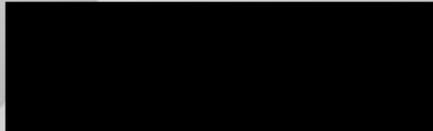
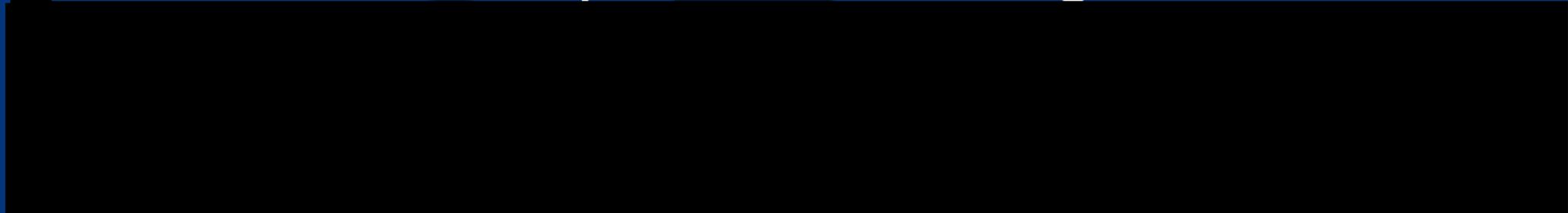




BOLD
THINKERS
DRIVING
REAL-WORLD
IMPACT



Communication plan of labor legislation modification



2021

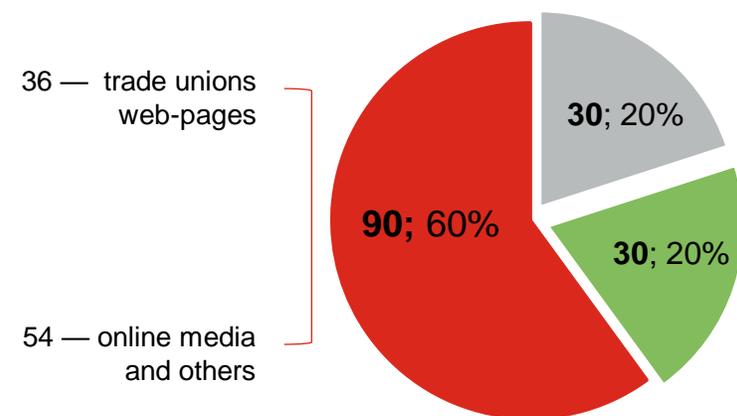
Part 1

Promoting the benefits of changes to the legislation in the field of labor relations

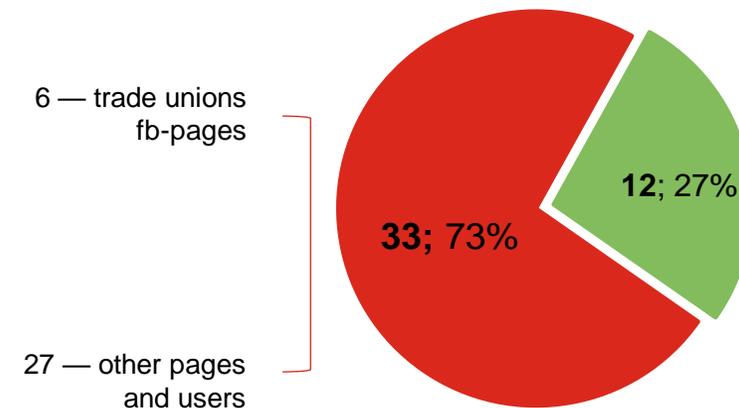
Situation analysis

- To determine the positions of key stakeholders and public opinion leaders on the draft law, the media space was monitored and analyzed. 150 materials published in online media and other Internet resources, as well as 45 publications on the social network Facebook for the period from May 1 to October 6, 2021 were analyzed. The materials are selected according to the availability of Google and Facebook in the search results for the appropriate time interval.
- The number of publications is dominated by negative materials: 90 negative publications (60%), 30 positive and 30 neutral (20% of the total). Almost 40% of the available negative publications (36 materials) are posted on the websites of trade unions (regional and sectoral organizations).
- Posts on Facebook are somewhat more polarized (which is typical for the type of communication on social networks as such). 73% (33 materials) - negative. Of these, only 6 materials are on the pages of trade unions. And 12 positive materials - 27% of the total.
- It should be noted that before the Verkhovna Rada of Ukraine submitted the draft law №5388, it was mentioned mainly together with the draft law №5371 "On Amendments to Certain Legislative Acts Concerning Simplification of Labor Relations in the Sphere of Small and Medium Business and Reduction of Administrative Burdens on Entrepreneurship ».

Tonality of materials on Internet resources



Tonality of Facebook publications



■ Нейтрально Neutral
■ Позитив Positive
■ Негатив Negative

Keynote speakers

- **Supporters**
- **Representatives of the Ministry of Economy, the relevant parliamentary committee and representatives of employers' organizations predominate among the speakers who publicly expressed their positive assessment of the draft law №5388. Expert lawyers also provide professional analysis (often neutral).**
- **There are no activists with a high level of media activity among the supporters of the bill.**

Experts, lawyers

Employers' representatives

Government officials

Oleg Hetman - Economist, coordinator of expert groups of the Economic Expert Platform

Economic Expert Platform

Lyudmila Zvereva - lawyer, advisor to Crowe Mikhailenko, member of the NAAU Committee on Labor Law

Andriy Reun - Partner, Head of Tax Practice "LCF Legal Group"

Mykola Melnyk - Leviathan analytical group

Anna Urusova - Crowe Mikhailenko partner, lawyer

Mykhailo Nepran is the First Vice-President of the Chamber of Commerce and Industry of Ukraine, a member of the Ukrainian Business Council

Viktor Valeev - Director of the Software Ukraine Association, member of the Ukrainian Business Council

Borys Emeldesh is the president of the All-Ukrainian Professional Association of Entrepreneurs

Yana Dekusar - Head of HR Department, Nota Group, HR Manager, Octava Capital

Dmytro Oliynyk - Chairman of the Council of Employers' Federations of Ukraine

Svitlana Ichenska - Chairman of the Union of Entrepreneurs, Tenants and Owners of Sumy

Confederation of Builders of Ukraine

ROMB Alliance (regional small business associations)

Halyna Tretyakova - People's Deputy of Ukraine, Chairman of the Verkhovna Rada Committee on Social Policy and Protection of Veterans' Rights

Svitlana Glushchenko - Deputy Minister of Economy of Ukraine

Igor Dyadyura - Deputy Minister of Economy of Ukraine for Digital Development, Digital Transformations and Digitization

