



**TOGETHER AT WORK CAMPAIGN**  
*A STEP-BY-STEP GUIDE*

**TOGETHER**  
**AT WORK**

## How to use this manual?

This manual is designed as a step-by-step guide to industriAll's European campaign to promote collective bargaining.

You can read it through to get an idea of what we are planning to do and how affiliates can get involved. After that, the document is designed so you can easily refer to the specific month to plan your involvement in the campaign.

We recommend printing it out. That way you can keep it on your desk, mark the different months and easily find what you are looking for.

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If you have any questions, suggestions or ideas at all,  
**don't hesitate to get in touch**

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## Why a Campaign on Collective Bargaining?

Strengthening collective bargaining is a key part of the struggle for higher pay and better working conditions. Over the past decades, collective bargaining has been eroded throughout Europe. Following the crisis which began in 2008, collective bargaining was consciously attacked, by both national governments and European institutions, as a means to lower wages and restore profitability.

### THIS HAS...

- LED to an increase in individual contracts which leave workers unable to stand up for themselves  
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- CAUSED a rise in precarious work and in-work poverty  
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- CREATED a vicious cycle where lower bargaining coverage undermines the power of unions to act as the grantors of wages and conditions for all workers in society  
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- FUELLED the rise in inequality as workers no longer have the collective force to ensure a fair share of wealth  
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- ERODED social cohesion and now threatens the future of our social-security systems, as workers can no longer afford, and employers no longer have to, contribute sufficient to ensure coverage  
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In contrast, our campaign must clearly demonstrate the advantages of an alternative, collective model of workplace relations with collective bargaining at its heart and underpinned by strong trade unions.

Too often, debates about living standards overlook collective bargaining and, in doing so, disregards workers' own agency in improving their lives and those of their families. After an in-depth process of discussion and consultation with our affiliates, **industriAll Europe believes that a concerted effort needs to be made to highlight the central role of collective bargaining in guaranteeing good wages and conditions, as well as building a fairer society for all.** Sector-level bargaining is essential for reducing excessive inequality because it ensures equal pay and equal treatment for workers in the same sector. It is for these reasons that we have decided to embark on this campaign.

## What is the Campaign?

The main objective of the campaign is **to demonstrate the positive impact of collective bargaining, underpinned by strong unions, in delivering a better life for workers.**

The main campaign communications will focus on **telling real stories which use concrete examples of trade-union action and negotiation** to impart the broader messages which we will be disseminating in any given month.

The main targets of the campaign will be workers themselves, with a secondary target group of employers and policymakers.

Most campaign materials will be aimed at workers, whether in general, or specific groups like women or young people. These specific groups have experiences of work that are indelibly linked to belonging to one of these groups: increased precarity, discrimination, unequal pay, balancing work with childcare. Our campaign has to speak to these groups directly, using examples and stories that are relevant to them.

This is a campaign about building workers' power and trade-union strength in the workplace. There will be some material focussed on employers, policymakers and society as a whole, but this will take a supportive role to the main messaging. In order for this to be effective, affiliates should use, adapt and disseminate the campaign materials amongst their membership and within the workplaces that they organise.

The specific materials and messages for each part of the campaign are detailed in the timeline below.

**Affiliates are also encouraged to adapt materials or to create their own. We want the campaign to be relevant and useful to different unions.** Keep us informed about how you are using the materials and any materials of your own, or adaptations, you create, so we can use them in the wider campaign.

## Principal Messages



***Solidarity is the bedrock of collective bargaining***

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When we're isolated at work, we all lose. Instead, we turn to a collective model—one based on solidarity, cooperation and working together towards shared goals. Faced with increasingly polarised societies that pit different groups against each other, we fight for solidarity.



***Workplace organisation is built on workers' shared experiences***

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We want to reflect and harness people's experience of work—it's not the only thing that defines us, but our pay, conditions and enjoyment of work have a huge impact on the entirety of our lives. That's what it means to say that good wages and conditions, secured by collective agreements, underpin a good quality of life for workers and a sense of fairness and participation in society as a whole.



***Collective bargaining is the concrete expression of solidarity at work***

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Collective bargaining is the best way of ensuring a decent standard of living for working people and a fair society for everyone. It also hands power to normal people who can act in their own interests by joining together.



***Collective bargaining has been intentionally undermined to deliver the austerity agenda and restore profitability for business at the expense of workers***

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Whilst we see some of the most extreme examples in the Troika countries, all over Europe coverage has been reduced and structures dismantled as a means to get workers to pay for the crisis.



