

SOLIDAR

Mini Action Guide

call to action for

decent work
decent life



SUMMARY

1. [5 Key steps to support the Call to Action](#)
2. [Decent Work Decent Life Campaigning Materials available](#)
3. [SOLIDAR members in action](#)
4. [Annex 1 - Call to Action endorsement form](#)

BACKGROUND

Since 2005 (World Social Forum in Porto Alegre), SOLIDAR has worked in alliance with the ITUC, Social Alert International and the Global Progressive Forum to make access to Decent Work Decent Life possible for all people of the world.

Early 2006, SOLIDAR launched the EU funded Jobs Jobs Jobs Project in order to give new strength to the campaign. The same year, SOLIDAR General Assembly approved its position on Decent Work and expressed its support to the campaign.

*In 2007, **SOLIDAR** relaunched together with the international Trade Union Confederation, European Trade Union Confederation, Social Alert and the Global Progressive Forum, the Decent Work Decent Life Campaign at the WSF in Nairobi. Several members gave their contribution to a full programme of seminars under the Decent Work Decent Life slogan. In the same year, the International Cooperation Committee was involved in drafting the Call to Action for DWDL which was launched at the ILO forum on a fair globalisation in October and in November at the European Parliament.*

*In 2008, the Call to Action Signatures collection will be the focus of the campaign. The aim will be to reach the biggest number of signatories to be delivered to the European Commission on the World Day of Decent Work (7 October 2008). With this in mind, this mini action guide has been conceived as a tool to support all **SOLIDAR** member wishing to help reaching this ambitious goal!*

1

5 KEY STEPS TO SUPPORT THE CALL TO ACTION

The **SOLIDAR** Mini Action Guide has been conceived as a tool for members willing to support the Call to Action for Decent Work Decent Life and to provide them with some ideas about '*what to do*' and '*how*' to support the petition.

On the World Day for Decent Work, 7 October 2008, there will be a large mobilisation of activists and partners in support of the call to action for Decent Work Decent Life and we would like to have the biggest number of signatures by that day.

THE 5 KEY STEPS WILL DEMONSTRATE THAT EVERY MEMBER CAN HELP TO COLLECT SIGNATURES AND GIVE VISIBILITY TO THE DECENT WORK DECENT LIFE CAMPAIGN WITHOUT BIG ORGANISATIONAL EFFORTS AND WITHOUT BIG RESOURCES.

STEP 1 PUT the *Sign the call to action* web-button on your organisation's website or on your blog. The web-button exists in Français, Español, Italiano, Deutsch, English.

In case 'your' language is not available, you can request it to SOLIDAR secretariat. In this case, you have simply to send the secretariat the translation of the sentence '*sign the call to action*' in your language. We'll then prepare the web button for you!!

The web button is downloadable at http://www.decentwork.org//index.php?option=com_docman&Itemid=30 or can be requested to barbara@solidar.org;

STEP 2 PRINT the Decent Work BADGE and use it on your bag or as a badge for VIPs signing the petition. The sticker exists in Français, Español, Italiano, Deutsch, English, and Nederland.

STEP 3 ORGANISE signatures collection by printing the '400 signatures notebook'. Each book contains 400 signature boxes and can be printed in A4 or A3 and can also be printed in black and white or colour. The book is available in Français, Italiano, Nederlands, English. You can use it to collect signatures during your events, and demonstrations. Each time you have completed 3 notebooks (1200 signatures) let us know and we'll publish it in the NEWS section of the website.

STEP 4 SEND us your Decent Work Decent Life photos from signatures collections events and we will put them on the www.decentwork.org website.

STEP 5 SEND your organization message to the Campaign using the 'Endorsement form' (ANNEX 1): we will publish it on our website with a link to your organizations' website.

OTHER TIPS: (a) approach national MPs and/or ministers and ask them for a message of support to the Call to Action that we'll publish on the website! (b) approach local authorities representatives asking them to sponsor a signature collection for the World Day of Decent Work (7 October 2008).

Finally, **look after the notebooks safely:** the signature books should be sent to: SOLIDAR, Rue du Commerce 22, BE-1000 Brussels, Belgium.

2

DECENT WORK DECENT LIFE - CAMPAIGNING MATERIALS AVAILABLE

Launched in 2007 at the WSF in Nairobi, the Decent Work Decent Life Campaign in 2008 entered into its action and mobilisation phase! The centre of this action will be the Signatures' collection of the Call to Action.

The Materials listed below have been developed to give visibility to the Call to Action for Decent Work Decent Life and have been conceived as tools to collect signatures to the Call.

