

Item 15

Resolution # 1 – UNI MEI Strategic Priorities

Engage people, empower union action

We are building a global movement for union action to engage workers in building strong solidarity at work and beyond. We support growing unions and organising efforts. We promote union to union cooperation on collective bargaining and engage together employers to raise conditions and standards across regions and globally.

Capacity building

- To provide platforms for the sharing of experiences, information, and best practice between unions and to organise global and regional fora for affiliates
- To contribute to improving the collective capacity of member unions in digital organising and new organising tools
- To implement regional and global initiatives and projects that enable peer-to-peer capacity building in areas of priorities

Organising

- To promote organising models and strategies that are inclusive and aim at giving vulnerable workers a strong voice and representation
- To support organising projects and that focus on building capacity of union activists and leaders, invest in sustained base building, and reach out to new areas of work such as digital shops
- To support unions in planning and implementing organising campaigns of freelance and self-employed workers

Collective bargaining

- To defend, build, and extend sector-wide collective bargaining and strengthening unions fighting for more democratic, just, and equal industrial relations
- To provide a global platform for union-to-union cooperation on collective bargaining, facilitating a systematic exchange among member unions on collective bargaining policies, and supporting coordination among members who face a common employer
- To promote strategies to engage men and women equally in collective bargaining

Regional and global industrial dialogue

- To engage employers - multinational companies, national gatekeepers, and international industry federations - to address conditions and standards across national borders and to strengthen and extend collective bargaining
- To engage public authorities in a dialogue about mechanism that ensure that publicly funded media and entertainment productions respect workers and trade union rights, and that conditions

are based on collective bargaining agreements and policies promote equal, safe, fair, and sustainable workplaces

Lead for equity, stand up for rights, protect workers

We lead actions and campaigns to champion equity at work, in unions and the industry. We build capacities within unions to better involve and represent women in their structures and in collective bargaining. We support unions in their fight against discrimination and violence, as well as in their actions aimed at empowering all workers to access their rights and have them recognised and respected.

Gender Equality

- To encourage and facilitate peer-to-peer exchanges between affiliates at regional and global levels for an equal representation and the empowerment of women within unions and in the workplace
- To build capacities within unions for the inclusion in collective bargaining of actions that combat discrimination against women, correct the gender pay gap, promote the reconciliation of private and professional lives, and contribute to a fairer distribution of care duties between women and men
- To advocate alongside affiliates for the conditionality of public funding and for a stronger and more transparent commitment of commercial industry stakeholders to gender equality incl. a zero-tolerance policy towards gender-based violence
- To engage employers in developing and implementing joint actions such as equality plans, framework of actions, capacity building activities and awareness raising events

Diversity and non-discrimination

- To encourage and facilitate peer-to-peer exchanges between affiliates at regional and global levels for the fight against discrimination and the promotion of diversity within unions and in the workplace
- To engage employers and relevant sector stakeholders, such as funding bodies and regulatory authorities, in a structured dialogue and initiate joint actions aimed at addressing the structural discriminations at play in the industry, and at proactively diversifying the profiles on and behind screens and stages

Youth

- To promote the participation in union organising, actions and decision making of young workers
- To promote and facilitate the participation of affiliates in the work and committees of UNI Youth
- To encourage and enable the participation of young worker representatives in the sector regional and global decision-making bodies

Prevention of violence & harassment

- To promote the ratification and implementation of the 2019 ILO Violence and Harassment Convention, and to support affiliates in their actions towards employers and policymakers aimed at giving life to the Convention

- To contribute to the unveiling of the reality of violence & harassment in industry workplaces, and to promote unions' actions and campaigns to better protect and support victims, ensure due process when cases are raised, and make employers' more proactive and accountable
- To engage employers in developing and implementing joint actions such as protocols, capacity building activities and awareness raising events, training actions and the adoption and implementation of protocols.

Improve quality of work, enhance work-life balance

We lead sector-wide cooperation and projects to facilitate access to training for all professionals in our industry. We campaign for a change of culture to end unsafe conditions and working hours and to build a healthy work-life balance.

