

# BUILDING SOCIAL PROTECTION FLOORS WITH THE ILO TOGETHER, TO CHANGE MILLIONS OF LIVES THROUGH COMMUNICATION AND AWARENESS RAISING



International  
Labour  
Organization

## EXTEND SOCIAL PROTECTION

Social protection is a human right recognized in the Universal Declaration of Human Rights of 1948; however, approximately 73 per cent of the world's population is not adequately protected. As many people are not aware of this right, they do not take the relevant actions for its fulfilment.

The ILO supports countries to extend social protection through the design and implementation of SPFs, but this is not enough. The development of a social protection culture is essential for raising awareness on the human right to social protection. People who are well-informed on the benefits of social protection will be more proactive on defending their labour rights and more willing to enrol in social protection systems.

## PROMOTE AND SUPPORT SOCIAL PROTECTION FLOORS

Raising awareness among all the actors concerned by the extension of social protection is crucial to:

- ▶ convince **policy-makers** to extend social protection that leads to healthier, educated and more productive populations, resulting in higher levels of development;
- ▶ empower **practitioners** with knowledge on good practices to extend social protection;
- ▶ mobilize **donors** to support countries in their efforts to extend social protection; and
- ▶ raise awareness of **beneficiaries** on their rights to social protection and their obligations.

The ILO has launched the **GET IN Campaign** to support awareness raising and education actions at national, regional and international levels. The GET IN Campaign includes four interconnected sub-campaigns aimed at the different target groups.

### GET INVESTED

Policy-makers & the private sector

### GET INSPIRED

Practitioners

### GET INVOLVED

Donors & partners

### GET INTO THE SPF

Beneficiaries & broader public



The **GET IN Campaign** contributes to the **2030 Agenda on Sustainable Development** through the creation and extension of social protection floors (Goal 1.3) and ensuring that the population acquires the knowledge and skills to promote the human right to social protection (Goal 4.7).

The GET IN Campaign **work plan** is part of the ILO's Global Flagship Programme on Building Social Protection Floors for All and includes:

- ▶ implementation of structured communication actions for each of the four target groups;
- ▶ support for countries on the design and implementation of social protection awareness raising and education programmes;
- ▶ development of a good practices guide on social protection education based on country-level (Uruguay, Peru and Mongolia) and regional-level (*Protección Social para Todos* programme in Latin America and the Caribbean, CIESS) experiences; and
- ▶ promotion of global adoption of Social Protection Week (last week of April in Latin America and the Caribbean).

The ILO is already involved in developing communication and education strategies in Cabo Verde, Cambodia, Ecuador, Egypt, India, Malawi, Moldova, Mongolia, Mozambique, Peru, Philippines, Thailand, Timor-Leste and Zambia.

## SOCIAL SECURITY EDUCATION IN URUGUAY

Experience shows that countries that have achieved the extension of social protection to the majority of the population have implemented huge social protection communication and education programmes.

Uruguay developed Social Security Education, a programme managed jointly by the National Social Security Institution and the National Institution of Public Education. The objective of this programme is to increase the knowledge of younger generations on rights and obligations of social protection, thus supporting the development of responsible citizens who are future actors in the social protection system. The education programme in social protection is integrated into the public school curriculum. Teachers are involved in the production of the learning materials and are responsible for delivering the learning sessions. This programme has contributed to the extension of social protection to the entire population.



Ernesto Murro, Minister of Labour and Social Security of Uruguay, presents the programme, Social Security Education.

## FROM RIGHT TO REALITY WITH YOUR SUPPORT

The ILO has long-standing experience in extending social protection to all. With your help, countries will ensure that social protection systems cover everyone's needs.

You can support us to:

- Support the dissemination of the GET IN Campaign through your own networks.

US\$ 0

- Develop country case studies which will be the basis of a good practices guide on communication and education.

\$ 30,000 per year

- Participate in the elaboration of a good practices guide on education on social protection.

\$ 150,000 per year

- Support the development of national social protection communication and education campaigns.

\$ 120,000 per year

- Develop generic education materials on social protection.

\$ 80,000 per year

- Develop communication material for a specific country:

Video \$50,000 for 5 countries

Radio material \$25,000 for 5 countries

Printed media \$30,000 for 5 countries

- Develop an international network to advocate and establish the International Social Protection Week.

\$ 50,000 per year

## LISTENING TO YOUR AMBITIONS

As a donor, you receive regular reports about the progress on project activities and performance indicators. To further discuss your objectives and ways in which you can contribute, you can contact:




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