Child Labour Awareness to Action
Campaign evaluations and message testing

March 2023, Wageningen Economic Research

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Introduction

1. Introduction

This report presents the findings of the second phase (2021-2023) of research commissioned by the International Labour Organization (ILO).
Wageningen Economic Research (part of Wageningen University & Research) conducted research on child labour awareness campaigns as part of the ACCEL (Accelerating the Elimination of Child Labour in Africa) project. The project focuses on the elimination of child labour in selected supply chains, by targeting both the supply side in Africa and the demand side in Europe.

In the first phase (2020-2021), Wageningen Economic Research conducted a desk review on effective social campaigns.
The desk review led to a strategy document that highlighted important lessons learnt for designing social campaigns.[1] In

2021, follow-up workshops took place with relevant civil society stakeholders to develop campaign ideas. Wageningen Economic Research provided feedback on these ideas.

In 2022, the ILO commissioned the design and execution of two campaigns.
One campaign took place during the Durban Global Conference on Child Labour and was designed and executed by the Kailash Satyarthi Children's Foundation. The second campaign focused on awareness for Dutch consumers of coffee in the workplace, designed and executed by Solidaridad, Fairtrade NL and MVO Nederland.

During the second phase, Wageningen Economic Research provided supporting research and the evaluations of the two campaigns.
The campaign during the Global Conference on Child Labour was independently designed and executed. This report presents the findings of the evaluation of this campaign.

The design of the campaign on awareness among Dutch coffee consumers was designed with regular feedback from Wageningen Economic Research on the approach, although not all feedback was taken into account in the design. This report presents the findings of message testing research conducted during the design phase, and the evaluation of the final campaign approach.

Reading guide
The report consists of the following parts: Chapter 2 presents a summary of the findings, Chapter 3 presents the evaluation of the campaign during the Global Conference on Child Labour, Chapter 4 presents the results of the message testing research and the evaluation of the 'Good coffee' campaign. Chapter 5 offers learnings and recommendations of the overall research.

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Summary

2. Summary

Background
Commissioned by the ILO, Wageningen Economic Research conducted research on two child labour awareness campaigns as part of the ACCEL project, which seeks to eliminate child labour by targeting both the supply side in Africa and the demand side in Europe of selected supply chains. The research combined qualitative and quantitative methods to evaluate the campaigns.

Global Conference campaign
The Kailash Satyarthi Children's Foundation designed and ran a campaign during the 5th Global Conference on the Elimination of Child Labour in Durban, South Africa (May 2022). During this event, child labour survivors gave testimonies and a short film with survivor testimonies was shown to the conference audience.

The post-conference survey of conference participants showed that the survivor testimonies reached most of the respondents and evoked positive feelings, such as motivation, a sense of urgency and responsibility. A positive change in the perception of child labour issues was reported. The call to action reached a high level of consensus among respondents, who planned to take actions to combat child labour.

'Good Coffee' campaign
Solidaridad, Fairtrade NL and MVO Nederland jointly prepared a campaign focusing on the consumption of sustainable 'good coffee' at the workplace in the Netherlands, targeting HR managers and procurement managers.   →

The campaign involved outreach tools and channels such as advertisements and social media reach, and a guerrilla marketing action to initiate conversations about sustainable coffee.

The campaign had a wide reach among companies and the wider general public. The post-campaign surveys on HR managers and volunteers who participated showed some indication that the campaign could serve as a discussion starter, but the approach received mixed reactions from the HR managers. The effectiveness of the campaign as a call to action could not be determined, as there was a lack of interest among the HR managers to engage in follow-up research.

Learnings and recommendations
The Global Conference campaign strengthens the findings from the desk review in the first phase that a successful message should be educative, trigger encouraging emotions

related to the eradication of child labour and involve youth advocates in telling their own stories. Future campaigns should continue to leverage these elements and the ILO should follow up with respondents to assess the actions taken after the conference.

The 'Good coffee' campaign made a start in putting sustainable coffee on the agenda in targeting HR managers as change agents in the procurement of sustainable coffee. However, due to the HR managers' lack of willingness to engage in the campaign evaluation, it was not possible to determine if the intended actions were taken as a result of the campaign. Future campaigns should test the approach to have an indication of how respondents react and whether the intended impact can be reached.

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Global Conference campaign

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3. Global Conference campaign

3.1 Background

During the 5th Global Conference on the Elimination of Child Labour in Durban, South Africa (May 15, 2022), child labour survivors gave testimonies and a short film with survivor testimonies was shown to the conference audience as part of a campaign designed by the Kailash Satyarthi Children's Foundation. More than 1,000 delegates (plus 7,000 online participants) from governments, workers' and employers' organisations, UN agencies, civil society, regional organisations and child delegates attended the conference.

Child labour survivors and activists at the Durban conference (Photo: Cecilia Russell/IPS)

This evaluation assesses whether the campaign succeeded in raising awareness and motivating actions on child labour among the attendees. The following questions are central:

- What feelings did the survivor testimonies evoke among attendees of the conference?
- Did the perception of child labour change after the campaign?
- What specific actions to eliminate child labour are the attendees planning to take after the conference?

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3. Global Conference campaign

3.2 Methodology

Survey development

Based on the defined objectives, researchers from Wageningen Economic Research designed a structured questionnaire in Qualtrics[1] in English, the language of the conference, and finalised the survey after comments from the campaign organisers and ILO. As this process took more time than expected, the survey was sent out to respondents later than initially envisioned. The survey link was shared with 2987 attendees of the conference on 4 August.

Results analysis

The responses were analysed quantitatively and qualitatively. Where relevant, the quantitative responses were analysed to compare if the differences between pre- and post-campaign self-reported scores were statistically significant (p-value ≤ 0.05). The qualitative responses, such as comments, suggestions and other textual input requested, were summarised and in some cases converted to word clouds.

[1] Questionnaire format available upon request

Response summary

The survey was sent out to a total sample of 2,987 that attended the conference. We received 202 valid responses from those who actually attended the conference (response rate 7%).

- Of the 202 respondents, 55% are female and 45% are male.

- The majority of respondents work for public institutions (34%) and CSOs (26%).

- More respondents attended the conference online (57%) instead of physical (43%).

Gender

- Female
- Male

45%

55%

Presence at conference

- Physical
- Online

43%

57%
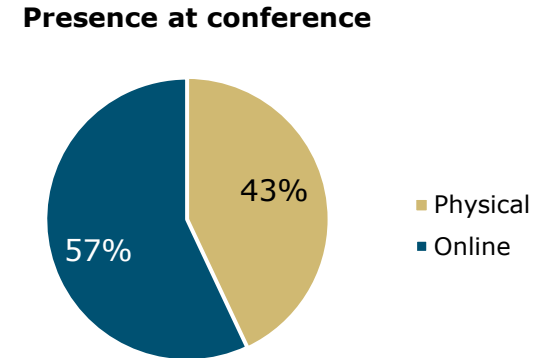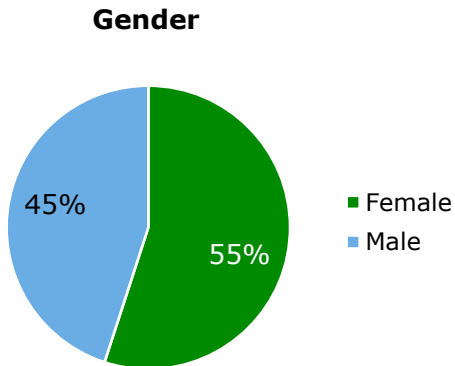
3. Global Conference campaign

3.3 Findings

Survivor testimonies reached the majority of respondents

Most respondents either heard or saw a survivor speech (58%) or saw the testimonies in a movie/video (35%).

Among those who were not exposed to the testimonies, 16 attended the conference online and 2 attended the conference physically.

21% of respondents accessed survivor testimonies in different ways (e.g., by talking to a survivor in person or being the guardian of a survivor).

Did you hear any testimonies of child labour survivors at the Durban conference? (n=189)
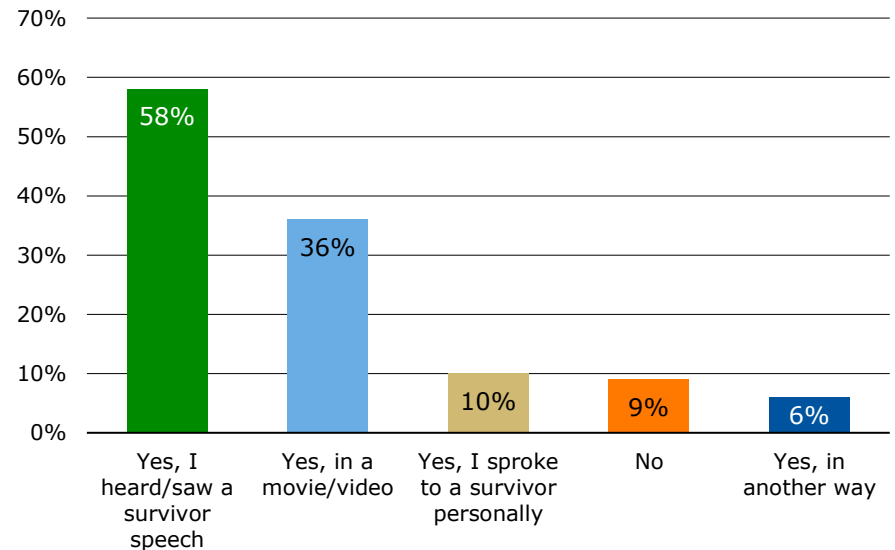
Most attendees responded positively to the testimonies

Most of the respondents that indicated they had seen or heard the testimonies, strongly agreed (scored either 9 or 10 on the agreement scale) that the testimonies made them more aware of child labour (58%), encouraged them to take action (54%) and change behaviour (55%) and inspired them (63%). A smaller share of respondents (25%) strongly agreed that the testimonies made them feel uncomfortable.

