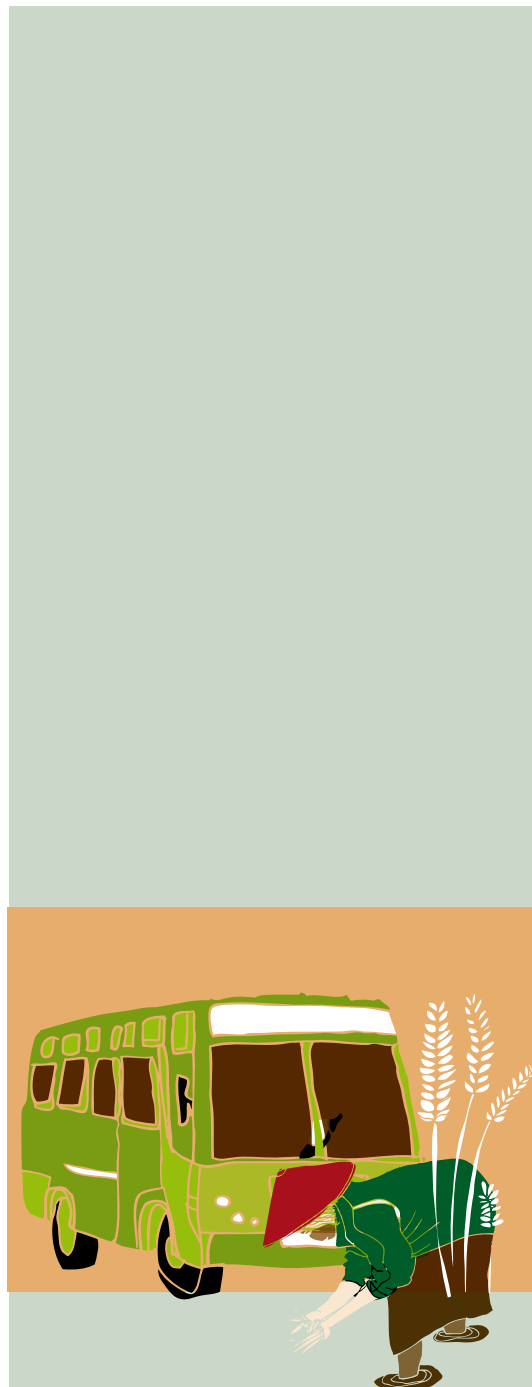
Basic questions about Decent Work in your own country:

- Does every woman and man in your country have the opportunity to obtain work that enables them and their families to live a decent life?
- Can everyone in your country join a union as they please?
- Are trade unions in your country free to perform their work without outside interference and without restrictions on organising, bargaining and striking?
- Do people in your country have protection from the loss or reduction of income due to unemployment, discrimination, injury, maternity, parenthood, old age, or indeed any other kind of financial hardship that may be of concern to society?
- Do trade unions and employers' organisations engage in social dialogue in your country and are they involved in tripartite discussions with the government and other authorities on matters relevant to them?
- Do women have equal opportunities at work or in obtaining a job? Do they have adequate protection against discrimination in law and in practice?

Basic questions about how your country influences the promotion of Decent Work in the rest of the world:

- Does your country support the work of the International Labour Organisation on promoting Decent Work?
- Does your country support further promotion of Decent Work within the scope of regional (for example in the EU, African Union, ASEAN or Mercosur) and global governance (not least the United Nations system)?
- Does your country prioritise Decent Work in its development cooperation, including when allocating development aid?
- Does your country prioritise Decent Work in its trade policy, including by prioritising the employment impacts in trade negotiations and by supporting the integration of the respect of Core Labour Standards in trade agreements?
- Does your country support and prioritise the promotion of Decent Work in lending by International Financial Institutions (for example the World Bank and the IMF), including by demanding that loan conditions include respect of Core Labour Standards and that such lending promotes employment-intensive policies, social protection and the participation of the social partners (i.e. unions and employers) in governance?
- Does your country include proposals for achieving gender equality in the above-mentioned areas?

You could also reflect on how your country is responding to the global economic crisis – is the response effective or is it failing your national economy, and is your country prepared to support major changes to global economic decision making?



All campaign materials can be found on the Decent Work Decent Life for women campaign space on the ITUC web site: www.ituc-csi.org – click on Equality in the main menu.



CAMPAIGN ON DECENT WORK, DECENT LIFE FOR WOMEN

On 8 March 2008, the ITUC in cooperation with the Global Union Federations (GUFs) successfully launched the 'Decent Work, Decent Life for Women Campaign': 89 National Centers in 61 countries organized kick off events focusing on: maternity protection rights, child care facilities, pay equity, work – life balance and gender equality in trade unions. The ITUC set up an email list, distributed materials (by circular letter and online) including the campaign guide, poster and power point presentation.

8 March 2008 and 2009: Gender Pay Gaps reports

The ITUC has released two gender pay gap reports the last two 8 March days. Both have received significant media attention and can be found at:

<http://www.ituc-csi.org/spip.php?rubrique198>

Maternity Protection

Luxembourg (April 2008) and Mali (June 2008) ratified ILO Convention 183 which makes a total of 15 countries who ratified ILO C183. ITUC distributed a new leaflet and created a webpage. NZC-TU/New Zealand and UATUC/Croatia lobbied governments to get ILC 183 ratified and implemented. The ITUC also released a video on maternity protection that can be found at the ITUC channel on youtube: <http://www.youtube.com/user/ITUCCSI>

7 October 2008: The World Day for Decent Work

Women initiated and/or took part in trade union events organised by 216 affiliates. Several hundred thousand people took part in public rallies, marches and demonstrations.

7 October 2009: The World Day for Decent Work

The network for campaigning on Decent Work Decent Life for women is already preparing the activities for this year's world day. Don't forget that if you don't tell us what you do we can't tell others about it either! Report your actions on: www.wddw.org or send an email with all the details of your action to: wddw@ituc-csi.org

Decisions for Life project:

ITUC was successful in receiving a MDG3 grant from the Dutch Ministry of Foreign affairs for a two and half year project. It aims at raising awareness amongst young female workers in the service sector on their future employment opportunities and career possibilities, family building, and work-family balance. The project has two types of activities: 1) Trade union campaigns to achieve better working conditions, 2) Launch of women's websites, addressing the decisions these young female workers face at this crucial stage in their lives. All online tools will be downloadable and used in the trade union campaigns. The 12 countries covered in the project are: Brazil, India, Indonesia, Azerbaijan, Belarus, Kazakhstan, Ukraine, Angola, Mozambique, South Africa, Zambia, and Zimbabwe. The ITUC's key partners are UNI (and in cooperation with IUF and PSI), the WageIndicator Foundation (specialised in setting up wage related websites) and the University of Amsterdam (specialized in worldwide inventories concerning the decent work agenda, wages, and companies' industrial relations systems).



We live in a highly competitive global market where workers face constant pressure to meet targets, deadlines and quotas.



DECENT WORK, EMPLOYMENT AND LABOUR:

SOME COMMON MYTHS

1. ANY JOB IS BETTER THAN NO JOB.

In fact, the goal is not merely the creation of jobs, but the creation of jobs of acceptable quality. All parts of the world now have a concept of decent work, but to workers the quality of a job has several meanings. It can relate to wages, to rights, to different forms of work and different conditions of work, as well as feelings of value and satisfaction. It is essential to work out policies that can create jobs where workers' rights are respected and so they can get the wages, conditions, social protection and satisfaction they want.

The need of the world of work today is to create social and economic systems that ensure basic security, proper remuneration and employment while remaining capable of adapting to rapidly changing circumstances at the labour market. A job that endangers your health or leaves you incapable of providing for your family is not a decent job.

2. STANDARDS AND FUNDAMENTAL PRINCIPLES AND RIGHTS AT WORK ARE BURDENSOME IN MOVING FORWARD WITH GLOBALISATION.

Not true! We live in a highly competitive global market where workers face constant pressure to meet targets, deadlines and quotas. Globalisation, along with its many advantages, has also brought increased insecurity, uncertainty, outsourcing of jobs and the possibility of working across borders under different laws in each environment.

To ensure that workers are protected and treated fairly, we need recognition and an effective implementation of international labour standards on freedom of association, equality, and forced and child labour. They are shared commitments that can fight uncertainty, prevent competitive social dumping and ensure equal treatment, responsibility and respect while providing a global reference point for labour laws. Workers' rights must become a guidance point for global industry and good governance.

3. DECENT WORK ALREADY EXISTS IN ALL INDUSTRIALISED COUNTRIES.

Not necessarily and yet, in many industrialised countries, the decent work agenda is considered obsolete. However, there are still massive social gaps within countries, there are still challenges in overcoming discrimination against women and migrant workers, there are still attacks on trade union rights in many countries, and there are still sectors and countries where social dialogue between workers and employers is non-existent.

