Supporting communication campaigns on social protection floors at global and country level

GLOBAL BUSINESS NETWORK FOR SOCIAL PROTECTION FLOORS
LAUNCH EVENT
WEDNESDAY 28 OCTOBER 2015, ILO R2 ROOM 7
V. GIROUD
Communication is a key component of the ILO Global Flagship Programme on Building SPFs 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.
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

GET INVested
Policy makers and social partners

GET INSIGHT
Practitioners

GET INVOLVED
Donors & partners

GET INSPIRED
Broad public
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
**GET INVESTED** – Policy makers, social partners, civil society, private sector

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<th>ILO action</th>
<th>Possible involvement of GBN</th>
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| 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. | • 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

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

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<td>Raise awareness of potential donors and partners on the impact of social</td>
<td>• Support the ILO to access networks of enterprises, managers</td>
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<td>protection on the global development of a country and on people’s life</td>
<td>and sponsors (such as through MECENOVA);</td>
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<td>with the aim of mobilizing resources.</td>
<td>• Disseminate the ILO &quot;crowdfunding&quot; campaign which aims to</td>
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<td>increase wide public knowledge on social protection needs and</td>
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<td>generate donations.</td>
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ILO communication campaign

GET INSPIRED – Wide public

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<td>• Awareness raising on the impact of social protection on people’s lives;</td>
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<td>• Informing beneficiaries on rights, services, conditions and responsibilities;</td>
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<td>• Creating a social protection culture.</td>
<td>• Disseminating social protection awareness raising material;</td>
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<td>• Supporting capacity building of future managers and administrators;</td>
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<td>• Communicating with employees, supply chains, providers, etc. on the ILO &quot;crowd funding&quot; campaign.</td>
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