Feelings evoked by the testimonies
(the higher the score (0-10), the more the respondents agreed with the statements)
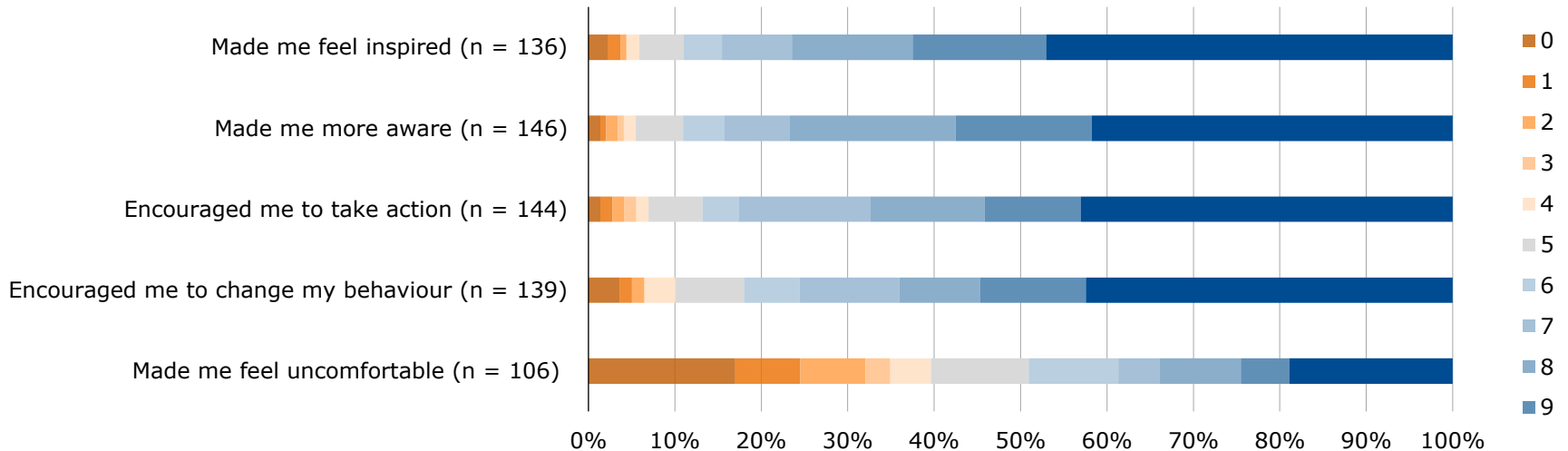
The child labour testimonies also triggered additional feelings

Apart from the feelings in the previous section, respondents were asked if the child labour testimonies triggered additional feelings. The word cloud shows the additional feelings evoked, as indicated by 23 of the respondents.

Of the other feelings indicated by these respondents, *motivated* was mentioned 4 times, *urgency* 3 times, and *responsible* 2 times. All other feelings were mentioned once.

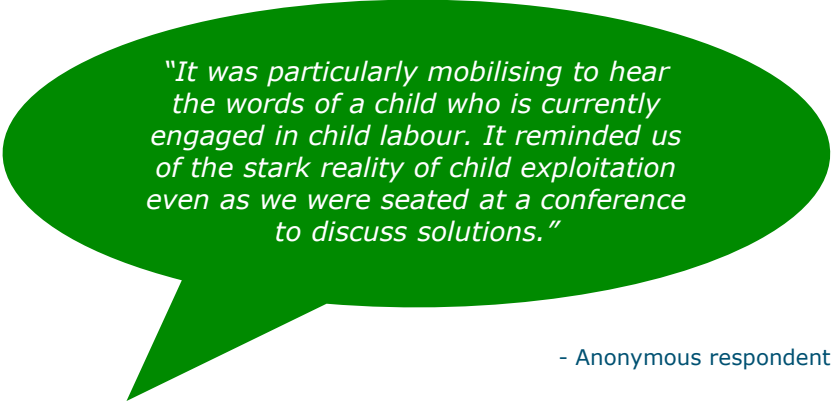**The testimonies made me feel something else**
(please specify)

Worried
Challenged
Frustrated
Sad Compassionate
Urgency
Motivated
Responsible Angry
Tense Shame
Empathetic Annoyed Determined
Unfairness
Energetic Reflecting

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The majority of respondents seemed impressed by the child survivor testimonies

Respondents were asked if they wished to share anything else in relation to the testimonies. In the additional comments shared by respondents, a positive picture emerged. Respondents picked up the importance of education, the impact of child labour on the life of children, and the strength and resilience of the survivors.

One critical respondent indicated that the children's participation seemed tokenistic, and that children need to be better engaged in future conferences.
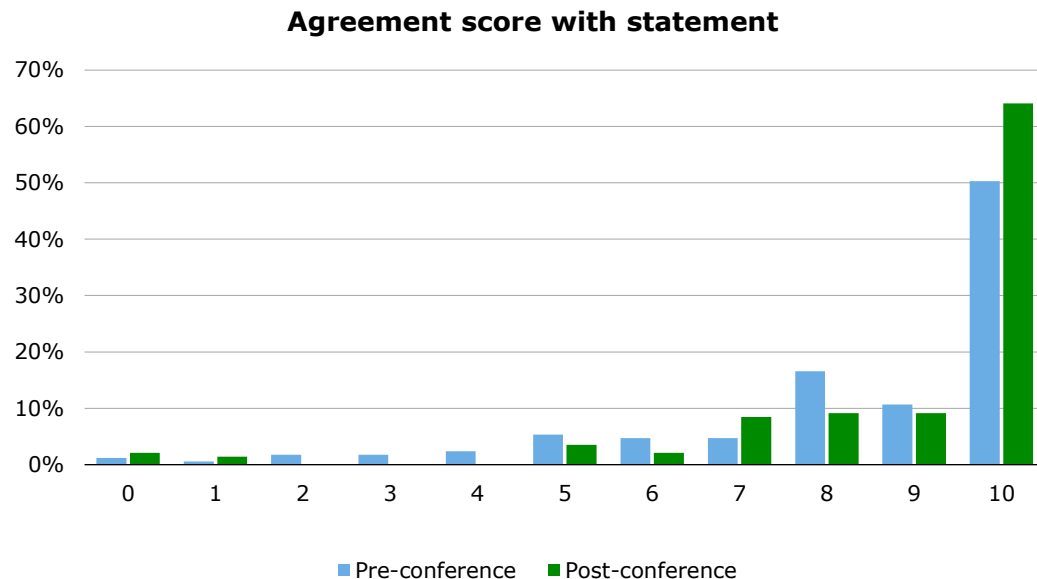
"It was particularly mobilising to hear the words of a child who is currently engaged in child labour. It reminded us of the stark reality of child exploitation even as we were seated at a conference to discuss solutions."

- Anonymous respondent

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Self-reported awareness of the urgency of child labour issues increased

The average score that respondents gave to reflect their level of agreement (0 - lowest, 10 - highest) with the statement on awareness on the urgency of child labour increased significantly (p-value < 0.005).
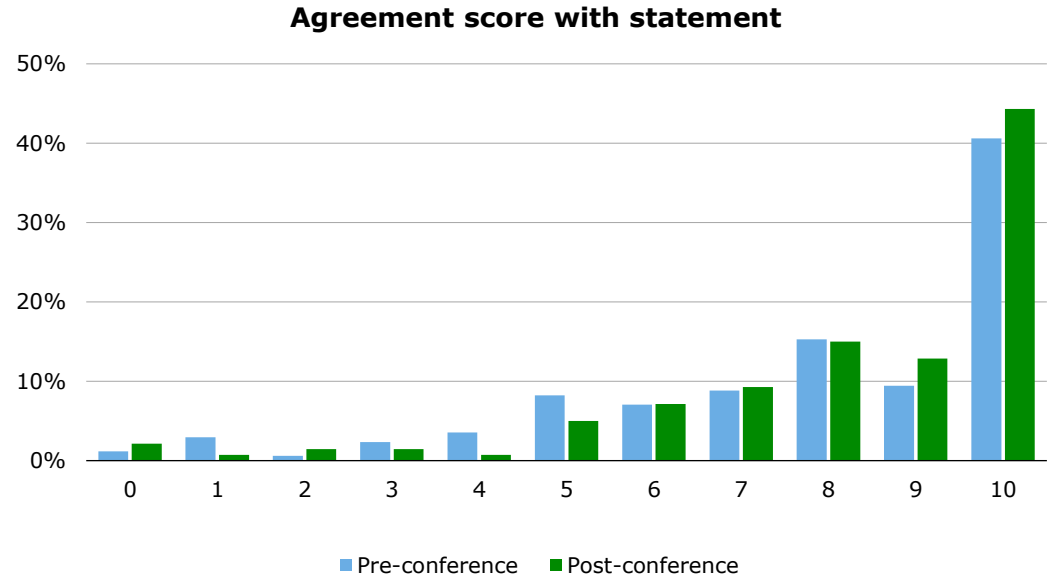
Prior to the conference, I was aware of the urgency of child labour issues. Mean (SD)	I am currently aware of the urgency of child labour issues Mean (SD)	**Score Difference** Pre-post (n = 138) Difference (%)
8.4 (2.3)	8.9 (2.1)	0.55*** (6%)

Agreement score with statement

Pre-conference   Post-conference

Self-reported priority of the issue of child labour increased

The average score that respondents gave to reflect their priority for the issue of child labour (level of agreement with the statement: 0 - lowest, 10 - highest) increased significantly (p-value < 0.01).