Facebook audience (friends and subscribers)

[5221](#)

[3800](#)

[50](#)

[3695](#)

[> 1050](#)

[Not specified](#)

[4089](#)

[Not specified](#)

[4466](#)

[9079](#)

[389](#)

[4153](#)

[1046](#)

[10431](#)

[1965](#)

[Not specified](#)

Media resources

[Column on NV](#), [Column on "Economic Truth"](#)

[Website](#)

[Column on "Economic Truth"](#), [Expert publications and comments on other resources](#)

[Column on the "Mirror of the Week"](#), [Site](#)

[Website](#)

[Column on liga.net](#)

[Interfax column](#)

[Column on the site "Comments"](#)

[Expert publications and comments on various resources](#)

[Column on the EBA website](#)

[FRU website](#)

[Website](#)

[Speeches in the Verkhovna Rada](#), [media comments](#)

[Website of the Ministry of Economy](#), [Column on "Economic Truth"](#)

[Website of the Ministry of Economy](#), [Media Comments](#)

Keynote speakers

- **Opponents**
- **These are mostly representatives of trade unions, politicians and experts who share the left ideology.**
- **The Batkivshchyna party and its chairman Yulia Tymoshenko categorically oppose the adoption of the bill. The relatively new left-wing party Narodovladdya (Chairman - Yuriy Levchenko) also opposes the project. It is worth noting that the bill is also criticized by the Russian media (which are mostly blocked in Ukraine) and some politicians who have been publicly accused of supporting Russia (Maxim Buzhansky, Alexander Dubinsky).**
- **It is noteworthy that the OPZJ party does not actively criticize the document, in contrast to the draft law "On Labor" (№2708), which was considered by the Verkhovna Rada in late 2019 - early 2020.**
- **Opponents of the bill include a number of politicians with a high level of media activity and visibility.**

		Facebook audience (friends and subscribers)	Media resources
<i>Trade unions</i>	Federation of Trade Unions of Ukraine	6 104	Website
	Hryhoriy Osovyyi is the head of the FPSU	402	Website
	Serhiy Kondryuk - Deputy Chairman of the Federation of Trade Unions of Ukraine	> 95 (not specified)	Media comments
	Confederation of Free Trade Unions of Ukraine	1 913	Website
<i>Experts, organizations</i>	Igor Umansky - economist, former Minister of Finance of Ukraine	26 124	
	Vitaliy Dudin - Chairman of the Board of the Social Movement		Media comments
	Dmytro Onuchenko - lawyer, partner of Unimindes Law Firm	968	Column on liga.net
	Andriy Manchuk is a Ukrainian journalist and political scientist	10000	Column on the site "Left"
	Georgiy Sandul - lawyer, NGO "Labor Initiatives"	not specified	
	Andriy Pavlovsky is an expert on social policy	16036	Columns: "Correspondent", Lb.ua, media comments
	National Bar Association of Ukraine	38 788	Website
<i>Trade union representatives</i>	Mykhailo Volynets - People's Deputy of Ukraine (Batkivshchyna), Chairman of the Confederation of Free Trade Unions of Ukraine, Chairman of the Independent Trade Union of Miners of Ukraine.	28 003	Batkivshchyna website
	Serhiy Rudyk - People's Deputy, District 198, Cherkasy region. Representative of the Federation of Trade Unions of Ukraine in the Verkhovna Rada of Ukraine.	1 176	Website
	Igor Tokovenko - Head of the Dnipropetrovsk Regional Organization of the People's Power Party. Leading lawyer of the Trade Union of Medical and Pharmaceutical Workers "Public Health".	4300	
<i>Politicians</i>	Yulia Tymoshenko is a People's Deputy of Ukraine. Batkivshchyna party chairman	2 292 880	Batkivshchyna website
	Oleksandr Dubynskyi is a People's Deputy of Ukraine. Majority district №94 (Kyiv region). Ex- "Servant of the people"	1,000,000	Website
	Maksym Buzhansky is a People's Deputy of Ukraine ("Servant of the People").	52 330	Telegram 38 578
	Yuriy Levchenko - Chairman of the People's Power Party. People's Deputy of Ukraine of the VIII convocation (ex- "Freedom").	49 454	
	Anatoliy Burmych is a People's Deputy of Ukraine. (OPZZh)		Media comments
	Vadym Ivchenko is a People's Deputy of Ukraine (Batkivshchyna). Deputy Chairman of the Committee on Agrarian Policy and Land Relations.	16 481	Batkivshchyna website
	Serhiy Belashov - member of the Batkivshchyna political party, deputy of the Poltava regional council	3 207	Column on the Poltava Region website

Argument "for"

Communication of the supporters of the bill is mainly a professional level of argumentation. Materials are published in specialized publications ("Economic Truth", "Novoe Vremya", professional resources on accounting and personnel accounting, etc.).

The bill provides for a reduction in the number of bureaucratic procedures, time for their passage and financial costs for the administration of labor relations. ... Three key changes are proposed that will help encourage employers to legally register employment relationships with employees, namely:

- 1) Less documentary burden on the administration of labor relations - reducing the number of mandatory documents, simplifying procedures.
- 2) More flexibility of labor relations - focusing on the importance of an individual employment contract, the effectiveness of making changes to it, changing the mechanism of trade union participation in the termination of the employment contract, and so on.
- 3) Elimination of outdated norms that create excessive workload.

- [Svitlana Glushchenko](#) - Deputy Minister of Economy of Ukraine

It is important to protect the rights of the worker and the employer. Bills № 5371 and № 5388 were submitted to the Verkhovna Rada of Ukraine. Their main goal is the liberalization of labor legislation. The proposed changes will make it easier to do business and allow the employee to choose the best working conditions.

[Ukraine 30 Forum. Human capital](#)

We are constantly in dialogue with business and receive many requests from small businesses... For example, FOP has two employees, and it has to develop rules of work schedule, vacation schedule... a huge pile of documents. For what? We will change it!

- [Igor Dyadyura](#) - Deputy Minister of Economy of Ukraine for Digital Development, Digital Transformations and Digitization

... The government bill stimulates employers to legalize employment, creates preconditions for more effective compliance with labor legislation, provides for the establishment of a convenient regime of working hours and rest, as well as - effective use of the leave period.

- [Halyna Tretyakova](#) - People's Deputy of Ukraine, Chairman of the Verkhovna Rada Committee on Social Policy and Protection of Veterans' Rights

If we analyze the labor legislation of countries with developed trade union movement, no legislation will oblige the employer to coordinate the dismissal of workers with the union and the obligation to coordinate with the union working hours, shift and vacation schedules, overtime, weekend work and more. The provisions of the Labor Code, which provide for this obligation of the employer, are archaic and do not meet modern working conditions.

