



# FAIR RECRUITMENT ADV CAMPAIGN for the domestic work in Italy



Project by



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

*This campaign was developed with the technical support of the  
Office for Italy and San Marino of the International Labour Organization*

Supported by





# 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, in collaboration with the Office for Italy and San Marino of the International Labour Organization, and supported by IDWF - International Domestic Workers Federation, Filcams CGIL, Fisascat CISL, UILTuCS and Federcolf. 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.

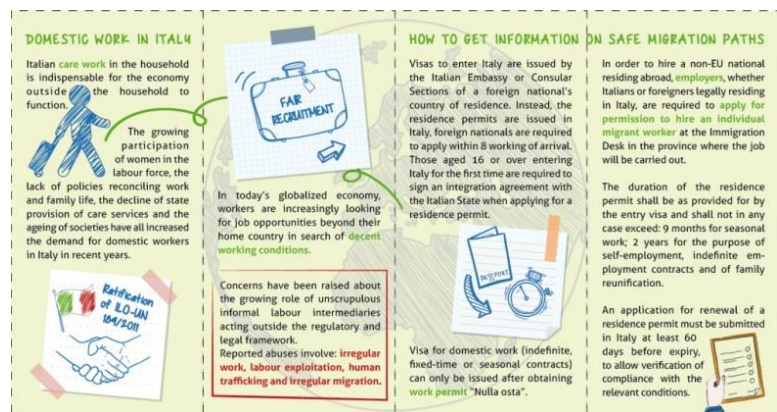
## Tools

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 is signatory of the National Collective Agreement on Domestic Work and works every day to ensure its correct application.

*DOMINA is signatory of the National Collective Agreement on the regulation of Domestic Work*

## IDWF

International Domestic Workers Federation

IDWF is a 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 protect and advance domestic/household workers' rights. IDWF grew out of the International Domestic Workers Network. It was constituted in 2013 and has 69 affiliated organizations from 55 countries, representing over 500,000 domestic workers in the world.

## Filcams CGIL

Italian federation of workers in the trade, tourism and services sectors

Filcams CGIL represents over 6.7 million workers employed in the tertiary, tourism and services sectors. With almost 600 thousand members, it represents the largest category of active workers members of the trade union CGIL. Filcams represents workers in strongly feminised sectors: women workers represent 60% of its members and are employed in particular in the trade and services sectors.

*Filcams CGIL is signatory of the National Collective Agreement on the regulation of Domestic Work*



## **Fisascat CISL**

### **Italian federation of trade unions for trade, tourism and related services**

Fisascat is a trade union federation, member of CISL. It represents workers in the tertiary, tourism and services sectors, taking part in the stipulation of national, territorial and company-level collective agreements. Fisascat Cisl contributes to promote the modernisation of sectoral policies in the services sector, as well as in the distribution and tourism sectors, and to create an advanced system of labour relations, also through bilateral negotiations.

*Fisascat CISL is signatory of the National Collective Agreement on the regulation of Domestic Work*

## **UILTuCS**

### **Italian union of workers in the tourism, trade and services sectors**

UILTuCS is the trade union association of workers in the tourism, trade and services sectors. Its actions comprise the protection of workers against employers' arbitrariness; negotiations on the stipulation, renewal, modification, registration of collective agreements (including on domestic work) and regulation of all aspects of the employment relationship.

*UILTuCS is signatory of the National Collective Agreement on the regulation of Domestic Work*

## **Federcolf**

### **Trade union federation of domestic and care workers**

FEDERCOLF was constituted as a trade union of domestic and care workers in 1971. Since 1974, it is signatory of the National Collective Agreement on the regulation of Domestic Work together with CGIL, CISL and UIL. It is a democratic and non-partisan sectoral federation, that all care and domestic workers, both Italian and foreign, can join. Federcolf strives to achieve the full equality of domestic and care workers compared to other professional categories and protects them in labor disputes.

*Federcolf is signatory of the National Collective Agreement on the regulation of Domestic Work*

## *In collaboration with*

### **ILO**

#### Office for Italy and San Marino of the International Labour Organization

ILO is the only tripartite Agency of the United Nations. Since 1919, it brings together governments, employer organizations and trade unions of 187 member States, to set labour standards, develop policies and devise programmes that promote decent work for women and men around the world.

The strategic objectives of the ILO aim to: (i) promote fundamental principles and rights at work, (ii) encourage decent employment opportunities, (iii) enhance social protection, and (iv) strengthen social dialogue and tripartism. The tripartite structure of the ILO gives an equal voice to representatives of governments, employers and workers, and to ensure that the interest and views are closely reflected in the work of the Organization.

The Office in Rome is the representation for Italy and San Marino of the Organization. It supports the work of the tripartite constituents of these countries and undertakes a number of activities that include:

- Programme development and technical support for ILO constituents in the areas of labour and social policies;
- Research activities and organization of conferences and other events on the main areas of work of the ILO;
- Advocacy and awareness-raising initiatives;
- Dissemination of information and documentation on the topics related to labour and social policy.

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of the **International Labour Organization**

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