Prior to the conference, child labour was the top priority issue for me Mean (SD)	Child labour is the current top priority issue for me Mean (SD)	**Score Difference** Pre-post (n = 138) Difference (%)
7.8 (2.5)	8.2 (2.3)	0.37** (5%)

Agreement score with statement

■ Pre-conference ■ Post-conference

The majority of respondents indicated they plan to work more on child labour elimination

The score that respondents gave to reflect their intention to work on projects to eliminate child labour (level of agreement with the statement: 0 - lowest, 10 - highest) increased significantly (p-value < 0.01).

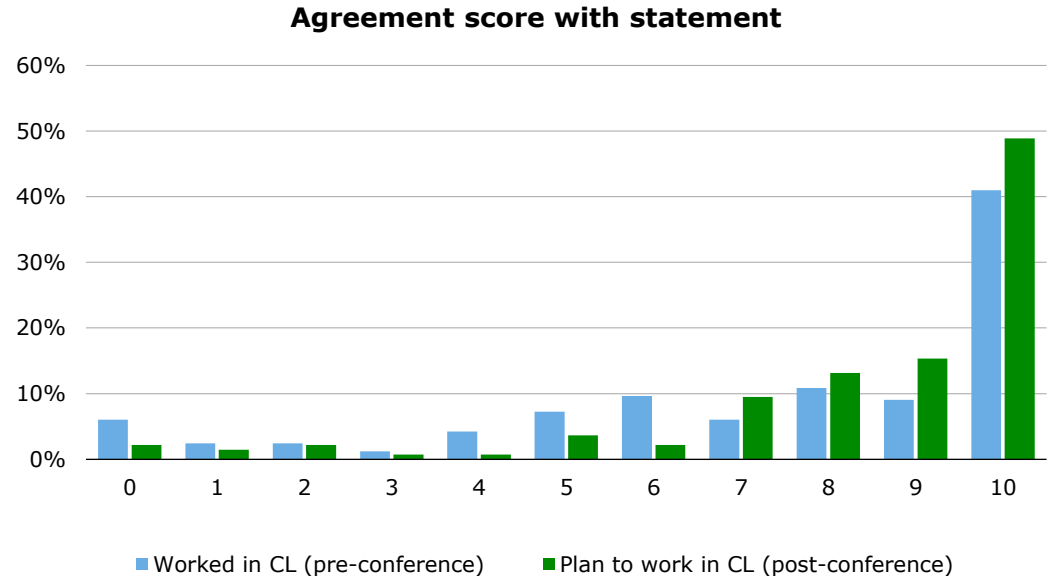| Prior to the conference, I regularly worked on projects, programs or policies related to child labour elimination	I am planning to work more on projects, programs or policies related to child labour elimination	Score Difference Pre-post (n = 138)
Mean (SD)	Mean (SD)	Difference (%)
7.8 (2.5)	8.2 (2.3)	0.37** (5%)

Agreement score with statement

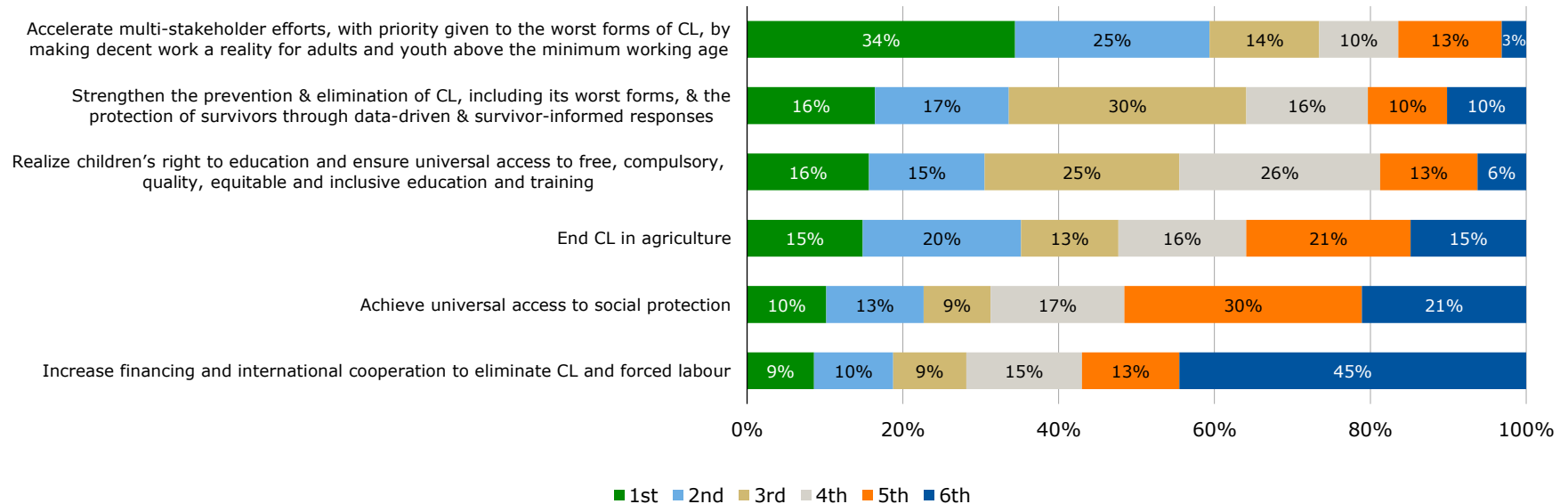■ Worked in CL (pre-conference)   ■ Plan to work in CL (post-conference)

Clearly defined actions were ranked as the top priorities

Respondents were asked to rank the six actions defined during the conference by priority. Actions that were more clearly defined were prioritised over actions that reflected general statements.

Ranking the action points (1-highest priority to 6-lowest priority)
(n = 113)

Action	1st	2nd	3rd	4th	5th	6th
Accelerate multi-stakeholder efforts, with priority given to the worst forms of CL, by making decent work a reality for adults and youth above the minimum working age	34%	25%	14%	10%	13%	3%
Strengthen the prevention & elimination of CL, including its worst forms, & the protection of survivors through data-driven & survivor-informed responses	16%	17%	30%	16%	10%	10%
Realize children's right to education and ensure universal access to free, compulsory, quality, equitable and inclusive education and training	16%	15%	25%	26%	13%	6%
End CL in agriculture	15%	20%	13%	16%	21%	15%
Achieve universal access to social protection	10%	13%	9%	17%	30%	21%
Increase financing and international cooperation to eliminate CL and forced labour	9%	10%	9%	15%	13%	45%

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Respondents planned diverse actions to combat child labour

92% of all respondents (n = 165) indicated they are planning to take new actions as a result of the conference or the call to action.

Answering the question of which specific actions people were planning to take (n = 78), most indicated they would engage in some type of activity related to awareness raising (15%) or advocacy (17%).

Other respondents mentioned actions related to education (13%), social protection (8%) and agriculture (9%).
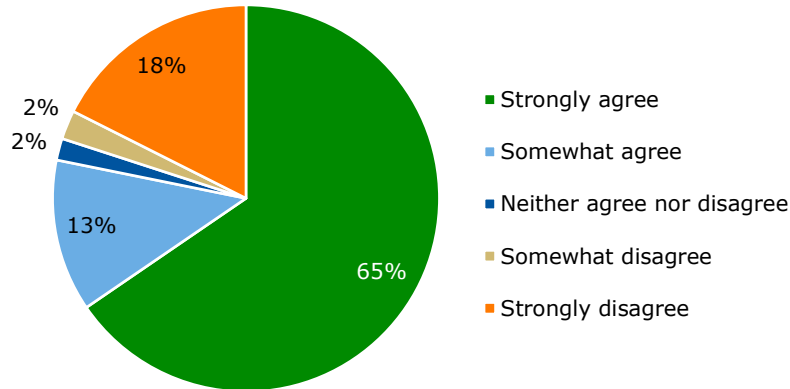
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The conference's call to action was generally approved

The majority of respondents strongly or somewhat agreed (65% and 13%, respectively) with the conference's final call to action.

Respondents made several suggestions to what they would add to the call to action, including the importance of social protection and stressing the importance of increased collaboration.

To what extent do you agree/disagree with the conference's call to action?

- Strongly agree
- Somewhat agree
- Neither agree nor disagree
- Somewhat disagree
- Strongly disagree

65%
18%
13%
2%
2%

Focus on root causes
Support children's organizations
Include smallholders and producer organisations
Awareness
Agriculture Enhance safe spaces
Social protection services
Everyone's responsibility
Monitoring and evaluation
Training on child labour
Increase commitment of governments
Review of laws and policies
Listen to children
Context specific approach
Collaboration

Some respondents offered suggestions for future conferences

Respondents were asked to share additional comments related to the conference. Three respondents indicated that the time frame of 2025 for the elimination of child labour could be revised, as it seemed ambitious.

One respondent suggested to address the inconsistencies between policy and practice, for example in the fact that sectors such as tobacco, where child labour is prevalent, are discouraged from collaborating with governments and the ILO.

One respondent suggested that it should be made a priority for the next conference to include decision makers.

Finally, one respondent indicated that the presence of agricultural cooperatives, producers' organisations and multinationals could help in formulating concrete strategies to end child labour in agriculture.

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3. Global Conference campaign

3.4 Conclusions

The following conclusions can be drawn about the child labour campaign at the Global Conference.

The child labour survivor testimonies evoked encouraging feelings.
The testimonies reached the majority of the respondents and generally evoked feelings related to encouraging emotions, such as motivation, a sense of urgency and responsibility. These emotions can also be associated with taking action.

Respondents reported a positive change in perception of child labour issues, although perception levels were already high.

