Student@work Campaign, Belgium

Title of the policy or measure (in English)	Student@work Campaign
• Country	Belgium
• Sectors	All
• What groups are targeted by the measure	- Students (specifically those who are at least 16 years old, or at least 15 years old who have finished the first two years of secondary education) (directly targeted) - Parents of students (indirectly targeted) - Employers (indirectly targeted)
• Purpose of measure	Changing attitudes: awareness raising
• Short sentence summarising the measure	The Student@work campaign consists of a multilingual website and app that allows students to keep track of the number of hours they have worked and share this with their employers, while promotional videos, promotional activities and social media are used to raise awareness around labour legislation that applies to students.
Background	
• Background context driving the implementation of the measure	The Student@work campaign was introduced against a background of confusion regarding the labour legislation that applies to students which was outlined in The Royal Decree of 23 December 1996.[i] This legislation specifies that students and their employers pay lower social security contributions up to a certain number of hours worked. However, working more than a certain number of hours impacts the amount of social security contributions the student and their parents will have to pay, and the amount of child benefits the parents will receive.
• When was the measure implemented? (including start date and end date/ongoing)	The Student@work campaign began in October 2011, with the publication of several awareness raising videos on YouTube and is ongoing. The Student@work website was launched in December 2011, and the app was launched in 2015.
• Names(s) of authorities/bodies/organisations involved	The Belgian National Social Security Office
• Scope of the measure (a pilot project, nationwide, regional wide)	Nationwide
• Type of (policy) measure	Awareness raising campaign
• Key objectives of the measure	**General objectives:** - Raising awareness about the labour legislation that applies to student work - Avoiding undeclared work among students **Specific objectives:** - Promoting student employment by raising awareness about the lower social security contribution rates that apply to students and their employers - Helping to ensure that students, their employers and their parents are

	paying the correct amount of social security contributions and parents are receiving the correct amount of child benefit by raising awareness about the restrictions that apply to the lower social security contribution rates. - Making it easier for students to keep track of the number of hours worked - Making it easier for students to share with employers the number of hours they are able to work at the reduced rate of social security contributions.
Specific measure	
• Description of how the measure operates in practice	- The Student@work campaign began with an awareness raising campaign. This included short promotional videos that were published on YouTube and were also shown in cinemas and on TV. The first promotional videos were published in 2011, and were first shown in cinemas[ii] and on TV in 2012. Further promotional videos were published in 2012[iii], 2015, and 2017. The 2017 commercials were also shown in cinemas.[iv] - Another aspect of the awareness raising campaign was a tour of Belgian university campuses in 2012, which included giving away eID readers that are needed to use the Student@work app. Promotional videos were created to document each visit. This included visits to Mons, Hasselt, Tournai, Louvain-la-Neuve, Namur, Charleroi and Ghent. Twitter[v] and Facebook[vi] are used to share information, engage students, and share the awareness raising activities that Student@work undertakes. - Student@work also includes a website and an app (which can be accessed through the website or downloaded separately), which are central to the measure. The website and app are available in the official languages of Belgium (Dutch, French and German), and also in English. The website provides information on how to use the app, what the app can be used for, and technical questions regarding who is able to have a student job, the impact of the number of hours worked on social security contributions and child benefits, the requirements for having a student job (including the requirement of a written contract) and information on wages and benefits. The website also provides practical information to help students find a job. Students can access the app by logging in with their eID cards.[vii] Once logged on, students can check the remaining hours they are able to work at the lower social security contribution rate, and can view all the student jobs they have previously carried out. Students are also able to create an "attestation", a certificate that employers may request to see how many remaining hours the student has available at the lower social security rate.[viii]
• What resources and other relevant organisational aspects are involved?	The Student@work campaign requires staff to manage and produce content for the awareness raising campaigns, and to deal with student questions. Currently this amounts to the equivalent of less than one full-time employee for project management of awareness-raising campaigns and six full-time employees to deal with student questions. The creation of content is done by an external communications agency.
• What are the source(s) of funding?	National funding
Evaluation and outcome	
• Has the measure achieved its objectives?	The Student@work campaign has succeeded in improving awareness about the labour legislation for student work among students. It appears to have been successful in increasing student employment, as rates of student employment and numbers of student employers has increased since the implementation of this measure. The app has been successful in making it

	easier for students to track the number of hours worked, as they were previously unable to access this data, and the attestation that can be created is a simple way to accurately share the number of hours a student has available at the lower social security contribution rate with employers.
• Assessment method (including indicators used to measure its impact), and the outputs and outcomes achieved	• Social media metrics, number of app installations and number of "job students" and student employers are used to assess the success of this measure. • The app has been installed 170 000 times (100 000 on Android devices and 70 000 on Apple devices). The Student@work Twitter account is followed by 765 people, and the Facebook page is "liked" by more than 93 000 people and followed by more than 90 000 people. The number of students working has increased significantly from 441 749 in 2012 to 522 765 in 2017, as has the number of employers, from 52 134 to 59 806.[ix]
• What are lessons learnt and the key conditions for success?	- **Be where your audience is**: the main success factor of the awareness raising campaign was using a style and media that are in line with students' preferences; - **Provide safe and easy access**: while most student seemed happy with the app and the information and services provided, there were a number of complaints about the log on procedure, which was perceived as being too complicated. Over time, many of these technical issues were resolved, and new, more user-friendly access methods were implemented.
• Level of transferability (e.g. other countries/groups/sectors)	As students are considered a "risk group" for undeclared and under-declared work across the EU,[x] this approach has a high level of transferability for other Member States. It may also be transferred to other target populations, although considerations of the level of computer literacy and knowledge requirements of other target populations would then need to be considered.
Additional information	
• Contacts	Bart Stalpaert, General Advisor, National Social Security Office Email address: bart.stalpaert@onssrszlss.fgov.be Kris Wils, Communications Manager, National Social Security Office Email address: kris.wils@rsz.fgov.be
• Useful sources and resources	Student@work website: https://www.mysocialsecurity.be/student/en/index.html
• Metadata and key words for online search	Belgium; Student@work; National Social Security Office; social security contributions; labour legislation; awareness raising; child benefit; social media; multilingual website; promotional videos; TV commercials; eID readers

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[i] Internet: http://www.ejustice.just.fgov.be/cgi_loi/change_lg.pl?language=fr&la=F&cn=1996122342&table_name=loi

[ii] Internet: https://www.youtube.com/watch?v=YfduGggTlwg&feature=youtu.be

[iii] Internet: https://www.youtube.com/watch?v=u5nztFK8AnM&feature=youtu.be

[iv] Internet: https://www.youtube.com/watch?v=c-7vXLkas6s

[v] Internet: https://twitter.com/student_at_work

[vi] Internet: https://www.facebook.com/studentatwork

[vii] Internet: https://www.mysocialsecurity.be/student/en/about-student-at-work/procedure.html

[viii] Internet: https://www.mysocialsecurity.be/student/en/about-student-at-work/certificate.html

[ix] Internet: https://www.rsz.fgov.be/de/statistiken/online-statistiken/zusaetzliche-jahresstatistiken-studentenarbeit#Tabelle_2_:_Wie_viele_Studenten_haben_wann_im_Jahr_gearbeitet_

[x] Learning Resource Paper from the Thematic Review Workshop: 'Information Tools and Approaches to Reach Out to Workers and Companies', Stockholm, Sweden 22-23 March 2018