

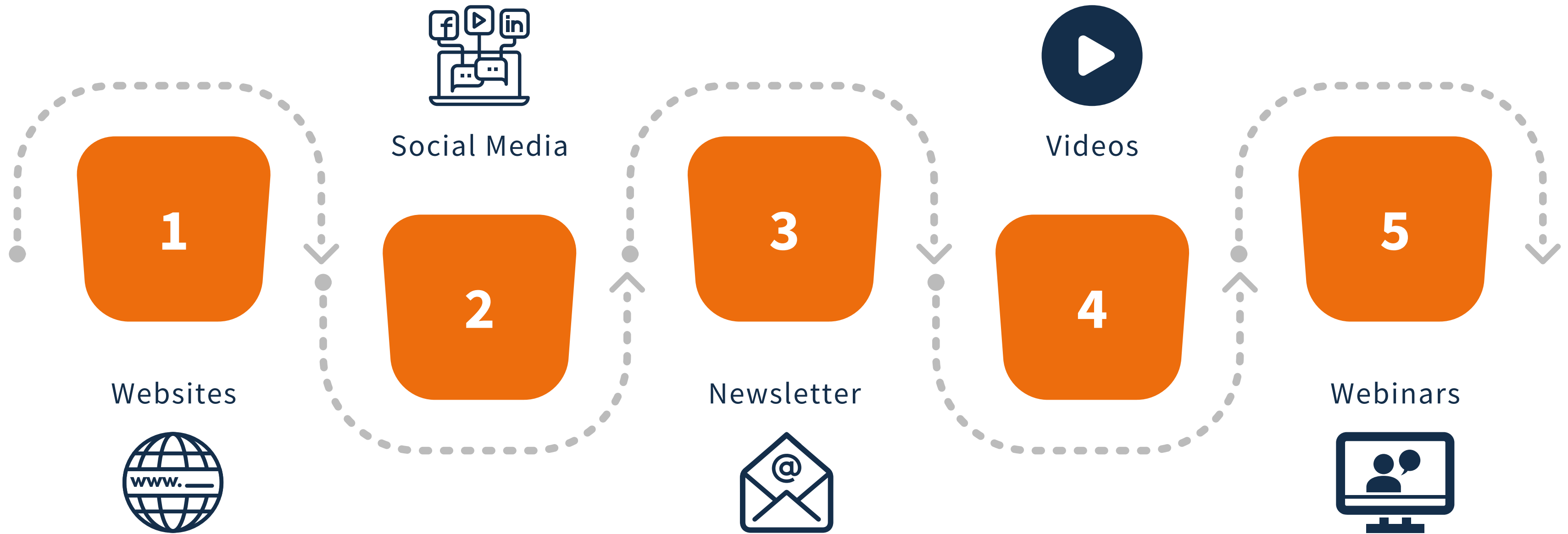


# OUTREACH @WAGEINDICATOR

The current status, challenges and future of  
outreach at WageIndicator



# CONTENTS





**WageIndicator.co.uk**  
You Share, We Compare

search..

Pay + Law & Advice + Career +

Home > Pay > VIP/Celebrity Salary > VIP/Celebrity Salary

## VIP/Celebrity Salary

WILLIAM KATE MIDDLETON DUCHESS OF CAMBRIDGE

search..

Salary + Labour Laws + Career Tips +

**Loonwijzer.nl**  
You Share, We Compare  
Part of WageIndicator

Website doorzoek

f t l i o y e

search..

Salaries + Labour Law + WageIndicator Foundation +

Home > WageIndicator Foundation > Events

## WageIndicator Events

Wageindicator Events over the Years

UPCOMING EVENTS

Date	Name of Meeting	Location	Relation to Project(s)
April 29, 2022	WAGEINDICATOR CONFERENCE PART 1: OUR WORK	Zoom	All projects
May 6, 2022	WAGEINDICATOR CONFERENCE PART 2: OUR FUTURE	Zoom	All projects
June 17, 2022	COLLECTIVE AGREEMENTS, LOW WAGES AND COVID	Zoom	Eurofound CBA Database, BARCOVID, BARWage, BARMetal
October 27, 2022	WOMEN IN GIG WORK	Zoom	Labour Law, Platform Economy

**WageIndicator.org**  
Part of WageIndicator Foundation

search..

Salaries + Labour Law + WageIndicator Foundation +

Home > Salaries > Living Wages > Access to Living Wage Database

### Access to Living Wage Database

Looking into Living Wage rates for your organisation's employees or the workers in your supply chain? WageIndicator Foundation can serve as your strategic partner. Moreover, the WageIndicator Global Living Wage Database contributes to achieving the Sustainable Development Goals (SDGs).

**WAGEINDICATOR GLOBAL LIVING WAGE DATABASE**

The WageIndicator Global Living Wage Database is the largest database for Living Wages and primary Cost of Living data in the world. Moreover, its Typical Family Living Wage methodology is recognised by ILO - The Sustainable Trade Initiative.

The Global Living Wage Database currently contains data on 129 countries and 1,564 regions. All clients receive:

- Living Wage per month and hour for multiple family types
- Cost of Living components
- Inflation Index
- MI Inflation

Additional options are:

- Living Wage yearly averages published each year in October
- Actual wages for skilled workers
- Detailed Statutory Minimum Wage region, industry, etc.
- Labour Rights Index

Based on the needs of your organisation and the data availability, WageIndicator can provide you with spreadsheets containing the exact information that you require.