***Collective bargaining benefits society as a whole, not just the workers who gain from the agreements***

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By reducing inequality, raising spending power and ensuring a level of participation in working life, collective bargaining brings a wider social good for the economy and democracy.



***Collective bargaining is a key tool for a fair transformation of the industry***

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The decarbonisation of industry, the energy transition and digitalisation need to be tackled through collective bargaining in order to make sure we create jobs, not destroy them, and raise living standards, not lower them.

## Slogan

Out of the principal messages of the campaign flows a main slogan. This will take the form of a logo which to be used in all elements of the campaign (images, video, on social media, in publications, etc.) and be easily adaptable for each of the targeted campaigns whilst maintaining a shared message and visual identity between the separate strands.

The slogan would be kept in English for all language versions in order to create a sense of commonality across countries as well as between sectors. We believe that its simplicity will lend to easy comprehension across Europe.

Because the campaign will be based on concrete examples and real stories, we want to avoid words that maybe mean a lot to those heavily involved in trade union politics, but might not resonate clearly with workers on the ground. We have therefore decided on a slogan that reflects the simple, relatable language which we hope to use throughout the campaign:



**TOGETHER  
AT WORK**

### THE SLOGAN HAS A NUMBER OF DISTINCT FEATURES:

- It is broad and allows us to connect with all of the campaign's target audiences through a single set of materials, from workers to employers, women to young people
- It is adaptable and can be easily adjusted to the specific, targeted campaigns whilst linking back to the main message
- It is open in that it refers to workers coming together in a workplace or sector and also to cooperation between trade unions and employers
- It has a double meaning, implying both 'together in the workplace' and 'working together'

## Campaign Calendar: A Step-by-Step Guide

The campaign will be broken down into seven mini-campaigns, each lasting one month. Each of these will target a specific group, with a specific set of messages, whilst also disseminating and reinforcing the main campaign messages.

The timetable gives details on the target for each mini-campaign, the messages, the materials we will produce and, finally, what affiliates could do with them.

## Quick Social Media Guide

Whilst Together at Work isn't just an online campaign, we want to use social media to spread our message, let workers see other struggles going on elsewhere in Europe and influence policymakers. Keep a note of the social media details:



@industriAll\_EU



@industriAllEU



@industrial\_all\_europe

#TogetherAtWork

[www.togetheratwork.eu](http://www.togetheratwork.eu)

*Every month you will receive a social media calendar, with the campaign messages and materials, to post and share on your social media accounts*

**16 SEPTEMBER TO 13 OCTOBER**

## **CAMPAIGN LAUNCH** //

### **What is it?**

The campaign launch: we will try to get as much coverage and interest for the campaign in the build up to, and immediately after, a launch event, in Brussels. We plan to invite several workers whose testimonies have been filmed for the campaign to speak at the event.

After the launch, the aim is to maintain the momentum until mid-October with a social-media action targeted at MEPs asking them to support the campaign.

### **THE LAUNCH EVENT HAS THREE OBJECTIVES:**

- BRING WORKERS' STORIES TO THE HEART OF EUROPEAN POLITICS
- RAISE AWARENESS AMONGST THE NEWLY-ELECTED EUROPEAN PARLIAMENT ABOUT THE NEED FOR POLITICAL SUPPORT FOR COLLECTIVE BARGAINING
- PROMOTE THE POLITICAL BRIEFING AS A PROGRAMME FOR ACTION AT NATIONAL AND EUROPEAN LEVEL

The launch event will coincide with the launch of the **campaign video** which will use workers' experiences of organising, fighting and bargaining to communicate the campaign's central message.

### **What's the message?**

*Collective bargaining is essential to raise workers' living standards and build a better, fairer society for all.*

*Since the crisis, collective bargaining and union power have been intentionally eroded and, in some places dismantled, to enact the austerity agenda. This has to be reversed.*

*industriAll and its affiliates will run a campaign over the next seven months highlighting how collective bargaining benefits different groups and telling the real stories of those who benefit*

### **What affiliates could do?**

- SHARE ON SOCIAL MEDIA** the materials, posts and tweets to promote the event
- PROMOTE THE CAMPAIGN** on social media and encourage followers to follow @industriAll\_EU on Twitter and @industriAllEU on Facebook
- SEND SOMEONE** to the launch event in Brussels
- INCLUDE INFORMATION** explaining the campaign in trade union newspapers, magazines or newsletters
- TRANSLATE, PRINT AND DISTRIBUTE** the political briefing. You can get in touch with industriAll for help with the layout and design of your translation
- TARGET YOUR COUNTRY'S MEPS** and get them to show support for the campaign on social media

### **When will this happen?**

#### **THIRD WEEK OF SEPTEMBER**

Social-media build-up starts. This would be a good moment to promote the accounts and share some of the initial posts.

