

GO TO LIGHT! communication campaign on undeclared work



Over **1,5 million**
persons reached



State Labour Service of Ukraine
leading authority

How we communicate



SLS site section on UDW
over **14,500** users



NV.ua special project
97,000 unique views



Intercity trains
over **500,000** persons



Over **743,000**
unique users



20,000
booklets and posters



citizens' requests to SLS
grew up to **12,500**

The most active users

71%
women



25-44
years



Employers
on liability for using UDW



The most viewed videos
how declared work helps to improve business
why UDW is a problem in Ukraine

www.facebook.com/shd4Ukraine

www.ilo.org/shd4Ukraine