



International  
Labour  
Organization



▶ **Social protection for a just transition  
and a sustainable future for all**  
Communication strategy 2021-25

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## Technical sheet

**Title:** Communication strategy 2021-25: Social protection for a just transition and a sustainable future for all

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[ILO Social Protection Department \(SOCPRO\)](#)

# **Social protection for a just transition and a sustainable future for all**

**Communication strategy 2021-25**

ILO Social Protection Department (SOCPRO)

## Introduction

Since 2015, the ILO has been working on the linkages between social protection and climate change in the framework of a partnership with the Government of France.<sup>1</sup> In line with the [Paris Agreement](#) and ILO's [Guidelines on a just transition towards environmentally sustainable economies and societies for all](#),<sup>2</sup> the ILO has been developing and disseminating knowledge, raising awareness and providing technical advice to support governments, employers' and workers' organizations in achieving climate goals while ensuring a just transition and social protection for all.

Communication and awareness raising stand out as strong priorities in the framework of [France's project in support of ILO's Global Flagship Programme on Building Social Protection Floors for all](#). These are essential components for disseminating knowledge and changing mind-sets and perceptions for enabling national stakeholders to understand the role of social protection in the context of climate change and take action accordingly. Communication is also an important instrument for strengthening ILO's internal capacities to provide policy, technical and programmatic support to countries, helping them build universal, sustainable and shock-responsive social protection, and develop climate plans that promote a just and inclusive transition towards a zero-carbon future.

This communication strategy has a **two-fold goal**. On the one hand, it aims at leveraging social protection in the context of national climate change policies and measures and international climate debates; on the other, it seeks to mainstream climate change



concerns in social protection policies and responses. By doing so, it ultimately seeks to contribute to implementing the ILO's just transition guidelines and to support the implementation of the Paris Agreement.

This document presents key messages on social protection and climate change in the context of a just transition, identifies target audiences and outlines a set of ILO communication activities and products geared towards propelling the importance and visibility of social protection in climate change debates and vice-versa.

<sup>1</sup> The support of the Delegation for European and International Affairs (DAEI in the French acronym) of the Ministry of Social Affairs and Health of France has been key for kick-starting ILO's portfolio on social protection and climate change.

<sup>2</sup> ILO, 2015, [Guidelines for a just transition towards environmentally sustainable economies and societies for all](#).

This strategy is also guided by other relevant policy and legal frameworks, including the [ILO Centenary Declaration for the Future of Work](#),<sup>3</sup> relevant [international labour standards](#)<sup>4</sup> and, more broadly, the [Agenda 2030](#).

The interventions proposed here will also contribute to achieving relevant outputs of [ILO Programme and Budget 2020-21](#)<sup>5</sup> as well as for 2022-23,<sup>6</sup> in particular:

- ▶ Output 3.3 on “Increased capacity of member States to formulate and implement policies for a just transition towards environmentally sustainable economies and societies,” and
- ▶ Output 8.3 on “Increased capacity of member States to integrate social protection in comprehensive policy responses to support and protect workers and employers during their life and work transitions.”

Aligned with [ILO Communication Strategy 2020-21](#),<sup>7</sup> this document foresees internal collaboration between relevant departments and technical units (e.g. Social Protection Department, Department of Communication, Green Jobs Unit) based on synergies and overlaps.

This communication strategy also supports the implementation of the recently launched [UN Climate Action for Jobs \(CA4J\) initiative](#).<sup>8</sup> In particular, it contributes to the advocacy and outreach component to drive change in national and international debates and ultimately support the development of national just transition plans and measures based on countries’ priorities and contexts through a social protection standpoint.



<sup>3</sup> ILO, 2019, [ILO Centenary Declaration for the Future of Work](#).

<sup>4</sup> These include, among others, the [Social Security \(Minimum Standards\) Convention, 1952 \(No. 102\)](#), the [Social Protection Floors Recommendation No 202, 2012](#), and the [Employment and Decent Work for Peace and Resilience Recommendation, 2017 \(No. 205\)](#).

<sup>5</sup> ILO, 2020, [Programme and budget for the biennium 2020–21](#).