#### **LAST WEEK OF SEPTEMBER**

The launch event. Share the event online, send someone to Brussels and get something published in your newsletter or publications.

#### **FIRST TWO WEEKS OF OCTOBER**

The social media action targeting MEPs.

### **Materials**



The campaign **video**



The **political briefing**, printed and available online



An **animated GIF** which will be used on social media to promote the launch online



**Two still graphics of workers** to promote the launch



**Calendar** of social media posts



**Microsite** with the interactive map, which will be progressively uploaded with more information about the campaign

14 OCTOBER TO 15 NOVEMBER

# WORKERS' CAMPAIGN

## What is it?

This is when the campaign will really move into workplaces and will start to connect real-life stories with workers elsewhere who have similar experiences.

This month focusses on the stories of ordinary workers and communicates positive messages about their victories and accomplishments through collective bargaining.

It offers an opportunity for organising new workplaces, reinforcing membership and awareness of the collective agreement in organised workplaces and recruiting new members.

## What's the message?

*By joining a union and mobilising together we can win better pay and conditions*

*The problems you have in your work place are similar to those experienced by your colleagues and other workers around Europe*

*Solidarity isn't just a nice word—it's the way we get bosses to treat us right and pay us enough to lead good lives*

THIS MONTH'S SLOGAN WILL BE:

## Organising Together at Work

## What could affiliates do?

- TAKE A LOOK** at the posters and leaflets and think about translating and adapting them for your country. We can help with lay-out and translation

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- USE THE POSTERS, LEAFLETS AND INFOSHEET** in workplaces to talk to workers about what they want from their collective agreement and the benefits they already get from it. It is a potential recruitment and retention tool.

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- SHARE THE TESTIMONIAL VIDEOS** on social media and on your email lists. Consider how you might be able to relate their stories to experiences and struggles your union is involved with

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- SHARE** other social media material, like the GIFs and still images and keep promoting the campaign with your own materials

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- TELL US** what's working and what feedback you've had from workplaces

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- SEND US PICTURES AND TESTIMONIALS** from actions you've organised to put on the interactive map

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- PUBLISH AN ARTICLE RELATED** to this month's focus in trade union or general press

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## When will this happen?

You will get all the material in advance to be able to look over and adapt. From **14 October** you can start using it in workplaces. We will publish the testimonial videos and stills progressively over the month. You can share, adapt and use them after we have shared each one.

## Materials



Iteration of logo



Three testimonial videos from workers



A5 leaflet that can be adapted for use in workplaces



Two still images of workers for social media



A4 infosheet explaining advantages of collective bargaining and more about the campaign



Three posters for use in workplaces. We can help with translating and adapting



Calendar of social media posts



Two GIFs for social media



An infographic for social media showing that those with collective agreements get better pay and conditions

18 NOVEMBER TO 15 DECEMBER

## EMPLOYERS' CAMPAIGN

### What is it?

This month will be slightly different to the rest of the campaign. The aim is to raise awareness amongst employers of the benefits that collective bargaining can bring to their business and to society as a whole. As such, there will be discursive materials—facts, figures and a report showing the advantages of a happy, involved and well remunerated workforce—as well as testimonials from employers about why they support collective bargaining.

### What's the message?

*When workers get a say and can participate in the companies they work for, it's good for workers and good for the companies, who benefit from a happier, more productive workforce.*

THIS MONTH'S SLOGAN WILL BE:

***Negotiating Together at Work***

### What could affiliates do?

- CONTACT** your employers' federation and/or companies you organise in and propose a meeting to talk about the report's content

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- ASK** employers' federations and companies to share material on social media to show support for collective bargaining

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- PROMOTE** material through own social media accounts

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- You may also want to **CONTINUE FOLLOWING UP** with material from October's workers' campaign at the same time

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- FEEDBACK** reactions and results to industriAll

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- PUBLISH AN ARTICLE** highlighting the benefits of CB for employers and the society in general press, using arguments from our report

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### When will this happen?

You should get in touch with relevant employers when the campaign is launched to make them aware of it and share relevant materials from the launch. This would be a good opportunity to invite them to get involved during this month's mini-campaign. We will publish the specific employer materials **between 18 November and 15 December**. It would be good if you could have any contributions from employers, or your own materials, ready to be circulated during this time.

