

LET'S MAKE IT WORK

A three-year campaign to promote European employment and social rights all over Europe.

LET'S MAKE IT WORK

The European Pillar of Social Rights Action Plan

Objectives

The European Pillar of Social Rights was launched in November 2017, but in 2021 only 30% of European citizens had heard of it. The 'Let's Make it Work' campaign aims to **raise awareness** and inform citizens of all 27 EU Member States about **employment and social rights** in the EU, encourage them to make use of their rights, and reinforce citizens' and stakeholders' trust in the EU as a social actor.

A three-year campaign

The 'Let's Make it Work' campaign will last three years. In 2023, there will be a special focus on skills, whereas the rest of the campaign, in 2024 and 2025, will cover all five campaign topics equally: **work, income, family, equality and skills**. The campaign will reach out to citizens via stakeholders, events and media at the local, national and European levels.

Audience

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** have a specific interest in the campaign topics but often limited knowledge of the Action Plan. Additionally, NEETs (Not in Education, Employment or Training) are targeted when focusing on skills. Indeed, they are the target audience with the greatest need of acquiring skills and are less aware of where to turn in order to gain them.

20 principles and five main themes

The 20 principles of the European Pillar of Social Rights are divided into three chapters: 'Equal opportunities & labour market access' – 'Fair working conditions' – 'Social protection and inclusion'.

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

- Work
- Income
- Family
- Skills
- Equality

Hashtag

The campaign hashtag is directly linked to the campaign motto 'Let's Make it Work' and will be: **#MakeltWork**

Website

The 'Let's Make it Work' campaign website is the central point that will provide information on EU action on social and employment policies. It will make existing information on EU and national websites more easily available to citizens. The website is available in all EU languages and is updated regularly.

The website URL is <https://www.europa.eu/make-it-work>

EUROPEAN PILLAR OF SOCIAL RIGHTS

What is the European Pillar of Social Rights?

The European Union proclaimed the European Pillar of Social Rights in 2017 at the Gothenburg Summit. The Pillar sets out **20 key principles** which represent the beacon guiding us towards a strong, social Europe that is fair, inclusive and full of opportunity.

What is the European Pillar of Social Rights Action Plan?

The Action Plan sets out concrete initiatives to turn the European Pillar of Social Rights into reality. It proposes **headline targets for the EU by 2030**. It serves as a beacon for the European Union, providing a platform and direction for national governments to take action through their legislations.

The contribution of numerous actors at the national, regional and local levels is needed for its intentions to be realised by creating legislation to uphold social rights.

What does it mean concretely?

To help citizens understand and exercise their rights, the European Union, and specifically DG EMPL within the European Commission, is working to create more jobs and fight inequality and social exclusion by ensuring everyone can access high quality work and trainings.

All EU countries have committed to three key targets for a social Europe that improve our global quality of life:

- at least **78%** of the population aged 20 to 64 **in employment** by 2030
- at least **60%** of all adults should **participate in training** every year by 2030
- at least **15 million fewer people at risk of poverty or social exclusion** by 2030



THE EUROPEAN YEAR OF SKILLS

The European Union declared the European Year of Skills (EYS) an occasion for the EU to put the spotlight on a key topic for all European citizens and show the efforts made by the EU.

As the EYS highlights one of the main themes of the “Let’s Make it Work” campaign, this theme is given special emphasis in 2023.

#EuropeanYearOfSkills