More and better jobs in the industrialised countries are needed and part of decent work is also to ensure training, skills-upgrading, social progress and basic security and rights for all workers as part of the social dimension of globalisation.

4. THE DECENT WORK AGENDA IS NOT RELEVANT IN DEVELOPING COUNTRIES BECAUSE OF THE LARGE INFORMAL ECONOMY.

False! Half of Africa's population lives in extreme poverty on as little as US\$1 a day and the African labour markets are characterised by a large urban informal economy and a massive rural-based labour force. Most of these 300 million people are not able to provide for themselves and their families despite having an occupation.

The challenges of creating a decent livelihood are perhaps even greater in developing countries and some barriers stem from international relations, others from problems inside their countries. The promotion of decent work for all in developing countries will create new sustainable opportunities for women and men to work productively, to receive a regular income with their rights protected and in the end to help win the fight against poverty. Decent work in all of its forms can help develop a more socially inclusive and economically dynamic development model.

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**We need to give a
human face to the
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5. THE LABOUR MARKET OF OUR GLOBALISED ECONOMY IS NOT COMPATIBLE WITH DECENT WORK.

In reality, we need to give a human face to the globalised economy. Increased competition, accelerating economic and social changes and improvement of productivity in a market-driven economy does not automatically lead to social inclusion, nor create a route to a sustainable environment.

The social consequences of globalisation can be adverse if workers do not fight to obtain and promote equal opportunities for women and men within the ILO Decent Work Agenda: the promotion of rights at work; employment; social protection; and social dialogue. Sustainable development and decent work for all must become an integral part of globalisation to create an effective “level playing field” in employment, equity and human dignity.



CAMPAIGNING ON WDDW

WHY TAKE ACTION?

The International Trade Union Confederation was founded in November 2006, bringing together former affiliates of the International Confederation of Free Trade Unions (ICFTU), the World Confederation of Labour (WCL) and nation trade union centres which previously belonged to neither international. It was decided at the founding congress in Vienna that ITUC should take strong, global action for a new globalisation – one where profits are not made from exploiting workers and where fundamental workers' rights are respected.

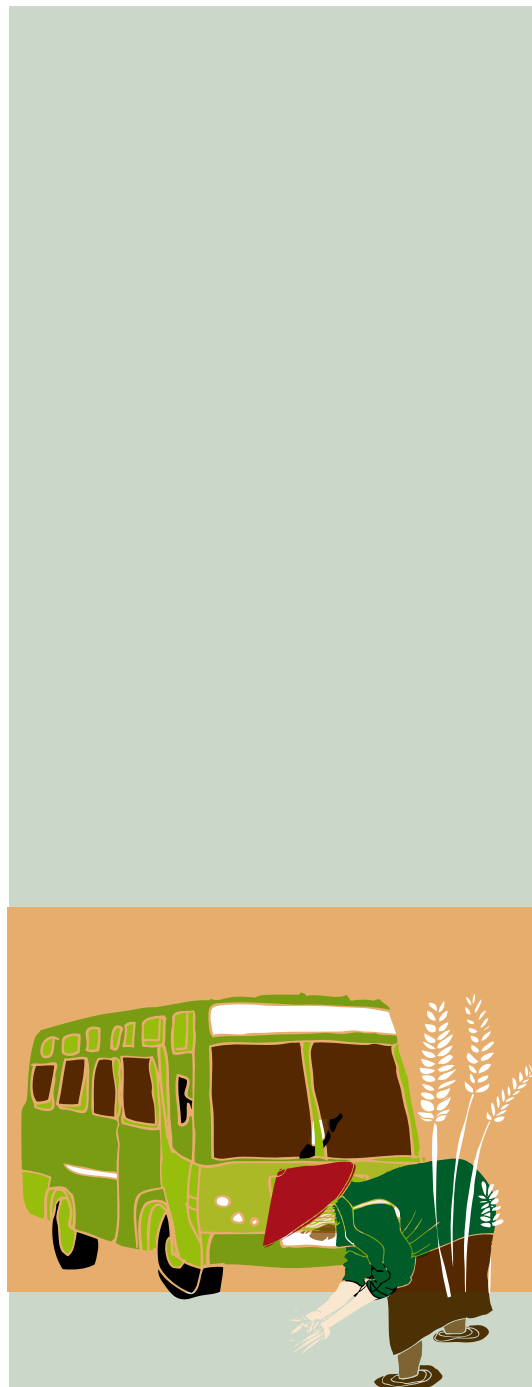
WDDW 2008

The very first WDDW took place on October 7 2008. More than 616 actions took place in 130 countries, involving more than a million people in total. An impressive list of activities all over the world – from the break of dawn in Fiji to the sunset in Alaska. All the events were published, as they were happening or immediately after, on the WDDW special web site: www.wddw.org. Later in this Guide you can see examples of actions that took place during the day.

Many different topics were raised all over the world in many different way – but they had all one thing that connected them: the decent work theme. The World Day is a great occasion for trade unions and other organisations to show their support for Decent Work and also to show the importance of the work that is being done by the trade union movement.

WDDW 2009

The content of the World Day for Decent Work is completely up to your own organisation. What the ITUC does is to provide you with some tools that you can choose to use as you see fit in your country and organisation. All the campaigning tools are available on the web site www.wddw.org. There is more information to read on Decent Work, this Campaigning guide, all the actions that are going to happen during the day – displayed as soon as we them reported in – the



logo, materials and illustrations free for you to use. You can also click on “2008” and see all the actions that took place last year.

We encourage you to include the WDDW website into your preparations for the day. You can also encourage people to follow the actions during the day itself – we will be posting a live feed of events, pictures and videos as we get them sent in – from all the corners of the world.

So, don’t wait, start NOW planning what you will organize this year. And don’t forget to include as many as possible within your organisation, especially those working on press and communications.

Below there are some ideas on the type of actions you can do. There are lots of examples from different countries from last year. Some of them are quite demanding when it comes to resources and money, some less. You can always do something. Good luck!



HOW TO TAKE ACTION?

WHAT IS A CAMPAIGN?

A campaign can be defined as a more intense work during a defined period of time in order to try and get a specific result. So how can you make or participate in a campaign? Well, first, you need to ask yourself a couple of questions to check that what you are planning is well linked to what you want to achieve.

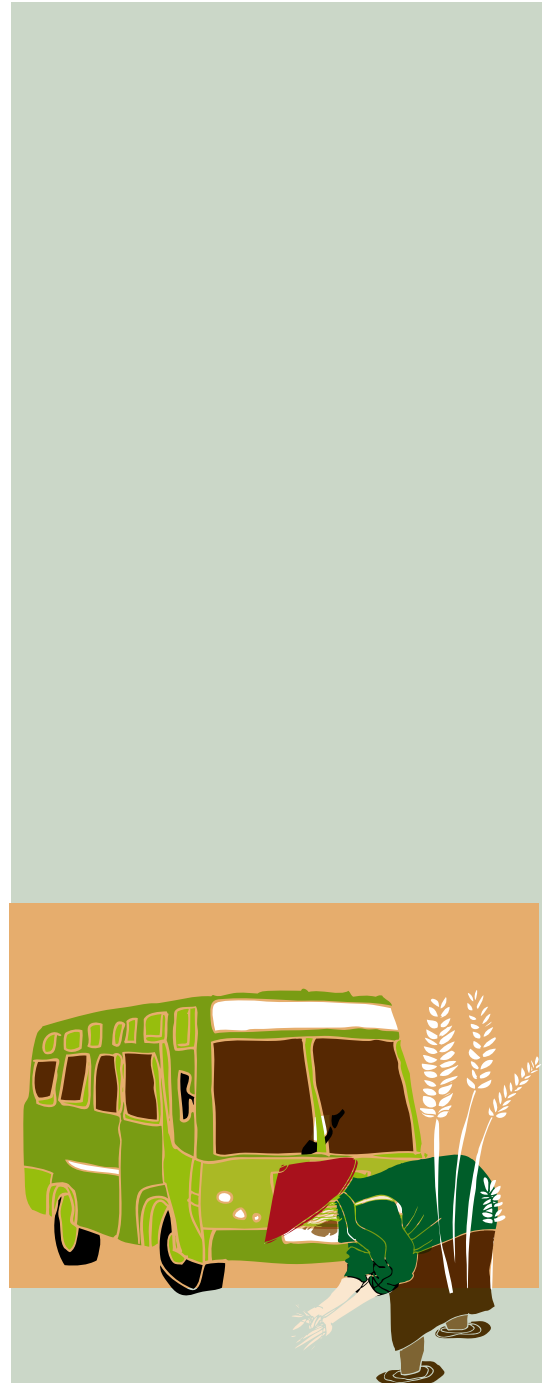
WDDW: World Day for Decent Work can be seen as a campaign since it involves activities in a specific period of time (October 7) in order to try and get specific results (as many people and organisations as possible to raise awareness simultaneously about decent work all over the world).

