

C177 CAMPAIGN SOCIAL MEDIA TOOLKIT



#RATHEY
C177

READY-TO-USE CONTENT
FOR SOCIAL MEDIA

INSTRUCTIONS



1. CLICK OR TAP ON ANY PHOTO TO OPEN IT

2. DOWNLOAD THE PHOTO TO YOUR DEVICE

3. SELECT AND COPY THE SUGGESTED CAPTION TEXT

4. UPLOAD THE PHOTO TO YOUR SOCIAL MEDIA PLATFORM

5. PASTE THE CAPTION INTO THE TEXT FIELD AND PUBLISH YOUR POST



Post 1



TO DOWNLOAD ANY IMAGE, TAP AND HOLD YOUR FINGER ON THE IMAGE AND SELECT "SAVE IMAGE"



ON YOUR PHONE

ON YOUR COMPUTER



TO DOWNLOAD ANY IMAGE, CLICK WITH THE RIGHT BUTTON AND SELECT "SAVE IMAGE"

Why should #HomeBasedWorkers support the ratification of ILO Convention 177 (C177)?

Because it's a step toward recognition, rights, and equality for home-based workers.

#HNIC177Campaign

C177 recognizes homeworkers — such as a woman sewing garments at home for a factory — and calls for them to receive the **same rights and protections** as any other worker: fair wages, social protection, safe working conditions, and more.

When a country ratifies C177, it must develop a national policy and a law, thereafter, that ensures **equality of treatment between homeworkers and other workers**. That means formal protections finally reaching workers in the informal economy.

C177 doesn't cover own-account home-based workers, like basket weavers selling their products at a local market. But even so, it's a powerful tool for them

It offers a **valuable guide** that own-account HBWs can use to **advocate for their rights** — recognition, inclusion in national policies, and access to social protections.

#C177 may not include everyone, but it opens the door for all home-based workers to organize, be seen, and be heard. It's time for governments to ratify it — and for HBWs to keep pushing for justice.

Join HNI in making #DecentWork a reality for home-based workers:
<https://buff.ly/YkCANU3>

Post 2



An ILO Convention is an international treaty created by the International Labour Organization (ILO) that sets out specific labor standards on a variety of work-related issues, such as working conditions, wages, safety, and workers' rights. Once adopted by the ILO, member countries can choose to ratify the convention. And, once ratified by a country, they agree to implement the standards into their national laws and policies, and are legally bound to follow them. #HNIC177Campaign

In contrast, an ILO Recommendation provides guidelines and advice to governments but is not legally binding. Recommendations are meant to complement conventions, offering more detailed advice on how to apply the principles outlined in conventions.

Key Differences:

- Convention: Legally binding treaty if ratified by a country; sets minimum international labor standards.
- Recommendation: Non-binding guidance that suggests how to implement or improve upon the principles of conventions or labor policies.

In summary, conventions set enforceable global standards, while recommendations offer guidance without the obligation of legal enforcement.

Join HNI in making #DecentWork a reality for #HomeBasedWorkers:
<https://buff.ly/YkCANU3>

Post 3 – Infographic

HomeNet INTERNATIONAL

ILO Convention No. 177 – The Global Standard for Home-Based Work

Adopted: 20 June 1996 (entered into force 22 April 2000)

C177 Recognizes:

- ▶ **That home-based work is real work**
For example: someone sewing clothes at home for a factory, or assembling electronics at their kitchen table – if they are given instructions, complete the work, and get paid, they are homeworkers and must be recognized as workers.
- ▶ **That existing labor laws often don't cover homeworkers – so new, specific protections are needed**
Many homeworkers are left out of formal protections simply because they work from their own homes instead of a factory or office.

C177 Protects:
It states homeworkers should have the same rights as other workers in similar jobs. That includes:

- ✔ **The right to form or join a union or workers' group**
So they can organize, voice their issues, and collectively negotiate.
- ✔ **Protection from discrimination**
No worker should be treated unfairly because they are women, migrants, or work from home.
- ✔ **Safe working conditions**
If someone is using harmful chemicals for production at home, they should be protected just like a factory worker.
- ✔ **Fair pay**
A homemaker making shoes at home should earn the same as someone doing it in a factory.
- ✔ **Access to social protections**
Like health insurance, sick leave, or pensions – just like other workers.
- ✔ **Access to training**
So homeworkers can improve their skills and their income.
- ✔ **Minimum age protection**
Children should not be doing home-based work.
- ✔ **Maternity protection**
Pregnant or new mothers doing homework should also be protected by law.

