



The ILO Turin Centre's facilities

Located in an attractive park on the banks of the River Po, the Centre's campus provides a congenial environment in which to live and study.

- It contains 21 pavilions with fully equipped modern classrooms, conference halls and meeting rooms fitted out for multilingual simultaneous interpretation, a computer laboratory, and a computerized documentation centre linked to various data banks.

The campus has 287 study/bedrooms, all with private bathrooms, telephones and cable television. It also has:

- a reception desk open 24 hours a day;

- a restaurant, a self-service canteen and a coffee lounge, all catering for international dietary needs;
- a bank;
- a travel agency;
- a laundry service;
- a post office;
- an internet point;
- a recreation room;
- facilities for outdoor and indoor sports;
- an infirmary.

Social events are regularly held both on and off campus, so that participants from different cultural backgrounds can make the most of the stimulating international climate.

For further information, please contact

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Trade Union Training on Communication

1 to 18 September 2014
Turin, Italy and Vienna, Austria

ITC 
International Training Centre

www.itcilo.org

Trade Union Training on Communication

BACKGROUND OF THE ACTRAV PROGRAM

The Program for Workers' Activities of the International Training Centre of the ILO (ACTRAV - Turin) is an integral part of the Bureau for Workers' Activities based at the ILO Geneva. It has the specific task of assisting trade unions in strengthening their training capacity. To this effect, it develops and provides a series of training activities at the International Training Centre of the ILO in Turin, in the field and through distance/online education.



Background of the training course

Today, we are witnessing dramatic changes in the world of work under the dictates of globalization being governed by neo-liberal policies. Employment and employment relationships are being altered in a manner that portend many challenges to trade unions, especially in the areas of mobilization, membership organization, collective bargaining and protection of fundamental principles and rights at work. At the same time, the trade unions' struggles aimed at advancing the rights of workers and the goals of the Decent Work agenda are often being portrayed negatively by State-owned and/or employer-controlled media, which are notorious for branding the workers' demands as distortions in the labour market. Mindful of this, it is imperative for unions to re-think the way they communicate their members' demands.

In view of the above, this training course, "Communication for Trade Unions" will contribute to strengthening the capacities of trade unions on various aspects of communication as one of the cross-cutting issues for promoting the Decent Work agenda through more effective organizing, voice, representation, and collective bargaining; networking and advocacy for workers' rights. Also, it will enable participants to share experiences on key challenges facing trade unions in Africa concerning issues of communication and discuss ways of using communication as a tool for consolidating internal democracy and preventing the spread of the HIV-epidemic. Furthermore, the course will help participants to broaden their horizon about information and communication technological revolution: e-learning and social media and the opportunities and challenges they portend to trade unions. The course will include preparation of follow-up Action Plans by the participants to guide their future work aimed at achieving multiplier effect.



Development objective

The main objective of this course is to contribute to strengthening of trade unions' communication capacities for campaigning, organizing, collective bargaining, consolidating internal democracy and knowledge sharing aimed at promoting the goals of the Decent Work agenda.



Immediate objectives

Upon completion of the course, the participants will be able to:

- Explain the ILO's standards-setting, ratification, implementation and supervisory procedures
- Describe the concepts, process, channels and skills of communications;
- Review existing communication practices and identify main organizational and technical challenges facing trade unions in communicating with their members, employers, governments, partners and the wider society;
- Learn about new communication technologies, methods, strategies and recognize the potential of the social media for revamping unions' communication, representation, organization and advocacy campaigns;
- Explain the role of information and communication as effective tools for knowledge sharing, campaigning, organizing, collective bargaining, promoting participatory democracy and achieving the goals of the Decent Work agenda;
- Mainstream gender issues within the union policies and strategies for communications and actions;
- Develop individual Action Plans that would enable participants to transfer the knowledge and skills acquired during the training to their trade unions in order to achieve multiplier effect.