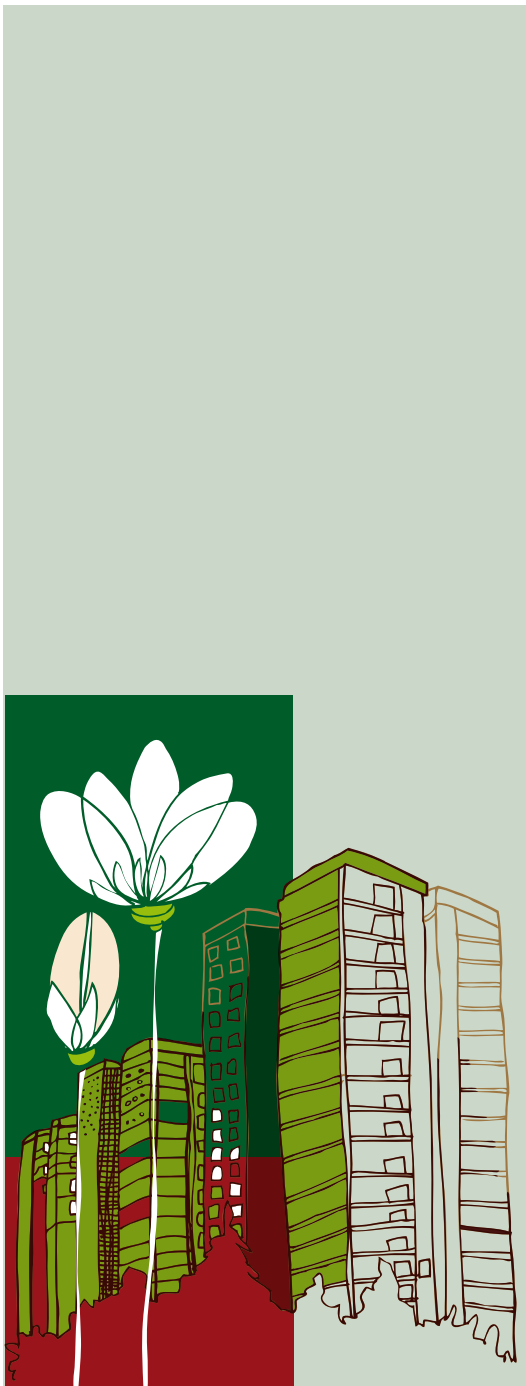
WHAT IS THE SUBJECT OF YOUR CAMPAIGN?

Are there several themes or just one? It is possible to have many sub-themes or just one, you just need to keep in mind that the more you spread the content the more resources and time it takes to achieve the goal. If you repeat the same thing over and over again – it's more likely that it will get understood. But a campaign is also about how you can say the same thing in many different ways, so you can put your case without it being too obvious or repetitive. The closer you can get to your audience the more it is probable that you can succeed with the campaign.

Organizing new members however is not a campaign as such, since recruitment is going on all the time. But you can choose to make a specific drive for a period of time that can be a campaign. With an organizing campaign you can choose to recruit different sections of workers, for example to focus on youth, students, pensioners or a specific company or workplace. Just remember that a campaign needs a start, and a finish. If not, it's not a campaign but rather a part of your daily work.

WDDW: In 2008 the theme was Decent Work and the subthemes were: Rights at work, Solidarity and Ending poverty and inequality. In 2009 the theme is the financial crisis and how decent work is central to ending the crisis.





WHAT IS IT YOU WANT TO ACHIEVE?

Do you want to make a difference in politics and actually change things? Or do you just want to tell people who you are and what you do? Or do you actually want to tell people that your solution to a problem is the best solution? What you need to keep in mind is that it will be hard to sell your solution to somebody if they are not already aware of the problem. Last year it was much tougher selling the Decent Work agenda to the media and the decision makers. How come? Well, simply because they didn't see the immediate need or personal gain from it. So what has changed? Well, with the huge global financial crisis hitting us all over the world, you could say that the problem has been established – and has hit hard in many places. Now is therefore a good time to tell decision makers, institutions, companies and governments that the Decent Work agenda can be the solution to the problems of the world. If there had been better and harder regulations in place, the crisis could not have hit as hard as it did. And with better social protection in place in many countries, many personal tragedies could have been avoided.

Thus, what is important is that you analyse the situation so as to see the agenda for your campaign. Is your campaign about getting people to be aware of the problem, or rather about knowing that there is a solution to it, or maybe even that the solution you are offering is better than solutions others are offering? It might even be possible that you want people to know what you already have done and to ask people to take action to implement what ever result you have achieved.

WDDW: We want more decent jobs in the world. More workers to get decent pay and thus a more decent life. More children out of work and in school. More decent working conditions. We want to achieve the Decent Work agenda. This is a very broad subject and it is therefore recommended that each organisation and affiliate sets its own subgoals.

WHO ARE YOU TARGETING?

You must decide on your target groups. For example, if you actually want to change things, like a law or a convention that should be ratified, you must target the decision makers. What is the best way to do that? In some cases the best way can be to do it in the background

without telling anybody – if for example you have good connections that you can use. The downside is that your membership can't see the benefits from this work, but that doesn't mean it's not important or worthwhile. You just need to state your priorities. Is your priority to make the actual change or rather to tell people about the fact that you are engaged in this subject? Sometimes, just telling people your opinion can be the whole idea with a campaign, in order to raise awareness and to make the audience take notice.

Is it an external or internal campaign? Is your membership the target group or not?

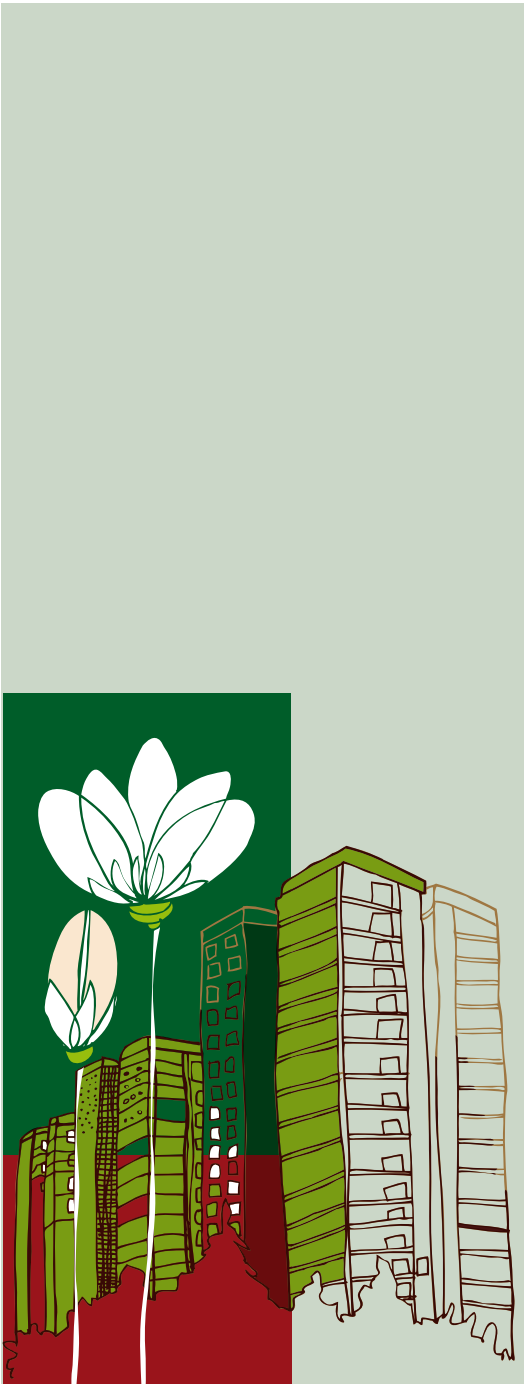
It is quite probable that you have many different target groups in a campaign. A researcher from a university demands a completely different approach and language than a journalist. So you must also think about the audience when you are targeting them. Try to foresee what they will ask for and to anticipate what they will object to and use that as well in your communication. You must also think about WHO is delivering your message. Who is the person that the audience would listen to most? Maybe an older person is not the right person to try and get youth to organise? But maybe that person is really the best person to show the importance of the subject and the agenda when talking to politicians or institutions?

And keep in mind that the general audience is just that – very general. If you want to really have good success with your message, you need to be much more specific. Targeting younger workers aged 25-35 within a certain sector of work and with a certain set of characteristics is a real target group.