- [Anna Urusova](#) - Crowe Mikhailenko partner, lawyer

According to the Federation of Employers of Ukraine, the draft Law №5388 as a whole solves the goal of deregulation of labor relations, facilitates the administration of labor relations in terms of personnel documentation, as well as other documents drawn up by the employer in accordance with the Labor Code, takes a step towards gradual transfer of conciliation trade unions for a consultation and information mechanism that takes into account the European Directive № 14

- [Dmytro Oliynyk](#) - Chairman of the Council of the Federation of Employers of Ukraine

... It is important to modernize archaic labor legislation, to ensure the possibility of using a free employment contract (draft laws №5371 and №5388). Such steps will lead to:

- accelerating wage growth;
- will help bring the economy out of the shadows;
- will help level the competition;
- reduce the outflow of workers abroad;
- accelerating GDP growth (according to a study by IMF experts - a 1% reduction in the labor tax wedges in the year of reform - increases production by 0.15% per year and increases employment by 0.2% per year)

[Economic expert platform](#)

Argument "against"

Opponents of the bill in communication use emotional slogans, simplifications, generalizations (except for some expert materials). In particular, they are announced at sittings of the Verkhovna Rada, which are broadcast on television, and during the protest action, which is covered by the mass media.

Fixed-term contracts are the lack of stable wealth in the family, the ability to plan a family, solve housing issues, and so on.

If you "voluntarily" signed an employment contract

-you lost the right to defense in court and supervisory authorities

If you don't know what you signed, the law won't protect you!

•You will be given the right to "dictate" working conditions.

•Of course, if you agree with the employer.

You are fully liable for damage to the employer's equipment

There is no protection against employer arbitrariness.

The procedure for giving the union's consent to dismiss an employee is canceled.

"Deregulation" is another threat of your "enslavement"!

ONLY THE TRADE UNION WILL PROTECT YOU!

[Trade Union of Education and Science Workers of Ukraine](#)

There is a whole list of human rights that are enshrined in international conventions, all our Ukrainian laws - it is the restriction of the working day to 8 hours, 2 days off per week, mandatory leave and so on. And the "servants of the people" offer to cancel all these guarantees and form a relationship between the employer and the working person only on the basis of short-term agreements. That in these agreements the employer imposes what he wants, without the restrictions that are enshrined in international conventions and other legal instruments

[Yulia Tymoshenko](#) is a People's Deputy of Ukraine. Batkivshchyna party chairman

The oligarchic government is once again attacking the labor rights of Ukrainians.

employment becomes even more volatile due to the expansion of fixed-term contracts

in fact, the 40-hour work week is abolished, as overtime work and weekend work will be provided in cases established not only by law but also by the employment contract.

the oligarchy shifts its production risks to employees by expanding the range of persons with whom a full liability agreement can be concluded

Dismissal of employees is significantly facilitated by revoking the approval of dismissal of ordinary trade union members with an elected trade union body

...

This is by no means a complete list of cannibalistic "wants" packaged at the initiative of the government

- [Yuriy Levchenko](#) - Chairman of the People's Power Party. People's Deputy of Ukraine of the VIII convocation

Despite the warnings of the International Labor Organization, the international trade union community, the majority won the bill - extended the bill № 5388. A document in which, under the guise of "liberalization" of labor relations, the employer's monopoly on decisions is established, and the remnants of social dialogue are finally destroyed.

...

These norms reduce the employment relationship to the subjective vision of the employer how much and in what conditions a person should work.

Without exaggeration, to throw an employee on the street for "liberalized" by servants of labor law, will be enough bad mood of the employer.

[Mykhailo Volynets](#) - People's Deputy of Ukraine (Batkivshchyna), Chairman of the Confederation of Free Trade Unions of Ukraine, Chairman of the Independent Trade Union of Miners of Ukraine.

Bill 5388 gives the employee the right to run after the employer and beg him to sign an employment contract. Takes away all other rights. Voted red.

[Maksym Buzhansky](#) is a People's Deputy of Ukraine ("Servant of the People").

General principles of public communication of the bill

Recommendations

- **Add emphasis in communication to the positive results of the implementation of the draft law for the employee** (today - the focus in the messages of supporters of the bill, mainly on the benefits for the employer).
- **Make communication easier and more emotional.** Add formats of materials that will contain short simple formulations of key benefits / expected positive results of the draft law for both the employer **and the employee**. It is important to accompany any post, column, interview or infographic with links to detailed arguments of the stated positions (for those readers who will want to do their own fact-check).
- **Enlist the public support of a** wider range of majority politicians and opinion leaders. To attract journalists and bloggers, it is advisable to hold off-the-record meetings with the participation of the heads of the Ministry and (optionally) the authors of the bill. Emotional messages that do not correspond to the tone of the Ministry's communication may be voiced by third parties.
- On the eve of the second reading, hold a **press conference** to update key messages about the benefits of the bill and the importance of its adoption.

Key messages *Offer*

- **The main purpose of the Draft Law on Deregulation of Labor Relations is to protect new opportunities for both employees and employers ***
- **We are updating labor laws in order to**
- Employers had more opportunities and resources for business development.
- Workers could **get legal jobs faster and easier, earn well** , work in **decent conditions** and have **legally guaranteed protection of** their labor rights.

** This message should be used to communicate further planned changes in labor legislation (for example, the draft law №5371 "On Amendments to Certain Legislative Acts to Simplify the Regulation of Labor Relations in Small and Medium Enterprises and Reduce the Administrative Burdens on Entrepreneurship")*



Message box (offer) (p.1)

The problem that the project solves

Today in Ukraine illegal employment has a catastrophic scale. The ratio of officially employed to informally employed is 1 to 2. The labor rights of at least 10 million Ukrainians are not protected by law.

The current Code of Labor Laws, adopted almost 50 years ago during the Soviet era, does not meet the realities and challenges of the modern world. The "relevance" of the current Labor Code is well illustrated by the fact that its 118th article still mentions the "Komsomol organization."

Its over-regulation and bureaucratization do not help to stimulate employment, but on the contrary are an obstacle to formal employment. For example, a sole proprietorship with two employees is obliged to develop rules of work schedule, vacation schedule and a huge number of other documents. Failure to comply with these requirements is subject to fines. Execution - selects resources that small and medium-sized businesses are worth their weight in gold.

