



FAIR RECRUITMENT ADV CAMPAIGN

for the domestic work in Italy.



Project of
DOMINA - National Association for Family Employment in the Domestic Work Sector
and **IDWF** - International Domestic Workers Federation



Firmataria del C.C.N.L. sulla disciplina del rapporto di lavoro domestico



FAIR RECRUITMENT IN THE DOMESTIC WORK SECTOR

In today's globalized economy, domestic workers are increasingly looking for job opportunities and a decent life beyond their home country. Concerns have been raised about the growing number of unscrupulous employment agencies, informal labour intermediaries and other operators that act outside the legal and regulatory framework preying on low-skilled workers. Reported abuses involve at least one of the following: labour exploitation, irregular work, human trafficking, irregular migration and seizure of documents.

Despite the existence of international labour standards and Italian laws on recruitment regulations, their enforcement often fall short of protecting the rights of workers, and migrant workers in particular. Domestic workers are among the most vulnerable categories of workers.

THE CAMPAIGN

“Fair recruitment for the domestic work in Italy” is an international informative campaign promoted by DOMINA - National Association for Family Employment in the Domestic Work Sector and IDWF - International Domestic Workers Federation. It concerns itself with the process of immigration for workers, and employment as a domestic worker. In particular, the campaign provides information on legal requirements to acquire a work permit and risks regarding informal and illegal intermediaries.

Message

The core message of the campaign is “Choose the safe path”. The tone of voice is formal and concrete: the language used is simple and direct.

Objectives

This is an informative campaign that aims to prevent fraudulent practices during the recruitment and placement process of the migrant domestic workers, to protect their rights, to increase public concern and raise national and international political awareness on the issue.

Target

Primary target audience: migrant domestic workers and employers that resides in Italy.
Secondary target audience: national and international Institutions.

Distribution

Printed materials will be distributed to national associations of domestic workers, to Italian embassies and consulates and to associations of foreign communities based in Italy.

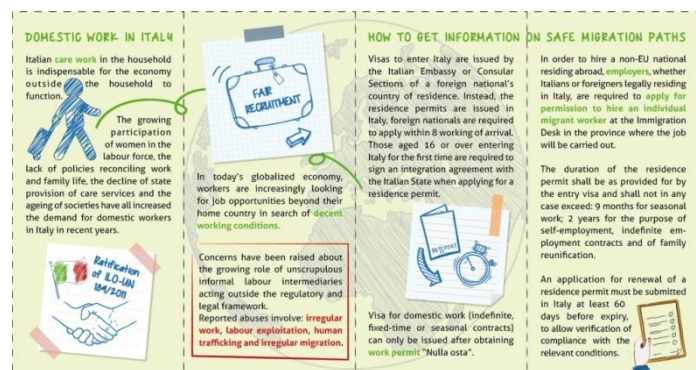
Tools

The advertising campaign consists of 2 tools: a poster and a leaflet (with two logos DOMINA and IDWF) in English.



Poster: compares a double route (legal/illegal) to point out the consequences of relying on the informal intermediaries. The colour palette emphasize the difference between formal (green) and informal (red) path.

Leaflet: describes briefly the importance of the domestic work sector and the fair recruitment issue that affect the workers. Furthermore it explains the procedure to hire a domestic worker in Italy and it mentions the official sources to rely on for more information.



ASSOCIATIONS THAT PROMOTE THE CAMPAIGN

DOMINA

National Association for Family Employment in the Domestic Work Sector

DOMINA protects families in the domestic work sector and provides support to manage professional relationships with domestic workers and family carers. It offers specialized consultancy to families who hire domestic helpers, care workers, babysitters, operating through a solid network of DOMINA centers across the country.

The Association works every day to ensure the correct application of current legislation and of the national collective agreement on domestic work, co-signed by DOMINA, Filcams-CGIL, Fisascat-CISL, UilTucs, Federcolf and Fidaldo.

DOMINA runs research and monitors domestic work through its own Observatory, promoting higher professionalism in the sector. Together with social partners, DOMINA contributes to the development of Cas.sa.Colf, which offers supplementary health services to employers and workers. Together with EBINCOLF, DOMINA offers training opportunities to qualify the competences required in domestic work.

IDWF

International Domestic Workers Federation

The International Domestic Workers Federation (IDWF) is a membership-based global organization of domestic/household workers. It is the first such global union federation to be formed for informal workers for many years, and it is the first one to be led by women. Its objective is to build a strong, democratic and united domestic/household workers' global organization to protect and advance domestic/household workers' rights everywhere across the world.

IDWF believes that domestic work is work, and that all domestic/household workers must enjoy the same rights as all other workers. The IDWF grew out of the International Domestic Workers Network (IDWN). It was established as a global federation at its Founding Congress in Montevideo, Uruguay, 26-28 October 2013.

IDWF has 69 affiliated organizations from 55 countries, representing over 500,000 domestic workers in the world. Most of the affiliates are trade unions, and others are associations and workers' cooperatives of domestic workers.

DOMINA
National Association for
Family Employment
in the Domestic Work Sector

Viale Pasteur 77
00144 Rome
Tel. +39 0650797673
segreteria@associazionedomina.it
www.associazionedomina.it



Firmataria del C.C.N.L. sulla disciplina del rapporto di lavoro domestico

IDWF
International Domestic
Workers Federation

CTU Training Centre, 18 Shek Lei Street,
Kwai N.T. - Hong Kong
Tel. +852 9091 9088
General Secretary
elizabeth.tang@idwfed.org
www.idwfed.org