<sup>6</sup> ILO, 2020, [Preview of the Programme and budget proposals for 2022–23](#)

<sup>7</sup> ILO, 2021, [ILO Communication Strategy 2020-21: A human-centred approach to communication](#)

<sup>8</sup> See [Climate Action for Jobs](#).

## Overview and approach

Climate change is one of the largest existential threats to humankind and to the world of work in the twentieth-first century. Its effects, such as sea level rise, rising temperatures, heat waves, floods, droughts and extreme weather shocks have devastating consequences. These hazards can negatively affect households' incomes, jobs and human health, claim lives, cause displacement, impact food security, disrupt businesses, and destroy assets and essential infrastructure.

While efficient at tackling global warming and creating new jobs in sustainable sectors, green policies can sometimes have negative effects in the world of work, affecting jobs and livelihoods of workers in carbon-intensive industries targeted by phase-outs or conservation measures.

This challenging scenario highlights the need for approaches that put people and jobs at the centre of policy responses to climate change. **ILO's just transition guidelines** provide a solid framework and practical guidance for countries to set in motion concrete steps for the ecological transition while leaving no one behind.

**Just transition** refers to a set of principles, processes and practices that produce plans, policies, investments and measures that are needed to conduct economies and societies to a zero-carbon, prosperous and socially equitable future.

A just transition:

- ▶ Includes **macroeconomic, industrial and sectoral policies** to support sustainable enterprises and create green jobs;
- ▶ Provides workers with **retraining, redeployment opportunities and skills development**;
- ▶ Guarantees the access to the human right to **social protection**;
- ▶ Promotes **social justice**, striving for **poverty eradication and social inclusion**;
- ▶ Relies on **social dialogue** between governments, employers and workers.

**Social protection** is at the heart of any just transition process. It safeguards against risks related to ill health or income loss to protect people over the life cycle, preventing poverty and guaranteeing decent incomes and living standards.

The physical impacts of climate change and the adverse effects of green policies on populations can further exacerbate lifecycle risks, such as **unemployment, sickness, employment injury, disability, death and income risk** due to loss of jobs and livelihoods related to climate change.

Sustainable, comprehensive and shock-responsive social protection systems, including floors, are fundamental for cushioning populations against climate-related impacts and tackling the pressure exerted by climate change on social risks. Social protection provides various options for addressing climate-related challenges, supporting adaptation to climate change and facilitating the implementation of climate change mitigation responses.



Physical effects of climate change



**SOCIAL RISKS**



Side effects of green policies



Unemployment  
Employment injury  
Ill health and sickness  
Loss of livelihoods and assets  
Displacement  
Food insecurity  
Death (survivors' benefits)

## Supporting adaptation to climate change

Social protection can address the needs of people directly affected by climate change effects, helping to enhance adaptive capacity, reduce vulnerability and increase the resilience of populations. Shock-responsive social protection can provide:

- ▶ **Social health protection** for those who are affected by events associated with climate change (e.g. disasters, heat stress, climate-related pandemics, etc.);
- ▶ **Unemployment protection** complemented by active labour policies for workers who lose working hours or their jobs altogether due to extreme climate conditions or related events;
- ▶ **Public works programmes** that provide cash or in-kind support and contribute to rehabilitating assets and infrastructure while often enhancing workers' skills and employability;
- ▶ **Social assistance benefits** that are flexible and rapidly scalable to expand coverage to reach out to those affected by climate shocks, supporting their income and food security.



## Supporting mitigation to climate change

Social protection can also support climate change mitigation by addressing the side effects of green policies on jobs and livelihoods. The transition to the green economy is estimated to create around 24 million jobs by 2030, especially in the renewables sector. However, 6 million job losses are expected to disappear due to mitigation policies, such as coal phase-outs and environmental bans.<sup>9</sup> Many more will also be affected by the removal of fossil fuel subsidies as countries move away from polluting energy sources.

Combined with active labour market policies (ALMP) and skills development opportunities, social protection can facilitate the transition to greener economies, favouring social acceptability. This can be done mainly through:

- ▶ **Unemployment protection** is also needed to support workers who are laid-off due to closures of carbon-intensive industries;
- ▶ **Employment guarantee schemes** that create new opportunities for communities that no longer can perform their livelihood activities due to environmental protection measures;
- ▶ **Cash and in-kind transfers** for families whose livelihoods were halted by environmental bans and for offsetting the impact of the removal of fossil fuel subsidies on vulnerable families.