WDDW: From the ITUC point of view, we are targeting our affiliates and their member organisation, the whole trade union movement and organisations and institutions that are also willing to work for the whole Decent Work agenda. However, since this is a campaign with very many campaigns within the overall campaign, all subcampaigns/actions need to also set their own target groups.

The closer you can get to your audience the more it is probable that you can succeed with the campaign.





HOW CAN YOU SAY IT?

Now that you know what the subject is and what you want to say to whom, you can also think about HOW to say it. The wording of the message should go down well with your audience and target groups. Writing a report needs facts and figures and a very factual language. Selling something in advertisements requires quick and strong messages. And that message is not the same to women, men, youth, politicians or any other group of people.

WDDW: Instead of “only” demanding Decent Work for all, we can put forward Decent Work as central to solving the economic crisis and building a new economy.

WHEN ARE YOU CAMPAIGNING?

You might also have to think about when you are doing something. If you have some negotiations going on with a government or institution, it might, for example, not be so wise to launch a public campaign at the same time targeting that same government. Try to get your campaign launched in media when there is already some interest in your agenda. If there's a big meeting or seminar that journalists are interested in, maybe you could use that timing to your own advantage?

WDDW: For the WDDW itself this is easy – 7 October! But there might be other things to consider when you want to connect these actions to some work that you are already doing within your organisation. How can you then make best use of 7 October?

AND HOW CAN YOU DO THE CAMPAIGNING?

Well there are many, many ways of campaigning! We will try and give you some good examples below. Just keep on reading, and hopefully you can get some ideas on the ingredients for your own campaign.

POLITICAL LOBBYING

There are just as many ways of doing political lobbying as there are politicians. You must first of all be really clear on what your object is and also what it is you want to change. What is the make-up of that specific group of people? Who is in charge of the group? Who

are the persons in the group who already agree with you and who are against you? After considering the above, you should think about whether it would be best to do the campaigning silently or with as much attention as possible? Can pressure from media, for example, help your cause or not?

Don't forget that international institutions are made up of individuals who also have a nationality and pressure from their respective countries to make the right decisions.

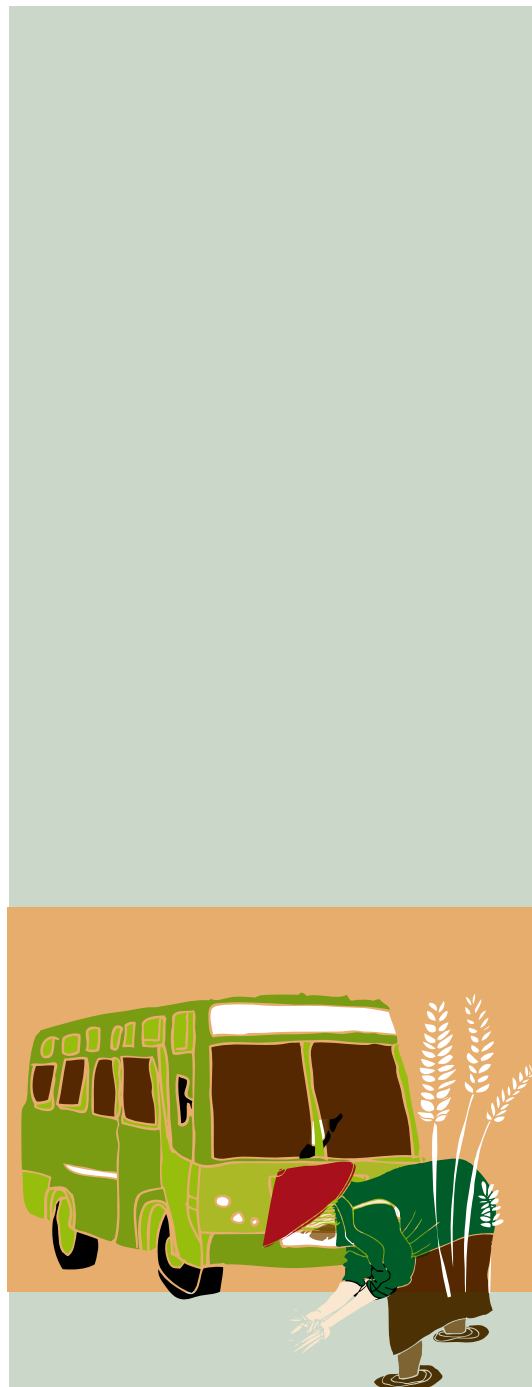
Say, for example, you have a political petition for a special institution. You could invite all the politicians from that institution to sign; then you could make it public in your campaigns and also on your web site who has signed and who has not.

The best result, however, that you are likely to get is through personal connections. But you also need to keep in mind that using these contacts might also mean that you cannot take credit for the changes – especially if you want to be really sure of counting on being able to use these personal contacts again, that is!

It is also a good thing to be persistent when it comes to lobbying. The bigger the problem seems to the those around you, the more probable it is that they will agree to a meeting with you to seek a solution.

Do your homework well: you must know your facts and figures and have a good argument. This is also partly a negotiation. What is it possible for you to demand? If you ask for too many changes at once, maybe it will just seem impossible to get there, and the demands might be dismissed directly without hesitation. Maybe it is better to actually get some changes – but one a time with a longer perspective of time in mind? Try to find common ground!

If there are no ways of getting to meet with a government, for example, even though you have the people of the country behind you, maybe you can seek international attention? That is, if the problems are bad enough. Maybe neighbouring countries would be interested in taking part in your campaign?



You can also send a delegation to the decision makers whom you want to persuade. Sometimes a group of people representing several organisations is more persuasive than a single person. Think clearly about who is going to say what and what the delegation is allowed to negotiate about and – just as important – what they are not allowed to take decisions on.

You must be very professional in your dealings with these people. Be on time for meetings and confirm meetings and agendas in advance. It's also important to be polite: even though you might really dislike their politics, it is important to keep calm and remain professional so that you keep your options for negotiation always open. To alienate the others might serve a purpose sometimes, but then it must be deliberate and very strategically decided upon.

A factual report based on facts and numbers made public is very hard to ignore.

MEDIA CAMPAIGNING

Media is a good way of getting your voice heard and also of reaching citizens and members. There are many things to think about when you are doing campaigning in the media. First of all, you need to think through your campaign's target and target groups. Then you must map out the media in your country (and in some cases maybe also international media) in order to know what your options are. Different media call for different ways of approach. Say you have a report with different statistics for different parts of the country: what media would like to have that? Well, if you can manage to make it very public and easy to grasp, maybe an evening paper that lists the conditions in different regions or municipalities might be a good way. "How much will your municipality lose with the new regulations" – type of approach.

If you have a demonstration in front of a politically important building, maybe TV could get great pictures from the event?

If you have a complex but interesting subject, maybe a lengthy debate on radio might be suitable?



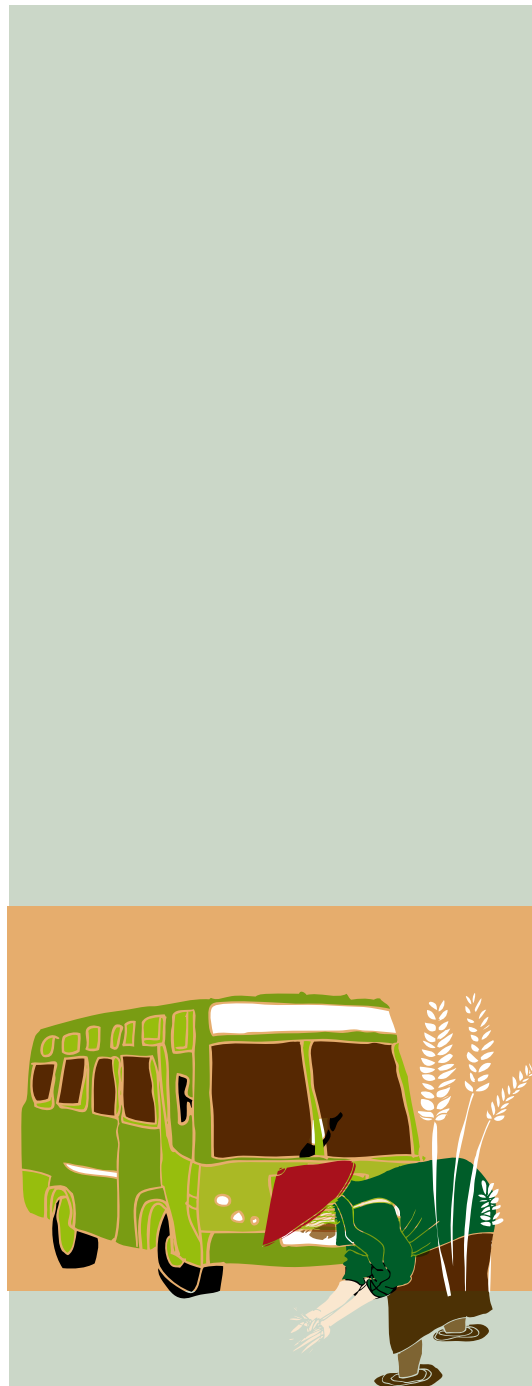
Most important of all, when you try and get things in the media, you must consider the novelty of the news. There must be something new to make it interesting – which can be a statistic, a proposal or an opinion – if the novelty of these is valid.