### Materials



Iteration of logo



Calendar of social media posts



Report on the benefits of collective bargaining for employers



Short interview video with employer(s)



Two infographics showing increased productivity with collective bargaining



Two GIFs



Five stills for social media



16 DECEMBER TO 3 JANUARY

# NEW YEAR, NEW DEAL AT WORK

## What is it?

This two-week period marks a midway point in the campaign and, with the holiday season approaching, provides an opportunity to reuse some of the materials from the last three months and reinforce the campaign's central messages. This will take the form of a look-back, or retrospective, on 2019, possibly highlighting some victories for collective bargaining. This will be followed by a period either side of the new year to communicate our objectives and hopes for 2020.

## What's the message?

***TOGETHER AT WORK has had a successful first three months as a campaign. There is a lot planned for 2020—tell us what you are looking to win at work and get involved.***

## What do affiliates need to do?

- This would be a good opportunity to **HIGHLIGHT ANY VIDEO OR PHOTOGRAPHIC MATERIAL** that affiliates have produced during the campaign. SEND US anything you may have filmed and shot and we will push it on social media as part of the retrospective

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- PUBLISH AN ARTICLE** in your union newspaper or newsletter looking back at the first three month of the campaign, both around Europe and in your country

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- RETWEET AND REPOST** material from @industrial\_EU and industriAll's Facebook and Instagram

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- TWEET AND POST** on Facebook and Instagram your union's goals for 2020 using #TogetherAtWork. You could even take photos of workers in sites you organise with signs or banners relevant to their ongoing struggles.

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## When will this happen?

This retrospective will run until **24 December**, after which we will look forward to 2020 and, to welcome the year, ask our followers what they hope for in their workplaces during the coming year.

## Materials



**Reusing video and graphic material** from September through December



Some **extra still graphics** reflecting the New Year's message (TBC)



Social media **calendar**



By this point all actions should be uploaded onto the **interactive map**, which can be used to promote what has been done over the past year

13 JANUARY TO 7 FEBRUARY

# YOUNG WORKERS' CAMPAIGN

## What is it?

This mini-campaign is the first that will tackle the specific challenges faced by a particular demographic of workers. Younger workers face particular challenges, not least as they are more likely to be on a precarious contract. As well as bearing the brunt of high unemployment after the crisis, they have suffered particularly from the dismantling of collective bargaining over the past decade. In many countries, younger workers have been employed on contracts not protected by collective agreements and on significantly worse pay and conditions than previous hires.

We will also seek to highlight both how precarity affects older workers and how all workers benefit when everyone in a workplace, young or not, comes together for a common cause.

Like the workers' campaign in October, this period offers the opportunity to adapt and use the campaign materials to take directly into workplaces. The photos, videos and testimonies are designed to touch on issues faced across Europe, such as abuse of temporary contracts or low wages, and could be used to start conversation about what these problems are and how to fix them.

## What's the message?

***Precarious work takes many forms: low wages, insecure contracts, bogus self-employment, irregular or too few hours***

***It particularly affects younger people, but that erosion of conditions is also impacting on older workers, particularly when they have to change jobs***

***The answer is collective bargaining where workers can use their combined strength to win better security for all workers***

THIS MONTH'S SLOGAN WILL BE:

***Our Future Together at Work***

## What can affiliates do?

- FLAG THE CAMPAIGN WITH YOUR YOUTH NETWORK**, or similar, towards the end of 2019. Discuss how they could use it and what they might like to contribute

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- TRANSLATE AND ADAPT** the posters and leaflets. We can help with lay-out and translation

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- USE THE POSTERS, LEAFLETS AND INFOSHEET** for organising and actions in collaboration with your young members. Or they may prefer to create their own materials using the campaign style

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- SHARE THE TESTIMONIAL VIDEOS** on social media, particularly Instagram. Encourage your young members to do the same

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- If you have the resources, **CONSIDER FILMING** some of your own members talking about their experience of precarious work, being a young member of a union and collective bargaining

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- SHARE** other social media material, like the GIFs and still images and keep promoting the campaign with your own materials

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- TELL US** what's working and what feedback you've had from your young members and workplaces

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- SEND US** pictures and testimonials from actions you've organised to put on the interactive map

## When will this happen?

In order to get off to a running start in **January**, we will provide you with materials before the holidays in order to use and adapt. We will send you a reminder on **6 January** and the activity will start again on **13 January**.