**ADDED VALUE FOR YOUR ORGANISATION**

**BENCHMARKING OF WAGES**

The WageIndicator Global Living Wage Database supports organisations and companies in carrying out the benchmarking of wages. By getting insight into Living Wage rates for specific countries and regions, your organisation can compare and adjust your employees' compensation and benefits. This is not only suitable to benchmark the total rewards of your own employees, but also global firms with thousands of locations can commit to more sustainability around the world.

**ACHIEVING SUSTAINABLE DEVELOPMENT GOALS**

The Global Living Wage Database contributes to Sustainable Development Goal 8: Decent Work and Economic Growth, among other Sustainable Development Goals. By paying decent wages, not only small, local firms, but also global firms with thousands of locations can commit to more sustainability around the world.

**GETTING WORLDWIDE INSIGHTS**

Next to Living Wage rates, the Global Living Wage Database contains more useful data. For specific countries and regions, the cost of living and Statutory Minimum Wages can be acquired as well. This data can be used for risk assessments, corporate compliance policies, audits, et cetera.

**CHOOSE THE DATABASE OPTION THAT FITS YOUR NEEDS:**

LIVING WAGE PER REGION	LIVING WAGES PER REGION - YEARLY AVERAGE
One-off data delivery <b>€ 425</b>	One-off data delivery <b>€ 625</b>
Living Wage rate for 1 country or region, from last quarter	Living Wage rate for 1 country or region, from last quarter
Request access	Request access
GLOBAL LIVING WAGES	GLOBAL LIVING WAGES BY COUNTRY
Yearly Subscription <b>€ 14,250</b>	Yearly Subscription <b>€ 19,250</b>
3-Year Subscription <b>€ 36,338</b>	3-Year Subscription <b>€ 49,088</b>
Living Wage rates for all available countries and regions	Living Wage rates for all available countries and regions
Living Wage yearly average, latest available	Living Wage yearly average, latest available
Quarterly data deliveries	Annual wages for skilled workers
Request access	Detailed Statutory Minimum Wages
	Labour Rights Index
	Quarterly data deliveries
	Request access

Subscription rates last updated in July 2021

Check out all available countries and regions

**TERMS AND CONDITIONS AND ADDITIONAL USERS**

Learn more about the Terms and Conditions and about the costs for Additional Users (more than 5)

**SPREADSHEET EXAMPLES**

- Living Wage per Region
- Living Wages per Region + Yearly Average
- Global Living Wages
- Global Living Wages in Context

**IMPLEMENTATION OF LIVING WAGES**

Together with Member Council Senior, WageIndicator Foundation can provide data and support in the whole implementation phase of Living Wages. The overall work will be coordinated centrally by the Dutch/Indian Peerium team and will be carried out by local offices. These will conduct all research and the respective interviews locally when needed and available. Learn more about implementing Living Wages

**CLIENTS AND PARTNERS**

The WageIndicator Global Living Wage Database is used by many organisations, among which:

**PHILIPS** **NOVARTIS** **accenture** **Teleperformance**

**KERING** **DSM** **SAATCHI AND SAATCHI** **Glovo**

Data reliability is ensured by these scientific partners:

**UNIVERSITY OF AMSTERDAM** **HASARUK UNIVERSITY** **CEU CENTRAL EUROPEAN UNIVERSITY** **Erasmus**

Request access to the WageIndicator Living Wage Database

On this page © WageIndicator 2022 - WageIndicator.org - Access to Living Wage Database

POWERED BY: Powered by the WageIndicator Foundation - Share and compare wages, understand Labour Law and spot career opportunities.

© 2022 WageIndicator.org is connected to the WageIndicator Network

Home > Career Tips > Role & Pay > Advertising and marketing professionals

## Advertising and marketing professionals

Advertising and marketing professionals develop and coordinate advertising strategies and campaigns, determine the market for new goods and services, and identify and develop market opportunities for new and existing goods and services.

### CHECK YOUR PAY

- Salary range for the majority of workers in Advertising and marketing professionals - from R11 200 to R42 232 per month - 2022.
- A Advertising and marketing professionals typically earns between R11 200 and R23 841 net per month at the start of the job.
- After 5 years of service, this is between R14 572 and R29 418 per month for a working week of 45 hours.

How much does this cost in your area: *Gasoline*

Check your income in context with the Salary Comparison tool

**WEBSITES**

Fill the Salary Questionnaire

### DUTIES AND TASKS

- Planning, developing and organizing advertising policies and campaigns to support business objectives
- Advising managers and clients on strategies and campaigns to reach target market attributes of goods and services
- Writing advertising copy and media scripts, and arranging television and film production
- Collecting and analysing data regarding consumer patterns and preferences
- Interpreting and predicting current and future consumer trends
- Researching potential demand and market characteristics for new goods and services
- Supporting business growth and development through the preparation and execution of advertising campaigns
- Commissioning and undertaking market research to identify market opportunities
- Advising on all elements of marketing such as product mix, pricing, advertising and promotion