Self-reported awareness on the issue of child labour, the priority given to child labour and the intention to work on projects to eliminate child labour increased after the conference. However, the self-reported scores before the conference were already high and the changes were small (although statistically significant), indicating that the respondents believed to have a high level of awareness and understanding of child labour issues. This is to be expected, given that the conference audience was made up of people working on the issue of child labour and therefore familiar with the topic. →

The call to action reached a high level of consensus among respondents.
The respondents also indicated they planned to take various courses of action to eliminate child labour.

There are several limitations to the research that are important to take into account when interpreting the results.
Response rate | Due to the low response rate and small sample size, these results are not representative of all attendees of the conference and should not be extrapolated beyond the sample of survey respondents.

Introduction statement | As the introduction statement was missing from the survey, several respondents expressed confusion about the purpose of the survey, which may have led to a lower response rate.

Social desirability bias | Respondents are prone to social desirability bias, which may have prompted them to over-report positive changes in awareness and motivation to act. Anonymised data helped alleviate this issue, yet what is stated can still be very different from actual thoughts and behaviours.

Recall bias | The survey was conducted 3 months after the conference had taken place, and no baseline data on pre-conference perceptions was available. The pre-conference answers were therefore subject to recall bias. The detected difference between "before" and "after" perceptions could also be due to other causes rather than (only) the campaign.
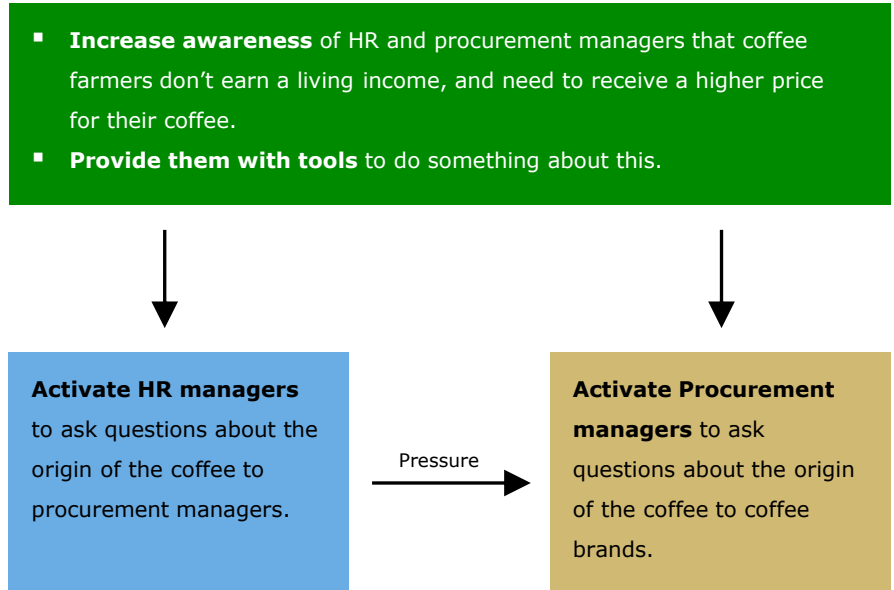
4

'Good coffee' campaign

4. 'Good coffee' campaign

4.1 Background

Solidaridad, Fairtrade NL and MVO Nederland jointly prepared a campaign with the aim to contribute to behavioural change related to coffee consumption and procurement, motivating target audiences to pay a fair price to coffee farmers that enables a living income, thereby decreasing the chances that children will be allowed to work on family farms. Coffee brands that adhere to these living income standards were labelled by the campaign as 'good coffee'.

The focus of the campaign was coffee consumption at the workplace in the Netherlands. Specifically, HR managers were targeted under the assumption that they would raise the issue with procurement staff given their interest in being an attractive employer for new employees.

- **Increase awareness** of HR and procurement managers that coffee farmers don't earn a living income, and need to receive a higher price for their coffee.
- **Provide them with tools** to do something about this.

Activate HR managers to ask questions about the origin of the coffee to procurement managers.

Pressure →

Activate Procurement managers to ask questions about the origin of the coffee to coffee brands.

Campaign's Theory of Change[2]

The campaign ran from 25 September to 25 October and consisted of:

Guerilla marketing action by volunteers | fake application letters to vacancies asking about a company's coffee policy (see Annex 1), targeting HR managers under the assumption that with increased awareness and pressure by candidates on sustainability issues, they would pressure their company to procure 'good coffee' and thereby attract future candidates;

Tools and channels | a website, self-assessment test for 'good coffee', advertisements and social media reach (see Annex 2), targeting both HR managers and procurement managers.

Message testing and evaluation approach
Wageningen Economic Research was involved in two phases of the campaign. Before the campaign, a message testing survey[1] was conducted among Dutch employees to better understand:
- The perceptions of respondents on the content of the message;
- Change in actions that respondents perceived as important pre & post-exposure to the message.

The message testing survey (Section 4.2) informed campaign messaging and overall development of the campaign.

After the campaign, an evaluation was conducted (Section 4.3) to determine whether the intended outcomes of the guerilla approach were reached.

4.2 Message testing survey

4.2 Message testing survey

4.2.1 Methodology

Randomised testing of two potential campaign messages

The campaign design team developed two potential campaign messages that were shared with the Wageningen Economic Research team for testing. To understand which campaign message would have more influence on perceptions and behaviour related to 'good coffee' at the workplace, a survey was designed for MVO Nederland members, in which two groups were exposed to the two different messages (see Annex 3). The surveys were in Dutch.

All survey questions were the same for the two groups, except for the two campaign messages: (1) "Good coffee, bad coffee" and (2) "Take action for good coffee". The messages were randomly assigned to respondents of the survey. For each group, questions on perceptions and actions where asked before and after being exposed to the messages.

Randomised assignment of the messages ensures that comparable groups of people are exposed to the two messages. In this way, we can statistically attribute significant changes in the results to the message, instead of to group differences. Statistical significance was checked at p-value ≤ 0.05.

Response summary

In total, 105 people responded to the survey. From these, 14 filled in initial questions on age and gender but did not continue further and were therefore removed. Another 19 observations were removed, as these were respondents who quit the survey before seeing the message.

The final sample size after removing incomplete answers and observations in which respondents quit before seeing the message was **72 observations**.

The messages were assigned randomly. The final distribution of assignment was:
- 43% message "Good coffee, bad coffee"
- 57% message "Take action for good coffee"

Message assignment (% respondents)
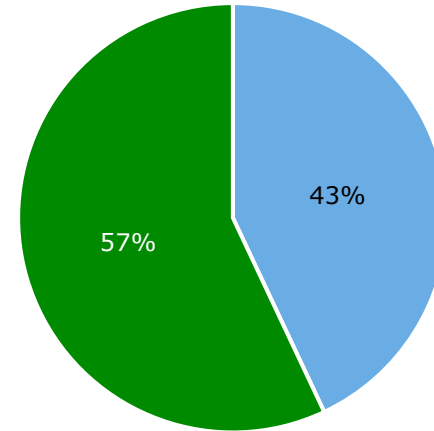
- Good coffee, bad coffee
- Take action for good coffee

The majority of the respondents are females with higher education

- More women than men participated in the survey (22.5% men vs 77.5% women).
- Most of the respondents were in the age group between 25-34 (46.5%) followed by age group 45-54 (22.5%) and 35-44 (18%).
- More than 90% of our sample are respondents with HBO or University education.
- 65% of all respondents are employees, around 13% managers, 9% are owners. We see more women than men in all positions. This is due to the overwhelming number of female respondents. Facility managers in our sample are only male.
- Due to the small sample size, although the assignment of messages was random, the two groups (of respondents that received 2 different messages) did not achieve balance in observable characteristics (gender, age, education).
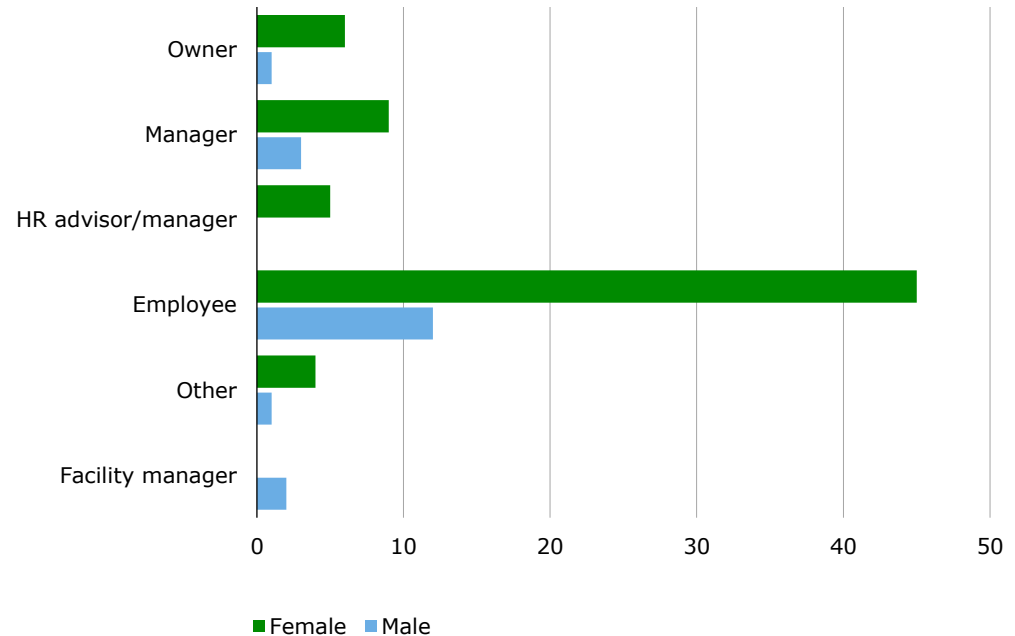
Most of the respondents are not aware of the type of coffee being consumed at work

Respondents indicate that, on average, they drink around 10 cups of coffee per week at the office.

