

## POLAND. NON-INSPECTION ACTIVITIES

Title of the non-inspection activity: **Campaign “Legit work”**

Duration of the non-inspection activity: **2022-2024**

Aims of the campaign:

- **disseminating knowledge of the labour law provisions concerning employment,**
- **increasing the awareness of occupational hazards existing in the working environment,**
- **informing about the possibility of assistance provided by the State Labour Inspection experts so as to eliminate irregularities in employment,**
- **creating safety culture among young workers by influencing their attitudes and values connected with the elimination of occupational risks.**

Scope of the non-inspection activity (description): **Target groups: 14-24 year olds who are in the period of education or are taking up their first job (pupils of final classes of secondary schools and university students).**

The most important activities as part of the campaign:

**1. Promotion of the campaign’s message on the website [www.prawawpracy.pl](http://www.prawawpracy.pl), after the end of the campaign the content is still available on the website [www.legitnapraca.pip.gov.pl](http://www.legitnapraca.pip.gov.pl) and it is updated**

**The campaign website [www.prawawpracy.pl](http://www.prawawpracy.pl) was prepared in a modern, intuitive and clear form that enables young people to quickly read the presented materials. The information is concrete, with a clear and direct message. This includes, among others, questions and answers on issues related to the employment of young persons, infographics, e-publications and short videos with legal advice for young workers entering the labour market. Considering the fact that young people use mainly smartphones for communicating and finding information, the website was designed in accordance with the “mobile first” rule.**

**2. Mass media promotion of knowledge of labour law and OSH among young people**

**Activities conducted in district labour inspectorates were supported with a media campaign. From October to November 2023 and throughout October 2024 the State Labour Inspection carried out promotional activities on the Internet in the framework of the “Legit work” campaign. Each time, for 35 days, short information videos (30 sec and 15 sec long) were broadcast on internet services like YouTube, TikTok and Instagram, and advertising banners directing to the campaign’s website were displayed through Google advertising network.**

**Pupils and students are also groups which regularly use public transport, such as buses, trams, municipal commuter trains and the subway. Considering this, the State Labour Inspection carried out advertising in public transport, using LCD screens and displaying advertising posters. From**

November to December 2023 and in 2024, for 28 days in each case in 16 provinces – in almost 50 cities (these were, among others: Białystok, Trójmiasto, Gorzów Wielkopolski, Upper Silesia (agglomeration), Kielce, Kraków, Lublin, Łódź, Olsztyn, Opole, Poznań, Rzeszów, Szczecin, Toruń, Wrocław, Warsaw) three 30-second (animated) information spots were broadcast in rotation and posters were displayed.

### 3. The educational programme “Safety culture” in secondary schools and at universities

Classes were conducted in schools and universities both by didactic staff and by labour inspectors. Their major objective is to develop the interest of young persons in labour law and the rules of safe performance of work in a variety of jobs.

### 4. Competitions of knowledge in the field of labour law

In order to better arouse interest of young people in topics of legislation, work safety and health, and the employment legality, as well as to take advantage of their natural creativity in producing various video materials, the labour inspectorate organised a video competition titled “Legit work in the lens of a camera”. In the initiative launched in January 2024, the participants competed in three age categories: 14-15 years, 16-19 years and 20-24 years. The task was to make a video lasting no more than 90 seconds. The author was to encourage others of the similar age to get employed in accordance with the law and in safe conditions (meeting the OSH legislation). The best videos were placed on the campaign’s website.

### 5. Educational publications and popularising events, such as labour fairs and career days

### 6. Seminars, conferences, information meetings – with the involvement of partners

7. In the framework of the campaign, district labour inspectorates carried out “summer actions” in places with heavy tourist traffic and in holiday resorts. Their aim was to disseminate information on entrusting seasonal work, employment of juveniles, the legality of employment, conclusion of employment contracts and issues related to remuneration for work. The DLI in Olsztyn conducted the communication and promotional initiative “Patent for the first job” for the third time. It is worth adding that this local initiative was appreciated by the European Labour Authority, which in 2023 awarded a diploma of recognition for it as a good practice.