Course contents

The course will comprise the following sessions:

- Impromptu Networking and Course Orientation
- Impact of Globalization on the World of Work
- The ILO and the International Labour Standards System
- Freedom of Association and Collective Bargaining: ILO Principles and Standards
- Trade Union Action in the Context of the ILO Supervisory System
- Addressing Violations of Trade Union Rights in Africa
- Group Work: Writing a Complaint concerning Violation of Freedom of Association to the ILO
- An Introduction to Concepts, Process, Conditions, Networks, Channels, Types and Models of Communication
- Communications: An Organizational and Management Tool
- Communication Methodologies in 21st Century and their Implications for Trade Unions
- Internet Communication: A New Tool for Trade Unions
- Group Work: Creating a Newsletter and Mailing List
- ILO's Communication and Trade Unions: Experiences and Resources
- Trade Union Relationship with the Media
- RadioLabour: A Global Media Channel and Vital Weapon for Trade Unions
- Group Work: Drafting a Press Release and Preparing a Press Conference
- Social Media and Trade Union Campaigns: Opportunities and Challenges for Trade Unions
- e-Learning: An Innovative and Knowledge Sharing Tool for Trade Unions

- Integrating Gender Perspectives in Trade Union Communications
- Communications: Identification of Main Organizational and Technical Challenges Facing Trade Unions in Africa and Mid-week Course Evaluation
- Creative Presentation Skills: Introduction and Baseline
- Communication Skills: Persuasion and Influence
- Union Communication for Effective Campaigns and Advocacy
- Behaviour Change Communication in HIV Workplace Interventions
- Improving Communications: Initiatives and Experiences of Global Unions
- The ILO and the Media: Experiences and Resources at Global, Regional and National Levels
- Social Dialogue: A Vital Tool for Industrial Relations and Decent Work
- Ways of Transforming Communications within Trade Unions to Consolidate Internal Democracy
- Strategies for Promoting the Decent Work Agenda through more Effective Voice, Representation and Collective Bargaining
- Negotiating Skills and Techniques for Effective Collective Bargaining
- Impact of IT and Communication on the Future of Work
- Group Work: Impact of IT and Communication
- Communities of Practice: Strategy for Building Strong Trade Unions
- Preparation of Follow-up Action Plans on Trade Union Building Blocks and Intervention Tools for Revamping Communication within the Trade Union Movement
- Policy Clinic: Conclusions and Recommendations
- Evaluation and Ceremony



Evaluation

The course activities will be reviewed on a daily basis by gauging the activism of participants and through a mid-term and an end-of-course evaluation. The mid-term review will allow the re-negotiation of activities, permit re-focusing on areas of particular needs and interests of participants, and promote full involvement of participants in shaping the course. The end-of-course evaluation will examine the level of achievement of the immediate objectives and the level of satisfaction of participants.



Participants

The course is meant for trade union staff, focal persons/ desk officers, educators and organizers responsible for union communications.



Course prerequisites

Each invited participant will be required to prepare a country report, no longer than 2-3 pages that should include information on:

- A bird's eye of the prevailing social, economic and political development in the country;
- The state of the trade union movement: membership (gender disaggregated statistics), main activities, situation of internal democracy and involvement and role in the DWCP;
- Major events and policy changes in their countries that have impacted on employment relations and trade union rights;
- Major problems facing workers in regard to the right to organize and bargain collectively, access to social security, training and skills opportunities,
- The employment challenges facing young people, women workers and the conditions of work within the informal economy and EPZs;
- Description of union policy, structure and program on communication as well as the main opportunities and challenges facing unions in the area of communications;
- Main priorities of the trade union movement, especially in relation to information technology and communication and decent work for all.

The report should be sent in advance by e-mail to:

actrav_turin@itcilo.org



Methodology

The course will acknowledge the participants' level of competence by taking into account the proposition that they already have practical experience in the field of trade unionism, globalization, membership recruitment, organization and mobilization as well as social dialogue, gender equality and communication. Active learning methods will be employed throughout the course, which will encourage the participants to take active part in discussions and get fully involved in all aspects of the training as a strategy for facilitating the exchange of rich experiences which they bring with them to the course. An interactive final session will help in reviewing and in rendering conclusions operational.



Duration, venue and starting date of the course

The course is scheduled to take place at the Turin Centre from 1 – 12 September in Italy to be followed by a one week study visit to Vienna, Austria from 14 – 18 September 2014.



Non refundable costs

The cost of passport, vaccinations or inoculations and health documents, and the consular dues for the Schengen visa will **NOT** be reimbursable. Also, airport taxes and domestic travel expenses (such costs as incurred from the town of residence to the international airport of departure) can **NOT** be reimbursed. Moreover, the payment of **Pocket Money** is **NOT** covered under the budget of this training course.