Key changes

- **The conclusion of a fixed-term employment contract is simplified** . The employer and the employee have the opportunity to agree on additional terms of employment and enshrine them in the employment contract (in particular, to determine the additional rights and obligations of the parties, improving working and leisure conditions, grounds and conditions of termination). The bill details and clarifies the procedure for recognizing a fixed-term employment contract as indefinite (if the contract is concluded with the employee two or more times and the break is less than two weeks, it is considered extended indefinitely).
- **The procedure for setting the probationary period is optimized** . It is forbidden to set a probationary period only for the most vulnerable categories of workers (pregnant women, people with disabilities, minors, etc.). The introduction of a probationary period for certain categories of employees will encourage employers to formalize employment relationships. After all, today, instead of setting an official probationary period, labor relations are often not formalized at all.
- **The amount of bureaucracy in working with personnel documents is decreasing**. The expediency of keeping such documents as the rules of internal labor regulations, vacation schedules, notification of changes in significant working conditions (except in cases of their deterioration) is determined by agreement between the employer and the employee.



Message box (offer) (p.2)

- **It is possible to set the rest time more flexibly . For example, which of the days of the week will be the second day off, may be determined by the employment contract or regulations of the employer. The limit on the total working hours remains unchanged at 40 hours per week, which is in line with international regulations (EU Directives and ILO Conventions).**
 - **The issue of material responsibility is actualized . It is established by a written employment contract. To bring an employee to justice, his guilt must be proven by the employer. An employee is presumed innocent if he has strictly complied with the terms of the contract and if he has acted in circumstances of necessary defense or extreme necessity. This norm will stimulate the employer to formalize the employment relationship, as there are more opportunities to manage the risks associated with material damage to his property, or the disclosure of trade secrets.**
 - **Instead of obtaining the union's consent to dismiss the employee, a procedure of informing and consulting with the union is introduced . Compensation for dismissal at the initiative of the employer is set in the employment contract. This brings Ukrainian legislation into line with international standards, as in no country with a developed trade union movement, unions have the power to approve dismissals. In addition, this simplification will allow entrepreneurs to save hundreds of thousands of man-hours per year and direct the released resources to improve the work of human resources departments and improve working conditions.**
- **Expected results**
 - Revival of small and medium business development, due to optimization of work processes and reduction of administrative costs.
 - Increasing investment in Ukraine's economy by improving business conditions.
 - More workers will be protected by law, as legal employment will increase due to the simplification of the employment procedure.
 - The emergence of new jobs. Wages will gradually rise and working conditions will improve, thanks to increased competition from employers in the labor market.

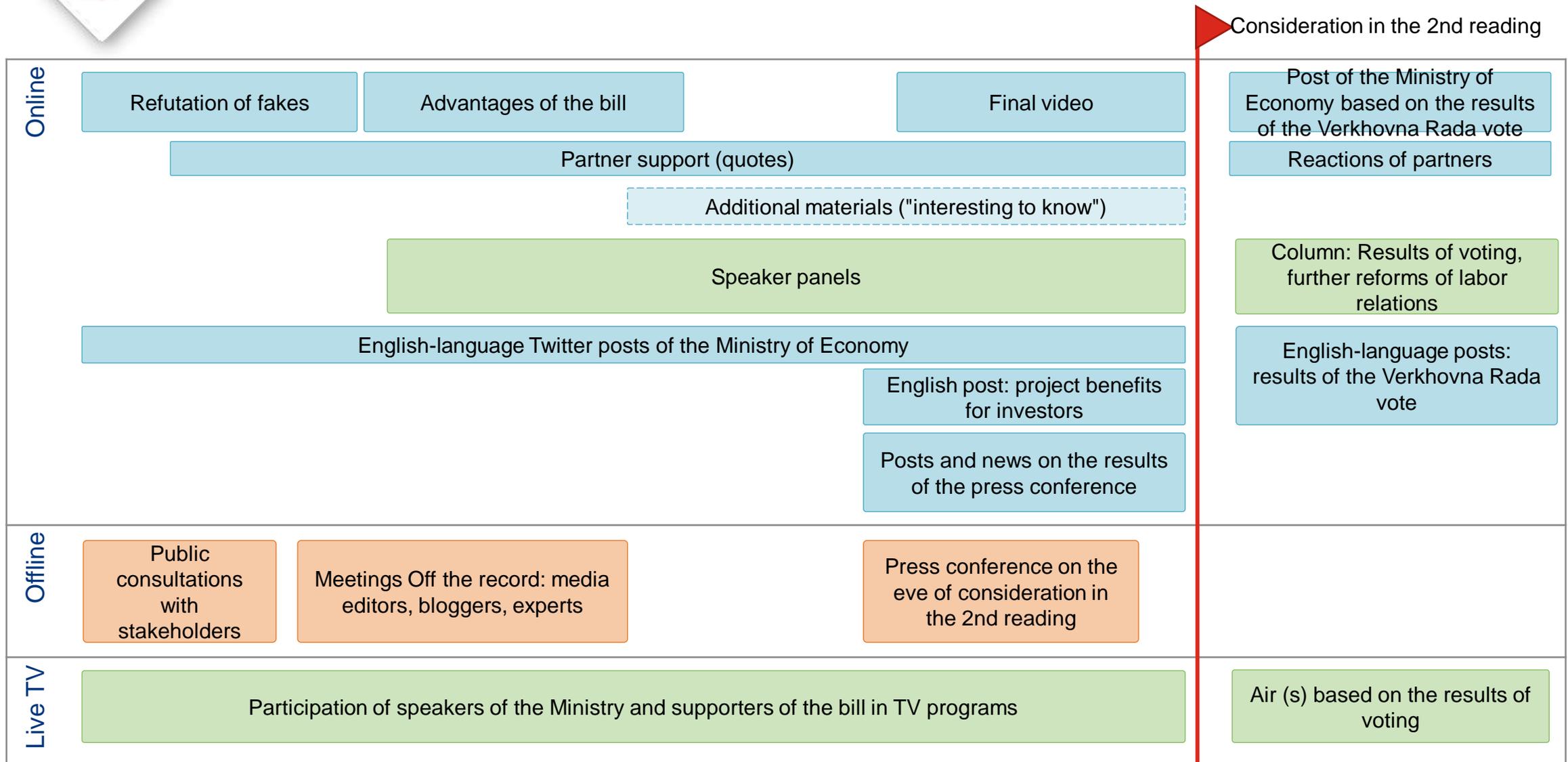
Formats of communication materials

Depending on the expected date of the second reading, the following materials can be published in a concentrated form, or in parts - several publications of the same type (for example, refutation of fakes in the format "one post - one fake", or a full selection of arguments in one Facebook post).