C177 Calls For:

- ▶ Governments must create national laws and/or policies to protect homeworkers. If a country signs C177, they must make real changes – such as passing and implementing a law that includes homeworkers in labor protections.
- ▶ Home-based work must be counted in national labor statistics. So these workers are no longer invisible in official data.
- ▶ Labor inspections must include home-based work. There should be ways to check that the laws are being followed – even in private homes, where abuse often goes unnoticed.
- ▶ If intermediaries are involved (like someone who brings work to homeworkers on behalf of a factory), the law should be clear about who's responsible for the worker's rights.

#RATIFY C177

What does ILO Convention 177 mean for home-based workers?
#HNIC177Campaign

#C177 is the global standard that recognizes, protects, and calls for action to ensure #HomeBasedWorkers are treated as real workers – with equal rights, fair pay, and safe working conditions.

Explore our infographic to learn what #C177 recognizes, protects, and demands from governments to make #DecentWork a reality for all home-based workers.

Join HNI in our fight for recognition for all #HomeBasedWorkers:
<https://buff.ly/YkCANU3>

Post 4 – Why Defining Employment Relationships Matters



Is a #homeworker an employee or not? That definition changes everything. #HNIC177Campaign

Many employers claim that homeworkers — like a woman sewing clothes at home — are not employees, just “independent contractors.” Why? Because that way they don’t have to offer fair wages, social protection, or safety guarantees. But C177 says otherwise:

If you’re working from home, getting paid, and delivering a product or service requested by someone else — you are a worker. It doesn’t matter who gave you the materials or tools.

That’s why we fight for laws that clearly define #homeworkers as workers — and hold brands, factories, and intermediaries accountable.

Recognition means protection. Join HNI in our fight for recognition for all homeworkers: <https://buff.ly/YkCANU3>

Post 5 – Why Written Contracts Matter



No contract, no proof. And without proof, no rights. Many homeworkers work with no written agreement. That means if you aren't paid or are treated unfairly, it's hard to demand justice. #HNIC177Campaign

Every homeworker should have a written contract that includes:

- Who is hiring you
- What the work is
- How much you'll be paid per item
- In your own language, clearly written

A contract protects both employees and own-account home-based workers taking orders. It's your first tool for defending your rights.

Written contracts means protection. Join HNI in making #DecentWork a reality for #HomeBasedWorkers: <https://buff.ly/YkCANU3>

Post 6 – Why Freedom of Association & Collective Bargaining Matter



Alone we're vulnerable. Together we're powerful. Many home-based workers are told they can't form or join unions — especially if they're classified as "independent contractors." But everyone has the right to organize, says C177. #HNIC177Campaign

In places like Pakistan and the Philippines, home-based workers have formed unions, cooperatives, and associations to raise their voices and win better pay, protections, and recognition.

Organising means protection. Join HNI in making #DecentWork a reality for #HomeBasedWorkers: <https://buff.ly/YkCANU3>

Post 7 - Why Wages and Working Conditions Must Be Regulated



Sew 100 pieces, get paid 100 times. But how much is fair? Most homeworkers are paid by the piece — but there's no standard for what that rate should be. That leads to low, unfair wages and exhausting working hours. #HNIC177Campaign

C177 says homeworkers should be treated the same as other workers. That means:

- Fair piece rates set with worker input
- At least the national minimum wage
- Limits on working hours
- Paid sick days and rest time

Fair pay means protection. Join HNI in making #DecentWork a reality for #HomeBasedWorkers: <https://buff.ly/YkCANU3>

Post 8 – Why Social Security and Maternity Protection Are Essential



No worker should be left behind – especially not when sick, pregnant, or old. But many home-based workers are excluded from social protection schemes because they’re not “formal” employees.

#HNIC177Campaign

C177 says homeworkers should get:

- Health care
- Paid maternity leave
- Pensions and unemployment support

We demand systems that work for all workers – employed, own-account, or in informality.

Access to social security means protection. Join HNI in making #DecentWork a reality for #HomeBasedWorkers: <https://buff.ly/YkCANU3>

Post 9 – Why Occupational Safety and Health (OSH) Matters



Just because you work from home doesn't mean you're safe. Many home-based workers use dangerous tools, chemicals, or equipment without any training or protection. And when something goes wrong, there's often no one responsible. #HNIC177Campaign

OSH laws should protect homeworkers too. According to ILO guidelines (R184), employers must:

- Provide safe equipment and protective gear
- Offer safety training
- Cover medical costs in case of injury
- Inform workers about health risks
- Translate safety info into local languages

OSH laws means protection. Join HNI in making #DecentWork a reality for #HomeBasedWorkers: <https://buff.ly/YkCANU3>

Post 10 – Why Dispute Procedures Are Important



What happens when your employer doesn't pay you? Or your buyer disappears?