The more local and representative you can make the news, the better for media. If it concerns a lot of people, has a lot of impact and is easy to explain – that is what the media likes.

Getting high profile people or local leaders to speak in media also helps. Make sure you stick to the truth. Be honest and sincere and you will gain trust. If you are being interviewed, think about not being too complicated when explaining something. A good way to prepare is to make a Questions & Answers (Q&A) sheet. Write down the questions the journalists are most likely to ask (including, most importantly, the difficult ones, including ones where you may not want to give a direct answer). Then write the answers to these questions and try and memorise them so that when you get the question, you know what to say. The Q&A should answer the following questions: Who, When, What, Where and Why?

If there is something happening of significance, it might be worth doing a press statement or even a press conference on the subject. However, a press conference should be about something really important or with a really high-profile person in order for it to work or even to be valid as a press conference to call for. To have too many press conferences too often about unimportant things makes the press lose interest in your organisation and your questions. The same goes for press releases. Only send a release when you really have something new to say – sending too many releases just causes the media to ignore your emails in the end. Just like the Q&A above, the press release or conference should also answer the questions: Who, When, What, Where and Why?

A press release should be very short and snappy (ideally not more than one page). The most important facts should come first. One or two good quotes from high profile people might also help. Also, it's very important to remember to include contact details so those who want more information know how to reach you.



If you tell a real story about a real person, you are more likely to get it covered in the media. Don't just talk about the difficulties at a factory producing merchandise but, for example, get an employee (even anonymously) to talk about it – that is much more interesting for the press.

The better the pictures or photo opportunities you provide, the better is the chance of getting in the media.

When being interviewed, be confident and passionate. Stick to the answers in your Q&A. Don't forget to be friendly and to smile. If you are nervous, you can always ask to get the questions beforehand. And if the interview is not "live" and you don't know what to answer, just say "May I get back to you on that question?". Think about your answer, check with others, but don't forget to do get back with an answer. You should assume that everything you say is "on the record" i.e. it can be quoted, unless you are speaking to a journalist whom you trust and who agrees to speaking "off the record".



3 different types of actions: Mobilisation, thematic activities and electronic activities

In some countries and regions, mobilisation is the best tool to show support and power for the trade unions. In other parts of the world, the members are unwilling to demonstrate their support in ways of mass mobilisation. You could, for example, view the ideas below as a menu of items that you can combine in the way that best suits you, your organisation and your country. There is also the possibility to make several different types of activities parallel, and in this way you broaden your chances of reaching more people. However, now is the time to have a look at the questions you answered above. Who are the people you are targeting and where can they be found?

Let's say you want to change a law in your national context. You have decided that your target group is the people sitting in the government and also the ministry in charge. How big and important is the law change? Big enough for you to be able to demand thousands of people to go to a demonstration? Important enough for you to take other actions? Here the obvious result is to pressure the politicians into taking action. But are the politicians aware of the solution you are offering? Maybe it would be more advisable to start off with thematic activities, such as seminars, debate articles and editorials in big newspapers and media, a petition on the Internet? Maybe invite the minister of the department you are trying to target to a big public round table. Do you have such good informal connections that you can ask for a meeting directly? Or even the support of the ministry – maybe a joint press conference would be a good thing?

The most important thing here is to stop and think about the strategy above and see how you can make the most outcome of the tools and ideas we have listed below (there are many, many more – these are just a few examples). If you are targeting youth, you are more likely to find them on the Internet in many countries, and therefore you should maybe put more effort into new media applications and



web sites than printed media. But that is also a cultural difference, and you know best where to find your own target groups. Just don't do something just because it is a habit; stop and think whether it's the best thing to do. Maybe you will then still come to the same conclusion – or maybe not. The more you know and the less you guess, the better the outcome is likely to be.

It is also important to think about involving your own communication department or communication networks in the entire work leading up to the coming WDDW. They have experience with working in your national context and can provide good ideas and knowledge on successful communications and campaigning.

1. Mobilisation



DEMONSTRATIONS

Demonstrations, when wisely used, are a very good trade union tool. Get out on the streets and demand Decent Work, Decent Life for all!

- Organise a “walk for decent work” and finish it outside a politically strategic building.
- Use and display banners, flags and other materials in symbolic or strategic places, schools, universities, etc. Banners can include slogans, signatures, prints or drawings.
- Invite members of your trade union section to participate in a rally for Decent Work.
- Organise a Decent Work information stand in the main shopping street of your city or in other busy public places.

Examples from WDDW 2008: Many countries held very big demonstrations during last 7 October. There were 350 000 people in the streets of Russia. In Spain there were about 100 000 people on the streets, but they managed to reach about one million workers on 7 October all in all. In South Korea there were also about 100 000 workers in the streets, and in France another 150 000 participants. There were also very successful marches in Romania (7000 people) and the Czech Republic (3000).

At the "Japan Central Rally for World Day for Decent Work" on 9 October 2008 in Tokyo, some 1500 people gathered and marched, appealing for Decent Work for All.

There were also big massmobilisations in Argentina and Brazil.





STRIKES OR STOP-WORK ACTIONS

Strikes are of course a natural tool of trade unions. However, the right to strike is regulated differently in different countries. To use strikes or stop-works as a campaigning tool can be a bit risky, but they can play a role in the right circumstances.

Examples from WDDW 2008:

Affiliates in the following countries had strikes or stop-work actions in connection to WDDW 2008: Colombia, Peru, Martinique, Malta, France.



SPORTS AND CULTURAL EVENTS

You can use sports and cultural events to raise awareness and promote decent work amongst various and numerous groups of people. Some examples: concerts, music festivals, marathons, sports challenges or cups, theatre performances, rollerblade or bicycle parades and lots more.

Examples from WDDW 2008:

Many affiliates had cultural events last 7 October, as a way of attracting attention from a bigger public. In Europe a lot of attention was drawn to the concert in Paris, which was co-hosted by the French trade unions and the ETUC. There were a variety of artists who participated, and the event included speeches. The most well known artist was Manu Dibango from Cameroon. Also, in Indonesia there was a solidarity concert arranged by the trade unions.

The whole World Day started last year in Fiji with a cake-eating ceremony on the beach. A cultural event doesn't really have to be more complicated than that.

PSI Asia / Pacific Youth Network arranged a photo and essay competition on the theme "Decent Work for Youth".

In the Philippines there was a cultural presentation on the theme "Decent Work Habitat". A small collapsible structure patterned after a simple pre-fabricated house made of wood was put up. Its four pillars literally spelled out the "four pillars of decent work".





In Mauritius there was an unveiling of a monument on 7 October. The monument is a symbol for the working class and represents decent work and the workers' struggle to achieve it.

In the Netherlands, 16, 000 yellow rubber gloves signed as a petition by Dutch people were put up all around the city of the Hague as part of concluding the campaign "Domestic Work, Decent Work". The campaign started in 2007 about the position of domestic workers, especially those from Sri Lanka. Also in the Netherlands, October 7 was used to launch a national trade union Decent Work programme.



In Canada, young people sold cupcakes at university campuses in order to draw attention to the gender pay gap. The cupcakes were sold for 1.5 Canadian dollars to men and for 1 Canadian dollar to women.



PETITIONS

Petitions are a good way of doing campaigning if you have a lot of active people on grassroots level. Important to think about – again – is the target group. Are you targeting institutions and politicians or your own membership or people in other settings? The content and language have to be adjusted accordingly. Also, really think about how many signatures you need and what you want to do with them. Can you collect enough signatures that it will be strong and effective? If not, it might be an embarrassment instead of a success. Say you collect millions of signatures that you want to present them to somebody – will you print them yourself off the Internet or will you have them collected on paper from the start? How will you ship the signatures to the place where they will be handed over? If this is a place in another country, it might become rather expensive. Who will receive the signatures? Be clear about that from the beginning so that you can tell the people who are signing. Also, set a deadline for the collecting.