Priority target audiences	Communication channels	Types of materials
Employees, job seekers, the general public, employers (primarily SMEs), People's Deputies of Ukraine	Facebook page of the Ministry of Economy	<ul style="list-style-type: none"> •Refutation of fakes . Infographics with short text (1-2 sentences), and concise textual explanation for each question (several sentences). It is advisable to make the first point of the future communication plan. •The main advantages of the bill . Infographics with multiple images. Detailed disclosure of each item of changes by a separate post is possible. •Support of partners - representatives of employers and experts. Post with a graphic quote from a photo or logo. Text part with an extended version of the quote. Link to full material, or document on slideshare. •The final video is a slideshow based on the developed infographics: the main advantages of the bill, refutation of the main fakes, a few quotes in support. Optional - a call to support (message for MPs) •Additional communication materials in the format "Interesting to know", "Number of the day", quotes from speakers of the Ministry of Economy. Posts with infographics (to maintain the relevance of the topic - in the presence of information and the absence of other media drives)
	Speakers of the reform reform in the Online Media	Text publications with infographics: refutation of fakes, summary of the main advantages of the project
	Press conferences, television broadcasts of the speakers of the reform	Presentation of the draft law. Summary of the main benefits with infographics, refutation of fakes (if timing allows)
	Public consultations	Meetings with representatives of key stakeholders to discuss proposed changes to the legislation
	New Landing page reform *	Key provisions, refutation of fakes, presentation of the draft law
Opinion leaders, bloggers, media editors	Off-the-record meetings	Extended presentation of the draft law / laws (printed and provided for review). With professional argumentation, statistics, detailed infographics, refutation of fakes, support of partners.
International partners, potential investors	Twitter Ministry of Economy	English posts. Abbreviated English versions of infographics.
	Facebook page Ukraineinvest, or a similar project aimed at foreign investors	English posts: <ul style="list-style-type: none"> •announcement of changes to the legislation - just before the vote for the bill. The key message is to create favorable conditions for investors. •Post by voting results

* Optional. Subject to a positive forecast of the adoption by the Parliament of the bill №5388, as well as other bills on the modernization of labor relations.

Framework of the implementation schedule



General recommendations for visual stylistics of communication

- It is proposed to take as a basis the corporate style and colors that are already used by the Ministry in social networks.
- In this color scheme it is possible to use several approaches to the construction of the visual style of the reform:
 - Use the restrained, bright, more traditional style that prevails today on the Ministry's Facebook and twitter pages.
 - Make the visual style more contrasting by inverting colors: light text and graphics on a deep blue background.
- The advantages of the first approach - emphasizing the calm tone of communication. Disadvantages - is somewhat conservative, not very emotional (in contrast to the tone of communication of opponents of the project).
- The advantages of the second approach - brighter, more emotional, eye-catching, will differ from the predominantly white color scheme of publications on the pages of the ministry. Gives more opportunities to use creative illustrations. Disadvantages: today there is a public demand for professionals in the system of government, increasing insensitivity to humor and shows performed by government officials. There is a risk that emotional and vivid communication from the Ministry will be perceived negatively. However, this risk is offset if such visual style is in third party / organization communication in support of the reform.

Post "The main advantages of the bill." (Graphic style option 1)



МІНІСТЕРСТВО
ЕКОНОМІКИ
УКРАЇНИ

Ministry of
Economy
of Ukraine

ПРОЄКТ ЗАКОНУ №5388

5388 BILL

**Дерегуляція
трудових відносин**

**Deregulation
of labor law**

Q&A

запитання-відповіді

Illustration of a scale of justice and a person with a gear, symbolizing law and labor.

Bill 5388

1

ПРОЄКТ ЗАКОНУ №5388

For what this bill is?

Для чого цей законопроект?



To easy find a legal job with good salary and working conditions.

Щоб більше українців могли швидше знайти легальну роботу, з гідними умовами праці та заробітною платою.

І їхні трудові права були захищені законом та трудовим договором завдяки офіційному працевлаштуванню.

And to protect their rights with legal status according to the law.

2 Bill 5388

ПРОЄКТ ЗАКОНУ №5388

What will be changed? Що змінюється?



Стане простіше укласти строковий трудовий договір.
Безстрокові трудові договори залишаються. З'являються нові можливості для укладання безстрокового трудового договору.

Easy hiring by short-term agreement.
Long-term contract will have a place.

Examples of communication materials

Post "The main advantages of the bill." (Option 1. Continued)

3 Bill 5388 **ПРОЄКТ ЗАКОНУ №5388**

Що змінюється? What will be changed?



Less bureaucracy in daily HR-work. Schedules of working day, vacations, significant change in working conditions (except deterioration) – according 2-sides agreement.

Менше бюрократії у щоденній кадровій роботі. Ведення таких документів, як правила внутрішнього трудового розпорядку, графіки відпусток, повідомлення про зміну істотних умов праці (крім випадків їх погіршення) – **за домовленістю між роботодавцем та працівником.**

8 Bill 5388 **ПРОЄКТ ЗАКОНУ №5388**

Очікувані результати Expected results

для РОБОТОДАВЦЯ for employer

↑ Opportunities and resources to develop possibilities and resources for development

