

Introduction to the 'My Fair Home' Campaign Targeting Employers of Migrant Domestic Workers

Messaging and Planning Workshop for Lebanon and Jordan, 20 September 2016

Issam Fares Institute for Public Policy and International Affairs, American University of Beirut

Agenda

Time	Session
09:00 – 09:30	Session 1: Welcome and introduction of participants <i>Sophia Kagan, Chief Technical Advisor, ILO FAIRWAY project</i>
09:30 – 10:00	Session 2: Introduction to the My Fair Home campaign What is the idea behind the campaign? How can it support domestic workers' rights? <i>Eliza Marks, Technical Officer, ILO FAIRWAY project</i> <i>Myrtle Witbooi, President and Elizabeth Tang, General Secretary, International Domestic Workers Federation (IDWF) (video message)</i>
10:00 – 10:30	Session 3: Employer attitudes towards migrant domestic workers: What we know Presentation of key findings from ILO research in the region <i>Sawsan Abdulrahim (Dr)</i>
10:30 – 12:00	Session 4: Panel discussion on opportunities and challenges in engaging with employers and the private sector Sharing of experiences and lessons learned <i>Rothna Begum, Women's Rights, Human Rights Watch (Chair)</i> <i>Vani Saraswathi, Associate Editor, Migrant Rights</i> <i>Emanuela Pozzan, Senior Gender Specialist for ILO Arab States</i> <i>Jolovan Wham, Executive Director, HOME Singapore</i>
12:00 – 13:30	LUNCH
13:30 – 14:00	Session 5: What makes a successful campaign? How do we transform attitudes and actions? <i>Eliza Marks, ILO FAIRWAY project</i> <i>Salwa Kanaana, Regional Communications Officer, ILO Arab States</i>
14:00 – 15:30	Session 6: Group work: Adapting My Fair Home to Lebanon and Jordan Determining priority areas, key messages, partners, entry points and resources Presentation of group work and discussion <i>Facilitated by Sophia Kagan, ILO</i>
15:30 – 15:45	COFFEE BREAK
15:45 – 16:30	Session 7: Closing: Finalization of campaign strategy and next steps <i>Sophia Kagan, ILO</i> <i>Eliza Marks, ILO</i>