If you are not sure of the above, there are always many international petitions going around that you can hook on to. Petitions are a good way of getting to meet people in the street and of getting a chance to talk to them of something that interests your organisation. You can always ask the ITUC if they have or know of any ongoing petitions (during 2009 and beginning of 2010 there will be a huge petition on peace and the non-proliferation of nuclear weapons). Otherwise, you can also check:

- Avaaz (an online organisation promoting petitions) www.avaaz.org. (“Avaaz” means “Voice” in many Asian, Middle Eastern and Eastern European languages.) Avaaz.org is a new global web movement with a simple democratic mission: to close the gap between the world we have and the world most people everywhere want. The Avaaz web page exists in several languages.
- Labourstart www.labourstart.org is an online news service maintained by a global network of volunteers which aims to serve the international trade union movement by collecting and disseminating information – and by assisting unions in campaigning and other ways. Its features include daily labour news links in more than 20



languages and a news syndication service used by more than over 700 trade union websites. News is collected from mainstream, trade union, and alternative news sources by a network of over 500 volunteer correspondents based on every continent.

Examples from WDDW 2008:

For the first WDDW in 2008, the campaign coalition “Decent Work Decent Life” (ITUC, ETUC, Global Progressive Forum, Solidar and World Solidarity) arranged to get their Call to Action for Decent Work Decent Life signed by vice president Margot Wallström of the European Commission. Also the president of the Commission, José Manuel Barroso, signed the Call to Action in connection to the world day. This attracted a lot of interest to the Decent Work agenda from the press. Getting high-profile people to sign something like this is always a good way of getting the topic in the media.



WORKPLACE-FOCUSED ACTIVITIES

To reach the members where they are – at their work place – is of course very natural for trade unions. If the members, or some of the members, is part of one of your target groups, you should think about how to be able to reach them at their workplace. And if organising is the theme of the campaign, this of course is the most obvious place to start. Activities related to the workplace also depend on the laws of your country, that is, if you are allowed to do these activities or if you need to try and seek out these people in other places. Also think about when during the day and where in the workplace people are most inclined to stop and listen to you. Don't forget to keep an open mind, not just telling the members or possible members what you can offer, but also asking what they would like from you. This is a golden opportunity to get to know what you can do for your members.

Examples from WDDW 2008:

Belgium launched on 7 October 2008 the campaign 'Workers Are Not Tools'. This campaign will mobilise 25.000 volunteers in more than 400 local volunteer groups to organise activities on the topic of "decent work" in their local community. The central action is "The Decent Work-Lunch-break": a symbolic moment of solidarity during lunchtime that puts the right for decent work in the picture. The idea is to organise a decent-work lunchbreak with the specially designed placemat, flyer, posters and "Workers are not tools" button.

In Sri Lanka there was an activity in connection with the world day in 2008 that was directed towards young workers in the EPZs. At a time when young workers are shunning unions in Sri Lanka, the enthusiasm of EPZ workers at this event was remarkable and demonstrated their willingness to take up the challenges ahead. The event was very colourful and lively with several short stage plays and interactive information sessions.

On the WDDW 2008 there were several workplace meetings in Bangladesh in several sectors: they organised workplace meetings within the construction sector, bus terminal meetings for people working in transport, and lots of other meetings within other sectors such as metal, garments and fishing amongst others.

Several workplace meetings were held in Australia to hear updates on the Australian legislation and to sign on to the "Decent Work Charter", which involves activities within a three-year campaign to change the national government and see rights at work restored.

2. Thematic activities

SEMINARS AND DEBATES

If you are already arranging a series of seminars and/or debates, you can include the Decent Work theme once in a while. Seminars or debates are a good way of encouraging an open and sincere discussion. Try to invite representatives from employers and political parties to create a tripartite social debate/dialogue/seminar/workshop/round-table. If you are a student, hold debates in your school or university to raise awareness amongst other students.

You need to think about why you are doing the seminar – is it to inform people about something they don't know? Is it to open up a debate on the subject? Is it simply because you want people to know that you are working on this topic? Is it to get people from different sides together to talk to each other? Depending on what your answer is to the questions above, you should plan the seminar accordingly. Think also about this when inviting people to take part in the activities.

Examples from WDDW 2008:

During the WDDW in 2008, almost all countries arranged some kind of seminar or round table action on Decent Work. The following is a small example of activities:

A tripartite seminar was held in the Seychelles organised by the Federated Unions with the participation of the Ministry of Employment and Human Resources and the Federation of the Employers Association.

In Algeria there was a national seminar on the Decent Work theme with the representation of the Minister of Labour, Employment and Social Security and the ILO office.





In Norway there was a Decent Work seminar on 5 September. The aim of the conference was to address the complexities of a globalising labour market and to contribute to the international debate on how coherent support for the ILO's Decent Work Agenda can help improve economic governance, and promote full employment and decent working conditions around the world. Speakers included: Mr Juan Somavia, Director General, International Labour Organization; Mr Pascal Lamy, Director General, World Trade Organization; Mrs Mary Robinson, President, Realizing Rights: Ethical Globalization Initiative; Mr Jonas Gahr Støre, Minister of Foreign Affairs, Norway; Mr Richard Samans, Managing Director, World Economic Forum and Ms Lakshmi Bhatia, Director, Global Partnerships, Social Responsibility, Gap Inc.



Foto: Sissel Rasmussen

PRINTED MATERIALS: REPORTS, BROCHURES, LEAFLETS

Printed material is a good way of getting your message to people. Different printed material has different advantages. Publications are a good tool for explaining complicated things whilst making a statement. You can use the checklist as a reference for a research to include in your report.

REPORTS

For a report to be of real importance, it is important that it is correctly done. You need to get all the figures right and be sure to be able to trust all the sources you are using. If you are not able to do this within your own organisation, you can always try to get cooperation from an institute or a university that might also have an interest in the topic. To get good researchers from universities to help is good for the impact of the report. However, you also must be clear that you can not always know the outcome of the report in advance. What if it would turn out not to be to your advantage? How will you deal with that fact?

When you have the report in your hand, it can be a very good tool to get some attention in media. Just think about how you can maximise the effect. Are there any other events you can connect it to so that you can get more interest, such as a seminar or meeting, maybe within the government? Timing is often very important when launching a report. A person's mind is like hundreds of thousands or even millions of small layers of information, and we are more likely to react to the fact that is on top – something you just read about, something you see around you daily, something you just discussed the other day. If you are able to connect this information in the report to what is top-of-mind with many people, you are more likely to succeed.

BROCHURES AND LEAFLETS

Printed material is good to complete other campaigning material with – mostly because seeing something in writing can make it more real for many people. While writing the texts and trying to explain it easily to others, you can also shape your own thoughts connected to the campaign. Also, here it is important to think of what you want the material to achieve and who you think will read it and then try to answer the questions these people might have. Don't be scared of





simplifying things. If people want more information, you can always direct them towards other sources of information.

Generally, brochures are for things that need a bit more explaining, with lots of pictures or contact details. If you are standing on a street and just want people to know why you are there, you must be very short in your message. A short, catchy headline and then a couple of sentences – that is as much as people will read. Don't cram the message in there or try to put in long texts. Also: don't forget to tell people what you actually expect them to do. Do you expect them to sign something? To take part in something? Or just to be informed?

OTHER CAMPAIGN MATERIAL

The only limits to the possibilities of making new and inventive campaign materials are your imagination and technical possibilities. Big banners and messages in public spaces can be very effective – especially if you can put them somewhere unexpected. Last year both Argentina and Germany had big banners displayed on bridges. Don't underestimate that a common thread in the design between different campaign materials can help you get synergy effects between different parts of a campaign. The best campaign materials are often the unexpected. Here are some ideas on things you can do (just to mention a few):

- Printed materials as mentioned above
- Banners – for demonstrations, signs on buildings, public spaces – anywhere you can manage
- T-shirts, jackets, hats – anything you can wear. These are especially effective if you stand in a crowd and need to be noticed.
- You are always welcome to use the ITUC logo in connection to all printed things for the WDDW – especially together with the WDDW logo itself. You can download both of them from www.wddw.org If you cannot find the WDDW logo in your own language, just send an email to campaigning@ituc-csi.org with the translation that you want included in the logo and we will help you.

World Day for Decent Work marked

Story: Sebastian Syme

ORGANISED labour in Ghana joined its counterparts in other parts of the world last Tuesday to celebrate World Day for Decent Work.

The day provided the opportunity for trade unions and organisations interested in decent work the world over to join a broad global mobilisation of people to champion the decent work agenda.

A joint statement by the Trades Union Congress (TUC) and the Ghana Federation of Labour (GFL) to observe the day said in the 89th International Labour Conference in June 1999, the International Labour Organisation (ILO) launched its decent work agenda with the objective of operationalising decent work at the country level where development relied on tripartite dialogue.