↓ Бюрократія bureaucracy

↓ Адміністративні витрати administrative costs

↓ Ризики risks

9 Bill 5388 **ПРОЄКТ ЗАКОНУ №5388**

Очікувані результати Expected results

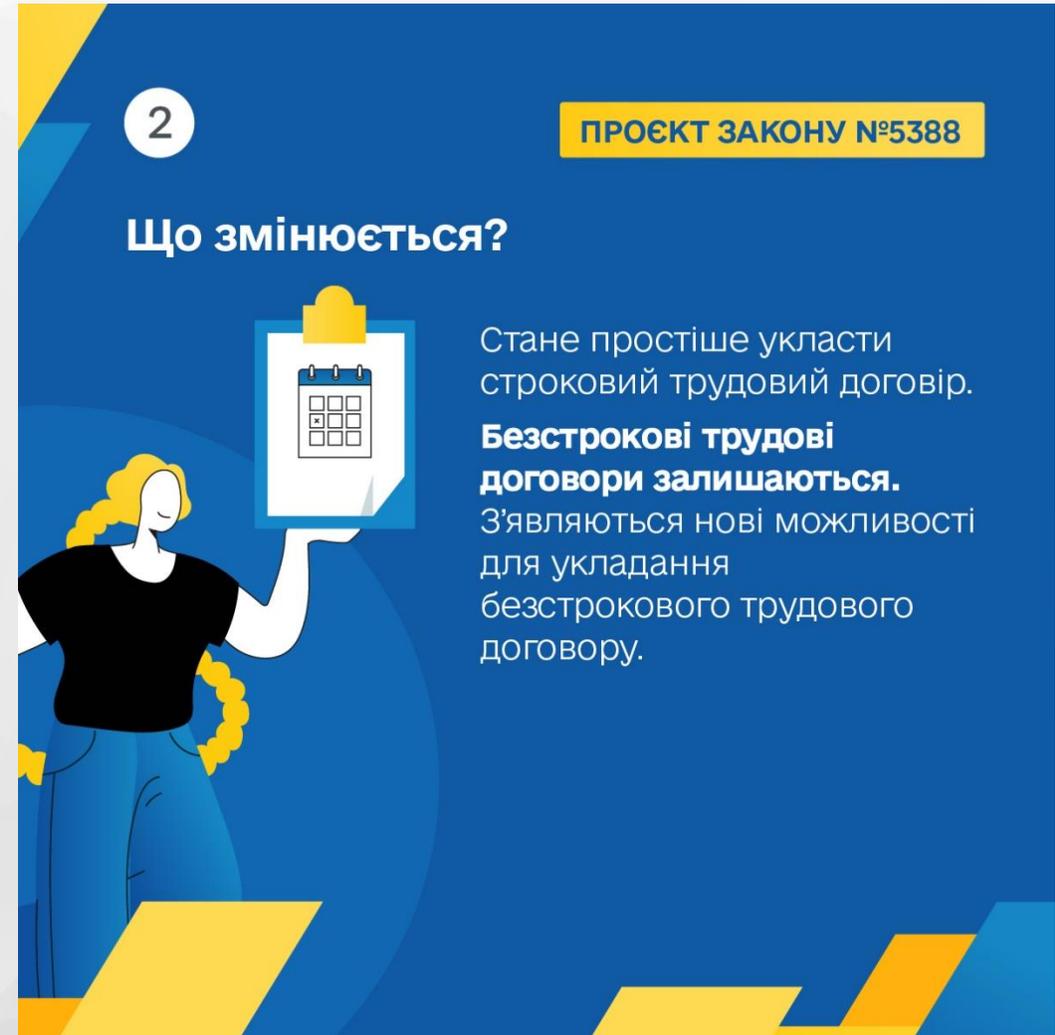
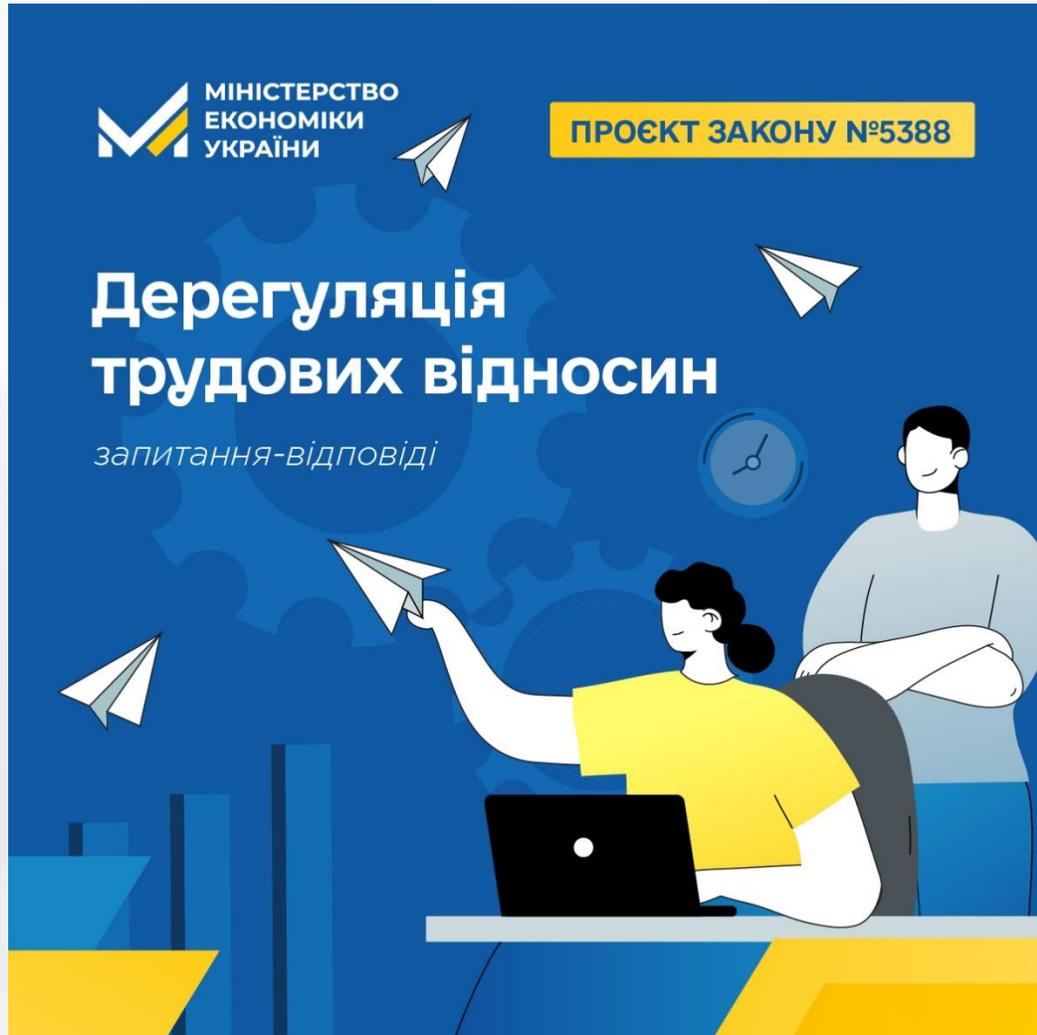
для ПРАЦІВНИКА for employee

↑ Офіційна зайнятість official job

↑ Захист трудових прав labor right protection

↑ Заробітна плата та умови праці salary and work conditions

↓ Тривалість пошуку роботи Term of looking for new job



Variant 1

 **МІНІСТЕРСТВО
ЕКОНОМІКИ
УКРАЇНИ**

ПРОЄКТ ЗАКОНУ №5388

СПРОСТУВАННЯ ФЕЙКІВ

-  Мета законопроекту – спростити звільнення та позбавити працівників трудових прав. **ФЕЙК**
-  Мета проєкту – спростити офіційне працевлаштування і, як наслідок, забезпечити легальну роботу і законний захист трудових прав для більшої кількості людей. **ПРАВДА**
Єдині, хто щось втрачає – профспілки, величезні повноваження яких дещо зменшуються.

Variant 2

 **МІНІСТЕРСТВО
ЕКОНОМІКИ
УКРАЇНИ**

ПРОЄКТ ЗАКОНУ №5388

СПРОСТУВАННЯ ФЕЙКІВ

-  Мета законопроекту – спростити звільнення та позбавити працівників трудових прав. **ФЕЙК**
-  Мета проєкту – спростити офіційне працевлаштування і, як наслідок, забезпечити легальну роботу і законний захист трудових прав для більшої кількості людей. **ПРАВДА**
Єдині, хто щось втрачає – профспілки, величезні повноваження яких дещо зменшуються.