<sup>9</sup> ILO, 2018, *World Employment and Social Outlook 2018: Greening with jobs*

## Communication needs: gaps in national climate policies and social protection frameworks

Evidence shows that countries often make use of social protection when addressing the social and economic repercussions of shocks, such as during the current COVID-19 pandemic as well as those related to climate change.

However, the level of coordination between the policy areas of climate change and social protection at country level appears to remain overall low. This in turn is reflected in both national climate change plans and national social protection policy frameworks, a situation that highlights the need for more communication and knowledge dissemination.

An analysis of 185 **Nationally Determined Contributions (NDCs)**<sup>10</sup> reveals that 55 per cent of them acknowledge and discuss the existence of vulnerabilities of the public health sector as regards climate change impacts. But only 15 per cent present concrete measures for enhancing the adaptability of social health protection to address climate change risks. Social protection is mentioned in only 11 per cent, with a smaller share of NDCs outlining specific actions for strengthening social protection systems to support climate change adaptation efforts.<sup>11</sup> Only 2 per cent make a reference to just transition, while none elaborate on the role of social protection regarding the implementation of mitigation measures.

A similar trend applies to **national policy frameworks on social protection**, which still touch only superficially upon the need for building shock-responsive social protection to render systems capable of responding to climate shocks or job losses associated with green policies. A review of over 90 relevant national policy frameworks that were published since 2015, including social protection policies or strategies and national development plans, indicate that less than half acknowledge climate change and its implications on people from a social protection viewpoint. The share of policy frameworks describing actions for adapting and integrating shock-responsiveness in social protection systems is even smaller, amounting to only a quarter of the documents analysed.

These findings point out to existing coordination gaps and call for stronger advocacy and communication efforts. Efficient awareness-raising and communication are essential to ensure that policy and decision makers in the fields of climate change, social protection and disaster risk reduction are aware of the linkages between these policy areas and are encouraged to break silos, joining forces to develop the policies and measures that are needed to ensure a just transition for all.

<sup>10</sup> Nationally Determined Contributions, or NDCs, are the national plans consolidating actions for achieving Paris' goals.

<sup>11</sup> Cambodia, El Salvador, the Marshall Islands, Peru and Viet Nam commit to strengthening the adaptability of social protection to address climate change impacts. Other countries pay particular attention to the needs and vulnerabilities of specific groups. Egypt, for instance, points out at the necessity for expanding social security and health insurance coverage to include self-employed farmers. Likewise, Moldova looks into enhancing the resilience of rural workers through social protection programmes, whereas Tajikistan raises the need for ensuring maternity and childhood protection in the context of global warming.

## Objectives

The main communication objective of this strategy is to enhance the visibility of the ILO as a key player in the field of climate change and green economy by means of the promotion of the just transition guidelines, as well as the dissemination of the organization's rights-based, systems approach to social protection in the context of climate action. This objective supports the achievement of a two-fold goal. On the one hand, the strategy aims at leveraging social protection in the context of national climate change policies and measures, and international climate debates; on the other, it seeks to mainstream climate change concerns in social protection policies and responses. Results are to be accomplished at three levels.

### At country level:

- ▶ The knowledge and capacities of national stakeholders (government and social partners) for mainstreaming climate concerns in social protection policy frameworks is enhanced;
- ▶ National policy and decision-makers are informed about the importance of social protection in climate policies and plans, including Nationally Determined Contributions (NDCs);
- ▶ Social partners, notably representatives from workers' and employers' organizations, as well as the general public, are sensitized about the role of social protection in addressing the challenges posed by climate change.

### At international level:

- ▶ Relevant international actors (e.g. UNFCCC, UN Environment, Green Climate Fund, other UN agencies and development partners) are sensitized about the importance of social

protection for achieving climate goals based on ILO's just transition approach;

- ▶ The position and visibility of the ILO in international climate fora is enhanced;
- ▶ Development partners are aware of ILO's approach and its comparative advantage, and are informed about opportunities for collaboration.

