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Chapter 2 – Trade Union Organising & Campaigning
Fionnuala Ní Bhrógáin
Galway, April 17th



Shaping the Future Union

- Strategy for the Whole Union
- Puts Organising at the heart of everything we do
- Central to delivering a future for workers in our sectors and for the CWU itself
- Existing Organisers re-graded to comprehensive industrial relations role - Industrial Organisers
- Consolidating existing structures, while identifying new growth areas
- Organising, recruitment and retention - Responsibility of us all
- Each branch should have a clear Map of their membership and an understanding of where they might have potential for growth

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New World of Work

- Post-pandemic - all change
- Remote and flexible work
- Workers who never or rarely attend an office
- Remote training means remote inductions
- No physical space for meeting
- Building structures, without structures

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Organising & Recruitment Training

- Training programme - developed and expanded
- Trialled and delivered to
 - Organising Sub-Committee, NEC, All Officers, Seminar in Waterford

Tech and Greenfield

- Accenture, Telus, Shopify etc

EPOC - UNI European Power and Organising Centre
Training event and Strategic Planning



Infill



- Organising and Recruitment training with An Post Branches, incl. DPAB, Dublin Clerks, Dublin Postal Managers
- Training focused on inductions, mapping and recruitment conversations
- Ongoing inductions in eir Customer Service Centres - Majority of District Branches now fully handed over for induction
- eir Retail FOTS, eir ex-Synchro, KN Networks, UPS, An Post Insurance, DPD and BT ECAS (999 Emergency Call workers)

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Tech Sector

- Redundancies – waves of 'lay-offs'
- Hostile employers - Culture and Union-busting
- No knowledge or experience of Unions



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Tech Sector case study - Accenture



- 890 Redundancies - 30-day timeline
- Organising Training - tailored to their needs
- Survey - establish issues and gather contacts
- Build networks - Online meetings
- Engaged with Ministers
- Media engagement

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CWU Press Statement on Accenture

03 August 2023

Thursday, 3rd August 2023

Explanation required from Accenture on why they are aggressively and disproportionately targeting its Irish operation for redundancies.

Offensive that Accenture continue to advertise for staff on their website as they propose to axe 890 jobs.

The Financial Services Union (FSU) and the Communications Workers' Union (CWU) have jointly called on Accenture to explain why they are aggressively targeting their Irish operation for redundancies and described it as "disproportionate to what is happening elsewhere "

Accenture announced on Monday its plans to cut 890 jobs from its Irish operation. This announcement follows on from a previous cut of nearly 400 jobs last April. This brings the total number of proposed jobs loses close to 1,300 in Ireland.

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Unions call for ‘immediate engagement’ over Accenture redundancies

Global giant plans to cut 890 jobs from its Irish operation, bringing to almost 1,300 the number of jobs it will cut here this year

 Expand



LATEST STORIES >

Ukraine-Russia war: Lavrov says Kyiv peace plan is pointless

Gardaí target drink-driving, drug-driving amid road-death toll up on 2023

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IMAGE: Alarmy Stock Photo

ACCENTURE

Unions say 'do the right thing' after Accenture's announcement of 890 layoffs in Ireland

The unions have also demanded to know why there are still jobs in Ireland being advertised on Accenture's website.

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Inside Business Podcast


Accenture job cuts: Staff 'distraught and devastated' after announcement

Listen on [Apple](#) | [Google](#) | [Spotify](#)



The company are to cut a further 890 staff in Ireland

 Listen | 44:44  

 Expand



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Gardaí target drink-driving, driving amid road-death toll in 2023

Why the lamb you bought for

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Unions call for Accenture to explain 'aggressive' Irish job cuts

Updated / Thursday, 3 Aug 2023 11:16



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Tech Organising

- TikTok
- Telus
- Shopify
- Amazon Web Services



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Make Amazon Pay Summit

- Manchester, October 2023
- Attended by unions from 17 countries
- Campaign reports from Teamsters and NLCA in America, Germany and by the GMB in the Coventry, UK





Digital and Techworker Alliance



- Identity within the CWU
- Culture and language
- International development/solidarity
- Centres the CWU in the Tech Sector