For many homeworkers, there's no clear way to make a complaint or resolve problems. No contract. No legal support. No power.

#HNIC177Campaign

That's why we need strong and simple dispute systems — where homeworkers can:

- Report issues easily
- Be represented by their organization or union
- Resolve disputes with employers or intermediaries
- Be protected even if own-account

Access to justice means protection. Join HNI in making #DecentWork a reality for #HomeBasedWorkers: <https://buff.ly/YkCANU3>

Post II – Why Enforcement Mechanisms Matter



A law means nothing if no one enforces it. Even when homeworkers are included in labor laws, very few actually benefit – because there’s little to no follow-up, no inspections, and no penalties for employers who break the rules. #HNIC177Campaign

That’s why we fight for enforcement that works:

- Inspections where homework happens
- Penalties for those who violate the law
- The right for worker organizations to take part in inspections
- And protections to make sure homeworkers aren’t punished if their home doesn’t meet office standards

Law enforcement means protection. Join HNI in making #DecentWork a reality for #HomeBasedWorkers: <https://buff.ly/YkCANU3>

Post 12 – Poster Protect



Protect. Recognize. Support. Stand with home-based workers! It's time to Ratify ILO Convention 177. #HNIC177Campaign

Join HNI in making #DecentWork a reality for #HomeBasedWorkers: <https://buff.ly/YkCANU3>

Post 13 – Poster Activities




STAND WITH!
SHOEMAKERS
WORKING FROM HOME

#RATIFY C177

Homeworkers often face significant challenges, including low wages, lack of social protection, and poor working conditions. ILO Convention 177 calls on governments to address these issues by recognizing home-based workers as legitimate workers entitled to the same rights and protections as those in formal employment.




SUPPORT!
PIECE-RATE ASSEMBLERS
WORKING FROM HOME

#RATIFY C177

Homeworkers often face significant challenges, including low wages, lack of social protection, and poor working conditions. ILO Convention 177 calls on governments to address these issues by recognizing home-based workers as legitimate workers entitled to the same rights and protections as those in formal employment.




RECOGNIZE!
BASKET WEAVERS
WORKING FROM HOME

#RATIFY C177

Homeworkers often face significant challenges, including low wages, lack of social protection, and poor working conditions. ILO Convention 177 calls on governments to address these issues by recognizing home-based workers as legitimate workers entitled to the same rights and protections as those in formal employment.




EMPOWER!
BEADWORK ARTISTS
WORKING FROM HOME

#RATIFY C177

Homeworkers often face significant challenges, including low wages, lack of social protection, and poor working conditions. ILO Convention 177 calls on governments to address these issues by recognizing home-based workers as legitimate workers entitled to the same rights and protections as those in formal employment.