### At ILO level:

- ▶ Better integration of environmental and climate change concerns into ILO's knowledge products, technical expertise and capacity building activities in the area of social protection, including through South-South learning;
- ▶ Increased awareness of ILO experts on the role of social protection in addressing climate change challenges;
- ▶ Effective dissemination of ILO's knowledge and expertise through adapted communication tools.



## Priority audiences

### CONSTITUENTS

- ▶ **Governments:** representatives in ministries (labour, social protection, health, environment, finance, planning) and other departments, secretaries and institutions in relevant areas (finance, social security, home affairs, climate change and disaster risk reduction).
  - ▶ **Employers' organizations:** representatives of employer and business membership organizations, specifically members in charge of relevant issues (e.g. social protection, green economy).
  - ▶ **Workers' organizations:** representatives of workers' organizations, specifically members in charge of relevant issues (e.g. social protection, green economy).
  - ▶ **National Economic and Social Councils** or other similar national policy fora: members of such fora supporting the development of national policies.
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### JOURNALISTS AND INFLUENCERS

- ▶ **Media outlets and their journalists** stand out as key audiences for propagating ILO's messages on climate change and the world of work.
- ▶ **Social media influencers** are known by their knowledge and expertise on a given subject. They have large numbers of followers and can raise awareness and change perceptions.<sup>12</sup>

### DEVELOPMENT PARTNERS

- ▶ **International financial institutions, development partners and organizations:** including the Green Climate Fund (GCF), the Adaptation Fund (AF), development cooperation agencies, and international organizations, such as UNFCCC, UN Environment, UNDP, FAO, UNICEF, WFP.
  - ▶ **INGOs:** organizations that promote the development and strengthening of social protection (GCSPF, HelpAge, OXFAM, WIEGO, etc.).
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### CIVIL SOCIETY AND THE PUBLIC

- ▶ This strategy aims at strengthening connections with the **broader public**, reaching out to them in online and public spaces to increase their awareness on social protection and its linkages with climate change.
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### ACADEMIA

- ▶ Academic institutions are important targets as they produce research, knowledge and engage in relevant debates of public interest.
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### ILO STAFF

- ▶ This strategy foresees specific actions targeting **ILO staff** to strengthen their knowledge and capacities in promoting the Office's approach on social protection and climate change.

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<sup>12</sup> See @KentPage; @gabowduale; @natalieben; @marvi\_memon; @AnantBhan; @rubeenaa; @ErikSolheim; @soledadobrien; @DaniNierenberg; @carlescampuzano; @LeoDiCaprio

## Key messages

Since 2015, the ILO documents evidence develops knowledge and does advocacy for shock-responsive social protection and for enhancing ambition in climate action. It also provides technical support for countries to implement social protection with a climate component.

From this accumulated experience, an approach and narrative have been defined, resulting in **central and supporting messages**, which should orient ILO's communication products on social protection and green economy issues.

The central message is as follows:



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**Universal, comprehensive and adequate social protection is a powerful instrument for protecting people and economies from climate change. It supports a just transition towards a sustainable future for all and the achievement of the Paris Agreement**

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Supporting messages focus on key elements of ILO's approach on social protection and climate change, as outlined below:



### **Climate-related crises and disasters**

Social protection ensures access to income and health care for people affected by climate change crises and disasters. It helps countries to reduce vulnerability, increase the resilience of communities, and boost recovery following shocks



### **A greener future that is equitable for all**

Social protection safeguards the income security of workers and communities who face loss of jobs or livelihoods due to green policies. It guarantees that no one is left behind in the transition towards a more sustainable and more equitable world

## Relevant public events

Events are effective means to spotlight issues of public interest. The present strategy identifies below a non-exhaustive list of events (conferences, forums, policy dialogues, seminars) that are relevant for the policy areas of social protection and climate change. The ILO should strive to participate in these events, as appropriate, with an eye to increasing exposure to its messages on social protection and climate change and as opportunities for strengthening or forging partnerships related to just transition issues.