They can be Translated & Reproduced by

1. **SOLIDAR** members, ITUC affiliates, GPF's family, SAI partners as well as
2. All national organisations/platforms/networks responsible for signature collection in its country/region.

Finally, members can request the Secretariat to add their logos to the materials to be used at the national level.

1. Decent Work Decent Life Logo

- You can use the logo to brand your activities. This is available at http://www.decentwork.org//index.php?option=com_docman&task=cat_view&gid=34&Itemid=30 or on request to barbara@SOLIDAR.org

decent work
decent life

THIS IS THE INTERNATIONAL CAMPAIGN LOGO + SLOGAN



THIS IS THE SYMBOL OF THE CAMPAIGN

2. General Decent Work Decent Life leaflet

A general leaflet about the decent work decent life campaign and its goals:

- English / http://www.decentwork.org//index.php?option=com_docman&task=cat_view&gid=27&Itemid=30
- Spanish / http://www.decentwork.org//index.php?option=com_docman&task=cat_view&gid=28&Itemid=30
- French / http://www.decentwork.org//index.php?option=com_docman&task=cat_view&gid=30&Itemid=30

For further information on the campaign and the project please contact:



The Global Progressive Forum is a global space for the creation of a global programme centring on a focus, cross-industry globalisation. www.globalprogressiveforum.org Contact: Catherine Beaumais, cb Beaumais@globalprogressiveforum.org



The International Trade Union Confederation (ITUC) is the main international trade union organisation, representing the interests of working people worldwide. It has 304 affiliated member organisations in 153 countries and territories, with a total membership of 144 million workers. The ITUC was founded at its Inaugural Congress in Vienna, Austria, on 1-3 November 2006. It groups together the former affiliates of the International Confederation of Free Trade Unions (ICFTU) and the World Confederation of Labour (WCL), along with trade union organisations which had no previous global affiliation. The ICFTU and the WCL dissolved themselves on 31 October 2006, to join the way for the creation of the ITUC. The ITUC's primary mission is the promotion and defence of workers' rights and interests, through international cooperation between trade unions, global campaigning and advocacy within the major global institutions. Contact: Kristian Wiese, kristian@itucvtu.org



Social Alert is an international coalition of social, human rights and workers' organisations. The coalition was created with a view to join the programme of action of several international organisations and to struggle against social injustice worldwide. Social Alert was born in 1987 after an initiative by five international organisations (The Christ Church International, World Confederation of Labour, International Trade Union Confederation, Workers' World Movement of Christian Workers, and World Solidarity). It is a response to the urgent need to launch joint actions against human rights violations in economic and social rights. While it does not rule out individual and political rights from its scope of action, Social Alert focuses more on the economic, social and cultural rights. Campaigns, trade union work, and lobbying are favoured over theory. Contact: Bart Verstraeten, bart.verstraeten@socialalert.org



An international alliance of social and economic justice non-governmental organisations (NGOs) working in development and humanitarian aid, social policy, social service provision and policy lobbying. www.solidar.org Contact: Barbara Cavallotti, barbara@solidar.org

With the financial support of the European Union

decent work. decent life

"Poverty anywhere is a threat to prosperity everywhere".

Time for Decent Work for a Decent Life

Decent Work for a Decent Life

Decent Work for Decent Life is a joint campaign led by the International Trade Union Confederation, the Global Progressive Forum, Social Alert and Solidar which aims to:

- Build awareness of Decent Work amongst citizens, decision makers and key institutions.
- Show that Decent Work is the only sustainable way out of poverty and is fundamental to build democracy and social cohesion.
- Place Decent Work at the core of development, economic, trade, financial and social policies at the national, European and international level.

What makes work 'decent'?

Decent Work is a strategy to achieve sustainable development that is centred on people. Decent Work is a key element to build fair, equitable and inclusive societies being based around the principles of employment creation, workers' rights, equality between women and men, social protection and social dialogue.

Decent Work is about equal access to employment without discrimination. Decent Work is about a living wage for workers to allow them and their families to live with dignity. Decent Work is about social protection in case of illness, pregnancy or the normal age and allows them most of all to face in life. Decent Work is being free from exploitation. Decent Work means allowing people to organise themselves to represent their interests collectively through trade unions and engage in genuine dialogue in citizens and workers.

Why we need Decent Work

Growth is not enough! International trade and economic growth alone cannot eradicate poverty. In many countries, wealth is continuously concentrated within a few hands. Societies, both developing and industrialised are growing more and more unequal. Decent Work is a key mechanism by which wealth is redistributed and poverty eliminated.