## Materials



Iteration of logo



Video testimonials from young workers



A5 leaflet that can be adapted for use in workplaces



Two still images of young workers for social media



A4 infosheet explaining the issue of precarity at work and how young workers can get a better deal



Three posters for use in workplaces. We can help with translating and adapting



Calendar of social media posts



Two GIFs for social media



An infographic for social media showing extend of precarious work and impact on young

10 FEBRUARY TO 8 MARCH

# WOMEN WORKERS' CAMPAIGN

## What is it?

A month highlighting the specific challenges faced by women workers and the benefits of collective bargaining to women. It is timed to coincide with International Women's Day.

## What's the message?

*Collective bargaining is key to protecting work-life balance and making use that everyone, regardless of their gender, has access to quality employment.*

*The society we are fighting for is one where care and household labour is shared equally between men and women, and between families, companies and the public sector. Caring for dependents should be a task that involves all of us.*

*Collective bargaining is an indispensable tool for eliminating violence against women. Either where women are the victims of violence at home, or suffer harassment in the workplace, collective bargaining is the best mechanism to safeguard their security at work as well as outside it.*

*Finally, collective bargaining is the best guarantee of equality, not just in access to employment, but also during the development of women's careers. By ensuring equal pay and the enforcement of labour rights, women benefit from the opportunities to progress in their chosen field.*

THIS MONTH'S SLOGAN WILL BE:

**Women Together at Work**

## What do affiliates need to do?

- FLAG THE CAMPAIGN** with your women's network or similar during their discussions about International Women's Day. Discuss how they could use it and what they might like to contribute

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- TRANSLATE AND ADAPT** the posters and leaflets. We can help with lay-out and translation

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- USE THE POSTERS, LEAFLETS AND INFOSHEET** for organising and actions in collaboration with your women members. Or they may prefer to create their own materials using the campaign style

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- SHARE THE TESTIMONIAL AND ACTIVISM VIDEOS** on social media. Encourage your members to do the same

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- If you have the resources, **CONSIDER FILMING** some of your own members talking about discrimination, gender equality, collective bargaining and what their union does for women

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- SHARE** other social media material, like the GIFs and still images and keep promoting the campaign with your own materials

---

- SEND US** pictures and testimonials from actions you've organised to put on the interactive map, particularly around International Women's Day

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- TELL US** what's working and what feedback you've had from workplaces

## When will this happen?

We will be running this mini-campaign in advance of **International Women's Day on 8 March**. It provides a way to promote this important date, without having the campaign overshadowed by other events happening on or after the day itself. Make sure to discuss the campaign with your women's structures, well in advance, **maybe at the end of 2019**.

## Materials



Iteration of logo



Calendar of social media posts



Women and trade-union activism video



Three testimonial videos



A5 women workers leaflet



Design of three posters: women workers



Infosheet: women



Still Infographic workers



Two GIFs



Two still images of women workers (for social media)

9 MARCH TO 31 MARCH

# EUROPEAN ACTION WEEK

## What is it?

This month will be the culmination of the campaign so far. It will be centred around a week of different actions throughout Europe at the end of March. The weeks running up to it will be used to promote and publicise those actions.

There will be an action in Brussels, but affiliates are strongly encouraged to organise events in their own country. These could take a number of forms: a demonstration, workplace assemblies, recruiting drives, rallies, etc.

## What's the message?

*When workers stick together, they win a better life for themselves and their families*

*Unions organise workers so they can negotiate with bosses on an equal footing*

*Every day, workers in industrial unions all over Europe making gains in workplaces big and small*

*Workers are showing practical solidarity between workforces in different countries to ensure wages are not undercut*

THIS MONTH'S SLOGAN WILL BE:

***Winning Together at Work***

## What can affiliates do?

- PLAN AHEAD AND ORGANISE their actions with plenty of time to mobilise
- PUBLICISE THEIR ACTIONS in workplaces and through social and traditional media
- ADAPT THE POSTER AND LEAFLET to publicise their actions
- FILM, PHOTOGRAPH AND DOCUMENT their actions to use on social media
- CONTACT PRESS ahead of time to secure coverage
- SEND US PICTURES, VIDEOS AND REPORTS from actions to put on the interactive map

## When will this happen?

The precise date of the Brussels action is to be confirmed, but it will take place towards the **end of March**. You could organise your own actions around this time to coincide with it and use the proceeding weeks to promote and publicise the events.

## Materials



Iteration of logo



A5 Leaflet



Design of one poster to promote Action Week



Promotional video for Action Week More to be confirmed

1 APRIL TO 31 MAY

# CAMPAIGN REVIEW

We'll run a reflection and review process where everyone will have an opportunity to share their experiences of the campaign and comment on what worked and what didn't.

**TOGETHER**  
**AT WORK**