82% (58 observations) of respondents do not know what type of coffee is consumed at their workplace. 10 respondents indicated they were directly in touch with the coffee supplier; another 3 reported knowing someone who is in contact with the supplier.

Facility managers (only 2 respondents) indicated they were in direct contact with the supplier of the coffee consumed at the workplace or knew someone who is in touch with the supplier. Out of the 6 owners in our sample, 4 reported being in touch with the supplier directly. For managers, this was the case for 2 out of 9.

# 4.2 Message testing survey

4.2.2 Findings

Pre-exposure findings

The following three results slides highlight the responses from all respondents before they were exposed to one of the two messages.

Respondents associate 'good coffee' most with sustainability, environmentally friendly produced coffee and fair price

Respondents (N = 72) mention *sustainability, environmentally friendly* produced coffee and *fair price for farmers* to be the top three characteristics of "good coffee".

Most respondents agree on the importance of consuming 'good coffee' & being aware of the sustainability of coffee consumed at the workplace

It is important for respondents to find out more about how sustainable the coffee at their workplace is, with 75% either strongly agreeing or agreeing with this statement.

A smaller sub-sample of the respondents mostly agree (93% strongly agree or agree) with the statement '*I find it important that my employer serves 'good coffee''*.
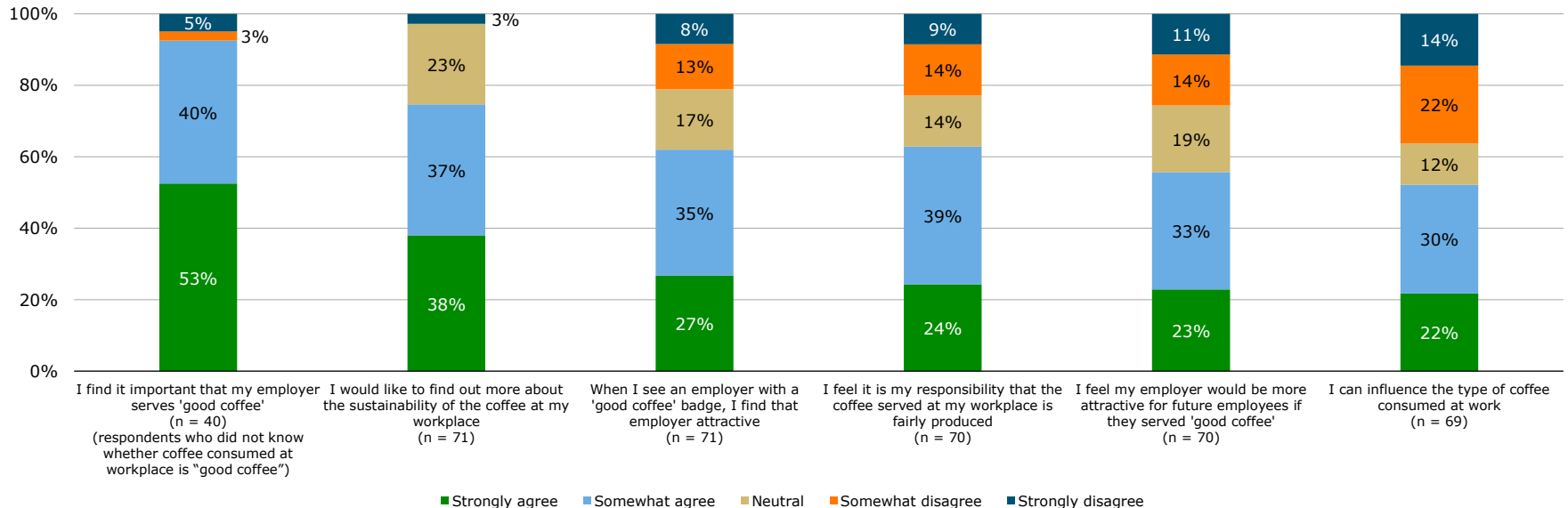
Talking to a colleague and signing a petition were the top 2 actions prior to exposure

For all respondents, talking to a colleague and signing a petition were the top 2 rated priority actions prior to seeing the campaign message. Addressing the coffee supplier rated as a priority action by a sub-sample of respondents (n=10) that were directly in touch with the coffee supplier. Making an anonymous complaint, talking to the HR manager and being aware of the type of coffee when selecting a new employer were the least prioritised actions.
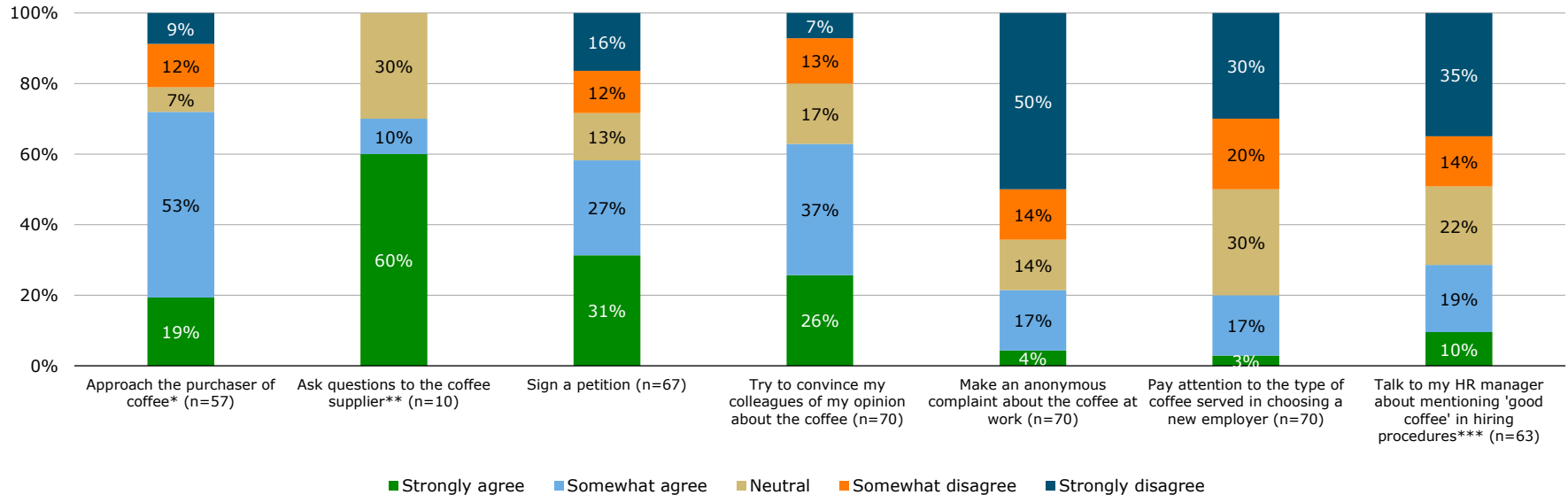
* only if answer option "No" to question on knowing who purchases coffee at workplace was selected; ** only if in communication with coffee provider; *** only to non-HR respondents

Findings on the message and post-exposure change in perceptions and behaviour

The following results slides highlight the responses from the two separate groups regarding the message and change in perception and behaviour.

The scores are an interpretation of the degree to which respondents agree with the statements
The scores are interpretation of the extent to which respondents agree with the statements in the following way:
(1) Strongly disagree
(2) Somewhat disagree
(3) Neutral
(4) Somewhat agree
(5) Strongly agree

All charts therefore show an average score per statement.

The findings are descriptive in nature
No statistical differences between the results of the two groups were found except for a finding on slide 44. This is due to two reasons: changes between scores per message group were rather small and sample sizes for both groups were small: 31 observations for group 1 and 41 for group 2.

In comparing the two messages and due to the absence of statistical significance, the following results should be interpreted as descriptive findings, while keeping in mind that the differences between the groups could be due to chance rather than the different content of the messages.

Respondents identify the same top 3 emotions across the two groups

Respondents in the two message groups were exposed to two different campaign texts highlighting the challenges with 'bad coffee' and asked to what extent the texts evoked the following feelings. The top 3 emotions mentioned are the same in both message groups: these are 'worried' *(bezorgd)*, 'frustrated' *(gefrustreerd)* and 'guilty' *(schuldig)*.

The bottom 3 emotions associated with the messages are:

- Group 1: 'Good coffee, bad coffee': 'down' *(neerslachtig)*, 'excited' *(opgewekt)*, 'proud' *(trots)*.
- Group 2: 'Take action for good coffee': 'down' *(neerslachtig)*, 'excited' *(opgewekt)*, 'angry' *(boos)*.

