**EAPN DECENT WORK TASK FORCE**

***Towards a Living Wage Campaign***

*12 September 2014*

**Attending:** Loraine Mulligan (Chair, EAPN IE), Vito Telesca (EAPN IT), Greete Vesalu (EAPN EE), Júlio Paiva (EAPN PT), Raluca Mănăilă (EAPN RO), Amana Ferro (EAPN Secretariat), Nellie Epinat (EAPN Secretariar – in part).

**Apologies:** David Moxham (EAPN UK / Scotland); CUM, who is withdrawing from the Task Force because of lack of resources.

**Introduction session**

Minutes approved. Agenda approved.

**Feedback on the European Parliament event**

*Loraine* – It was a useful event, featuring good collaboration between NGOs, trade unions and Institutions, and good inputs from all. It was in-depth and informative, and a good debate. More time would have been good, especially to find out more from the institutional representatives. Judith Kirton-Darling was a very good Chair.

*Raluca* – It was useful for our work, because statutory minimum wage was mentioned about a number of countries, and living wage was mentioned as well. There was an explicit mention about setting minimum wage at least at the level of the poverty line. These are trends and initiatives we should incorporate in our work. For instance, the Germany example – it is not enough, and the exceptions are dangerous, but it is nonetheless a good step forward.

*Nellie* - It was very well picked up by social media, for example on Twitter, where not only EAPN’s tweets were favourited and retweeted, but also other people’s, including the ETUC. Otherwise, it was a very good event, well-chaired, well-attended.

**Campaign communication material**

*Amana* – The decision at our last meeting was that EAPN networks are not ready to go directly to the phase of convincing employers, and a “preparatory phase” is needed, at least for the first year (2015). This will include:

1. Mapping of existing initiatives and potential partners; promoting the concept in debates (through common visual tools);
2. Building alliances;
3. Deciding internally (in the network) what is the methodology and the criteria for declaring someone a living wage employer;
4. Identifying employers who already satisfy the criteria.

The work on this is already included in EAPN’s work programme, as “awareness raising activity”, rather than “campaign”, so we don’t bite off more than we can chew. This does not mean we are scaling down our ambitions, or that we are limited in our scope. It just means that each network has to do what they can, without pressure, but every network needs to do something. The Secretariat will coordinate, provide common resources and tools, and facilitate info-sharing, but each network will define their own plan.

*Raluca* – It would be useful to have a living wage employers’ database. This especially for employers operating in several countries, so that, if they agree to the living wage in one country, they would be more easily approached in other countries, and enable concerted action between EAPN networks.

*Nellie* – Nothing can be imposed to national networks, but this is a campaign which will happen at the national level, so everybody has to do something, function of their resources and national circumstances. The Campaign Guide could be made public, this is a question to be put to the EU ISG. The identified stages are not prescriptive, they are just meant to guide networks, but each will decide their own pace and rhythm. These are just minimum common tools, any country can do much more if they can and want to.

Logo. We have some proposals, to be decided by the EU ISG. The suggestion is to include the duo “living wage – decent life”. This could be achieved with, for instance, two hands with index fingers interlinked; or two puzzle pieces, in the shape of people; or the image of a hand on a background splash of paint. Two strong colours will be chosen, to serve as campaign colours.

Facebook page. The disadvantage of a Facebook page is that not everyone has a Facebook account, not everybody uses it for professional reasons. However, the advantages outnumber this disadvantage: a Facebook page are much more dynamic, allowing interaction (everyone can post, comment, react, unlike on a blog, where only administrators can); private employers are on Facebook and they use it extensively; a blog also needs to be updated much more often.

Twitter page. Not needed at this stage. Could consider using a joint hashtag, such as #livingwage, which is already in use, to link up to existing initiatives. Countries may consider creating an own-language hashtag, to use in addition to the English one.

LinkedIn page*.* Main updates will be distributed through EAPN’s company page.

Static page on the EAPN website.Reference (under What we do, or Campaigns, etc) a paragraoh or two explaining the action and pointing to the logo, tools, Facebook page etc.

2-pager. Short description of what is living wage, what is the model for the campaign, why is it relevant for EAPN. The Task Force will review this, even if their mandate will be over.

**Action points:**

* ***These tools to be incorporated in the Campaign Guide;***
* ***The logo proposals to be done and presented to the EU ISG***

**The Concept and Feasibility Note**

* It would be good to introduce a section on the relevance for EAPN – why is our network doing it now, what are the objectives, why is it important for both policy and network;
* Structure of the first part:

1. What is the Concept and Feasibility Note
2. Why do this campaign in EAPN now
3. Background: the issue of low pay
4. The concept of a living wage
5. Approaches to address low pay and the link to Living Wage
6. Context of the Living Wage campaign – Living Wage Agenda

+ BOX with country examples (of both campaigns and other related initiatives)

* Second part – Put point 7 (feasibility) before point 6 (Factors to address…)
* Point about Feasibility – include an introductory paragraph about how we collected the information, the survey (and add survey in annex), and present below the main conclusions (in the points a), b), c) etc) and proposed action plan that would fit what EAPN can do;

**Action points:**

* ***Amana to provide some language on the Rationale***
* ***Loraine to liaise with Dave/Amana about eliminating bits from the Campaign Guide, which will be incorporated in the Concept Note***
* ***Amana to provide a paragraph for the introduction to Feasibility***
* ***Amana to provide an ending – Next Steps***

**Campaign Guide**

* **Amana to amend the language to make it sound more EAPN-like**
* **Amana to re-arrange Dave’s text to adequately reflect the 5 steps agreed upon, and add additional elements discussed today (around the communication tools)**

Timeline:

* Amana to send Loraine amendments to the Concept Note – Monday, September 22nd
* Loraine and Amana to finalise Concept Note / Campaign Guide – Friday, September 26th
* Amana to provide input on the PowerPoint presentation top Loraine – Friday, September the 26th.
* Task Force members to approve documents by Monday, September 29th at noon
* Amana to finalise lay-out and send out documents to the EU ISG.

**Presentation to the EU ISG**

* Introduce a slide reminding people about the purpose of the Task Force, the methodology, the members, the number of meetings etc;

**Action Points:**

* ***Amana & Loraine to finalise according to the structure on the flipchart***

**Evaluation**

* Participation was sketchy and not very consistent, including in answering the survey;
* Meetings could be two days, sometimes it takes the whole first meeting just to understand the main points and task at hand;
* Secretariat was supportive and helpful;
* Participants thank Loraine for excellent chairing and running of the Task Force.

**Action Points:**

* ***Raluca, Vito and Dave to fill in the Evaluation Form and send it by email to Amana***