### NEUVOO JOBS

- Group Head of Advertising (EE) - Cape Town (Stellenbosch)
- Head of Advertising Strategy (Stellenbosch)
- Outdoor Advertising Site Developer (Centurion)
- Outdoor Advertising Site Developer (Pretoria)

**Meusalario.org/Mocambique**  
Part of WageIndicator Foundation

Você partilha, nós comparamos

Pesquisar no Sítio

Salário + Lei de Trabalho + Carreira +

Entrada > Salário > Compare seu Salário

## Compare seu Salário

Compare o seu salário com outras pessoas da mesma posição em três etapas

- Encontre a sua profissão  
**Trabalhador do tratamento da madeira**
- Salario bruto mensal por: operários, artífices e trabalhadores similares (Hours per week specified: 48)  
Intervalo salarial mínimo e máximo dos pares  
Salário Médio  
**MZN 19354**
- Quanto custa este em sua área: *Gasolina*

Você ganha um salário justo? Partilhe e compare o seu salário.

Compartilhe a informação sobre o seu salário E emprego e preencha



## STATUS

- 210 websites, ± 3 million visits/month
- Most visitors via mobile device
- Basic setup of Salary, Labour Law and Career
- Surveys are central:
  - Salary Check
  - Salary Survey
  - Cost of Living Survey
- Strengthened by Minimum Wages, VIP Salaries, Decent Work Check and Jobs & Salary

## CHALLENGES

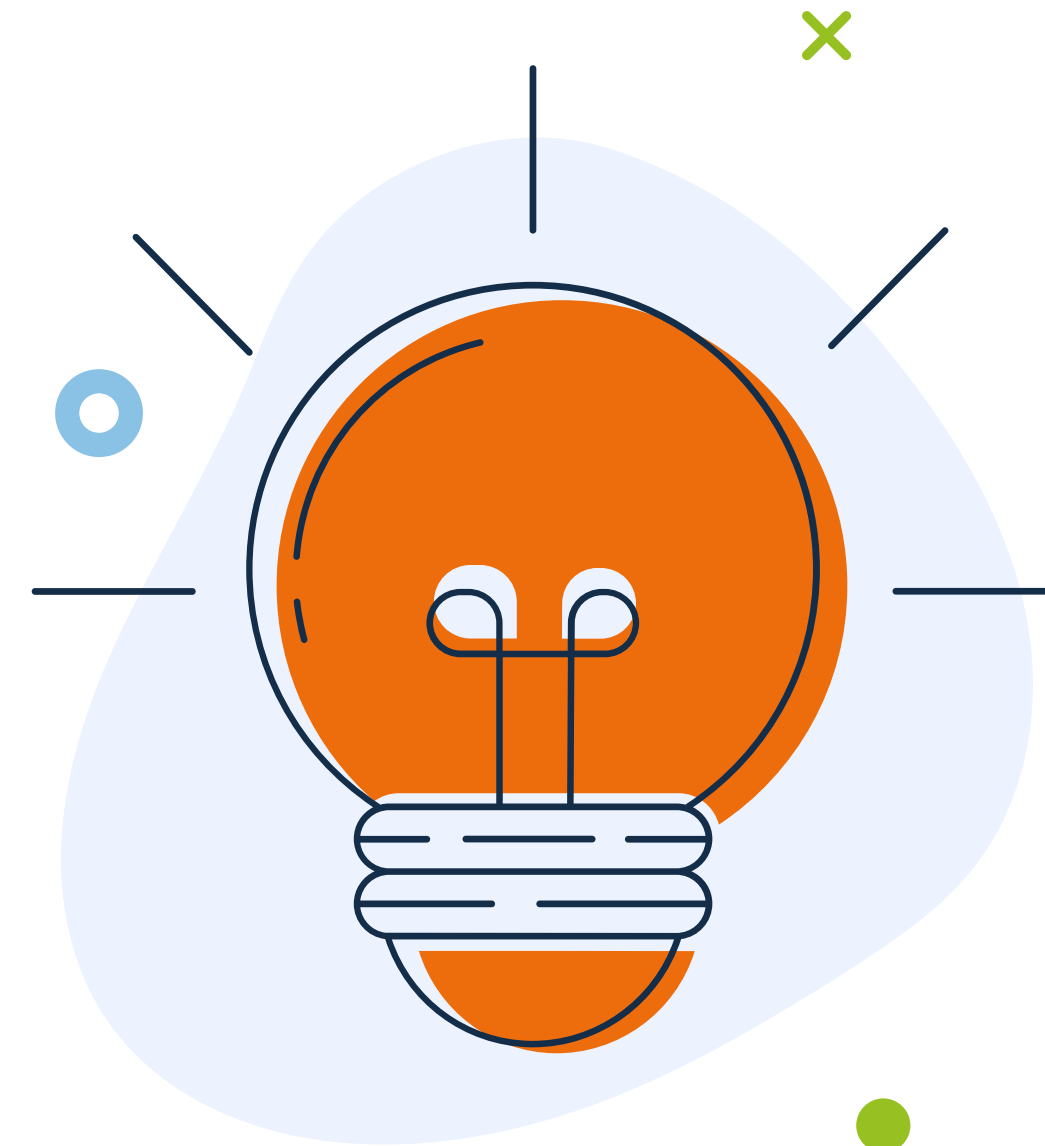
- Increasing the websites' traffic:
  - Keeping the contents on all websites up-to-date
  - Constantly improving the websites' search engine optimisation (SEO)
  - Making sure all contents are easily accessible on mobile devices
- Finding the balance between generated and handcrafted content





