



International  
Labour  
Organization

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

## EXTEND SOCIAL PROTECTION

Social protection is a human right recognized in the Universal Declaration of Human Rights of 1948. However, 71 per cent of the world’s population is not adequately protected. As many people are not aware of this right, they do not take actions to fulfil it.

The ILO supports countries to extend social protection through the design and implementation of universal systems, 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 about the benefits of social protection will be more proactive in defending their rights.

## PROMOTE AND SUPPORT UNIVERSAL SOCIAL PROTECTION

Raising awareness among all is crucial to:

- convince **policy-makers** that social protection leads to healthier, more educated and productive people, thus contributing to 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
- inform **beneficiaries** about their rights to social protection and their obligations.

The ILO designs **communication campaigns** to support awareness raising and education actions at national, regional and international levels. These campaigns target four interconnected groups.

<b>Policymakers &amp; private sector</b>	<b>Practitioners</b>
<b>Donors &amp; partners</b>	<b>Beneficiaries &amp; public</b>



The communication campaigns contribute to the 2030 Agenda on Sustainable Development through the creation and extension of social protection floors (Target 1.3) and ensure that the population acquires the knowledge and skills to promote the human right to social protection (Target 4.7).

The campaigns developed by the ILO include:

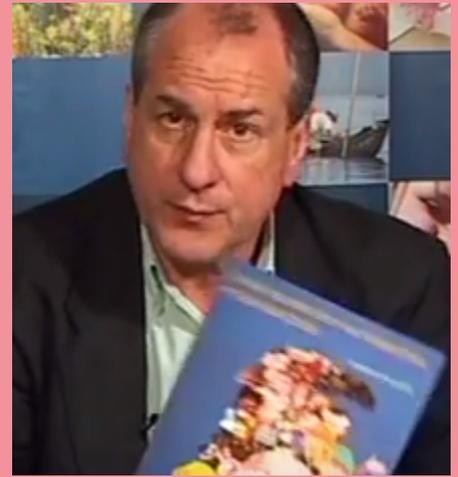
- implementation of structured communication actions for each of the four target groups, such as public presentations and exhibitions, online crowdfunding actions, targeted face-to-face actions;
- Support to countries on the design and implementation of awareness raising and education programmes;
- development of a good practice guide on social protection education based on country experiences; and
- global adoption of Social Protection Week.

The ILO is involved in developing communication and education strategies in Cabo Verde, Cambodia, Ecuador, Egypt, India, Malawi, Mexico, Moldova, Mongolia, Mozambique, Paraguay, Peru, Philippines, Thailand, Timor-Leste, Vietnam 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 curriculum of public schools. 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 promotional material and the instalment of the exhibition "100 years of social protection" through your own networks.

Self-funded with ILO's support

- Sponsor crowdfunding targeted campaigns.

US\$ 25,000 per campaign

- Support the development of national social protection communication and education campaigns, including the development of educational material.

US\$ 120,000 per year

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

US\$ 50,000 per year

## LISTENING TO YOUR AMBITIONS

As a donor, you receive regular reports on the progress made and have access to ongoing project activities and performance indicators.

To further discuss your objectives and the ways in which you can improve millions of lives, you can contact:



Victoria Giroud-Castiella  
Social Protection Officer  
ILO Geneva  
giroud@ilo.org

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