

## **People First Through Union Organising and Campaigning**

### **Future Priorities**

1. If the trade union movement is to maintain and develop its relevance in the 21st century, FIET and its affiliates must consider and implement new initiatives in order to build the power and influence of the union movement in the services and industry sectors. A strong and representative trade union movement is an essential pillar for social protection in the global economy of the new millennium.
2. FIET and its regional organisations will incorporate the issue of organising in all regional, trade section, inter-professional and educational activities, encouraging exchanges of information and experiences between affiliates and offering assistance and advice where relevant. This initiative will include the organisation of regional meetings on the specific theme of organising.

### ***Implementing FIET's Strategy***

#### 3. FIET will:

- a)** Consider and develop the theme of organising and recruitment strategies within the World and Regional Executive Committees, including the preparation of international and regional conferences to discuss the issue.
- b)** Ensure the elaboration of the organising and recruitment debate within the work of its trade sections. The debate will look in particular at the impact of new technologies and divisions of labour on workers in the relevant sectors and how to maintain and improve levels of membership.
- c)** Concentrate its work on women's activities through the networks established through the Global Equality Project and the Euro-FIET Women's Network.
- d)** Develop its work on youth activities through the FIET Youth Committee. Basing its undertakings on the slogan "Breaking The Barriers", the Committee will focus on the issue of organising in discussing and developing union responses to the needs of young workers in today's services and industry sectors.
- e)** Continue to develop its activities on organising professional and managerial staff. This particular group requires special attention in terms of communications and services. The FIET Passport is an example of the development and research that will be required to respond to the needs of these workers in today's mobile and flexible labour market.
- f)** Elaborate its work on establishing Global Works Councils within multinational corporations. These bodies could provide the trade union movement with new opportunities and a new environment in which to develop union structures, membership and profile within multinational companies.
- g)** Continue to research and develop membership services through information technology, in particular the Internet. The impact of new technologies on membership demands a trade union response and FIET will expand its role in this field.
- h)** Expand its role in those regions and countries where unions are being marginalised in rapidly developing free market economies. It is imperative for the trade union movement that support and assistance are provided for trade unions in these countries to establish strong union structures in an appropriate environment and to develop focused organising campaigns.

#### 4. The FIET World Executive Committee invites affiliates:

- a)** To study and review the implications of this report and initiate a review of its organising and recruitment policies and programmes in terms of effectiveness and long-term planning.
- b)** To consider new orientation, training, leadership development, and communications programmes designed to increase the participation of the membership in the union and its organising and political activities.
- c)** To study structural changes and partnerships that will enable the co-ordination of organising, political action, bargaining and other activities. This should include reviewing

policies and long-term strategies and how they are determined and implemented; the allocation of finances and staff; the individual work activities and attitudes of all officials and staff; organisational structures; and the day-to-day processes and methods of operation.

**d)** To ensure that the rank and file membership is engaged in any organising process, in particular, women, youth, ethnic minorities and part-time workers.

**e)** To keep in mind that organising requires resources, particularly financial. Organising expenditure should no longer lose out in the allocation of resources. Meeting the challenge of organising may require a substantial increase in spending. Unions may consider reallocating existing resources and finding ways to raise new income.

**f)** To consider the establishment of organising committees to effect long-term organising plans.

**g)** To consider developing membership capacity in terms of organising. Member organising is extremely cost effective and is critical to meeting the organising challenge in the face of restricted union budgets.

**h)** To look at increasing efforts to train organisers.

**i)** To study possibilities of exploiting information and communications developments. The media should be integrated into organising programmes. Unions should promote themselves through traditional and electronic media and, in particular, should publicise successful campaigns in terms of defending the interests of their members to attract the attention and interest of other workers in the same sector. Unions should research and develop their own publishing and promotional capacity using new information technology, especially the Internet.

**j)** To develop collective bargaining capacity in the promotion of good working conditions for their membership. Collective bargaining remains one of the most effective organising tools in promoting the image and profile of trade unions and attracting new members influenced by the activities of unions in their sector of work.

**k)** To explore how greater awareness of regional and global trade union activity can stimulate trade union recruitment.

**l)** To keep the FIET Secretariat fully informed of developments in the field of organising to ensure the most effective elaboration of an international database on this vital issue and to encourage an active exchange of information between trade