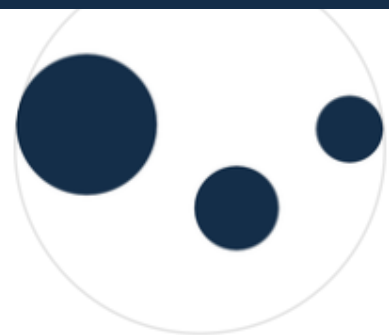
## FUTURE

- Every website visit ends with the visitor filling out either the Salary Check, the Salary Survey or the Cost of Living
  - All websites should contain the three surveys
  - Websites should direct all visitors to one of the surveys within one step
- More automation for large-scale tasks and more handcrafted content for specific topics



### A BOLD IDEA

Weekly A/B experiments taking place to increase survey intakes



# WageIndicator Foundation

@WageIndicator · ★ 4.4 (13 reviews) · Non-profit organisation

Contact Us

wageindicator.org

Home

About

Events

Photos

More

Like

Message



## About

See all



Create Post

# SOCIAL MEDIA



## WageIndicator Foundation

Share and Compare Wages & Labour Law in 196 Countries  
Research Services · Amsterdam · 1,967 followers

Dishha & 33 other connections work here · 121 employees

Following

Visit website

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My Company

About

Posts

Jobs

People

Events

Videos

About

wageindicator

Message



195 posts

728 followers

52 following

## WageIndicator Foundation

Nonprofit organization

We share and compare information about wages, labour law and career.

You Share, We Compare

wageindicator.org

## WageIndicator

@WageIndicator

International comparable Minimum and Living Wages, Salaries by Job Profiles  
Collective Agreements (CBA) and Labour Laws in 196 countries.

Worldwide [wageindicator.org](http://wageindicator.org) Joined May 2009



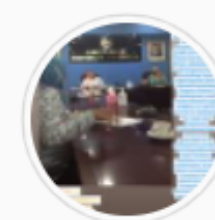
Rights!



Gig Webinar



Team



Garment W...



LRI2020



Corona Sur...



## STATUS

- 15 Facebook pages
- 3 Twitter accounts
- 2 Instagram profiles (WageIndicator and Gajimu)
- 1 YouTube channel
- 1 LinkedIn company page