Not any job is a good job! In the world there are 1.4 billion people who work but still live on less than 2 US\$ a day. They have no job or depend on precarious working conditions. While it is clearly the case that employment is central to poverty reduction, it is only Decent Work that can allow people to fulfil their right for a decent life.

Decent Work is key to poverty eradication! Men and women around the world want globalisation to meet their simple aspirations for sustainable and dignified livelihoods and a better future for their children – this can only happen by placing a greater emphasis on Decent Work.

There is no time like now to start creating Decent Work

Each year...

- those who fight for Decent Work are dismissed, threatened, harassed or about more than one hundred trade unionists are killed, several thousand are imprisoned, tortured, and often sentenced to long prison terms.
- hundreds of thousands of workers lose their jobs merely for attempting to organise a trade union or to carry out trade union activities at their workplace.
- more than 2.2 million people die as a result of work-related accidents or diseases.
- some 200 million children aged 5-14 go to work instead of school.
- some 12.3 million people are trapped in forced labour.

Year after year, jobs are becoming more precarious, unstable and deprived of any social protection while there is a growing pressure on labour laws and ILO Conventions. In general, there is a lack of Decent Work. This situation affects particularly...

...young people

- 85 million young people are unemployed. A much higher number are underemployed.
- Up to 93% of all jobs available to young people are in informal and unprotected work, where wages are 44% lower than in formal work and protection and benefits are unrealistic.

...women

- Women on average earn two-thirds of what men earn.
- Women make up the majority of the world's part-time workers – between 80% and 90%. In the European Union, 83% of part-time workers are women.

The campaign aims for a world where.....

- Economic growth and human dignity go hand in hand.
- Workers' rights are considered as a cornerstone of development, economic, financial, trade and social policies.
- Decent Work is not considered the domain of rich countries but an opportunity for sustainable human development worldwide.
- Core labour standards as mandated by the ILO specialised agency the International Labour Organisation, are upheld by each and every country.
- Decent Work strategies are developed and implemented at the national and international level.
- Decisions at local, national and international level are publicly discussed and taken with the involvement of those affected by them.
- Companies recognise Decent Work as an essential component of their business strategies.
- Civil society organisations from developing countries are heard by EU decision makers on the relevance of Decent Work as a fundamental step to live in dignity, achieve a better standard of living and the opportunity to take themselves out of poverty.
- Decent Work is understood, discussed, and called for as a right in developing and developed countries.

Taking action for Decent Work for a Decent Life

The Decent Work for a Decent Life campaign will target young people, trade union activists, NGOs, and decision makers in industrialised as well as in developing countries. It will use different campaigning tools and strategies adapted to different audiences, including:

- A media campaign to make Decent Work a recognizable concept amongst citizens.
- Educational material and action kits on Decent Work to be distributed at international youth events.
- Popular mobilisations in developing and developed countries.
- Advocacy aimed at key decision makers (G8 member states, EU, international financial institutions).
- Participation in international civil society gatherings such as the World Social Forum.
- Launch of a Decent Work charter.
- Seminars with key European decision makers on the impact of Decent Work for social cohesion in industrialised as well as in developing countries.
- The Decent Work for Development Project focusing on the impact of Decent Work on poverty eradication. 8 pieces of research will be developed and used to feed the Decent Work for a Decent Life campaign.

3. 8 SOLIDAR Decent Work Case Studies + Jobs Jobs Jobs Leaflet

Based on 8 case studies, here are 8 briefings on the role decent work can play to fight poverty in Peru, Nicaragua and Guatemala, China, South Africa, Zambia, The Philippines, India, Cambodia. A summary leaflet is also available.

All documents are available on SOLIDAR's webpage in English, Italian and Spanish (French is foreseen for April 2008) or on request to the secretariat.

➤ English / <http://www.SOLIDAR.org/Page.asp?docid=14394>

- Spanish / <http://www.SOLIDAR.org/Page.asp?docid=14394>
- Italian / <http://www.SOLIDAR.org/Page.asp?docid=14394>

4. Call to Action For Decent Work Decent Life in 12 languages

The Call to Action is already available in Italian, Spanish, French, English, German, Nederland, Latvian, Bulgarian, Rumanian, Finnish, Portuguese, and Danish. We are always looking for volunteers to reach the missing European languages (Estonian, Greek, Swedish, etc.).

The documents are available online or on request to the secretariat.