It said the programme had been operational in a number of countries, including Ghana, Bangladesh, Denmark and Morocco, with a three to four-year time horizon.

The statement captured decent work in four strategic objectives, which were to achieve fundamental principles and rights at work and international labour standards; to promote employment and income opportunities for both men and women; to aid in extending social protection and social security and the promotion of social dialogue.

"These objectives hold for all workers — women and men — in both the formal and informal economies, in wage employment or working on their own account in the fields, factories, offices and in the communities," it added.

The day was celebrated on the themes, "Rights at Work", "Solidarity" and "Ending Poverty and Inequality".

Explaining the themes, the statement noted that Ghanaian workers had continued to con-



The Secretary-General of the TUC, Mr. Kofi Asamoah (right), having discussions with Mr. Eben Aldoo (left), Projects Co-ordinator of Ghana Federation of Labour, and Mr. Edward Karewneh (middle), Deputy General Secretary of the General Agricultural Workers Union (GAWU) of the TUC.

tributed to several socioeconomic factors to frustrate any moves to freely join trade unions of their choice.

On poverty reduction, it said poverty alleviation relied on employment creation, social dialogue, the development of social protection systems and the fight against corruption, while equity could be realised through effective involvement of all in decision making, as well as fair and balanced distribution of the fruits

of development. While commending the government for creating the National Youth Employment Programme and other employment generating initiatives, it expressed concern over the appropriate conditions attached to such employment creation.

The statement called for collaboration among trade union movements outside Ghana to look against the unfair processes of globali-

LE COURRIER
MÉROUËZ À OCTOBRE 2008

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Que faire des versets h

RELIGION • Catherine Gaillard, lesbienne et rad

Jacques-Simon Egly sur la question de l'homos

RELIGION • Catherine Gaillard, lesbienne et rad

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RELIGION • Catherine Gaillard, lesbienne et rad

Jacques-Simon Egly sur la question de l'homos

RELIGION • Catherine Gaillard, lesbienne et rad



- Giveaways – giveaways can be a good way of getting somebody to bring his or her message home and use something several times with the message on it. The best giveaways are always the ones where you can manage to connect the function to the message. Avoid things that contradict your message. For example, if you talk about decent work and have a big campaign, you should think about the conditions of the workers producing items for your campaign. At the end of a big seminar on decent work, maybe giving away “union-made” or Fair Trade products is a good way of showing that you are true to the theme?



- Posters are also a good way to display your campaign in an appealing way. The same applies here, however: make sure that the pictures appeal to the target groups and that your message is not contradicting the photos or images. Being ironic in public material can be good – if you know your target group – but it’s always riskier than trying to deliver a clear message. Don’t cram the posters with too much information. Decide what should be the first thing the person looking at the poster will see, and then make sure that it is not overtaken by something else.

An example: the human eye is trained to always notice the colour red first. Where do you then put the colour red if you are going to use it? In the headline, of course. Also, be aware of the fact that the colour combination black and yellow subconsciously signals danger to many people, while green and blue tend to communicate calmness.



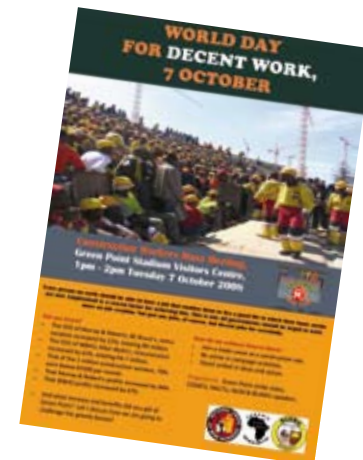
- If you have a big meeting, rally, demonstration or are just trying to talk to people in the street – can you offer them something to eat? Sweets with your own prints on the wrapping? Cakes with your campaign message on it? Other things connected to the message of the campaign? If you talk about the work environment, maybe you can make the link to the importance of coffee breaks at work and offer the invitees coffee or tea? Be creative!

- It is also very important that your campaign materials are “inclusive”. Think about people with physical disadvantages and make sure your materials work well for them. If some of your audience can’t read, then think about using radio and television in particular. Also, think about the diversity of your audiences – women, men, people

from different backgrounds etc, and make sure your materials work for them.

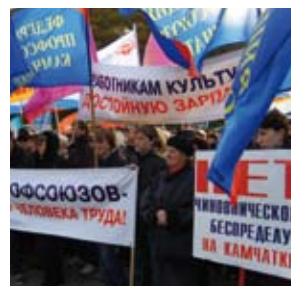
TO PROMOTE DECENT WORK FOR OTHERS

It is also important to think about decent work in other countries, especially where workers' rights are repressed. Many trade unions have cooperation and solidarity projects with colleagues in other countries. The WDDW might be a very good way of showing off that work. Can you invite people over from that country to talk about their work and struggles to media and trade union people in your country? Can you set up a live electronic link to the other organization on October 7? The possibilities are many.



An example from WDDW 2008:

There was a joint programme during the WDDW 2008 between COSATU in South Africa and the Swaziland trade union federations. COSATU hosted a live interaction with South African civil society and media in Johannesburg regarding the coming regional event, to be held in Swaziland for the first time.



3. Electronic activities

Internet and new technologies are fast, easy and affordable ways not only to promote your actions and decent work but also to broadcast your message to a wider audience. There are hundreds of ways to get your message known. The only requirements are to be creative and to reach people where they are online.

Since the technical developments are so different from country to country, and even from regions and cities within a country, you need to decide what is possible to do electronically, if anything. In most developed countries this way of campaigning is, however, getting more and more integrated and is an important part of an effective campaign. Here is a list of a couple of things that you can do or use as basic ideas on e-campaigning.

INTERNET

- Make sure to consult the most important web pages on the issues you are campaigning on. For decent work that would be:

www.ituc-csi.org

www.wddw.org

www.decentwork.org

www.ilo.org

- From the World Day for Decent Work 2009 and onwards, we can offer you the availability of embedding the Google map that can be found on the index page of the WDDW site (www.wddw.org) into your own web site. The Google map on your site will then be updated simultaneously as the map on the wddw.org updates.

- There is also RSS feed available on the both www.wddw.org and www.ituc-csi.org that you are welcome to integrate or use in any way on your own homepages. An RSS feed is a tool that knows what is new on a web site and that can show the news feed into an RSS feed reader or that can be used to be displayed on someone else's web site. For example, it is possible to display your own news mixed with news from the WDDW web site.



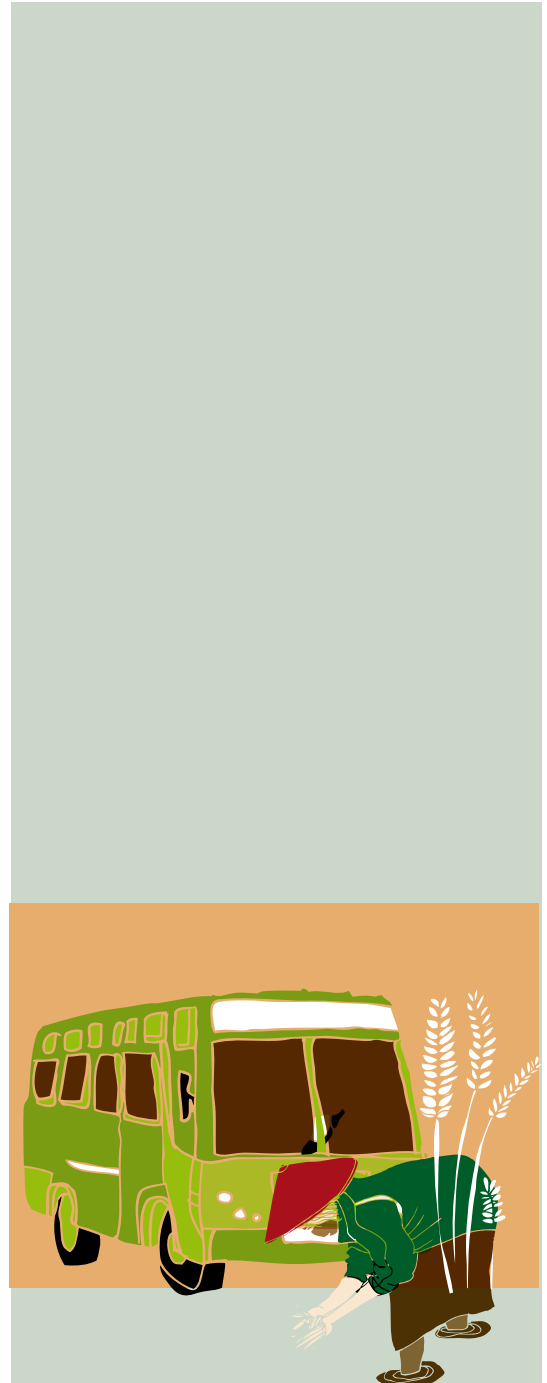
- Use your own web site as a source of mobilisation information and updates. Make sure you update it frequently so people know that the information is new all the time. A web site needs to be updated often in order not to be disregarded.
- Start a blog! But remember that a blog takes a lot of time and effort to keep going, so make sure you have the capacity first. There are many good blogging tools on the Internet, but a good one we can recommend is www.wordpress.com.
- Ask the youth network / committee within your organisation to contribute to the ITUC youth blog: <http://youth.ituc-csi.org>