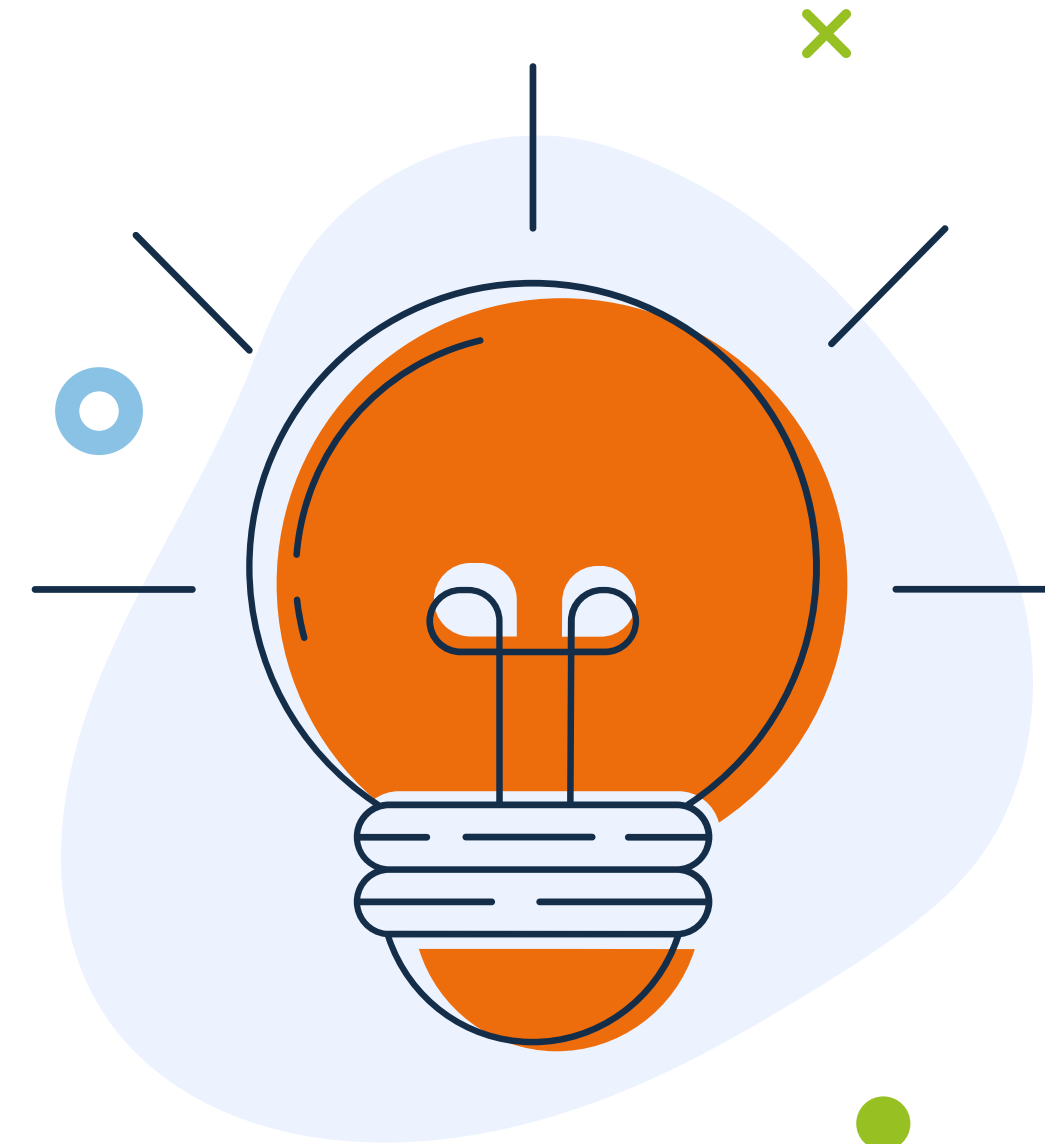
## CHALLENGES

- Community Engagement
- Driving Traffic
- What media should be focused on, given the shifting demographics on social media? (E.g., young people using Instagram instead of Facebook?)
- How to target people from different countries (different social media outlets handle that differently)



## FUTURE

- Short-Term Goals
  - Increasing Followers
  - Increasing Engagement
- Long Term Goals: Next Year  
May/June,
  - Driving Traffic from Social Media
  - Dedicated Team for SM (Platform Heads)
  - Monetization of YouTube Channel
  - Collaboration with industry leaders relevant to our field



### A BOLD IDEA

Automated posts on social media





Veranderingen voor werkenden in 2022 en onder Rutte IV januari 2022

[Bekijk deze e-mail in je browser](#)

## Loonwijzer.nl

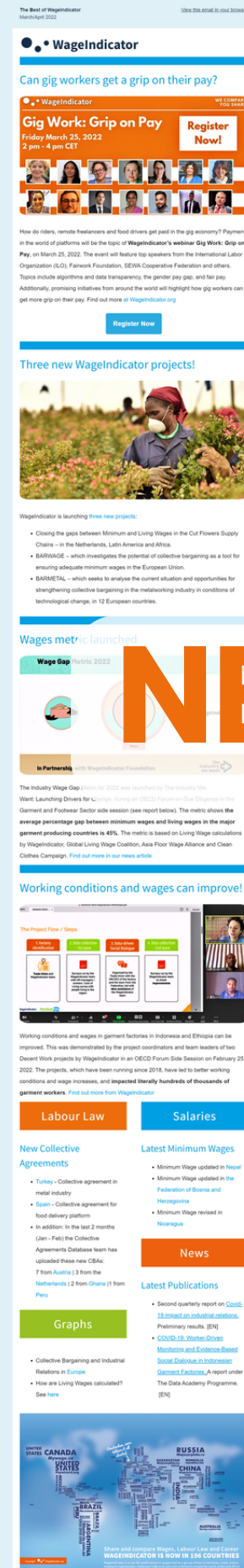


Opnieuw houden alle werknemers netto een hoger salaris over. Bovendien wordt in 2022 een gewijzigde reiskostenregeling van kracht die rekening houdt met thuiswerken, ook als de situatie rond corona verandert.

[Check je nettoloon in 2022](#)

### Dit verandert er in 2022

- Werknemers die rond het minimumloon verdienen gaan er in 2022 **netto ruim 2% op vooruit** in vergelijking met een jaar eerder.
- Van de andere inkomensgroepen gaan werknemers die anderhalf keer modaal verdienen het meest erop vooruit.
- In 2022 zijn de regels voor onbelaste **reiskostenvergoeding** gewijzigd. Als je minimaal 128 dagen per jaar naar een vaste werkplek reist, mag de werkgever je voor het hele jaar een vaste onbelaste reiskostenvergoeding verstrekken, ook als je een deel van de tijd thuiswerkt. Deze nieuwe regels gelden ongeacht de situatie omtrent corona.
- Het **minimumloon** stijgt met € 24 per maand.
- De **zelfstandigenaftrek** wordt opnieuw verlaagd, met € 360. Die komt daarmee uit op € 6.310.
- Werknemers die een **elektrische auto van de zaak** krijgen, moeten meer bijtelling gaan betalen: 16% over de eerste € 35.000 van de cataloguswaarde.
- In 2022 is de **AOW-leeftijd** 66 jaar en 7 maanden.
- De maximale **transitievergoeding** die ontslagen werknemers kunnen krijgen, stijgt naar € 86.000



[View this email in your browser](#)

## WageIndicator & Gig

The newsletter by WageIndicator Foundation that will keep you updated about Gig Work around the world

### LET'S START WITH THE GIG QUIZ!

In the United Kingdom, why did the App Drivers and Couriers Union take Uber to court recently?

- Payment issues
- High gas prices
- Religious reasons

# NEWSLETTERS

### COURT CASES

**France - Deliveroo** has [lost a court challenge](#) in France over the “freelancer” status of riders. The company would have been fined a maximum fine of 375,000 euros by a court in Paris.