We cannot conclude that the scores between the emotions are statistically different from each other.
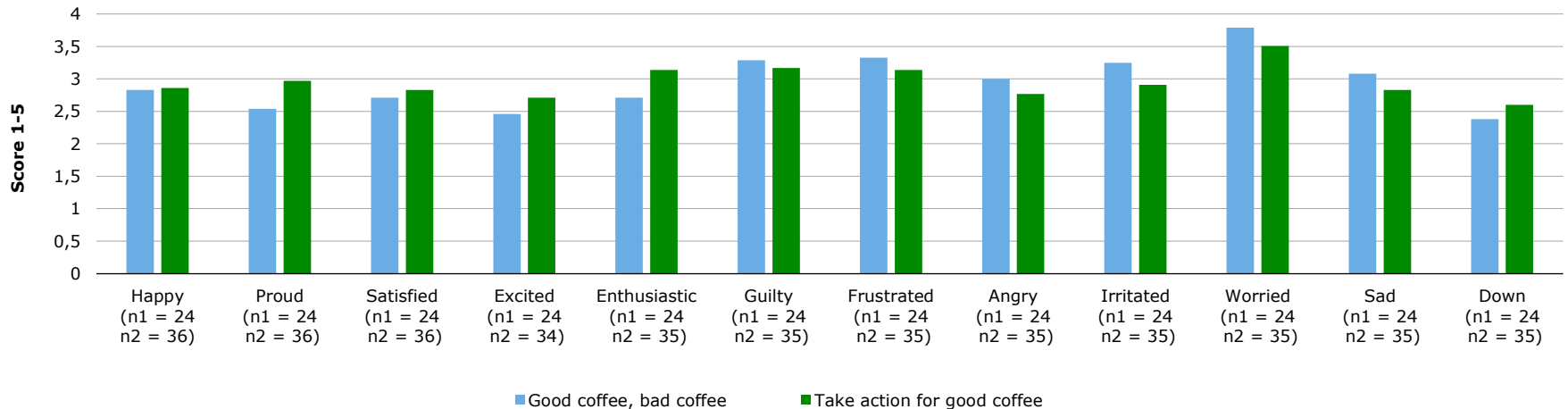
# Respondents scored the statements slightly lower post-exposure, but the changes in scores are minimal

Respondents were asked to rate the same statements after being exposed to the messages. We observe minimal changes in scoring per statement. Overall, respondents scored the statements slightly lower: there are fewer completely agree/somewhat agree answers than pre-exposure, except for an increase in scoring for the statement regarding the importance of 'good coffee' at the workplace (statement 1) and the statement on having an influence on what type of coffee is consumed at the workplace (statement 6). The difference for statement 1 is however not significant, likely as this answer option was shown only to a sub-sample of respondents.

* Bars with solid colours show significant differences between pre and post exposure scores on total sample
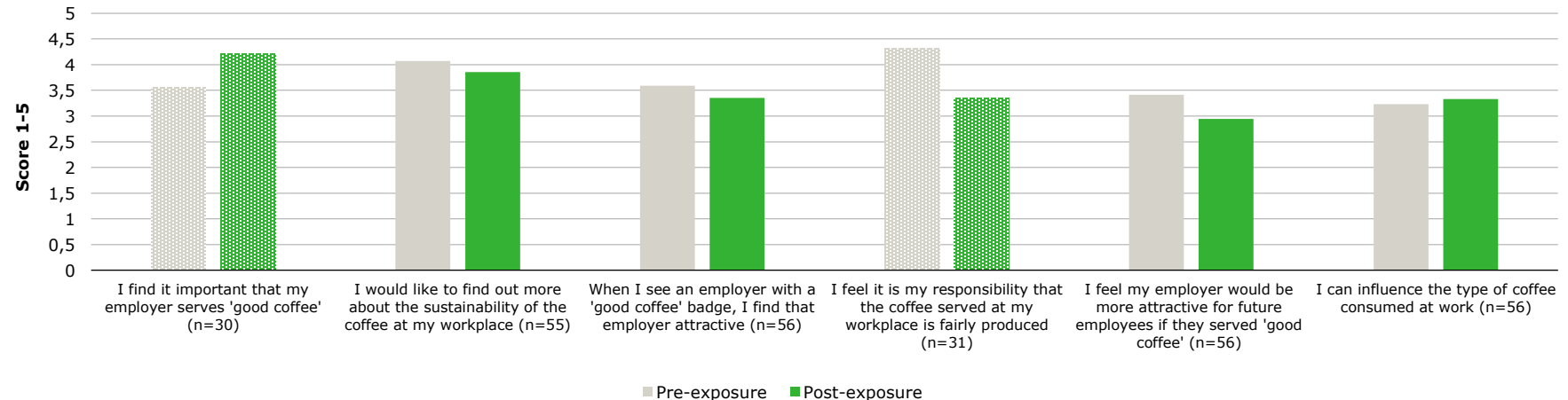
Both message groups assign the highest priority to the same statement post-exposure to the messages

The responses to the statements were split between the two groups to find if they differed significantly post-exposure. We did not find any significantly different changes in perceptions between group 1 'Good coffee, bad coffee' and group 2 'Take action for good coffee'. In both groups, statement 1 has the highest priority post-exposure. Overall, group 2 assigns slightly lower scores to some individual statements than group 1, but there are no significant differences.
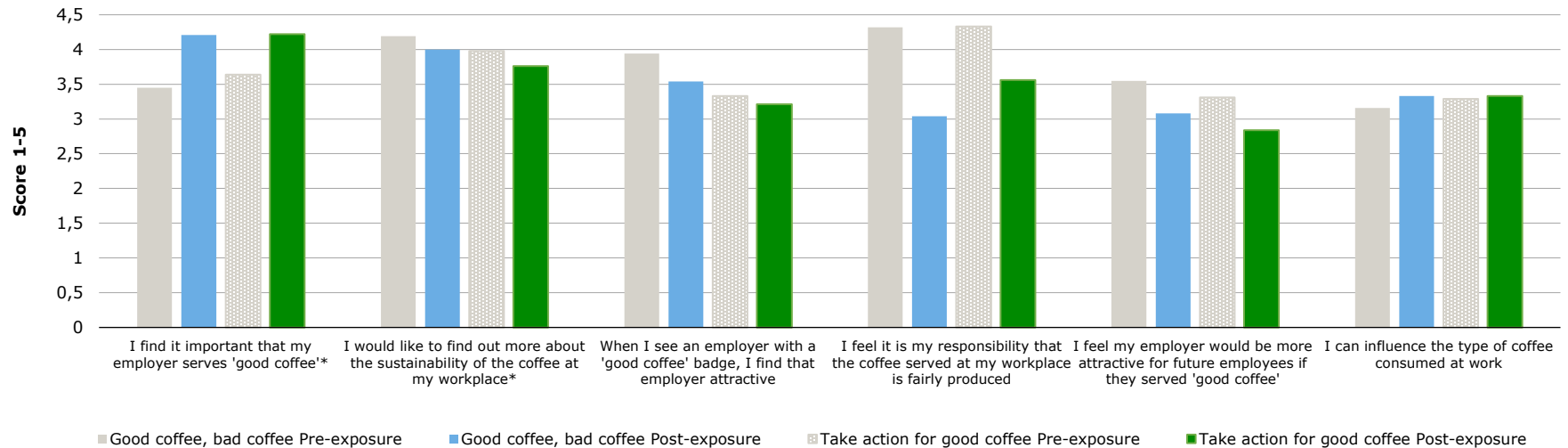
* only for those respondents, who did not select knowing what coffee consumed at workplace is "good coffee", this is the case for 57% of the sample
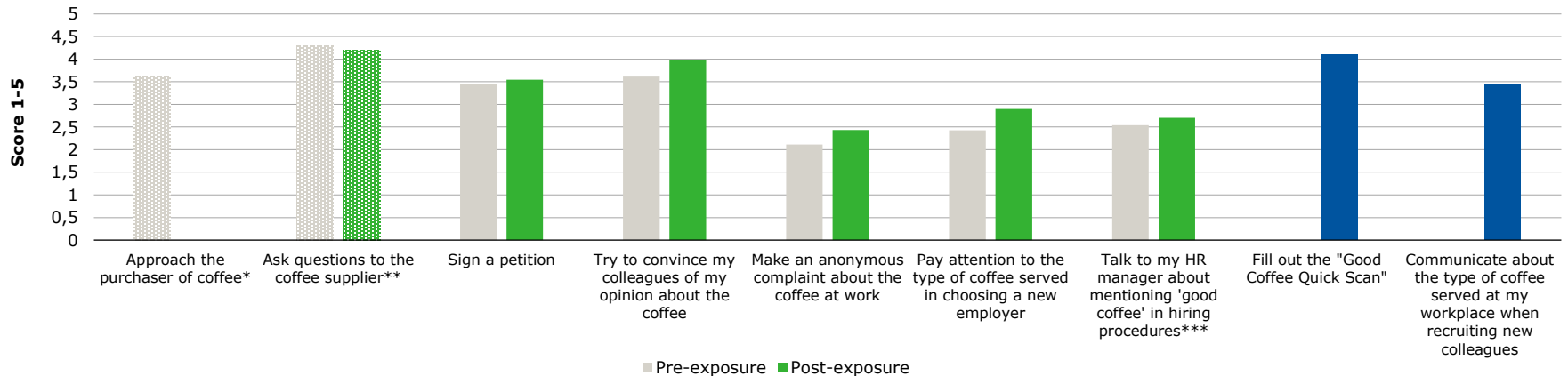
There is a significant increase across most actions post-exposure among the total respondent group

Overall, we see a significant increase in all planned actions except for 'ask questions to the coffee supplier'. This answer option was made available only to respondents that were in touch with the coffee supplier directly.

Two options were added after exposure to the messages: 'running the 'good coffee' quick scan test' has a score of 4.1, which means most respondents somewhat agree with this action. 'Communicating what kind of coffee is served at the workplace to new colleagues' has an average score of 3.4, meaning that respondents are indifferent or somewhat agree with this action. These options were not statistically tested and represent averages after being exposed to either of the messages.

Unfortunately, due to a survey coding error, statement 1 was not correctly displayed to respondents, resulting in faulty data post-exposure.