- ▶ **Conference of the Parties (COP), United Nations Framework Convention on Climate Change (UNFCCC)**
- ▶ **Regional Climate Weeks (Africa Climate Week, Asia-Pacific Climate Week, Latin America and the Caribbean Climate Week)**
- ▶ **Global and national Social Protection Weeks**
- ▶ Annual meetings of the **Multi-Stakeholder Partnership for SDG 1.3**
- ▶ **International Labour Conference (ILC)**
- ▶ **High-level UN events**, such as sessions of the **High-level Political Forum on Sustainable Development**, the **Commission on the Status of Women (CSW)**, the **Commission for Social Development (CSocD)**
- ▶ **World Economic Forum Annual Meetings**
- ▶ **Global Conference on Health and Climate Change**
- ▶ **World Conference on Disaster Reduction**
- ▶ Relevant events on social protection and/or climate change organized by the **IOE, ITUC, CSOs and academia**

## Partnerships and collaborations

The ILO will leverage existing partnerships and collaborations to increase outreach and draw attention to issues related to social protection and climate change. These include:

- ▶ **Global Partnership for Universal Social Protection to Achieve the Sustainable Development Goals (USP2030)**
- ▶ **Social Protection Inter-Agency Cooperation Board (SPIAC-B)**
- ▶ **Global Business Network (GBN)**
- ▶ **Social Protection, Freedom and Justice for Workers Network (Workers' Network)**
- ▶ **Global Coalition for Social Protection Floors (GCSPF)**

## Communication plan, 2021-25

This section outlines key communication products to be developed during 2021-25 and should be updated based on priorities, needs and resources available. These activities will be carried out, as appropriate, with DCOMM and the Green Jobs Unit, and in the framework of the Climate Action for Jobs Initiative (see the “Details” column). Collaborations with constituents, development partners, and the media are encouraged.

### COMMUNICATION TOOLS

Products	Target audience(s)	Channel(s)	Target	Performance indicator	Details
▶ <b>Video</b> (1' to 3') to disseminate the forthcoming ILO study on social insurance and climate change	▶ Constituents; development partners; the public; ILO staff	▶ ILO webpages; social media; SOCPRO's newsletters	▶ One video	▶ Number of views	▶ The video should convey the key messages and brief examples presented in the study. This is to be disseminated through ILO social media channels and screened during events
▶ <b>Webpage</b> of the ILO portfolio “Social Protection and Climate Change”	▶ Constituents; development partners; the public; ILO staff	▶ The Web	▶ Update the webpage twice a year	▶ Number of visitors to the webpage	▶ The existing webpage is to be regularly updated with knowledge and communication materials, serving as an information-sharing repository. A link with the <a href="#">CA4J web page</a> needs to be created.
▶ <b>Infographic</b> on ILO's approach on social protection and climate change, relevant examples and key data	▶ Constituents; development partners; the public; ILO staff	▶ Newsletters; webpages; events; social media	▶ One infographic	▶ Number of views and downloads	▶ This one-pager should convey ILO's approach on social protection and climate change in accessible language and be supported by graphs, data and/or human stories

