

# Strategic Priorities for UNI ICTS Global Union 2011-2015

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**UNI ICTS Global Union is facing up to the challenges for workers and unions in the sector.**

**UNI Global Union's Strategy for action from Nagasaki to Cape Town sets 5 strategic objectives aimed at growing and strengthening affiliated unions and UNI Global Union to improve the lives of service workers.**

**Based on these 5 UNI Strategic Objectives, the following 3 priorities and corresponding areas of actions have been identified by UNI ICTS Global Union.**

**These strategic priorities and their related goals will form the basis of a strategic action plan for the sector over the next four years.**

## 1. Global and Regional Companies

### Targeted Global and Regional Companies<sup>1</sup>

	Company	Current	Future
1	Deutsche Telekom	(GUA)	(GUA, GA)
2	HP		(GUA)
3	IBM	(GUA)	(GUA)
4	MTN	(GUA)	(GUA)
5	LOGICA		(GUA)
6	Atos		(GUA)
7	Telenor	(GUA)	(GUA, GA)
8	TeliaSonera	(GUA)	(GUA)
9	Telekom Malaysia		(GUA)
10	Vodafone		(GUA)

<sup>1</sup> Abbreviations indicate current and future status of target companies:

GUA Global Union Alliance  
GA Global Agreement

## Goals:

### Action-oriented research

- Undertake in-depth research into targeted global and regional companies to strategically support international organising efforts.
- Gather up-to-date information and monitor developments on the targeted global and regional companies that could affect implementation of the campaigns strategies.
- Undertake research and on-line surveys on the implementation of decent work, occupational health and safety issues and trade union rights within the targeted global and regional companies.
- Collect and share best practices.

### Union Alliances

- Build global alliances/networks to build up strategic power in the targeted global companies.
- Analyse the opportunity to use European social dialogue and works councils to support Global Agreement work.
- Strengthen existing global networks/ alliances in targeted global and regional companies.

### New Global and Regional Agreements

- Negotiate new agreements in Deutsche Telekom, Digi Cell Telenor, Teliasonera, Telekom Malaysia and MTN.

### Communication tools

- Run information campaigns to ensure rank and file workers are aware and able to link the situation at national level to the international strategies.
- Use the UNI website to promote solidarity.
- Update UNI ICTS homepage 3 x week for electronic publication.
- Complete 10 Circulars for electronic publication.

### Existing Global Agreements

- France Telecom – As the company plans to double their presence in Africa support union organising and a fairer distribution of company profits.
- Portugal Telecom – Establish a functioning Alliance and recognition of the strong presence of the company in Africa, and to strengthen the dialogue between the company and unions.
- Telefoinca – Confronting the company and management for their direct attacks of union busting in the Americas and Ireland.

### Existing Regional Agreements

- Enforce the currently signed agreements in Telkom Indonesia, and Tel Telecomunicações.

## European Work Councils

- To support the work of EWCs to increase the trade union presence in the EWCs, to create them where necessary, and assess how they can play an important role to promote UNI Global Union Alliances.

## 2. Organising and capacity development

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### Goals:

#### Gain union recognition rights and grow the strength of unions

- Support affiliates' organising efforts inside Telefonica, especially Atento and O2, as well as Deutsche Telekom.
- Launch organising campaigns in targeted global companies in consultation with UNI regional organisations and with support of UNI SCORE (Strategic Campaigns, Organising, Research and Education).
- Increase number of organised workers in the sector and targeted global and regional companies.
- Use existing Global Agreements to set up unions in branches or countries without trade union representatives or without any kind of union structures.
- Develop strategies to recruit new members in areas with potential like the ICTS sector.
- Work with UNI regional organisations to ensure the sector is run in an effective and efficient manner.
- Work with UNI inter-professional groups, UNI regional organisations and UNI SCORE to increase women and youth density and representation, and empower them in trade unions in the sector.

#### Promotion of organising

- Provide UNI ICTS global and regional committees with regular reports on implementation of the organising action plan to review/ evaluate progress.
- Provide UNI World Executive Board and UNI Regional Executive Committees with reports on progress.
- Implement the creation of standing committees regarding multinational organising with one focused on telecommunications companies and one focused on information technology companies.

#### Capacity to develop organising skills and campaigns

- Support capacity building activities for affiliates in order to improve their organisational and institutional capacity as well as sustainability.
- Work with UNI regional organisations and UNI SCORE to train UNI ICTS affiliates' recruiters, organisers and trainers.

### 3. Jobs with Justice

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#### Goals:

#### Campaigns to raise employment standards

- Answer all solidarity requests from Affiliates within 24 hours.
- Improve industrial relations through the European Social Dialogue:
  - a) Promote a joint project with the employer organisation on the improvement of industry-related skills issues.
  - b) Use our social partner status to promote our members' interests around health, safety, diversity, skills and training and union rights.

### 4. Political and regulatory influence

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#### Goals:

#### Strategic alliances with other social justice organisations

- Build alliances with other organisations such as ETNO and International Metal Workers on common issues as well as other GUF's as needed.
- Continue to promote ICTS in the long run campaign for universal broadband access and high-speed internet.