Sector covered by the non-inspection activity: -

Number of entities covered by the non-inspection activity: **In the period of the campaign, in years 2022-2024 district labour inspectorates organised 1825 training events, at which almost 83 000 persons were trained, and 2208 popularising events, which covered almost 38 500 persons.**

Number of inspectors engaged in the non-inspection activity: **In each district labour inspectorate there were labour inspectors involved in the project implementation depending on the size of the district, the scale of conducted activities and the district’s capability in terms of human resources.**

Number of specialised staff (not labour inspectors) involved in implementing the non-inspection activity – **about 16 persons.**

Number of persons involved in supervising the implementation of the non-inspection activity (including preparation of communication and promotional materials and summarising its results) – **5 (the Prevention and Promotion Department at the Chief Labour Inspectorate).**

Background of the non-inspection activity: **Caring about young workers, the State Labour Inspection initiated a nationwide three-year social campaign “Legit work” in 2022. According to data from the European Agency for Safety and Health at Work (EU-OSHA), the rate of injuries at work among 18-24 year olds is by 50% higher than in any other age group. The State Labour Inspection began activities targeting young persons knowing that young workers may be exposed to poor working conditions, resulting in the development of occupational diseases still at a young age or in later stages of life. Young people may lack experience and frequently also physical and emotional maturity; they do not always treat hazards seriously. Among the factors that put young persons at a higher risk, the SLI emphasised the following:**

- **insufficient skills and training,**
- **the lack of awareness of their rights and the duties of employers,**
- **the lack of assertiveness so as to express their opinions and claim their rights,**
- **negligence by employers of the necessity to provide young workers with additional protection.**

Budget: **The project’s budget for media activities in 2022-2024 amounted to PLN 1,059,576 gross.**

Short summary of the outcome of the non-inspection activity: **The State Labour Inspection has for years conducted communication and educational activities targeted at children and youth. Their objective is to prepare young people for entering the labour market with the knowledge of their rights and the awareness of occupational hazards existing in the working environment. It is essential that from the beginning of their professional life, they are employed in line with the law, in safe and healthy conditions. The target recipients are also informed during our activities that in case of problems and doubts they may count on professional help of the State Labour Inspection. We do our best to save young workers unnecessary stress related to the labour market pitfalls. In our opinion, consistent and systemic education of young people will undoubtedly bring about positive effects for the labour market in Poland in the long run. This will translate into building a civil society – aware employers and workers. To conclude, activities in the framework of the “Legit work” campaign in the area of occupational safety and health, targeted at school pupils, students and young workers, have been an important area of the State Labour Inspection’s activity. Considering demographic changes and the labour market trends, such activity may be**



expected to gain even more importance in the coming years. After completion of the campaign, the SLI is planning to further disseminate knowledge of legal employment in compliance with the law, to conduct awareness events, training and communication activities on such topics.

No.	question	yes/no	comment
<b>Non-inspection activity</b>			
<b>A. Stakeholders cooperating with the labour inspectorate in non-inspection activity</b>			
1.	Were external stakeholders involved in the implementation of the non-inspection activity:		
a)	From the public sector?	<b>Yes</b>	<p>Please specify them.</p> <p><b>Polish Scouting and Guiding Association, Central Institute for Labour Protection – National Research Institute, Supreme Technical Organisation</b></p> <p>What was the scope of such cooperation?</p> <p><b>Joint training sessions, webinars, workshops, lectures, telephone helpline duty of SLI specialists for participants of training sessions, promotion of the campaign on the web channels of the above institutions, posting campaign banners on their websites that redirect to the campaign website.</b></p> <p>Who verified consistency of the implemented project with the approved plans?</p> <p><b>State Labour Inspection – Chief Labour Inspectorate (CLI)</b></p> <p>To what extent consistency of the implemented project with the approved plans was verified?</p> <p><b>In terms of content (the issues that are promoted during the implementation of the campaign), in terms of timing.</b></p>
b)	From the private sector?	<b>No</b>	
2.	Does your national legislation specify the rules of cooperation with stakeholders in non-inspection activity?	<b>No</b>	