* Bars with solid colours show significant differences between pre and post exposure scores on total sample

■ Pre-exposure ■ Post-exposure

* only if answer option "No" to question on knowing who purchases coffee at workplace was selected; ** only if in communication with coffee provider; *** only to non-HR respondents
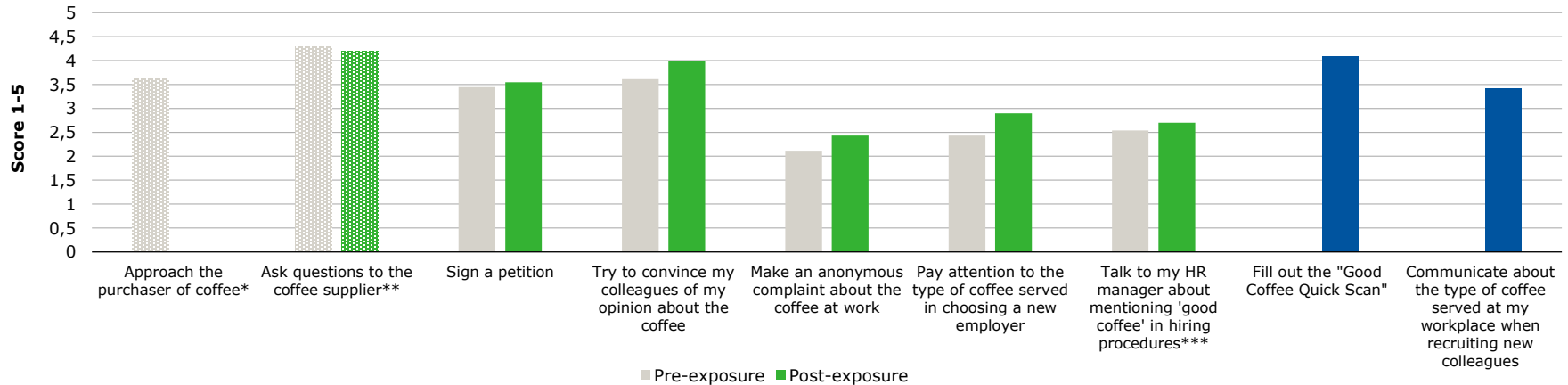
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Signing a petition and talking to a colleague are the most preferred actions

Talking to a colleague and signing a petition are the top 2 rated priority actions post message exposure. On the other hand, talking to HR (average score of 2.7) and anonymous reporting (average score of 2.4) are the least prioritised actions, scoring between somewhat disagree and neutral. However, all of these statements increased significantly post-exposure, including paying attention to the type of coffee served at a new employer.

Asking questions to the coffee supplier is the action call with the highest priority. However, it is important to note that this statement was only shown to the 10 respondents who indicated being in direct communication with the coffee supplier. Hence, for this sub-sample such an action is the most pertinent to implement and we do not find the difference to be significant.

* Bars with solid colours show significant differences between pre and post exposure scores on total sample

* only if answer option "No" to question on knowing who purchases coffee at workplace was selected; ** only if in communication with coffee provider; *** only to non-HR respondents
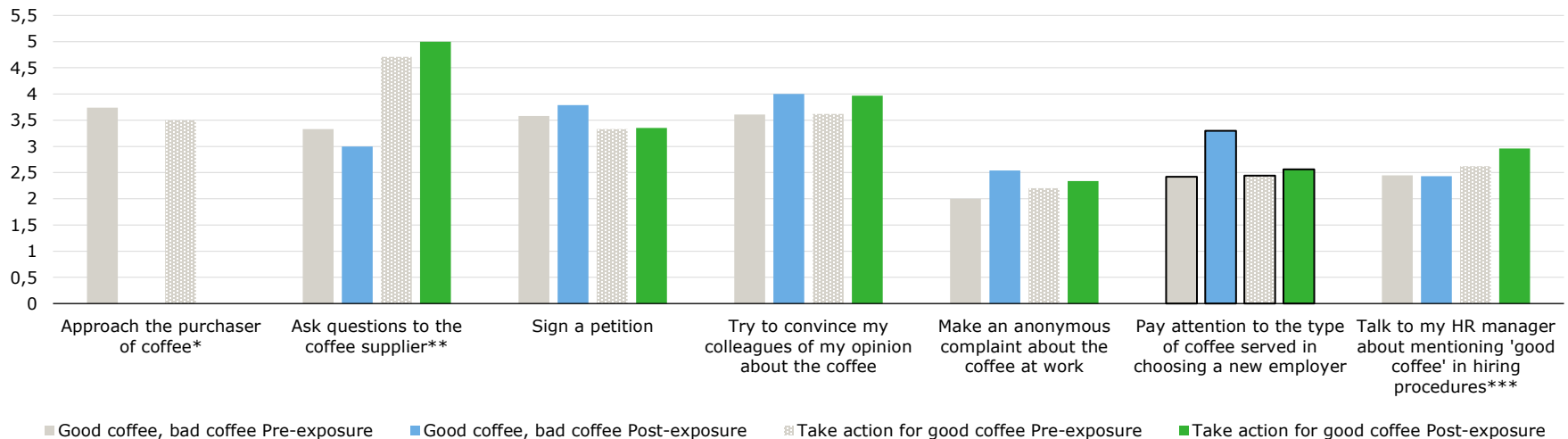
More respondents prioritise paying attention to the type of coffee served at a new job action in group 1 compared to group 2

We find a statistically significant difference between the change in the two groups for the action 'paying attention to what kind of coffee is being served when choosing a next job'. There, group 1's ('Good coffee, bad coffee') score increased more after message exposure compared to group 2.

No other significant differences were found between the two groups. Nevertheless, we do see an average score increase in both groups for 'talking to a colleague' and 'anonymous reporting', reflecting our findings from the previous slide.

* Bar with black outlines show significant differences between group 1 & group 2

Legend: Good coffee, bad coffee Pre-exposure | Good coffee, bad coffee Post-exposure | Take action for good coffee Pre-exposure | Take action for good coffee Post-exposure

* only if answer option "No" to question on knowing who purchases coffee at workplace was selected; ** only if in communication with coffee provider; *** only to non-HR respondents

4.2 Message testing survey

4.2.3 Conclusions

Based on the findings of the message-testing survey, the following conclusions can be drawn.

The findings do not lead to strong conclusions about which message is more effective.
Given that there were no detected significant differences between the message groups, it is not possible to conclude on the effectiveness of the different messages.

No differences in emotions related to the messages were observed: in both groups, respondents rate emotions in similar way with no significant differences between the two groups. The associated emotions are mostly negative: 'worried', 'frustrated' and 'guilty' were the top- rated

emotions, while 'excited' and 'proud' were among the bottom-rated emotions after reading the messages.

Respondents assign higher priority to the statement on their ability to influence whether good coffee will be consumed at their workplace post exposure. This means that both messages have a potential to influence respondents' perceptions in this regard.   →

The overall score on statements decreased post exposure

We find lower overall agreement scores for the statements post-exposure, except for the statements 'I find it important that my employer serves good coffee' and 'I can influence the type of coffee consumed at work'. This might be due to respondents feeling more neutral about the statements after seeing them for a second time.

The overall score on most planned actions increased post-exposure

The two messages seem to encourage respondents to take action in general, as scores on most actions increased significantly post-exposure. However, we did not find any statistically significant results between the two message groups, except for the action 'paying attention to what kind of coffee is being served when choosing a next job'. This means that respondents in the 'good coffee, bad coffee' message group scored this action significantly higher post-exposure than the other message group.

Business owners, managers and facility managers are most likely to be in direct contact with the coffee supplier

Most employees are not aware of who is responsible for purchasing coffee at their workplace. Owners, managers and facility managers are more likely to be in direct contact with the supplier or know who the person is.   →

Talking to the HR manager, anonymous reporting and paying attention to the type of coffee consumed at new workplace are the least prioritised actions
These three actions scored between somewhat disagree and neutral. At the same time, message 1 ('Goede koffie, slechte koffie') appeared to have a stronger influence on paying attention to what type of coffee is consumed at the new job, but this action is among the least prioritised among respondents in our sample.

Our recommendation is that the campaign focuses on the top-rated actions by the respondents: encouraging discussions at the workplace and petitioning.
Respondents indicated their most likely actions to be speaking to colleagues and signing a petition. We recommend the campaign focus on either or both actions.

4.3

Post-campaign evaluation

4.3 Post-campaign evaluation

4.3.1 Methodology

The evaluation approach for the "Good coffee" campaign combined primary and secondary data collection, covering both the HR people targeted by the campaign and the volunteers that participated in the campaign activities. The evaluation focused on the intermediate outcomes of the campaign as (1) a discussion starter and (2) an inspiration to act.

Primary data collection (Dec 2022 & Jan 2023)
HR manager survey | A short survey[1] was sent to 152 (out of 291 vacancies) of the email addresses that were contacted through the vacancies, asking their opinion about the campaign and whether they would be interested in a qualitative follow-up.

Volunteer survey | A short survey was sent to 183 volunteers that participated to gather their indirect impressions of the response to the campaign.

Direct contact | When the survey did not yield sufficient people for a qualitative follow-up, 4 people were contacted directly to ask if they would be interested. This yielded 1 email response.

Secondary data collection (December 2022)
Solidaridad and Fairtrade NL prepared a final report on the outcomes of the campaign. This report was used for the evaluation. Online discussions with Solidaridad and Fairtrade NL took place to gain further insights into the observed impacts.

4.3 Post-campaign evaluation

4.3.2 Findings

HR manager survey results
The survey, which took place 1.5 months after campaign exposure, received 20 responses (13% response rate) from the HR managers. Only 4 of them recalled having received the letter. When asked if they could recall what the message was about, only 2 provided an answer, stating it concerned the coffee served at their company. Both did not mention sustainability or 'good coffee'.

Two respondents indicated they had considered the origin of the coffee served at work before receiving the letter. One respondent felt irritated upon receiving the letter but did visit the 'good coffee' website afterwards.

The other respondent did not take any action, indicating "that is not my responsibility".

Two respondents indicated they had not thought about the origin the coffee at work before. One respondent felt inspired and went on to discuss the topic with their colleagues or manager. The other was surprised by the message, but indicated they deliberately did not take any follow-up action, stating "we are looking for people, not for different coffee, so this is not relevant".