**Netherlands** - The Amsterdam Court of Appeal has accepted the request of six independent taxi drivers to be [admitted as parties](#) to the appeal in the case between **Uber** and **FNV**. In September, the judge ruled that Uber drivers are employees, and the company must adhere to the taxi collective agreement. While some drivers welcomed the verdict, others did not want to be employed by Uber or other taxi platforms.



Gajimu Garmen Newsletter April 2022

[Lihat email ini di browser Anda](#)

## Gajimu.com

### Tunjangan Hari Raya Keagamaan



Menurut pasal 5 ayat (4) Permenaker 6/2016, THR harus diberikan paling lambat tujuh hari sebelum atau H-7 hari keagamaan.

Gajimu.com

### Tunjangan Hari Raya Keagamaan

Aturan ketenagakerjaan mengharuskan perusahaan untuk memberikan tunjangan kerja bagi pekerjanya, namun setiap perusahaan mempunyai kebijakan masing-masing. Salah satu bentuk tunjangan ialah Pemberian Tunjangan Hari Raya (THR), tunjangan ini merupakan tradisi dalam hal pemenuhan kebutuhan seorang pekerja/buruh dan keluarganya saat merayakan hari besar keagamaan. Menurut pasal 5 ayat (4) Permenaker 6/2016, THR harus diberikan paling lambat tujuh hari sebelum atau H-7 hari keagamaan agar memberi keleluasaan bagi pekerja menikmatinya bersama keluarga. Lebih lengkap mengenai peraturan dan tata cara pelaksanaan pemberian Tunjangan Hari Raya, baca pada website Gajimu.

[Tata Cara Pemberian Tunjangan Hari Raya](#)

## Perhitungan

Gajimu.com



## STATUS

7,362 subscribers among 6 newsletters:

- General
- Gajimu
- Gig Work
- Loonwijzer.nl
- Collective Agreements (BARCOVID)
- Event Invitations

More people are now involved with newsletters compared to one year ago. This is done to ensure the continuity of the newsletters and to avoid being dependent on one person.

## CHALLENGES

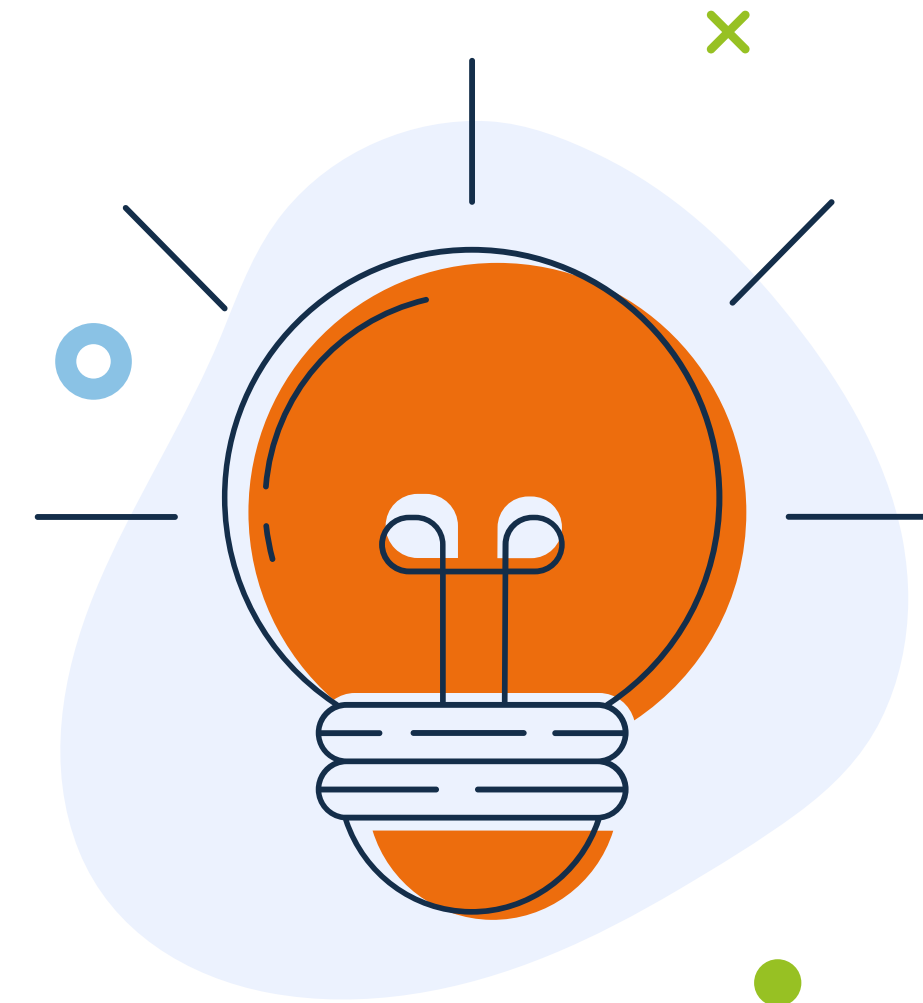
- Newsletters are now the main driver behind registrations for webinars. However, this is a risky situation, as people become increasingly uninterested in the newsletters' contents the more newsletters they receive.
- How to significantly increase the number of subscribers
- What is the general goal of the newsletters? Is there one?