## Communication plan, 2021-25

### COMMUNICATION TOOLS, cont'd

Products	Target audience(s)	Channel(s)	Target	Performance indicator	Details
<ul style="list-style-type: none"> <li>▶ Issue of <b>ILO Voices</b> documenting the story of a beneficiary from a social protection program</li> </ul>	<ul style="list-style-type: none"> <li>▶ Constituents; development partners; the public; the media; ILO staff</li> </ul>	<ul style="list-style-type: none"> <li>▶ Webpages; social media; podcasts; newsletters</li> </ul>	<ul style="list-style-type: none"> <li>▶ One issue (it may include a story, audio and video recordings, and pictures)</li> </ul>	<ul style="list-style-type: none"> <li>▶ Number of views and/or listeners</li> </ul>	<ul style="list-style-type: none"> <li>▶ ILO Voices features first-person perspectives on the world of work. A story on social protection and climate change could give a human face to illustrate social protection's role for a just transition. To be developed with DCOMM</li> </ul>
<ul style="list-style-type: none"> <li>▶ <b>Opportunity document (OD)</b> on ILO's portfolio on social protection and climate change</li> </ul>	<ul style="list-style-type: none"> <li>▶ Development partners</li> </ul>	<ul style="list-style-type: none"> <li>▶ Webpages; events; e-mails</li> </ul>	<ul style="list-style-type: none"> <li>▶ One opportunity document that needs to be updated every year</li> </ul>	<ul style="list-style-type: none"> <li>▶ Number of views and downloads</li> </ul>	<ul style="list-style-type: none"> <li>▶ ODs specify activities that partners can support by joining forces with the ILO. As a key resource mobilization tool, it needs to be regularly updated, disseminated and discussed with potential donors</li> </ul>
<ul style="list-style-type: none"> <li>▶ <b>Op-ed</b> in an international newspaper or magazine of high visibility raising awareness on the importance of investing in social protection for ensuring a just transition</li> </ul>	<ul style="list-style-type: none"> <li>▶ The media; the public; constituents development partners</li> </ul>	<ul style="list-style-type: none"> <li>▶ Newspapers; webpages; newsletters</li> </ul>	<ul style="list-style-type: none"> <li>▶ One Op-ed</li> </ul>	<ul style="list-style-type: none"> <li>▶ Number of views</li> </ul>	<ul style="list-style-type: none"> <li>▶ The Op-ed should be authored by a high-level figure/group of authors and convey an impactful message to the public on the importance of social protection for a just transition. To be coordinated with DCOMM</li> </ul>

## Communication plan, 2021-25

### COMMUNICATION TOOLS, cont'd

Products	Target audience(s)	Channel(s)	Target	Performance indicator	Details
▶ <b>Social media engagement</b> on ILO channels (Facebook, Instagram, Twitter)	▶ The public; the media and influencers; constituents; ILO staff	▶ Social media	▶ Four posts per year on social protection and climate change	▶ Number of engagements	▶ Social media is key for promoting knowledge products (World Social Protection Report, country briefs and policy papers). To be coordinated with DCOMM and Green Jobs

### EVENTS

Products	Target audience(s)	Channel(s)	Target	Performance indicator	Details
▶ <b>Launch event of the forthcoming ILO study</b> on social insurance and climate change	▶ Constituents; development partners; the public; the media	▶ Event	▶ One event	▶ Number of participants	▶ This event is to take place at the premises of the French Development Agency (AFD) or via videoconference
▶ <b>Presence at the ILO stand</b> at upcoming editions of the <b>UNFCCC Conference (COP)</b>	▶ Constituents, development partners; the public; the media	▶ Event; social media engagement; newsletters	▶ One stand organized at every COP	▶ Number of visitors	▶ This should be supported by other communication tools (videos, leaflets, flyers, cards) that can be exhibited at the stand. To be coordinated with Green Jobs

## Communication plan, 2021-25

### EVENTS, cont'd

Products	Target audience(s)	Channel(s)	Target	Performance indicator	Details
▶ <b>Side-event</b> on social protection and climate change at upcoming editions of the <b>UNFCCC Conference (COP)</b>	▶ Constituents; development partners; the public; the media	▶ Event; social media engagement; newsletters	▶ One event	▶ Number of attendees	▶ This allows the ILO to raise awareness, gain visibility in climate fora and may serve as fertile ground for initiating new partnership opportunities
▶ <b>Kiss Café session</b> on social protection and climate change to sensitize members of the ILO Global Technical Team (GTT)	▶ ILO staff	▶ Videoconference	▶ One session	▶ Number of participants	▶ Kiss Café sessions allow GTT's members to learn from each other and share perspectives and experiences on technical topics, contributing to knowledge exchange and internal collaboration
▶ <b>Session</b> on social protection and climate change as part of the <b>Green Initiative Discussion</b>	▶ ILO staff; development partners	▶ Event and/or videoconference	▶ One session every two years	▶ Number of participants	▶ This offers an opportunity to present work that is developed by SOCPRO to colleagues from different ILO units and fosters intradepartmental collaboration and knowledge exchange

