

# Regional workshop on Just Transition, Trade union involvement, Collective Bargaining and Social Dialogue in Western Balkan Countries

Building strong unions for strong collective bargaining in strong new industries

[industrialall-europe.eu](https://industrialall-europe.eu)

22 March 2022, Bucharest

# The Organising Programme by industriAll europe



## Organising

- Empowers and mobilises workers
- Leads to better agreements
- Contributes to greater influence
- Ensures solidarity
- Builds a more social Europe
- Works everywhere

[The Brochure](#)



# The Organising Programme by IndustriAll Europe

## Main messages:

- only strong unions with active members obtain strong collective bargaining rights and results
- IndustriAll Europe stands with workers for strong unions with strong collective bargaining in strong industries.





# Building Trade Union Power

## Ongoing activities

### Company level:

- [Magna Seating Serbia](#), Star Transmission Romania, others on demand
- New project : Building trade union capacities for better collective bargaining and sustainable industrial recovery in Central and Eastern Europe (BTUC4Recovery):
  - 5 Organisers/recruiters will support affiliates in CEE-SEE to build and retain membership in industrial transition
  - Capacity building activities and train the trainer

### Sector level

- 'Ensuring a sustainable future for the South East European Textiles, Clothing, Leather and Footwear Industries'

### Target group level

- Youth: Online training course for young organisers +Train the Organiser training

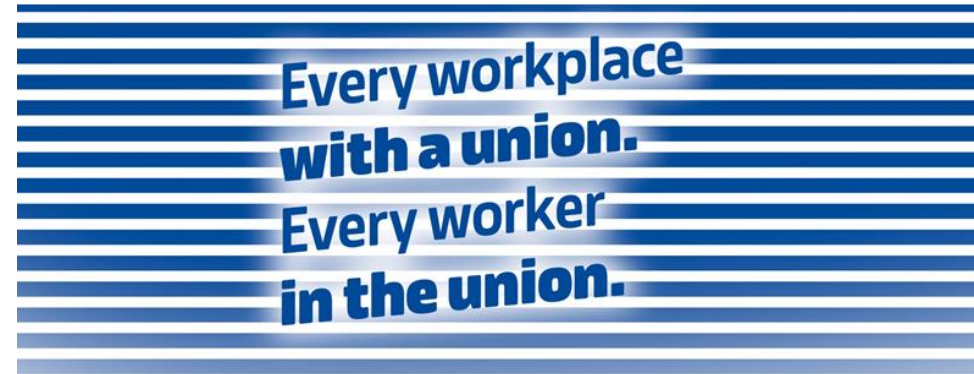
Join our industriAll europeTask Force BTUP!



# Building Trade Union Power

## Cross-Organisational level

- Buy-in training and materials
- Organising recommendations for EWC
- Brochure: [The Organising Programme](#)



**We support affiliates** to start and/or improve organising:

- To raise awareness of membership focus
- To build solidarity for transnational organising
- To support/train implementation of organising campaigns



**The Organising Programme**  
by industriAll Europe



# Recommendations for Building Trade Union Power through organising



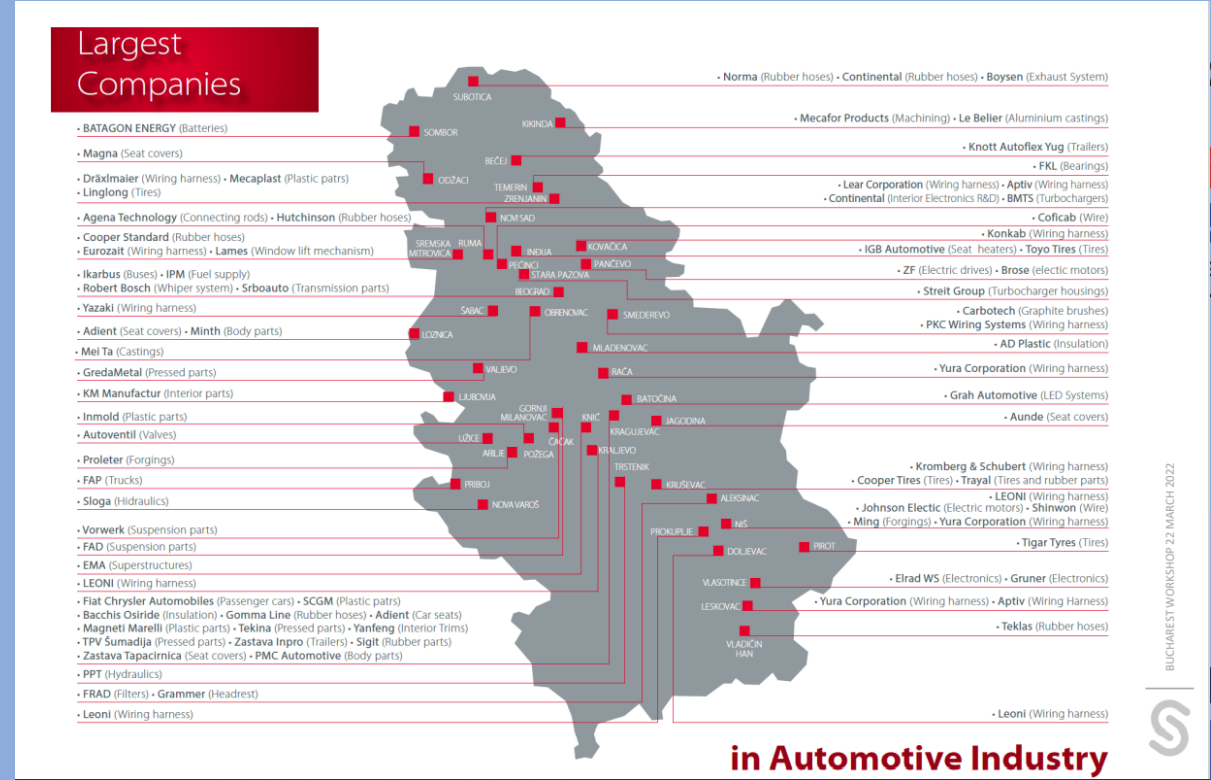
- ✓ Make organising to be a key priority in your union
- ✓ Establish an organising culture
- ✓ Allocate resources
- ✓ Be democratic and transparent
- ✓ Identify and train organisers
- ✓ Build a campaign
- ✓ Cooperate and coordinate
- ✓ Don't compete



# Trade unions' strategies for recruiting and organising new members in the transforming and emerging sectors

Questions useful to be raised in your union for developing the future strategy

- What are the emerging industries/sectors in your country?/How do you find out?
- Who will be the members of your union in 2030/2050?
- In which industrial sectors do you see the most potentials for your union to gain more member?







# Building Trade Union Power strategy for your sector

## New challenges:

- New investors (other „culture“ of labour relation)
- Hard work, but low skill requirements
- Fast – easy moving investments
- Work force from other countries (e.g.Vietnam, China, Ukraine)
- ...

# Building Trade Union Power



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