PROTECT!
EMBROIDERERS
WORKING FROM HOME

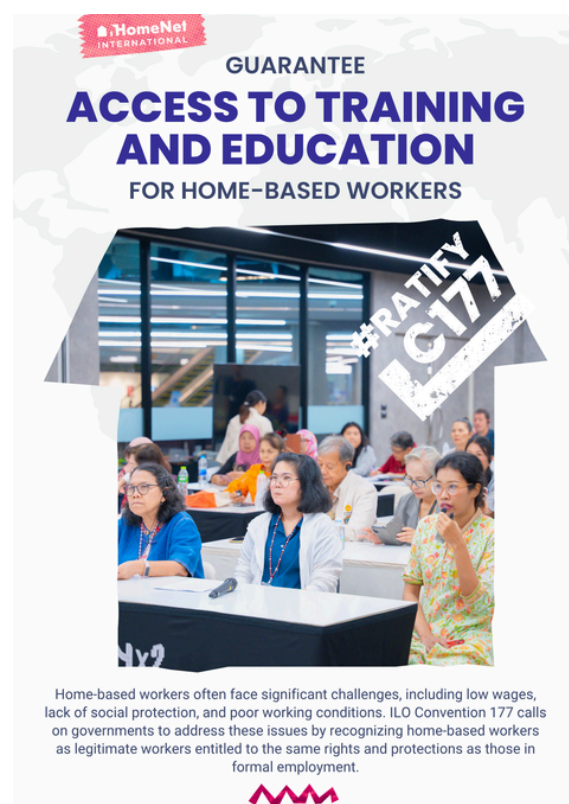
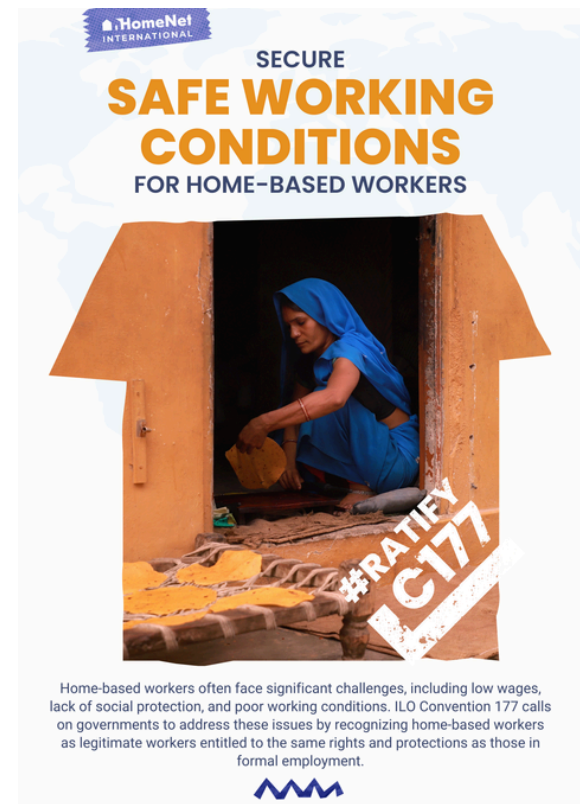
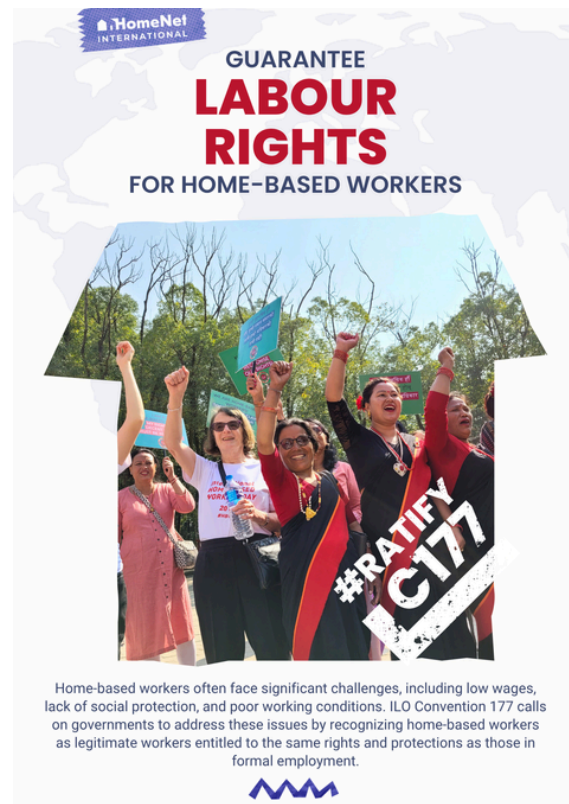
#RATIFY C177

Homeworkers often face significant challenges, including low wages, lack of social protection, and poor working conditions. ILO Convention 177 calls on governments to address these issues by recognizing home-based workers as legitimate workers entitled to the same rights and protections as those in formal employment.

