

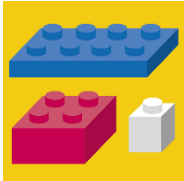


What is/was the aim in the campaign?



The aims are to build up new and stronger trade union structure in the company Eissmann Automotive CZ, to help with better communication between workers, trade unions and management. The goal is to increase membership to the level of 50 – 60 % in the company.

What has your organisation done to achieve the aim?



OS KOVO strongly cooperates with industriAll Europe and C.O.Z.Z. to make the company organisation stronger, to help the TU organisation with education on building trade union power and building new structure at company level. Lead organisers build an organising team at the company, with members in each department.

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



We used training-seminars with organisers for the activists (trade union members from company level). Due to COVID-19 the strategy changed from personal contacts to digital calls, via available techniques (mobile phones, skype, WhatsApp, Zoom).

What risks are you facing and what are possible solutions?



Risks: COVID-19 did not make it impossible to meet directly, to have the 1:1 meetings.
Solutions: We decided to continue with the campaign even during closure/block of the company, because keeping the momentum is important for activating workers, while they fighting for information about future work and job prevention.

What recommendations do you have for others



To phone workers without personal contact is sometimes even more effective. Join powers with other unions (in our case in Germany) and ensure exchange of information. A good communication within the campaign team is key as well as to be prepared for changing conditions. Be prepared for the good use of technical tools.

What is the result of the campaign (so far)?



Campaign started in the middle of February 2020, at the time there were 530 workers (372 blue collars) and that time ca 36-40 trade union members. At the end of April there were 500 workers in the company and 76 trade union members.

The fight continues!



Eissmann workers united