Volunteer survey results

We received 39 responses (20% response rate) from the volunteers that participated in the campaign. Only two of them indicated they had received responses from the HR managers to whom they had sent the application letter. One volunteer indicated they received 6 responses, the other received 3 responses. The volunteer that received 6 responses provided details on the reactions received, in which a picture emerged that the letter evoked positive responses mostly among those people that were already engaged with the topic.

Some were very positive. There was one who indicated that they are engaging with their coffee suppliers and someone who is very committed to finding out about the value chain and sourcing good coffee. Some indicated they already buy sustainable coffee. In addition, there were some that indicated they thought it was a good action but didn't appreciate the method.

Other than that, we mostly received automatically generated messages along the lines of ''thanks for your application, but we won't invite you for an interview''. Mostly, therefore, the action was not taken. But all in all, some positive messages that I think they will take action on.

- Anonymous volunteer (adapted from Dutch)

Additional qualitative findings

One additional email response was gathered after people were emailed directly, indicating that the topic is now on the agenda thanks to the campaign. One of the survey respondents added an additional comment reflecting their discontent with the campaign approach.

There was no interest among respondents of the survey and people that were targeted directly to have a follow-up discussion about the topic. This could be due to a lack of personal engagement with the topic or lack of an incentive to participate.

If you want to establish a relationship with new customers or interested parties, try to make contact first instead of sending a long e-mail.

I could appreciate the playful approach, through a response to a vacancy. The subsequent communication created awareness, unfortunately not yet directly leading to a major adjustment with our supplier, but it is now firmly on the agenda. It is always good for us as clients to have a handle and more background information, because of the complexity and limited transparency available from suppliers and supply chain.

- Anonymous respondents (translated from Dutch)

Observations from the final campaign report

The campaign website got significant traffic and visits, but it is not possible to determine the rate of traffic that originated from the HR managers targeted through the application letters. It is therefore not possible to know the effectiveness of the approach in attracting HR managers to the website and to conduct the self-assessment test.

Nevertheless, there is an encouraging result that 3 HR managers received 'good coffee' labels after the self-assessment test and verification by the campaign team.

The campaign report highlighted some responses received from HR managers that reflect the findings from the HR and volunteer surveys:

What a creative way to bring your organisation to our attention. I'm a recruiter and have a heart for 'doing good', but this topic doesn't fit my professional responsibilities.

Thanks for your creative application asking us what coffee we serve. In all honesty I need to acknowledge that I have no idea, but I'm eager to find out because I agree we need to select a Fairtrade option...

- Anonymous HR managers (translated from Dutch)

4.3 Post-campaign evaluation

4.3.3 Conclusions

Based on the findings, the following conclusions can be drawn about the 'Good coffee' campaign:

Overall, the campaign had a wide reach and visibility.
The campaign report shows the campaign had a wide reach across several channels (TV, website, social media), increasing the visibility for companies as well as the wider general public.

There is some indication that the campaign could serve as a discussion starter.
Based on the reported figures of the overall reach of the campaign and the response received from the HR managers and volunteers, the campaign managed to provoke

thoughts and dialogue within at least several organisations about sustainability. It is likely that these discussions would not have taken place without the campaign. However, it is important to emphasise this conclusion is based on a very small sample of respondents. As the campaign did not focus explicitly on child labour, responses received did not emphasise increased awareness of this issue. →

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No strong conclusions can be drawn about the effectiveness of targeting HR managers.

Although the campaign may have sparked discussions in some organisations, it is not possible to determine if the intended action (HR managers pressure procurement staff) has been the result. The low response rate, small samples and lack of willingness to engage in follow-up research could indicate the limited interest of HR managers in the topic. This suggests that HR managers may not have been the most effective target group for this campaign, which was consistent with the finding from the message testing study that talking to the HR manager was not prioritised by the employees.

This is exemplified by several responses by respondents stating the topic did not fit their professional responsibilities. Although the link between recruitment and sustainability was made explicitly in the application letters, it is likely that HR managers did not feel incentivised enough to engage, except for those already engaged with the topic.

The low response rate among the HR managers may also partly be due to the high rate of impersonal email addresses that were approached (e.g., hr@company.com), which may have limited the reach overall. Respondent fatigue (due to being contacted several times) may also have had a negative impact.

The appreciation of the campaign approach was mixed.

Some respondents indicated they did not appreciate the application letter approach, while others complimented the method for being creative and thought-provoking.

5

Learnings and recommendations

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5. Learnings and recommendations

The issue of child labour should be addressed on both the supply and the demand side, as advocated by ILO's ACCEL project. The Global Conference and 'Good coffee' campaigns demonstrate how awareness-raising can lead to action on both sides of the value chain.

Global conference campaign
The Global Conference campaign strengthens the findings from the desk review in the first phase that a successful message should be educative, trigger encouraging emotions related to the eradication of child labour and involve youth advocates in telling their own stories. Future campaigns should continue to leverage these elements.
As many respondents were impressed by the testimonies and planned to take several actions after the campaign, we

recommend ILO follow up with them to gain insights into what actions have been taken and learn from their experiences.

'Good coffee' campaign
The 'Good coffee' campaign made a start in putting sustainable coffee on the agenda in workspaces in the Netherlands with its aim to target HR managers as change agents in the procurement of sustainable coffee. Because of the broader focus of the campaign on sustainability rather than child labour, it was not possible to judge the campaign on its effectiveness in promoting awareness raising of child labour. →

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Moreover, due to the HR managers' lack of willingness to engage in the campaign evaluation, it was not possible to determine if the intended actions were taken as a result of the campaign. In this case, the link between HR managers and procurement as indicated in the theory of change could not be verified. There are indications that HR managers may not have been the most effective target group for the campaign.

We recommend future campaigns to do pre-testing of the theory of change logic, for example by consulting a target group sample before selection or basing the approach on available evidence of the logic. This can provide an indication of how respondents react and whether the intended impact can be reached. In this case, there was no available evidence of the link between HR managers and procurement staff and the assumption had not been tested beforehand.

6

Annex

Annex 1: Application letter template sent during the 'Good Coffee, Bad Coffee' campaign

Dear Sir/ Madam,

I would like to respond to the vacancy [job title] at your company. I have an important question: do you serve good or bad coffee at work? And I'm not talking about the taste, but about the origin of that coffee. Now I hear you thinking, why is that so important? Well, 65% of employees, and I'm one of them, say it's "extremely" or "very" important to them that an employer has a positive impact on the world.*

Unfortunately, the situation for coffee farmers has not improved in recent years. Many companies still serve bad coffee. Coffee that is made from coffee beans that are purchased from coffee farmers by suppliers at far too low a price. As a result, they cannot maintain their land sustainably and cannot protect themselves against climate change. In some cases, these low costs even force them to use child labour.

Eighty-five percent of employees say they don't know whether they drink good or bad coffee. But once familiar with the problem of bad coffee, 73% say they would like their employer to buy good coffee.**

Choosing good coffee starts with a few extra questions that you, as an employer, can ask suppliers about the origin of their coffee. This way you show that you think it is important to invest in a better world. So if you want to please me and your current employees, check that your company serves good coffee. You can do the check at www.goedekoffie.nl. At www.goedekoffie.nl you can complete the Good Coffee Filter check and, if all goes well, earn the Good Coffee Badge. This shows that you think it is important to invest in a better world.

I would like to hear your outcome.

Sincerely,

<NAME>

* Research by Cognizant – the purpose gap

** Research among 1000 Dutch people by www.goedekoffie.nl

Annex 2: Campaign impressions from the campaign report

Source: Solidaridad, Fairtrade & MVO Nederland (2022). From Awareness to Action: a campaign targeting Dutch coffee drinkers at the workplace. 21 December 2022
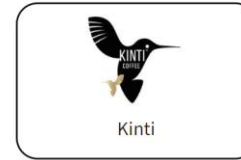

Still from video advertisement

'Good coffee' logo

KIES JE KOFFIE BRANDER

Kinti

This Side Up

BEKIJK ANTWOORDEN VAN JE LEVERANCIER

VUL ZELF ANTWOORDEN IN

Self-assessment test on the website ("Select your coffee roaster; Check the answers of your suppliers / Fill out the answers yourself")

Annex 3: Campaign message testing for 'Good Coffee, Bad Coffee' and 'Take action for good coffee'*

Message 1: Good Coffee, Bad Coffee

As many as 80% of coffee farmers are forcibly selling their crop below cost price. That, of course, is wrong coffee. After all, good coffee is coffee that has been bought fairly. At a price that allows a coffee farmer to support his family and his business.

What kind of coffee do you actually drink at work?

Do the Good Coffee quick scan.

Message 2: Take action for Good Coffee

More than 70% of NL people drink coffee at work. That's a lot of cups of coffee per day. Logically, many employers look critically at the cost of it. But when you know that 80% of coffee farmers have to sell their harvest under cost price, how good does that cheap coffee still taste? Do you actually know if you have Good Coffee in the workplace? Good Coffee is coffee for which the supplier pays a fair price to the coffee farmer, and your employer a fair price to the supplier.

Take action and do the Good Coffee quick scan.

* Original messages were displayed in Dutch

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References

[1] ILO (2021). Communication strategies on Child Labour: From awareness raising to action. A desk review with preliminary design ideas for campaigns in Africa and Europe. September 2021. Retrieved from:

https://www.ilo.org/wcmsp5/groups/public/---africa/---ro-abidjan/documents/publication/wcms_820322.pdf

[2] Solidaridad, Fairtrade & MVO Nederland (2022). From Awareness to Action: a campaign targeting Dutch coffee drinkers at the workplace. 21 December 2022. (Confidential report)

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