## FUTURE

- Newsletters provide a steady stream of content: people keep using email for the foreseeable future. However, this could be affected by tracking restrictions. Future newsletter statistics would depend on these restrictions
- Newsletters' contents are also used on websites and social media, to increase registrations of newsletters
- Integration of website -> newsletter



### A BOLD IDEA

We offer a paid newsletter subscription based on a topic that we are extremely knowledgeable on. The newsletter contains a premium kind of content that is based on our own research or knowledge, and is not easily found elsewhere.





Meusalario.org

**Como conquistar confiança de clientes no online?**

1:02

Como conquistar confiança de clientes no ambiente...

**MOZAMBIQUE**

Overall Score: 66.5

Discuss at home, in the trade unions and with WageIndicator.org

1:26

LabourRightsIndex.org | Launch of the 2020 Labour...

**Doe de Check en zie wat jij bijdraagt aan de samenleving**

0:56

# VIDEOS

**QUAL É O SALÁRIO MÍNIMO DA FUNÇÃO PÚBLICA EM MOÇAMBIQUE?**

1:0

Salário Mínimo da Função Pública em Moçambique |...

19:04

mpner | /-...

11:43

Closing Statement by Martin Kahanec | Gig Work: Grip on...

Welcome

20:32

Elevator Pitches | Gig Work: Grip on Pay - March 25, 2022

**Importância da planificação na gestão do dinheiro**

0:55

Importância da Planificação na Gestão do Dinheiro |...

**Working Time**

The way working time is calculated makes an important difference on the 'hourly' pay. In the gig economy, working time should not just be the actual time spent doing a gig

- Waiting time
- Transport
- Login time

- What about multi-apping?

13:08

Statement on pay transparency by Alessio...

42:48

ency...

Despite the diversity in types of digital labour platforms...

18:30

Keynote Speech Uma Rani | Gig Work: Grip on Pay -...

DEMAND AT SOME GIG-PLATFORMS DROPPED 80 PERCENT OVERNIGHT

3:20

The dark side of the gig-coin | WageIndicator.org

**Importância da leitura para o desenvolvimento pessoal**

1:25

Importância da Leitura para o desenvolvimento pessoal |...

**O teu negócio está crescer? Saiba como detectar!**

0:42

Saiba como detectar quando o seu negócio está a cresce...





## STATUS

- In the period January 2020 to March 2022, we produced and published 324 videos and gained 60,388 views and 708 new subscribers to the channel, for a total of 736 currently.
- 88% of our audience is between 25 and 34 years old, of which 68% are men.
- Our videos are most viewed in the following countries: Netherlands, Mozambique, Belgium, Mexico and Indonesia respectively.

## CHALLENGES

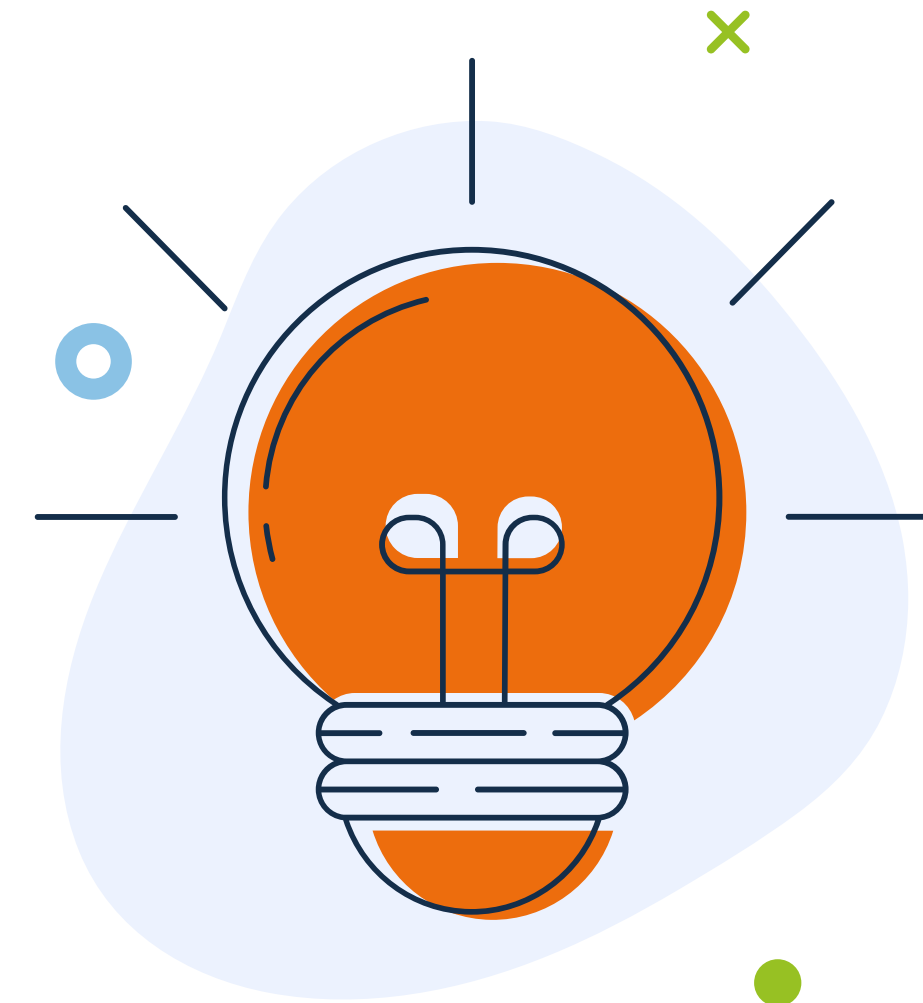
Videos are a great way to pass on the information and people have more preference for them. However, due to the scarcity of time, it becomes necessary that videos can pass information quickly. In this regard,

- WageIndicator's videos are very technical and therefore for a highly technical audience;
- Weak promotion of wageindicator videos on their respective websites and social networks;
- Shortage of human resources in video production;
- The wageindicator videos are available in a few languages, although the organisation is operating in several countries.