Fake refutation (content suggestions)

It will be supplemented based on the results of discussions with representatives of the Ministry of Economy and as new fakes appear.

Fake	Truth
The purpose of the bill is to simplify dismissals and deprive employees of labor rights in general.	The aim of the project is to simplify the formal employment procedure and, as a result, to ensure legal work and legal protection of labor rights for more people. The only ones who lose something are the trade unions, whose enormous powers are somewhat diminished.
Fixed-term employment contracts will replace permanent ones. Employees will have no guarantees or confidence in the future.	Permanent contracts remain and are the main type of employment contracts. Fixed-term employment contracts are concluded in exceptional cases specified by law. The bill details and specifies, rather than expands the range of cases of application of a fixed-term employment contract. The maximum term of a fixed-term employment contract is set at up to 5 years. The employer is obliged to inform "fixed-term" employees about "permanent" vacancies, as well as to provide them with equal opportunities for concluding a permanent employment contract. If after the expiration of the contract the employment relationship continues and neither of the parties requires their termination, it is extended indefinitely (the guarantee established by the current legislation is kept); if the contract is concluded with the employee two or more times and the interval between dismissal and employment is less than two weeks, it is considered extended indefinitely.
It will be possible to bring any employee to financial responsibility	The conditions of liability are determined by a written employment contract. It will be possible to bring to financial responsibility only under specific conditions and only if the guilt of the employee will be proved. An employee is presumed innocent if he has strictly complied with the terms of the contract and if he has acted in circumstances of necessary defense or extreme necessity.
Only a trade union can protect workers' rights. Workers are left without protection against dismissal due to the abolition of the procedure for approving dismissal by the trade union.	Trade unions do not protect the rights of about 90% of Ukrainians. According to opinion polls, only 13% of citizens belong to a trade union. Only 2% are its active members *. 73% of citizens have never been exposed to trade unions. Even those who encountered (22%) mostly did not receive protection of their labor rights - only 8% of them (ie 1.7% of all) in the survey mentioned that trade unions protected their rights in relations with the employer. At the same time, the modernization of labor relations will create opportunities for official employment and legal protection of labor rights for 10 million people who now work illegally.
...	...

*Світове дослідження цінностей 2020 в Україні.

**Опитування громадської думки щодо питань трудових відносин та працевлаштування. Info Sapiens, лютий 2020

Examples of communication materials

Quotes

Option 1

**МІНІСТЕРСТВО
ЕКОНОМІКИ
УКРАЇНИ**

“

Модернізація трудового законодавства

Сьогодні, навіть коли у ФОП працює два найманих працівники, він має формувати відділ кадрів «повну» кадрову документацію: розробити правила трудового розпорядку, графік відпусток – величезну купу документів.

Так не має бути. Ми це змінимо!

 **Ігор Дядюра**
заступник Міністра економіки України з питань цифрового розвитку, цифрових трансформацій і цифровізації

Option 1.1

**МІНІСТЕРСТВО
ЕКОНОМІКИ
УКРАЇНИ**

“

Модернізація трудового законодавства

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Option 1.2

**МІНІСТЕРСТВО
ЕКОНОМІКИ
УКРАЇНИ**

“

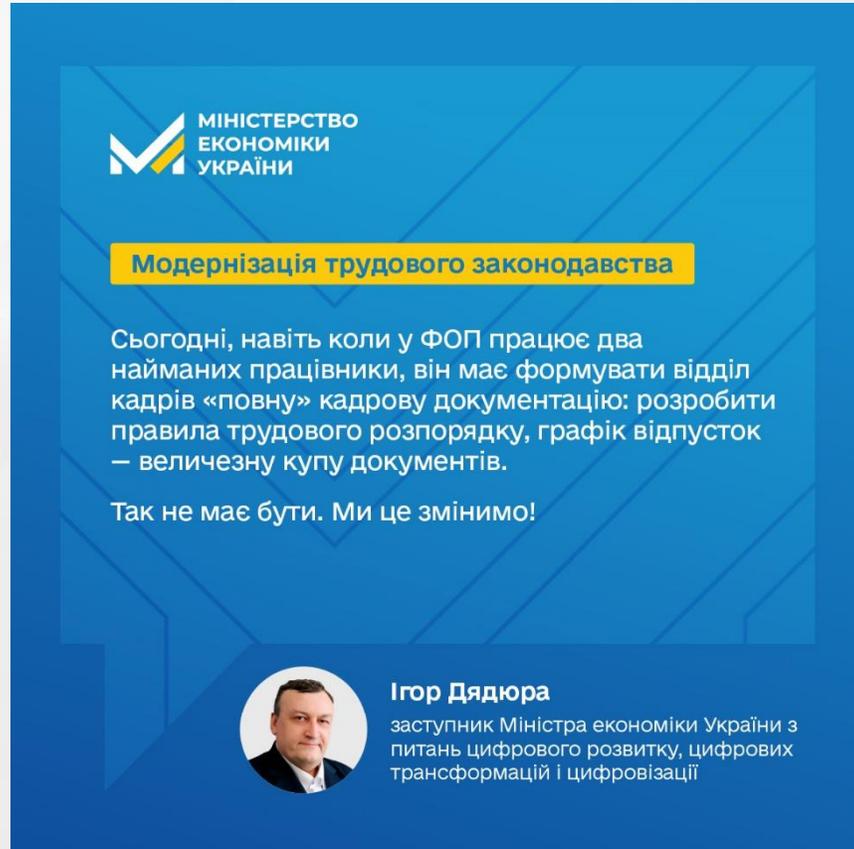
Модернізація трудового законодавства

Сьогодні, навіть коли у ФОП працює два найманих працівники, він має формувати відділ кадрів «повну» кадрову документацію: розробити правила трудового розпорядку, графік відпусток – величезну купу документів.

