

UNI Europa Strategic Priorities 2021-2025

Endorsed by the UNI Europa Executive Committee, 2 December 2021

1 Forward through Collective Bargaining

“Forward through Collective Bargaining” is the beacon that will guide UNI Europa’s work over this Conference period. It is our fundamental belief that collective bargaining is at the very core of democratic societies and social progress. Collective bargaining is about the ability of workers to shape their own working lives collectively and have a real say in their workplaces. This is a precondition for allowing workers and their families to live in dignity – with decent pay and working conditions, employment security, good career prospects and freedom from fear of being left behind.

UNI Europa’s mission is to reinforce the collective bargaining power of our affiliates, especially at sectoral level. It is about what UNI Europa, as the collective of affiliates, can do together to support unions to tackle factors from outside their respective country that impact collective bargaining. Our aim is to build a transnational environment that strengthens and promotes collective bargaining. It is about us coming together to defend, expand and (re)build collective bargaining.

2 Strategic Priorities

Based on the main resolutions adopted by our 5th Conference, UNI Europa – its sectors, groups and affiliates – will work towards the following three strategic priorities that define UNI Europa’s action for the period of 2021 to 2025.

- A. Establishing organising capacity that mobilises the active involvement of workers in collective bargaining and enables trade unions to negotiate successfully; one that seeks fully unionised services sectors where every worker is covered by a collective agreement (Resolution 1B – Organising).
- B. Fighting for an EU legal and political framework that is conducive for the ability of our affiliates to bargain collectively at national level; one that stops the negative impact of EU legislation and the European Single Market in its current form (Resolution 1C – EU Law and Policies).
- C. Demanding an active commitment by multinational companies to champion and engage in collective bargaining at all levels wherever they operate, one where they are social partners for trade unions and urge other companies to do the same (Resolution 1D – Multinational Companies).

Beyond that, we will make the case for collective bargaining as a public good – a key tool for embedding and defending democracy, making society fairer and combatting inequality. It is an antidote to populism and a source of peace. Collective bargaining is crucial for shaping digitalisation, a just transition and the New World of Work.

Of particular importance are collective bargaining strategies that mobilise women – the major portion of the workforce in the services sector – as well as young workers, professionals and managers.

Strategic Objectives

To realise these three strategic priorities, we have defined 9 more concrete strategic objectives. They set the framework for UNI Europa activities across all its constituent parts in the coming four years.

- 1) **Public procurement – No public contract for companies without collective agreement:** Changing EU public procurement rules to provide a European framework that is conducive to ensure this objective. Every worker, working under any such public contract, should be covered by the applicable collective agreements in the relevant sector and region according to national law and practice.
- 2) **Amazon:** Pushing Amazon to engage in collective bargaining, respect workers' rights and accept the European social model. We will do so by influencing EU regulatory action to close loopholes Amazon uses to suppress workers, fight trade unions and gain unfair competitive advantages. This is embedded in the broader activities of UNI Global in terms of organising, corporate campaigning and lobbying.
- 3) **EU law and policies:** Influencing EU action with the aim to enlarge both the coverage and scope of collective bargaining. Key areas include digitalisation including AI, the status of self-employed, remote work and upskilling; equal pay; company restructuring and human rights due diligence; as well as industrial policy, the internal market and climate change.
- 4) **Multinational companies:** Coordinating action so that companies respect the rights of workers, refrain from union busting and engage in sectoral collective bargaining through national employers' associations wherever they operate. We will do this by strengthening trade union alliances for company or clusters of them while linking them with European works councils and extending their reach down the supply chain.
- 5) **EPOC – supporting organising:** Growing the European Power and Organising Centre as a resource for our affiliates in developing their organising strategy and sectoral collective bargaining capacity. This is complemented by providing a platform for coordination and exchange through the EPOC Network, including with regard to digital organising and multinational companies.
- 6) **Organising in Central and Eastern Europe:** Supporting organising initiatives focusing on a limited number of countries so as to ensure creating a critical mass of union power in each, both in terms of membership and collective bargaining. We will continue our work with COZZ (Central European Organising Centre) and develop the work of the new UNI South East European Organising Centre.
- 7) **Exchange on collective bargaining issues:** Continuing to bring together cutting-edge thinking and practice of affiliates, formulating common frameworks. We will use the results for fine-tuning our political demands towards the EU institutions as well as our strategies on organising, European social dialogue, multinational companies and extending sectoral bargaining.
- 8) **Social dialogue:** Building EU sectoral social dialogue so that it is at the centre of EU activities and whose outcome is meaningful for collective bargaining at national level. One aim is to ensure that sectoral social partners are included from the inception state in the EU policymaking process. Another one is to further develop joint activities of the services sectoral social dialogues.
- 9) **Communications:** Giving visibility to the central role of sectoral collective bargaining in the world of work and for democracy. Through our social media and press outreach work, we aim to create opportunities to link collective bargaining to ongoing debates, especially at the EU level. We also aim to build best practice and capacity of affiliated unions to use communications to reinforce collective bargaining campaigns.

3 UNI Europa's Breaking through Vision

The strategic priorities are grounded in our Breaking through Vision: building a fair and social Europe with secure and quality employment, with respect for workers' rights and the role of trade unions as well as with a high level of collective bargaining and union density.

UNI Europa's overall mission is leading the fight for the interests of service workers – the largest part of the workforce – at European level as forcefully and visibly as affiliates do nationally in politics and industrial relations.

UNI Europa is about projecting trade union power collectively (affiliates and secretariat together) based on solidarity among our unions, within and among our sectors and groups. A precondition is an activist membership that shapes and participates fully in European activities, from the shop floor to European and global level. UNI Europa is about adding value to the work of affiliates effectively and efficiently by pooling their resources on European activities. Yet this is not about what UNI Europa can do for the affiliates but rather what the affiliates can achieve jointly as UNI Europa.

4 Fit for Purpose Approach

At the foundation of UNI Europa's work, the sectors and groups directly involve our members and are the building blocks of UNI Europa and UNI Global Union. Success depends on them implementing dynamic and visible action plans. In a globalised world, cohesion and co-operation between the European and Global sectors are essential to ensure optimum results. What we want is to link up strengths, expertise and resources so that UNI Europa together – sectors, groups and affiliates – improve the work of each sector and group as well as of UNI Europa as a whole.

Most activities in UNI Europa are sectoral. Sectors are autonomous in developing and implementing their policies.

Cross-sectorally, the key element for UNI Europa's work is specialised capacity at secretariat level for key policy areas and to ensure the involvement of affiliates, in particular through technical working groups on EU affairs, multinationals/EWCs, services policy and communications.

Cross-sectoral responsibilities of the secretariat include:

- Monitoring and developing policy on common cross-sectoral concerns; for example, women, youth, professionals and managers, services policy, organising, multinationals/EWCs, for adoption by the Management and Executive Committee;
- Working for the implementation of cross-sectoral policies across sectors;
- Enhancing co-operation and coordinating joint positions and action at national and European level between the different parts of UNI Europa, UNI Global Union, affiliates, ETUC and the other parts of the trade union movement.

The main purpose is to support the work of the sectors and groups, in particular by making available cross-sectoral expertise and resources. This tandem approach aims to combine the cross-sectoral capacity of the secretariat with the sector-specific activities, insofar as required and requested.

This is complemented by enhanced cooperation and involvement of sectors on issues common to all or several sectors.

Finally, UNI Europa's work is defined by being an integrated part of UNI Global and by the close cooperation with the ETUC and the other European trade union federations.