

European Platform Tackling Undeclared Work Dissemination Seminar ‘Communicating Effectively’ 11 September 2018, Brussels

Platform Senior Representatives and Observers have a key role in tackling undeclared work across the EU. As the chosen representative of their country or organisation, they have the job of persuading others of the importance of fighting undeclared work. Their role is to share knowledge and insights both within their own organisations and with the wide range of relevant external stakeholders dealing with labour inspections, social security, tax, border control, sectoral organisations, social partners, etc. Involving all of the key players and taking a ‘holistic’ approach will make an important difference.



To help Senior Representatives and their partners share information, the Platform has researched and developed a wide range of tools and materials. These resources are evidence-based and include a variety of approaches to tackling undeclared work across the EU. They set out inspirational examples from other countries which you could potentially recycle and tailor for your own context. The toolkits offer practical guidance and a step-by-step approach to implement successful approaches.

Not a communications expert? Got limited time and resources? Don't worry, this seminar provided practical advice and tips to help you. Plus, a toolkit is being written to provide a handy and easy-to-use guide on communications and dissemination.

Top tips and ideas from the seminar

• Use a ‘spectrum approach’ varying from lower to higher effort investment

- An easy investment would be presenting an executive summary at an existing meeting; circulating a summary report or putting a short article in your newsletter/partner's newsletter
- A medium-level investment could be adapting the materials provided by tailoring the content to particular audiences, e.g. colleagues in the tax office or social partners in a particular sector
- A high-level effort, which some Platform Members have already made, is to establish working groups and national level partnerships, which make dissemination easier

• Short film clips, infographics and facts/figures to evidence successful approaches can be very effective

• Work with communications experts within your organisation (if available) to help share the learning from the Platform

• Prioritise who are the most important stakeholders to communicate with and at what level (operational/strategic)

• Request feedback and monitor how successful different approaches to sharing learning are



Next steps

- Build communication and dissemination activities into your weekly or monthly schedule – you will benefit by planning ahead and making regular contact with your colleagues/stakeholders
- Reflect on how colleagues share information and pick the ideas that would work best for you (see example PPT presentations on the collaborative platform)
- Before taking part in a Platform event, consider how you will share the learning that results from your participation
- Use the toolkit on ‘Communicating Effectively’ and examples presented at the seminar to plan at least one dissemination activity per month