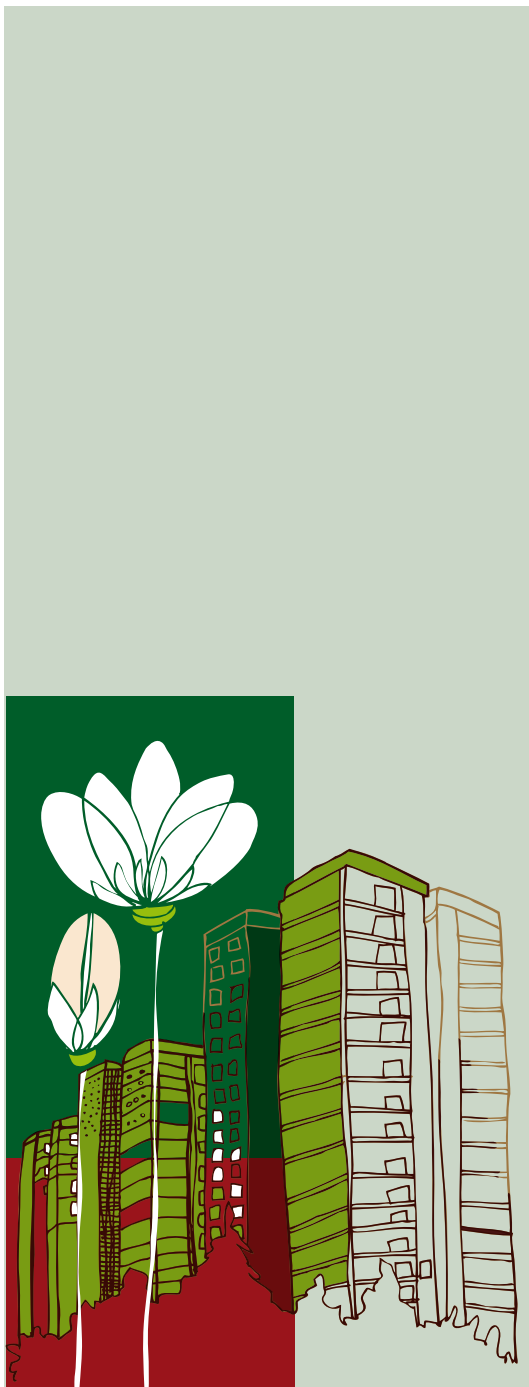
E-CAMPAIGNING

- Use social networking to reach new people, involve them in the Decent Work campaign and promote your actions: add and recruit as many people as you can to the “Decent Work Group” and/or the “Decent Work Cause” on Facebook, organise a virtual demonstration and distribute virtual T-shirts and flags on Second Life, create a group on takingitglobal.org, create a blog, etc. The popularity of these sites differs for every country, so use the most popular in yours.
- If you have a camera, record videos of your actions and/or a documentary about Decent Work and put them on Youtube, Dailymotion or Myspace. Don't forget to let ITUC know about it so that we can add it to our channel on youtube:
<http://www.youtube.com/user/ITUCCSI>

If you want to embed the videos in high quality on your own web site, you may wish to use a website like Vimeo. Don't forget also to check out the ITUC channel on Vimeo (especially if you want to see our videos in better quality): <http://vimeo.com/ituc>

- Create e-banners and put them as signatures in your emails. Use the World Day for Decent Work logo and put it on the back of your business cards.





- When you are sending emails, make sure that they are clear and simple with specific action and tasks that people can promote.
- Use message boards and instant messaging to inform and promote debate.
- Of course paid ads on the Internet can draw a lot of attention to your web site or campaign, provided you have a budget that allows this. Just make sure you are coordinating the choices of the ads with your target group(s). What are the web sites frequently visited by your audience? This is an especially powerful tool if you have a request in the message of your campaign, for example: Sign the petition for Decent Work Decent Life! Or Join us in the mobilisation for Decent Work! Or Sign our letter to the prime minister where we ask for (...).

MOBILE PHONES

In many countries where access to the Internet is weak, the mobile phone might be a better and more reliable tool for campaigning. But also, in richer countries, people are using their mobile phones just as frequently as the Internet. Be sure your web site is wap-friendly and that the videos you put on the web site (the short ones especially – no longer than a minute) are also available in a good format for mobile phones.

- How can you make your campaign suitable for a mobile phone? Ask people to send on a message with an SMS. Consider a photo contest on the subject Decent Work to be sent in by mms. You can also ask people to submit videos on a theme, or to send in sound clips. You could also use the things people are sending in to put together into a longer video or save them on a campaign space on your Internet site.
- Are you having a special sound theme on your campaign? Why not make it available as a ringtone? You could also arrange a ringtone contest.

Report back

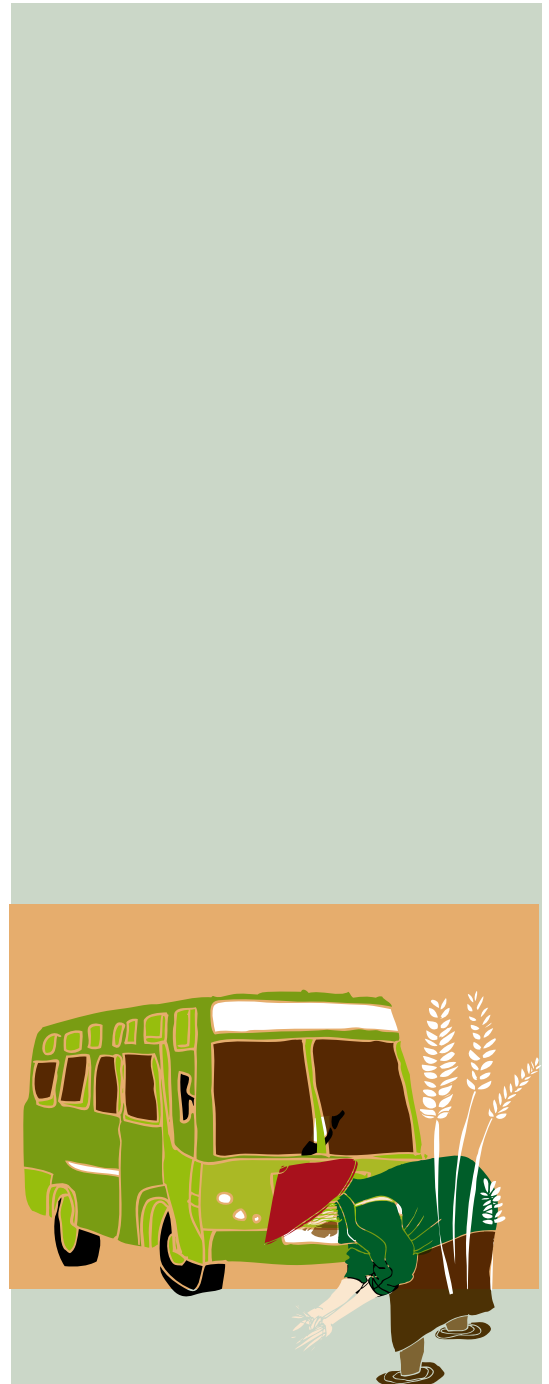
If you don't let us know what you are planning, we cannot tell the rest of the world about it. Best way of telling us what you are planning is in fact to enter the details on your event yourself on the web site: www.wddw.org. If you don't have good internet access, we will try and help you and put it in for you. Then you can send us an e-mail to: wddw@ituc-csi.org

No matter what small or big thing you are planning – let us know about it!

And most important of all: in order for us to be able to make the live feed all around the world as 7 October itself unfolds, we need you to send us a small report of what has taken place and where, preferably with a couple of photos or a video as soon as the action has ended on 7 October.

MORE INFORMATION

More information is available on the web site www.wddw.org and also in the form of internal ITUC circular letters for affiliates. But we encourage all organisations that have an interest in Decent Work to help us in fighting for the cause. If you want to be added to the address list for receiving newsletters on the world day, just send an e-mail to: wddw@ituc-csi.org





WDDW

WORLD DAY FOR DECENT WORK 07.10.09