**EAPN Task Force on Decent Work** *Awareness Raising on Living Wages – Action Plan*



**9c. EAPN TASK FORCE ON DECENT WORK**

**Awareness Raising on living Wages**

***Action Plan***

For the year 2015, the campaign has been included in EAPN’s work programme as “awareness raising action on Living Wages”. This would allow national networks to treat it as a trial year, conducting the preliminary work, and deciding whether and/or how to take the campaign further in 2016. An evaluation is proposed to be carried out by the EU ISG at the end of 2015, to decide next steps for 2016.

The Task Force has also prepared a comprehensive **Campaign Guide**, available to EAPN members, which describes in detail the steps below, and provides networks and organisations with practical examples, as well as useful tips and hints on how to run a successful awareness raising action and campaign on Living Wages. The Secretariat will also provide essential tools, as explained below.

The following steps are proposed for 2015, to act as self-standing awareness raising action, or as preparatory phase for a fully-fledged campaign in 2016:

1. **Mapping of similar initiatives and identifying potential partners in the process**
	* If you are part of an NGO platform, identify organisations already working on, or interested in, quality employment, and get them interested in the project.
	* Meet the main trade unions in your country and gauge their views.
	* Check the MPs members of relevant committees, to establish their positioning on wages and decent work, and their interest in promoting the Living Wage.
	* Start debates on civil society and other fora and online media.
	* Have meetings with representatives from the relevant Ministries.

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1. **Putting the concept out there – visibility**
* Common webpage (coordinated by the Secretariat), to be fed with news from the national level, and to raise visibility and awareness on the concept of Living Wages.
* Common logo (provided by the Secretariat) – to be used on networks’ and organisations’ websites and on all promotional materials, conferences etc which link to the subject.
* Targeted events and contacts – or raising of the concept in own or third party events around quality of work and employment, decent wages, in-work poverty etc.

* 2-pager briefing to hand out – who we are, what we’re doing who’s endorsing us etc (template provided by the Secretariat, to be translated and adapted to national realities).

**3.** **Developing own national campaign model**

* Discuss within your network / organisation what kind of campaign would you like to, or it would be possible to, run in your country, whether that means starting with action to support existing activity by other stakeholders on minimum wages/collective bargaining, or moving directly to build a Living Wage coalition, or a combination of different approaches.
* Discuss and agree what would be the most appropriate methodology for deciding the Living Wage amount in your country. Be prepared for a lengthy process and for involving a wide range of other interested parties, such as academics and think tanks.
* Discuss and agree what would be your accreditation criteria, for awarding employers in your country the “Living Wage label”, as a preparatory stage for the next step.

**4. Identify existing employers which already satisfy the criteria**

* By rewarding employers who already meet the criteria you identified in point 3, you raise the visibility and make it easier to approach other employers. This could also be a lengthy process – in order to support it, a common database with multinational employers could be created. It is a good idea to revisit your accreditation criteria at this point, and tweak them with input from employers before approaching new ones.

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1. **(In 2016) Acting within a coalition, approach employers, following the Scottish model, to persuade them to pay a Living Wage**
* To be discussed after the assessment of the 2015 preparatory / awareness action stage.

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*As a first step, each National Network / European Organisation in membership of EAPN is asked to communicate the name of the person responsible for coordinating the campaign / awareness-raising action at the national / organisation level, so that a mailing list can be set up, and tools distributed.*

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