Skills and careers

- To contribute to sector-level policy discussions on the transformations of the industry and on the skills developments needed to accompany those transformations
- To raise the voice of unions in favour of industry-wide measures that provide equal access to training aiming at securing sustainable careers and transition opportunities
- To advocate through collective bargaining and other relevant social dialogue tools for an enhanced access to training for all workers, non withstanding the employment status, with a special focus on freelancers and self-employed.
- To contribute to skills needs assessments in the digital environment and to the development of digital skills solutions that improve the capacity to anticipate change and to mitigate the impact on social and economic rights

Health and safety

- To promote at regional and global levels the knowledge and use of the Online Risk Assessment tools developed in Europe for both audiovisual and live performance productions and venues
- To raise awareness on the importance of work-life balance to the health and well-being of workers, impacting both physical and mental health
- To implement initiatives and projects that aim at developing the capacity of unions and to strengthen cooperation with industry

Working conditions and hours

- To implement a global campaign to strengthen the cooperation among unions, to build capacity and to take joint action, putting an end to the global long hours culture in the entertainment industry
- To address the unsafe working conditions and raise awareness about their impact on the health and wellbeing of workers and the sustainable development of the industry
- To inform, advocate and organise global action days to bring the campaign to the workplace
- To engage employers in a dialogue over a way forward to make productions, fair, equal, safe, and sustainable

Rise for freedoms

We stand together to protect and strengthen freedom of expression, freedom of association and to collective bargaining for all workers. We fight for recognition and enforcement of equal rights for freelance workers and campaign for fair and non-discriminatory contracts.

Freedom from fear in the creative industries

- To support member unions in need to leverage their advocacy and to amplify their efforts to defend members who are harassed, attacked, or discriminated against and to facilitate union-to-union cooperation regarding the defence of and advocacy for the rights of all groups of workers who face barriers to the exercise of their right of freedom of expression
- To support initiatives that aim at defending the freedoms of women, LGBTQ+ persons and ethnic minorities by providing a global platform for joint union action to strengthen the voice of these groups in the unions and at the workplace
- To build our collective capacity to protect members from digital surveillance and to step up our cooperation with sister organisations and civil society organisations
- To engage governments and authorities at national, regional, and global level to address illegitimate restrictions of the freedom of association and the freedom of expression

Independence of the media

- To assist member unions in need of support to defend the independence of the media and the workers being attacked for standing-up for media freedoms
- To support legislative initiatives that seek to strengthen media freedoms and the independence of the media offline and online and support awareness raising initiatives
- We advocate for the development of strong, independent, and sustainable public broadcasting as part of pluralistic media sector

Freelance workers

- To stand up for the rights to freedom of association and collective bargaining of freelance and self-employed workers
- To support unions in their efforts at to ensure fundamental rights for freelance and self-employed workers in national legislation
- To take action at regional and global level regarding the implementation of the ILO conventions on freedom of association and the right to collective bargaining to all workers regardless of their employment status

Fair contracts

- To campaign for a sustainable and inclusive future world of work with quality jobs, fair contracts, and remuneration
- To foster the implementation of international and regional legislation on fair remuneration into national law and to support unions in their efforts to engage collective bargaining and the exchange of information among member unions
- To engage employers to address fair remuneration of authors and other holders of intellectual property rights and to promote good practice in collective bargaining

Take action for a sustainable and a just transformation of our industry

We take action to contribute to the just transition towards an environmentally friendly production, the sustainable development of the industry and to a just transformation of the sector post Covid-19.

Green production

- To contribute to sector initiatives and to initiate dedicated exchanges with employers, public funding bodies and policymakers, aimed at transforming processes for more sustainable productions and for the development of relevant green skills and tools in and for the industry workforce
- To provide an exchange of information and good practice among unions on collective bargaining solutions for developing green production policies and for investing in green jobs, skills, and training

Culture as a driver and enabler of sustainable development

- To contribute to the just transformation of our industry by advocating for holistic industry policies that integrate the environmental, economic, social, and cultural dimensions of sustainable development
- To advocate for national and regional policies and measures that foster sustainable rebuilding post Covid-19 and growth of the cultural and creative industries and to raise awareness of the enabling nature of our industry for sustainable development

Just transformation post Covid-19

- To promote safe and healthy work practices for a sustainable industry and for sustainable careers
- To support the transition to new ways of working and to new business models and to organise peer-to-peer capacity building in negotiating fair, safe, and sustainable working conditions and hours and setting a just framework for mobile and home office work
- To support (re-)negotiation of collective agreements and to amplify the campaigns of unions aiming at ensuring fair conditions and distribution of revenue from all production's modes