

FERA-FSE-UNI MEI Online Workshop
**From Representation to
Bargaining: Engaging
the Members' Base**

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Structure of the session

- Quick intro
 - Who we are
 - Why organising?
- A model to build union power
 - Issues
 - Leaders
 - Committees
 - Escalation
- The campaign spiral
- Participatory collective bargaining

UNI has established 3 organising centres

COZZ (2016)

EPOC (2019)

UNI SEEOC (2021)

Some of the unions involved in EPOC up to now



financial
services
union



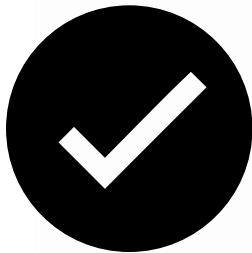
Why organise?

We are **organising to bargain collectively** by building strong and sustainable union structures at the level of the company, **sectorally**, nationally and globally.

Organising...

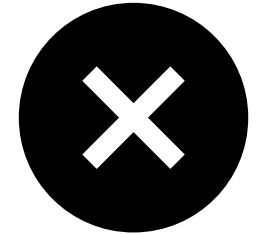
is...

*The development of capacity towards build union power to **bargain collectively and effectively.***



is not...

- Recruitment
- Telling members to do it all themselves
- Mindless mobilisation
- Winning legal challenges
- Selling the union to workers



A model to build union power

Identifying

Workplaces

Issues

Leaders

Then developing

Structures

Plans

TU consciousness

ISSUES TO CAMPAIGN

- Widely felt,
- Deeply felt,
- Winnable,
- Visible

Organising conversations
70% LISTENING
30% TALKING

CAMPAIGN SPIRAL

COLLECTIVE ACTIONS & COLLECTIVE WINS

- Escalating, visible
- Link to collective sign up

ORGANISATION & STRUCTURE

- Identify union leaders
- Map workplace
- Test leaders
- Create structure (organising committee) to be able to mobilise workers around their issues

How trade unions solve issues through collective actions

FLEXIBLE, FORMAL AND INFORMAL EDUCATION ABOUT SOLUTION



ESCALATION
ESCALATION
ESCALATION...

How we too often deal with workplace issues...



**SERVICE CULTURE
NO EMPOWERMENT
NO VISIBILITY
NO COLLECTIVE CONSCIOUSNESS BUILT
NO MEMBERSHIP INCREASE**

NO POWER BUILT TO TACKLE BIGGER ISSUES

PARTICIPATORY COLLECTIVE BARGAINING

How we will deal with them through involving workers collectively



TASK EACH ACTIVIST TO TALK TO ONE OR TWO NON-MEMBERS AND ASK THEM TO JOIN OUR UNION DURING EACH STEP



Thanks for your attention!