- http://www.decentwork.org//index.php?option=com_docman&task=cat_view&gid=36&Itemid=30

5. '400 Signatures' Note Book in English /Italian/Spanish/Flemish/French

- www.decentwork.org//index.php?option=com_docman&Itemid=30



6. "I have joined the Call to Action Decent Work Decent Life" - Decent Work Activist badge



(9 cm x 6 cm)

- www.decentwork.org//index.php?option=com_docman&task=cat_view&gid=34&Itemid=30

7. Call to Action for Decent Work Decent Life WEB BUTTON in Red and White



- English /http://www.decentwork.org//index.php?option=com_docman&task=cat_view&gid=27&Itemid=30
- Spanish /http://www.decentwork.org//index.php?option=com_docman&task=cat_view&gid=28&Itemid=30
- Italian /http://www.decentwork.org//index.php?option=com_docman&task=cat_view&gid=31&Itemid=30
- French /http://www.decentwork.org//index.php?option=com_docman&task=cat_view&gid=30&Itemid=30
- German /http://www.decentwork.org//index.php?option=com_docman&task=cat_view&gid=22&Itemid=30

8. Video Agro-Export Industry in Spanish with English Subtitles

- http://fr.youtube.com/watch?v=Wh_2QAVJ4m0, hard copies are available upon request to the secretariat

9. Banners

“Decent Work Decent Life” Banners

- Horizontal Banner



500x100

- Vertical Banner 200x75
- Vertical banner 234x80



“Youth Action for Decent Work

- 5 meters

Decent Life” Banner



10. "Time for Decent Work Decent Life" Photo Exhibition

The photo exhibition is composed of 22 textile banners.

- 4 text banners for each theme with workers' quotes
- 3 text banners 'about the campaign'
- 2 text banners 'join the call to action decent @ www.decentwork.org'
- 13 photos banners

All banners can be seen at:

- http://www.decentwork.org//index.php?option=com_docman&task=cat_view&gid=37&Itemid=30

For renting and reproduction, please contact SOLIDAR [at barbara@SOLIDAR.org](mailto:barbara@SOLIDAR.org)

11. Website

Finally, do not forget to sign and forward on the Call to Action

www.decentwork.org/index.php?option=com_content&task=view&id=12&Itemid=29

3

DECENT WORK DECENT LIFE - SOLIDAR MEMBERS IN ACTION

Different SOLIDAR members are already mobilized to support Decent Work Decent Life. Among others:

- (1) In France, Solidarité Laïque in the framework of the French Campaign '*Demain le monde*' is translating - in cooperation with Solidarité Socialiste - SOLIDAR *Jobs Jobs Jobs briefings into French* and will use it to give visibility to the Call to Action.
- (2) In Belgium, FOS and SOLSOC will collect signatures in Belgium in the framework of their national Decent Work campaigns/activities as well as in the framework of those planned together with the Belgian Development Cooperation Platform. *A French version of the Photo Exhibition is being produced* and will be used in France and Belgium;
- (3) In Spain, the national platform '*Alianza contra la pobreza*' (in which all SOLIDAR Spanish members are involved) has adopted the Call to Action;
- (4) In Switzerland the campaign will focus on *Public Procurement*;
- (5) In Italy,
 - Prosvil will lead a second round of awareness raising event with workers and university students and will produce/use an *Italian version of the photo exhibition 'Time for Decent Work'* as a campaigning tool.
 - Iscos is supporting the Call to Action through articles in the Trade Union Newspaper '*Conquista del Lavoro*' and its website.

ANNEX 1

Send a message to the campaign - Endorsement form
(to be sent to barbara@solidar.org)

**YOUR
LOGO**

Date and place

[Name of the organisation] endorses **the Call to Action for Decent Work Decent Life** and supports the objectives of the **Decent Work Decent Life Campaign**

Please insert here your statement/message of support (this message will be published on the decent work.org website)

Signature

In addition, [Name of the organisation] will support the Campaign by

- Putting a link to www.decentwork.org > SIGN THE Call to Action on [Name of the organisation] website

- Printing and distributing the Call to Action for Decent Work Decent Life

- Collecting Signatures for the Call to Action during the activities planned by [Name of the organisation] (please specify – if you have – dates) and/or organising specific events for signatures collection
 - using the signatures books
 - using the www.decentwork.org website
 - using the signatures books and the online signatures form

Who will be the person responsible for the campaign at [Name of the organisation]?

How many signatures will you estimate to be able to collect and by when?

Which campaign material will you use (please see list attached)?