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 **Ігор Дядюра**
заступник Міністра економіки України з питань цифрового розвитку, цифрових трансформацій і цифровізації

Option 1.3



МІНІСТЕРСТВО
ЕКОНОМІКИ
УКРАЇНИ

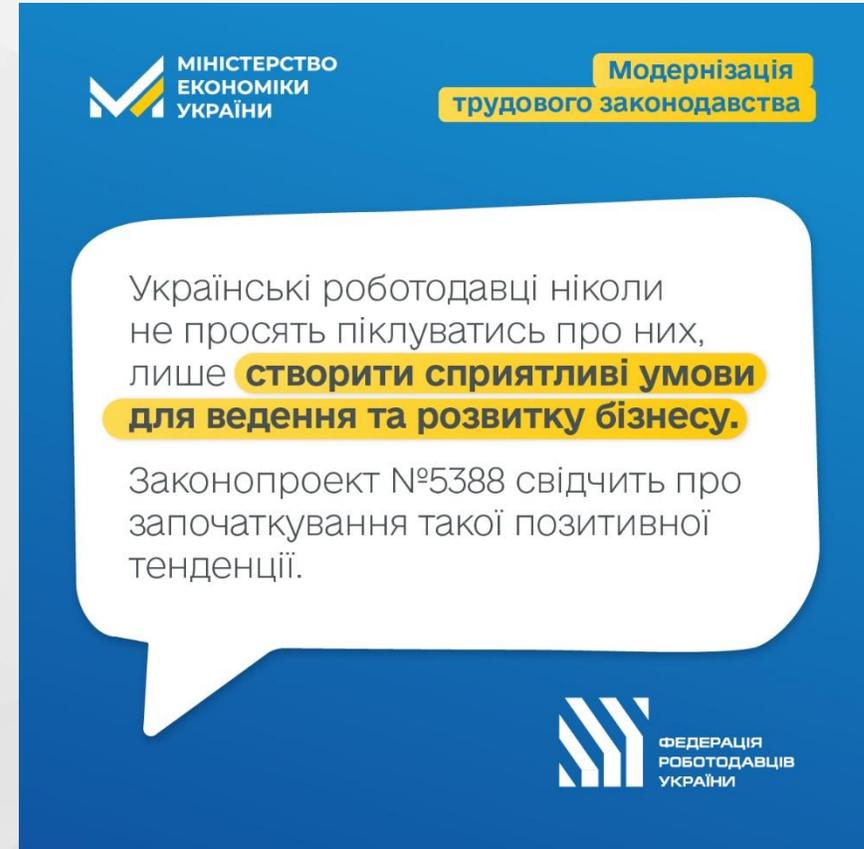
Модернізація трудового законодавства

Сьогодні, навіть коли у ФОП працює два найманих працівники, він має формувати відділ кадрів «повну» кадрову документацію: розробити правила трудового розпорядку, графік відпусток – величезну купу документів.

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Option 2



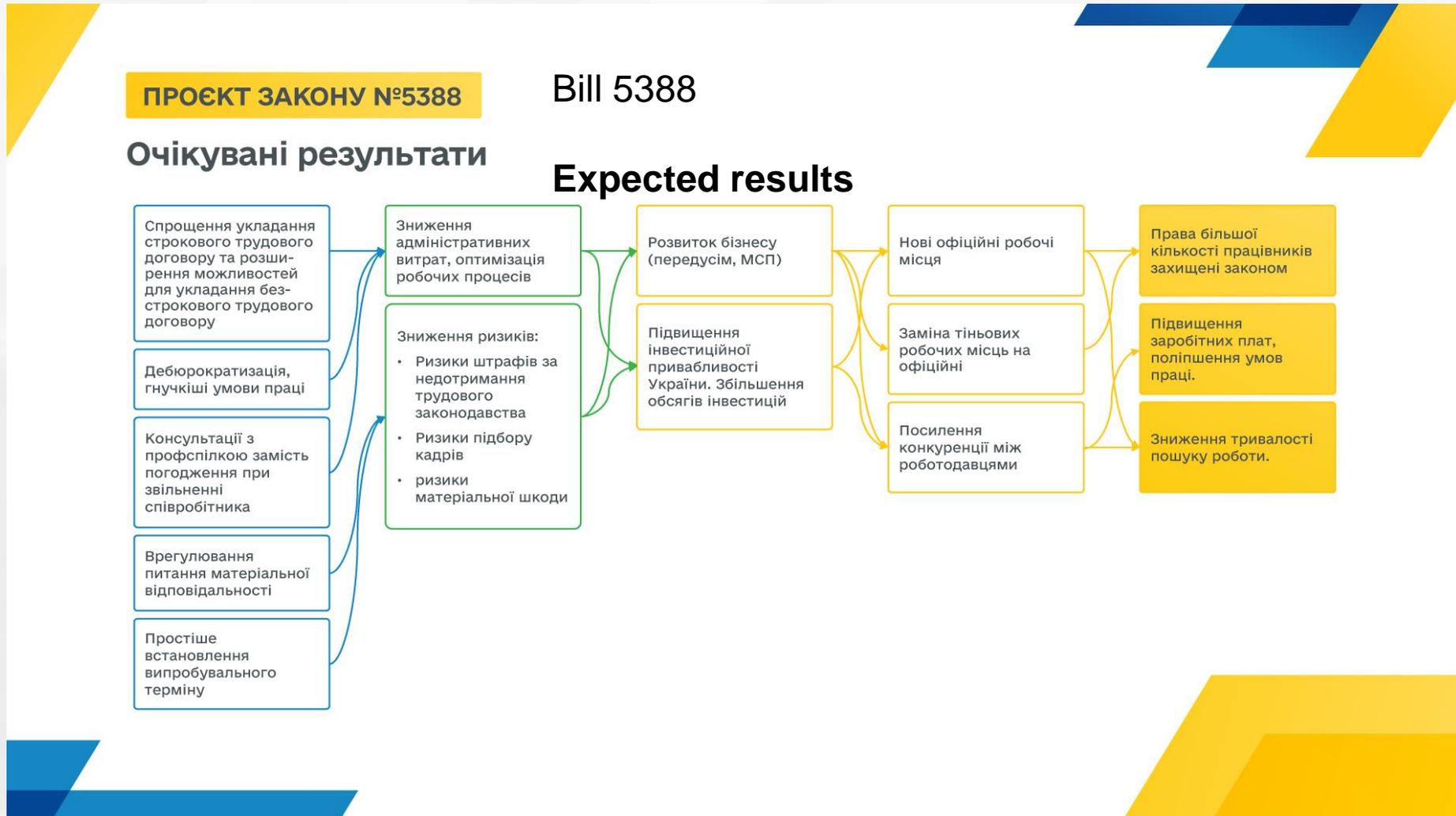
МІНІСТЕРСТВО
ЕКОНОМІКИ
УКРАЇНИ

**Модернізація
трудового законодавства**

Українські роботодавці ніколи не просять піклуватись про них, лише **створити сприятливі умови для ведення та розвитку бізнесу.**

Законопроект №5388 свідчить про започаткування такої позитивної тенденції.

 ФЕДЕРАЦІЯ
РОБОТОДАВЦІВ
УКРАЇНИ





BOLD
THINKERS
DRIVING
REAL-WORLD
IMPACT



BOLD
THINKERS
DRIVING
REAL-WORLD
IMPACT

Thank you!



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