Stand with [insert activity]. Recognize home-based workers!
#HNIC177Campaign



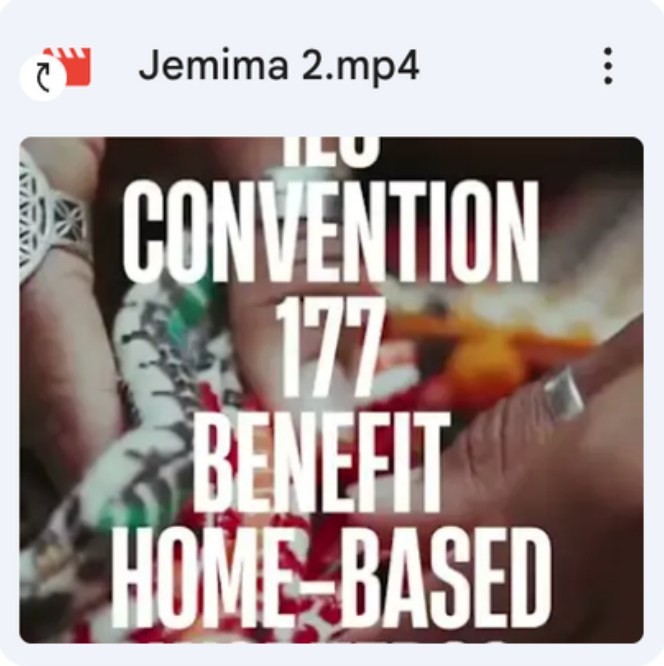
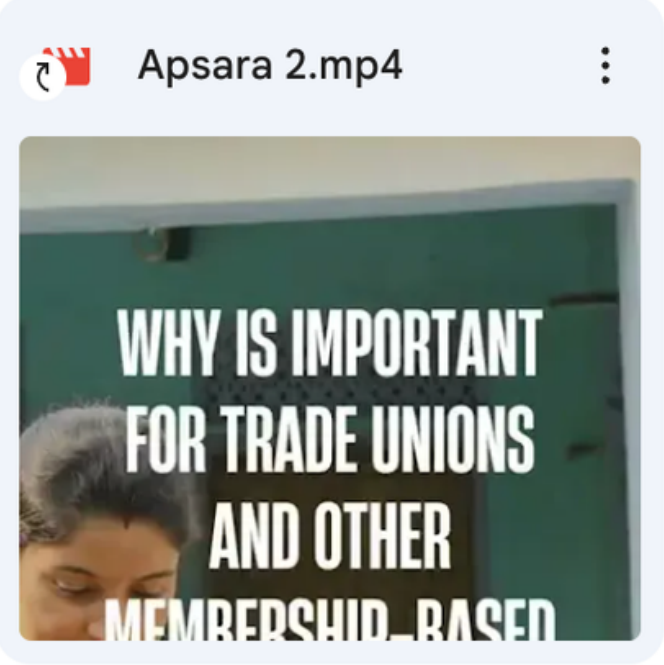
Join HNI in making #DecentWork a reality for #HomeBasedWorkers:
<https://buff.ly/YkCANU3>

Post 14 – Poster Rights



[insert Right] is not a privilege — it's a right. #HNIC177Campaign

Join HNI in making #DecentWork a reality for #HomeBasedWorkers:
<https://buff.ly/YkCANU3>

Videos	Captions
	<p>What is ILO Convention 177, and why does it matter for home-based workers? This explainer video breaks it all down. Watch now and learn why C177 is a key step toward dignity and recognition for home-based workers! #HNIC177Campaign</p> <p>It's time to Ratify ILO C177! Join HNI in making #DecentWork a reality for #HomeBasedWorkers: https://buff.ly/YkCANU3</p>
	<p>The International Labour Organization (ILO) and the International Labour Conference (ILC) play a key role in setting global labor standards through Conventions and Recommendations. These standards help protect the rights of workers everywhere – including home-based workers</p> <p>Watch our new video to learn more about the role of ILO, the ILC, and how their work helps ensure better rights and protections for home-based workers worldwide! #HNIC177Campaign</p> <p>It's time to Ratify ILO C177! Join HNI in making #DecentWork a reality for #HomeBasedWorkers: https://buff.ly/YkCANU3</p>
	<p>[WATCH] Jemima Nyakongo, our International Coordinator, highlights the benefits of #ILO Convention 177 for home-based workers. #HNIC177Campaign</p> <p>It's time to Ratify ILO C177! Join HNI in making #DecentWork a reality for #HomeBasedWorkers: https://buff.ly/YkCANU3</p>
	<p>[WATCH] Apsara Dangol, member of HNI's ExCo and Chairperson of SABAH Nepal, reminds us why is it important that diverse groups such as trade unions, domestic workers, street vendors and other informal economy workers organizations unite in support of #ILO177 ratification. #HNIC177Campaign</p> <p>It's time to Ratify ILO C177! Join HNI in making #DecentWork a reality for #HomeBasedWorkers: https://buff.ly/YkCANU3</p>

Hashtags

#C177 #DecentWork #EqualRights #GlobalSolidarity
#HomeBasedWorkers #HomeBasedWorkersRights #LabourRights
#NothingAboutUsWithoutUs #RecognitionNow #RatifyC177 #SocialJustice
#SocialProtection #WorkersPower

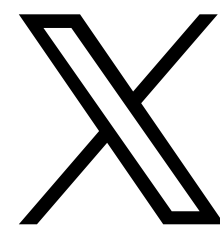
USEFUL LINKS



[campaign page](#)



[HNI Facebook](#)



[HNI Twitter/X](#)



[HNI LinkedIn](#)



[HNI Youtube](#)