3.	While selecting stakeholders for cooperation during the non-inspection activity, was any account taken of the results of the inspectorate's cooperation with such stakeholders during previous initiatives?	No	
<b>B. Sources of project financing in the labour inspectorate's activity</b>			
4.	Was the project (of non-inspection activity) financed solely by the labour inspectorate?	Yes	
<b>C. Preparation of the project (of non-inspection activity)</b>			
5.	What sources were used to specify the described non-inspection activity?		<input checked="" type="checkbox"/> inspectorate's own database of workplace accidents <input checked="" type="checkbox"/> proposals of stakeholders – trade union organizations, others (which ones?) <b>Trade Union Forum</b> <input checked="" type="checkbox"/> complaints; <input checked="" type="checkbox"/> information in mass media (please specify) <b>Information on scams targeting young people taking on holiday jobs, seasonal work</b> <input checked="" type="checkbox"/> others (please specify) <b>SLI Consulting Centre</b>
6.	How was the project (of non-inspection activity) prepared?		
a)	By an organisational unit of the labour inspectorate	Yes	<p>If so, what is the range of the duties of the unit responsible for the preparation of the project?</p> <p><b>SLI Chief Labour Inspectorate (CLI) – responsible for the implementation of the entire project both at the central level and in District Labour Inspectorates.</b></p> <p><b>Responsibilities: conceptual development of the campaign, planning of the campaign, implementation of the campaign:</b></p>

			<p><b>development of the creatives and strategy of the campaign, implementation of the campaign on the Internet, in social media, in public communication, organisation of competitions, summary of project implementation, supervision and collection of information on project implementation by District Labour Inspectorates.</b></p> <p>If so, how many members of staff are employed in the unit responsible for the preparation of the project? (number of staff employed in the unit: ... and number of staff preparing the project: ...)</p> <p><b>Number of staff working in the unit (Prevention and Promotion Department of the CLI): 19 and number of staff preparing the project: 7.</b></p>
b)	By a group/team established ad hoc to implement the project	<b>Yes</b>	<p>Who were the members of the group?</p> <p><b>Director and Vice-director of the CLI Prevention and Promotion Department, experts, graphic designers.</b></p> <p>Who verified consistency of the implemented project with the approved plans?</p> <p><b>Director and Vice-director of the CLI Prevention and Promotion Department, 3 experts, 2 graphic designers</b></p> <p>To what extent consistency of the implemented project with the approved plans was verified?</p> <p><b>The consistency of the implemented project with the approved plans is verified on an ongoing basis by checking the achieved indicators against the planned ones, also in cooperation with other departments of the CLI.</b></p>



c)	By an external entity (e.g. another public authority or a private enterprise)	No	
7.	Was the project (of non-inspection activity) related to an inspection task?	No	
10.	How was the target group of the non-inspection activity specified?		
a)	In the plan of the non-inspection activity.	Yes	
b)	In a different way.	No	
11.	What criteria were used while selecting the target group?		<b>Age criterion: 14-26 year olds. The target audience was primary school pupils, secondary school pupils, students or persons looking for/going into their first job</b>
12.	Were IT tools used to identify the priority area in the described non-inspection project?	No	
13.	Were IT tools used to identify the target group of activities carried out within the described non-inspection project?	No	
<b>D. Types of tasks undertaken during implementation of the non-inspection activity</b>			
14.	What activities were carried out so as to implement the project of the non-inspection activity?		<input checked="" type="checkbox"/> cooperation with partners to collect and develop a set of "good practices" <input checked="" type="checkbox"/> training sessions <input checked="" type="checkbox"/> distribution of publications, audio-visual materials; <input checked="" type="checkbox"/> provision of advice <input checked="" type="checkbox"/> competitions <input checked="" type="checkbox"/> sharing experience and information during seminars and conferences <input checked="" type="checkbox"/> information on the Inspectorate's own websites <input checked="" type="checkbox"/> information on websites of stakeholders