## FUTURE

- Invest more in the humanization of the videos;
- Translate WageIndicator general videos for as many languages as possible;
- Produce short videos for social media (30sec or 1min maximum);
- To tell stories about the day-to-day life of the organisation and its employees;
- Create videos with transversal themes, about WageIndicator's areas of expertise (Labor Law, Cost of Living and Wages);
- National websites must include available videos/playlists about their countries, on the front page
- Reaching out to young people more, via videos
- Expand the IFTTT on Youtube Channel for all FB pages for automatic posting (now we are implementing in the Meusalarario FB page only)



### A BOLD IDEA

Establish a weekly video journal, presented in all languages, to report the main local news about labour, laws, wages, unions, workers' strikes, etc.





Recording... You are viewing Alessio Bertolini's screen View Options

Work Principles for Gig Work

- Fair Pay**  
Workers, irrespective of their employment classification, should earn a decent income in their home jurisdiction after taking account of work-related costs.
- Fair Conditions**  
Platforms should have policies in place to protect workers from foundational risks arising from the processes of work and should take proactive measures to protect and promote the health and safety of workers.
- Fair Contracts**  
Platforms provide clear and transparent terms and conditions and they do not impose unfair contract terms.
- Fair Management**  
There should be a documented process through which workers can be heard, can appeal decisions affecting them and be informed of the reasons behind those decisions.
- Fair Representation**  
Platforms should provide a documented process through which worker voice can be expressed. Irrespective of their employment classification, workers should have the right to organize in collective bodies, and platforms should be prepared to cooperate and negotiate with them.

Alessio Bertolini

Way forward: why?

THE OTHER WAY THAT WAY THIS WAY

Rotterdam School of Management, Erasmus University

Recording... Start Video Security Participants Chat Share Screen Pause/Stop Recording Live Transcript Breakout Rooms Reactions

# WEBINARS

## Problematiche legate al lavoro da remoto

Tra gli aspetti più controversi:

- Ore di lavoro **straordinario non pagate** e **rischio burnout** (dibattito in corso sull'introduzione di un diritto alla disconnessione a livello europeo);
- Copertura di tutti i costi legati alla **dotazione degli strumenti di lavoro**;
- Limite ai **sistemi di controllo e sorveglianza dei lavoratori** (discusso nel 2020 all'interno dell'AQE sulla digitalizzazione);
- Prevenzione ed attenzione particolare all'emergere di **disagi psicologici** dovuti ad un isolamento prolungato;
- **Pari opportunità** in termini di avanzamenti di carriera;

WageIndicator...

armandacetrulo

Jyrki

Manola Cavallini CGIL

Strumenti 20220225-OECD-WageIndicator-DWC-Ethiopia.pdf Accedi

### The Project Flow / Steps

- 1. Factory identification**  
Trade Union and WageIndicator team.
- 2. Data collection - 1st wave**  
Surveys run by the WageIndicator team with HR managers / workers. Cost of Living survey with people living in the region
- 3. Data-driven Social Dialogue**  
Organized by the Trade Union with the HR/CEO of the factory and the team from the Federation, led with **data-assistance** of the WageIndicator team
- 4. Data collection - 2nd wave**  
Surveys run by the WageIndicator team to check **improvements**

WageIndicator Mondiaal FNV

Recording... You are viewing Rob van Tulder's screen View Options

Niels Peuchen

Paulien Osse Niels Arntz Martin Kahanec (CEU) JERRY D. MENSAH-PA... Martijn Arets

Daniela Ceccon

Gashaw Tesfa

Eyoel M.

Francisca Pereyra

Anna Ginès i Fabrellas | Esade

Ariela Micha

Rupa Korde - FLAME University

Recording... Start Video Security Participants Chat Share Screen Pause/Stop Recording Live Transcript Breakout Rooms Reactions





## STATUS

- Dozens of presentations per year
- Webinars organised by WageIndicator on:
  - Gig Work
  - Collective Agreements
  - Living Wages
  - Labour Rights Index
- Sign-ups after newsletters and social media posts
- Attendees are 'valuable': getting people to register and show up is not straightforward online

## CHALLENGES

- Make sure every time around that enough people have registered
- Make sure that as many attendees as possible show up.

---

## FUTURE

- Focusing on fields in which WageIndicator has a unique position, with a clear strategy:
  - Gig Work
  - Living Wages/Cost of Living?





**Niels Peuchen**

Director Communications



**Karen Rutter**

Manager WageIndicator sites  
English and Interns - News  
groups



**Vasudha Ghai**

Manager Social Media



**Rogerio Junior**

Manager Video

