



Decisions for Life

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WageIndicator & Decisions for Life

How does the project
Decisions for Life
fit in the WageIndicator websites?

Mission WageIndicator

- Share & compare wage data
- Labour market transparency
- Provide information for free
- Collect wage data

Essence WageIndicator

- Salary related to occupation
- Wage data through survey
- Salary check for free
- Internationally comparable

WageIndicator knows:

- About real wages
- About labour rights

Decisions for Life 1

- Real wages
- Labour rights
- + Awareness raising

Decisions for Life 2

- 14 countries
- Women 20-30
- 8 occupational groups

New focus on

- Salary related to occupation
- Your rights at the work place
- Your family situation & work/life balance
- Your choice: partner & children
- Be smart in all these respects

Outreach 1

- WageIndicator per year from 8 to 10 million (2006-08)
- Decisions for Life in 3 years: 10 million extra

Outreach 2

10 million visits in 3 years:

- 14 countries
- Young, educated working women
- With pc-skills and access to internet
- 8 specific occupational groups
- Mainly urban service industries

How?

1

Through content:

- Salary check
- Partner check
- DecentWorkCheck
- Minimum wage up to date
- Comparative labour market news

How?

2

Marketing through:

- All websites of all unions
- Partnering MSN, career sites, newspapers online, telecom websites, dating sites

How?

3

Debate online on:

- Salary
- Partner choice & future
- Womens' rights at work

Plan for 3 years 1

- Websites in all countries – 01/01/09
- Up to date surveys – 01/01/09
- Data tap each month – from 01/01/09

Plan for 3 years 2

- Wages: updated Salary Checks - 3x per year
- Rights: DecentWorkCheck - in 14 countries
- Awareness: Partner check - from 01/04/09

Service from the international web team

- New checks
- Marketing know how & support
- Technical support
- Hosting from NL, US & CN
- Website maintenance support



Your contribution

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