



**Best Practices:**

**Teollisuus liitto (FIU) runs a digital organising campaign at the biggest company of media and printing collective bargaining sector in Finland**

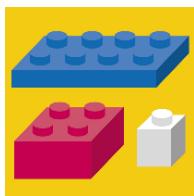
**What is/was the aim in the campaign?**

By empowering workers and taking action 1) to make employer to follow FIU's media and printing sector's collective agreement, 2) to build shop steward organisation in all workplaces and reach recognition of elected shop stewards, 3) to achieve at least 65% union density



**What has your organisation done to achieve the aim?**

FIU made a company profile and put together a 12 weeks campaign plan of divided tasks and turfs of the organising team. All 29 workplaces of the company were mapped by members/non-members as well as by departments and shifts. The organising team identified and tested potential leaders to build organising committee. Campaign tactics like survey, petition and delegation to the employer were used to build collective power.



**What (communication) tools have you used to reach the target group?**

The campaign has been executed remotely without any direct interaction by using different digital tools and platforms and taking social distancing guidelines into consideration. The organising team worked entirely from "home office" and communicated with phone calls and online group-meetings with workers and workplace leaders. Workplace leaders collected survey and petition by using digital tools (no mass emailing etc.).



**What risks are you facing and what are possible solutions?**

Risks: Organising remotely through digital and online communications does not work.

Solutions: You have to adapt and work remotely by using digital tools and platforms in same way as you were doing organising work in normal situation.



**What recommendations do you have for others**

Remote organising through digital tools and platforms is possible.

**What is the result of the campaign until May 2020?**

Organising team have been able to change its working forms to meet social distancing guidelines. Team has identified and tested 53 workplace leaders and established regional organising committees as well as a joint national organising committee. Organising committee members have been able to get commitment from 85% workers to the petition in order to make employer to start collective bargaining. Organising committees are ready for collective action. First shop stewards are already elected.

**Victory in autumn 2020!**



**70% union density**



**60 new members**



**90% of workers engaged in actions**



**employer signed sectoral CBA + elected shop stewards are recognized**

