



About the **LET'S MAKE IT WORK** campaign

LET'S MAKE IT WORK

The European Pillar
of Social Rights
Action Plan

Aim of the campaign and social relevance/impact

Due to the importance of its messages and goals, the 'Let's Make it Work' campaign will take place until 2025 (3 years). In 2023, the campaign has a special focus on skills, coinciding with the European Year of Skills. In 2024 and 2025, it will cover all five topics (Skills, Family, Work, Income and Equality) equally. The campaign will reach out to citizens via stakeholders, events and media, at the local, national and European levels.

The campaign aims to impact a wide range of people, including those who are looking for a promotion or to move up the career ladder (self-development), people who need help but don't know where to find the right information (information gap) and people who don't even know where to begin or what they are looking for. This takes the European Pillar of Social Rights Action Plan and transforms it into a practical and tangible platform for all citizens to learn and benefit from.

Additionally, it is important to consider that human stories – each a beneficiary of EU programmes who has managed to improve their life and each citizen potentially seeking support – are the focus of this campaign, making it even more relevant for citizens to be aware and find guidance and support through the EPSR.

Main goals

The 'Let's Make it Work' campaign has two main goals:

- Inform and engage EU citizens around key aspects of the European Pillar of Social Rights Action Plan.
- Raise awareness and inform citizens about social rights in the EU and reinforce citizens' and stakeholders' trust in the EU as a social actor.

Targets of the campaign

Although the European Pillar of Social Rights Action Plan is relevant to all European citizens, some priority audiences have been identified: working parents, young professionals, job seekers and employers in SMEs, as they have a specific interest in the campaign topics but often limited knowledge of the Action Plan. An additional audience is targeted when focusing on the Skills topic: NEETs (Not in Education, Employment or Training). Indeed, they are the target audience that needs to acquire skills the most and are less aware of where to turn in order to gain them.

Making people aware of the campaign

It is important to empower citizens to make use of their social rights by making them aware of how they can actually exercise their rights. This campaign aims to

aggregate the opportunities available for EU citizens and to raise awareness and help people to get comprehensive information about what exists and is being implemented in EU countries on a social level. As social rights are inherent to our daily lives, sometimes it becomes difficult to make them tangible and to properly understand how to use them to our own benefit, hence the relevance of this campaign.

Stakeholders' contribution to the campaign

The campaign involves all 27 Member States so stakeholders from all EU countries are invited to actively participate in the campaign in different ways. This can be translated into specific activities, promoting success stories and actively engaging people in learning about their social rights. Their contribution at the EU, national and regional levels is key for informing and helping people find the opportunities available to them.

How the campaign brings value to European citizens

To translate EU policies into tangible personal advantages for citizens, the campaign has been structured around five themes representing categories that affect the lives of all EU citizens:

- Skills
- Family
- Work
- Income
- Equality

In the campaign website, all of these topics are translated into concrete programmes and projects which are running at a local/national level, informing EU citizens about the opportunities they can benefit from, either to develop their skills, find a new job or create their own business. This website is also a way of sharing inspiring human stories of people across Europe who were able to participate and make use of their rights to improve their employment conditions and by doing so, change and improve their lives.

ADDITIONAL QUESTIONS

About the European Pillar of Social Rights

What is the European Pillar of Social Rights?

The EPSR sets out a series of rights that protect EU citizens throughout their lives – whether they are at work, looking for a job or whatever the circumstances. Built on 20 key principles, it has been designed to help EU citizens understand and exercise their rights.

[More about the 20 principles](#)

What is the European Pillar of Social Rights Action Plan?

The Action Plan sets out what Member States can do to turn the Pillar's 20 principles into a reality via three main goals. EU Member States have all committed to these goals.

[More about the Action Plan](#)

How is the EU going to implement the Plan?

The European Pillar of Social Rights Action Plan turns the principles into concrete actions to benefit citizens and proposes headline targets for the EU to reach by 2030. The EU institutions, national, regional and local authorities, social partners and civil society have committed to delivering the Pillar of Social Rights.

[More information](#)

About the campaign

Why is money being spent on this now/aren't there more important issues?

While facing many challenges, the EU is working to improve life for all EU citizens and create a sustainable future through a variety of different programmes. Issues tackled in this campaign – employment, training, equality, poverty reduction and social exclusion – are a key part of building a future that is fair, inclusive and full of opportunity.

With this campaign, we are aiming to make EU citizens involved and aware of their rights.

Why should EU citizens know about the European Pillar of Social Rights?

The European Pillar of Social Rights helps EU citizens understand what their rights are and how to use them. It's important to know what the EU does for working parents, employees and job seekers.

What are the opportunities for EU citizens during European Year of Skills?

The European Year of Skills is promoting investment in training, enabling people to progress in their jobs or find new opportunities. Helping people to get the right skills for quality jobs and helping companies, in particular small and medium enterprises, and address skills shortages in the EU is what this Year is all about.

[More about the European Year of Skills](#)

What is going to happen during the European Year of Skills?

The European Commission (EC) sets objectives to boost lifelong learning, competitiveness, participation and talent. The EC will also promote initiatives to support skills development, events and awareness-raising campaigns.

[More information](#)

About Skills

What are the skills of tomorrow?

The future will require a variety of skills, both new and existing. We are focusing on training more people in the skills that we are currently missing. Many of these skills relate to the digital transformation and the green transition that are underway. In order to make the EU climate neutral by 2050, we are going to need lots of people who are trained to work in green industries. This presents a fantastic opportunity for people to move into a growing industry and secure good quality employment. The growth in digital industries also presents a great opportunity for a fulfilling career and we are encouraging more people to consider taking training courses in this area.

What are the jobs of tomorrow?

The jobs of tomorrow will form part of the green transition, carried out by professionals who build and master green technologies and develop green products and services. There will also be growth in the digital and technology industry, particularly in fields such as

machine learning, artificial intelligence, data science and cybersecurity.

How can EU citizens improve their skills?

EU citizens can improve their skills through training courses and lifelong learning programmes.

[More about how the EU helps its citizens get or improve skills](#)

Why is there such an emphasis on green and digital skills?

To contribute to and achieve green and digital transitions, advanced skills are needed for our future. A workforce with the skills that are in demand contributes to sustainable growth, leads to more innovation and improves companies' competitiveness.

[More about how the EU will help get the right skills for quality jobs](#)