			<input checked="" type="checkbox"/> paid campaign on the Internet <input checked="" type="checkbox"/> information in the social media (FB, Instagram, X) <input checked="" type="checkbox"/> information disseminated via stakeholders <input checked="" type="checkbox"/> others (please specify). <b>Campaign in public transport throughout Poland (30-second films on LCD screens, display of posters)</b>
15.	How were the contents of the project (of non-inspection activity) disseminated?		
a)	The mass media used to disseminate the message (tick the appropriate answer)		How frequently did the message appear in each of the used mass media? In what period did the message appear?
	– websites addressed to the target group of the LI's activities	<b>Yes</b>	<b>35 days online, 28 days in public transport</b>
	– advertising with the use of an Internet advertising network, e.g. Google Ads	<b>Yes</b>	
	– others (please, specify) <b>Advertising on social media, YouTube, TikTok, Instagram</b>	<b>Yes</b>	
b)	Other ways of informing the general public about the non-inspection activity.	<b>Yes</b>	What were they? (please specify) <b>Video and poster advertising on public transport</b>
16.	Was effectiveness proven during previous projects taken into account while selecting activities for the described project of non-inspection activity?	<b>Yes</b>	If so, how was the effectiveness of activities assessed and documented? <b>The effectiveness of the tasks was evaluated and documented on the basis of the post-completion reports produced by the contractors implementing the campaign in public transport and on the Internet. The campaign was implemented again the following year both in public transport and on the Internet, as it was very positively evaluated, and the contractor's</b>

			recommendations were used to better reach the target groups.
<b>E. Methods of disseminating information about the project of the non-inspection activity</b>			
17.	Did you develop any plan to communicate the information about the project to:		
a)	stakeholders in the sector covered by the non-inspection activity ?	No	
b)	the general public?	No	
18.	Did you assess the effectiveness of communication of the project contents to stakeholders in the sector covered by the non-inspection activity or to the general public?	No	
<b>F. Evaluation of the non-inspection activity. Methods and tools used to evaluate non-inspection initiatives.</b>			
19.	Were the project results evaluated?	No	
20.	How were the project <b>results</b> evaluated?		
a)	Was any final summary evaluation of the non-inspection activity made?		If so, what was the scope of such evaluation? <b>The campaign was implemented between 2022 and 2024, with a summary evaluation of the campaign planned for 2025.</b>
b)	Were partial assessments made during the non-inspection activity?	Yes	If so, what was the frequency of partial assessments? <b>After the end of the calendar year, a report is drawn up, based on the activities of the CLI and the sub-reports provided by the District Labour Inspectorates. The materials submitted include information on what, when, where, to what extent was implemented.</b>
c)	Did you prepare a formal document with evaluation of the promotional campaign after its completion?	No	

21.	Were the <b>effects</b> of the non-inspection activity evaluated?	<b>No</b>	
22.	What tools and methods were used to evaluate the <b>effects</b> of the non-inspection activity?		
a)	Evaluation by labour inspectors during inspection of establishments covered by the promotional campaign.	<b>Yes</b>	Inspectors were provided with: <input checked="" type="checkbox"/> others (please specify) <b>Guidelines for project implementation in the respective District Labour Inspectorate</b>
b)	Checklists filled out by establishments covered by the promotional campaign.	<b>No</b>	
c)	Questionnaires (surveys) addressed to establishments covered by the campaign.	<b>No</b>	
d)	Other tools and methods applied during evaluation of the promotional campaign.	<b>No</b>	
23.	Were IT tools used to assess the effectiveness of the non-inspection campaign?	<b>No</b>	