## Communication plan, 2021-25

### INTERNAL PRODUCTS

Products	Target	Performance indicator	Details
<ul style="list-style-type: none"><li>▶ <b>List of targeted communication messages</b> specifically tailored to each target audience identified in this strategy</li></ul>	<ul style="list-style-type: none"><li>▶ One list of communication messages</li></ul>	<ul style="list-style-type: none"><li>▶ Number of lists</li></ul>	<ul style="list-style-type: none"><li>▶ Based on the central and supporting messages identified by this strategy, a list should be developed including specific communication messages to be conveyed to each target audience that has been identified in the present document. This will support the development of communication tools (e.g. videos, flyers, social media engagement) targeting an audience in particular or when participating in events organized by a given partner (e.g. workshops or conferences organized by workers or employers, expert meetings, donors' conferences, etc.)</li></ul>
<ul style="list-style-type: none"><li>▶ <b>Annual calendar</b> identifying a timeline of relevant communication activities to be conducted and events</li></ul>	<ul style="list-style-type: none"><li>▶ One calendar (to be updated at the beginning of each year)</li></ul>	<ul style="list-style-type: none"><li>▶ Number of calendars annually updated</li></ul>	<ul style="list-style-type: none"><li>▶ This is key for organizing and planning ahead the development of each communication product and is useful for identifying what are the key events at global, regional or national level that are relevant to communicate about, participate in or simply follow. To be updated on the basis of priorities, needs and available resources</li></ul>

## Lessons learnt: communication products, 2016-20

During the period 2016-20 and in the framework of the partnership with the Government of France, the ILO developed a number of communication deliverables and activities focusing on social protection for a just transition. A selection of examples is presented in the following page.



The note entitled “Social Protection for a Just Transition: A Global Strategy for Increasing Ambition in Climate Action” was developed to support advocacy efforts. It makes the case for the integration of socioeconomic and employment considerations into national climate plans, presents a theory of change (strategic roadmap) and outlines an approach for action. [Read more.](#)



Two dissemination banners were produced to convey the key ideas behind ILO’s approach and present main interventions in this area. A banner was presented in ILO’s stand at COP25 in Madrid and in a stand at the marketplace of the ILO Global Social Protection Week held in November 2019. [See the banner.](#)



As part of the ILO digital exhibition “[With Social Protection, We Can Build a Brighter Future](#)”, two videos focusing on social protection and green economy issues were developed. This exhibition was presented during the 2019 International Labour Conference and the ILO Global Social Protection Week. The videos were also shared via social media.



A [microsite](#) hosted at the Social Protection Platform was created to ensure an online presence to ILO’s portfolio “Social Protection and Climate Change” and for knowledge-sharing purposes. [Watch the introductory video.](#)



ILO’s approach on social protection and climate change has been disseminated in several [conferences, workshops, events and webinars](#), including at a conference in Paris at AFD in 2016 and at a regional ITUC workshop in Africa in 2018. In 2019, a dedicated technical session on the topic was organized as part of the Global Social Protection Week in Geneva, and at a UN side event on SDG 1 at COP25 in Madrid. In 2020, in collaboration with RCCC, DIE, AFD and BMZ, the ILO convened an expert level meeting for exploring policy issues under future climate scenarios on the topic of social protection.



**SOCIAL PROTECTION**  
**BUILDING A GREENER FUTURE FOR ALL**

Climate change is impacting the lives of millions of people around the planet, affecting incomes, jobs and the health of workers and their communities.

more than **1.2 billion jobs** rely on a stable environment

Social protection can facilitate climate change adaptation efforts, as it provides options to protect populations vulnerable to climate-related shocks and disasters. These include access to affordable health care, unemployment protection, employment guarantee schemes and cash or in-kind transfers.

Social protection can also support climate change mitigation measures. Combined with active labour market policies and skills development, it helps tackling the side effects that green policies may have on jobs in carbon-intensive sectors. Such measures include unemployment protection and cash or in-kind transfer programs for workers and households at risk of losing their jobs or livelihoods due to green phase-outs or environmental conservation measures.

To help raise ambition in climate action and ensure a just and equitable transition towards environmentally sustainable economies and societies for all, the ILO has been providing support to its constituents in the following areas:

- KNOWLEDGE PRODUCTION AND SHARING
- TECHNICAL ADVISORY SERVICES AND PARTNERSHIPS
- ADVOCACY AND AWARENESS-RAISING

**Together, let's build an environmentally sustainable future for all!**

Learn more at: [climate.social-protection.org](https://climate.social-protection.org)

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