



**Supporting
communication
campaigns on social
protection floors at glo
and country level**

**GLOBAL BUSINESS NETWORK FOR SOCIAL
PROTECTION FLOORS**

LAUNCH EVENT

WEDNESDAY 28 OCTOBER 2015, ILO R2 ROOM 7

V. GIROUD



International
Labour
Organization

BUILDING SOCIAL PROTECTION FLOORS FOR ALL

GLOBAL PROGRAMME

MAY 2015



Communication is a key component of the ILO Global Flagship Programme on Building SPF's for all together with knowledge development, knowledge sharing and multiplier effect.

The Objective

Raise awareness and drive behavioural changes among policy-makers, workers and employers, practitioners, civil society organizations, broad public at national and global levels.

ILO communication campaign - 2016

CHANGE THE PRESENT.

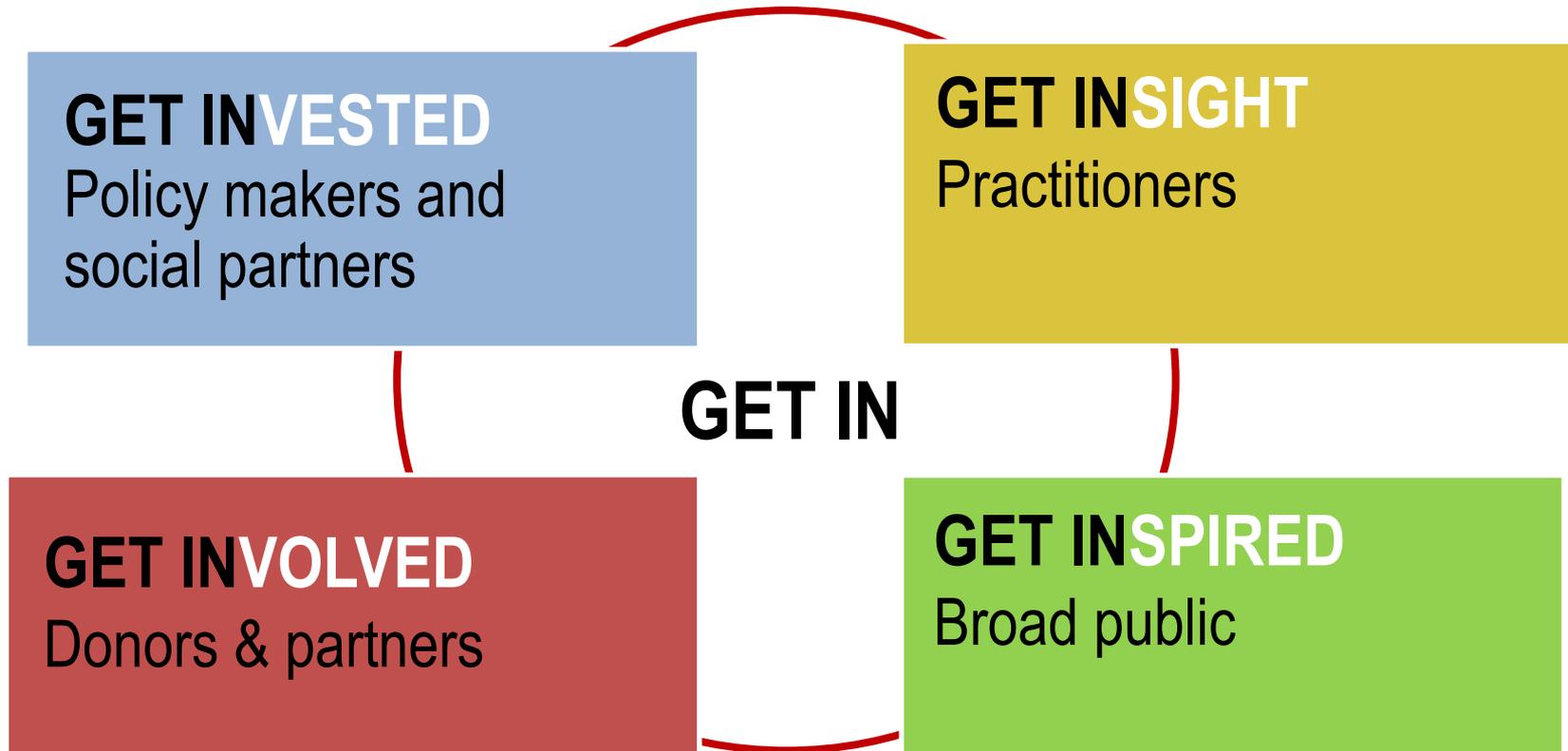
GET IN

SPF, investing in people

- **Challenge:** To create a structured and coherent campaign to systematize the communication actions
- **Common message:** Social protection is an investment in people's life
- **Approach:** Four interconnected sub-campaigns aimed to each of the target groups

ILO communication campaign

The sub-campaigns



ILO communication campaign

The communication channels

Online

- Websites. Increase credibility & inform
- Email Marketing. Inform & update
- Mobile applications. Inform & update
- Social media. Buzz & approach
- Youtube



Offline

- Press & publications. Influence & awareness raising
- Traditional media. Reach the most traditional
- Events & conferences: Increase exposure and visibility
- Ambassadors. Relate & Listen



ILO communication campaign

GET INVESTED – Policy makers, social partners, civil society, private sector

ILO action

Raise awareness of policy makers, social partners and civil society in order to have social protection strategies designed, adopted and implemented. Very often, awareness raising activities take place in the context of social protection assessment based national dialogues where employers are represented but not always fully involved.

Possible involvement of GBN

- Leading national networks of enterprises on social protection floors. These networks could support the definition, implementation or participate to the administration of national social protection systems through social dialogue;
- Developing public-private partnership with universities to build capacity of future business leaders on the importance of social protection.

GET INSIGHT – Practitioners

ILO action

Knowledge sharing through the production of practical guides and other tools and capacity building.

Possible involvement of GBN

- Share their experience on social protection mechanisms developed for their employees ; production and dissemination of a practical toolkit through the networks of enterprises;
- Share their experience on actions taken to contribute to social protection in countries; dissemination of results and production of practical tools (e.g. on the business case for social protection?) through the networks of enterprises.

ILO communication campaign

GET INVOLVED – Donors & partners

ILO action

Raise awareness of potential donors and partners on the impact of social protection on the global development of a country and on people's life with the aim of mobilizing resources.

Possible involvement of GBN

- Support the ILO to access networks of enterprises, managers and sponsors (such as through MECENOVA);
- Disseminate the ILO "crowdfunding" campaign which aims to increase wide public knowledge on social protection needs and generate donations.

ILO communication campaign

GET **INSPIRED** – Wide public

ILO action

- Awareness raising on the impact of social protection on people's lives;
- Informing beneficiaries on rights, services, conditions and responsibilities;
- Creating a social protection culture.

Possible involvement of GBN

- Disseminating social protection awareness raising material;
- Supporting capacity building of future managers and administrators;
- Communicating with employees, supply chains, providers, etc. on the ILO "crowd funding" campaign.