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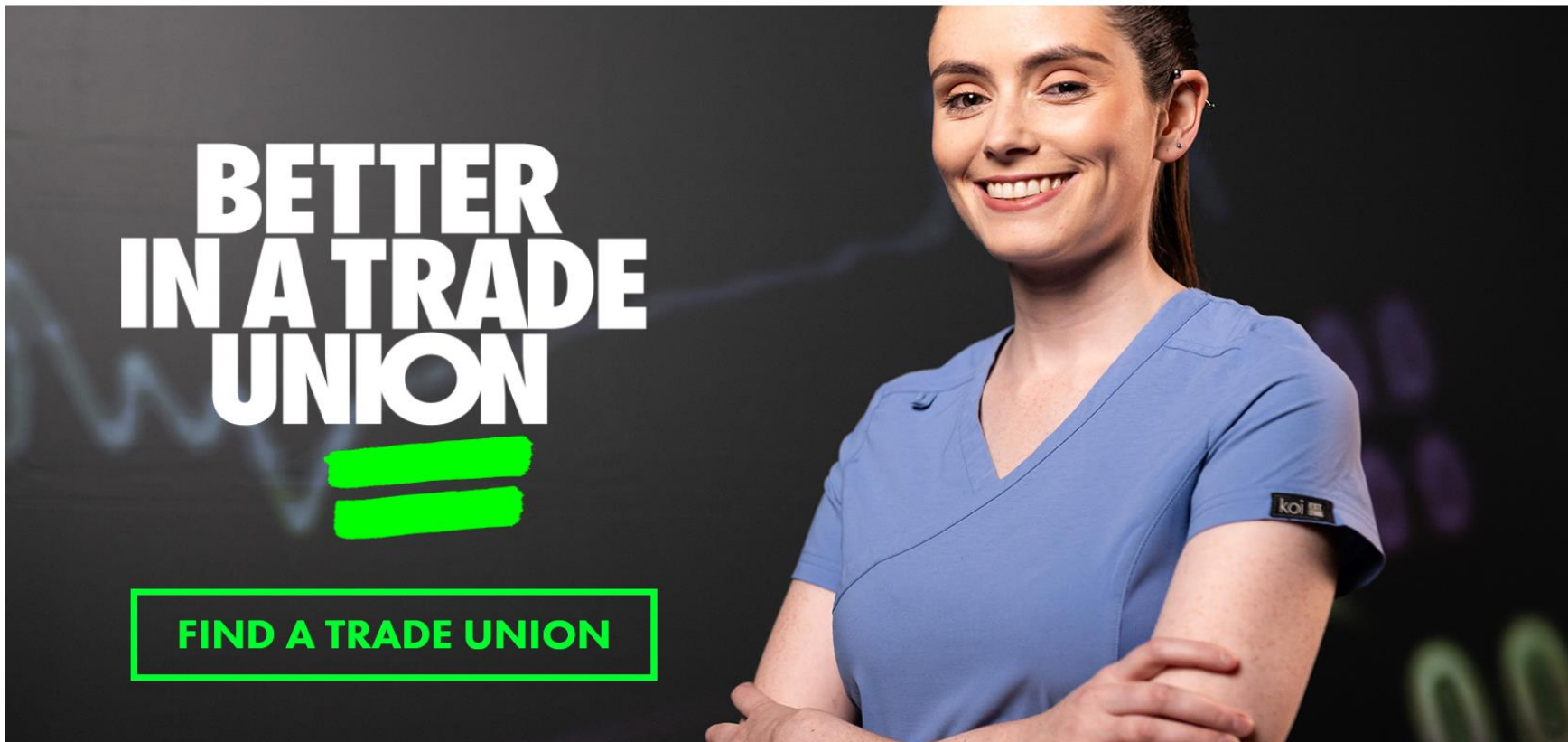
BETTER IN A TRADE UNION

- Promote the values and benefits of trade union membership
- CWU - key role in development
- Investing in our future, attracting new members
- Features real members in a campaign to normalise and elevate the positive role played by Trade Unions

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CWU CORK CLERKS BRANCH SUPPORTS "BETTER IN A TRADE UNION" CAMPAIGN!



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BIATU testimonial videos

Andrew Keehan – An Post



WHAT CAN A
TRADE UNION
DO FOR ME



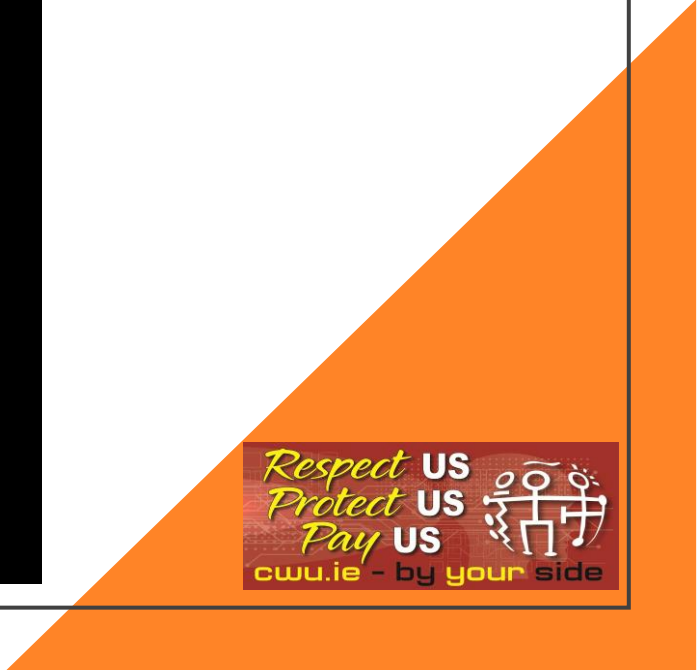
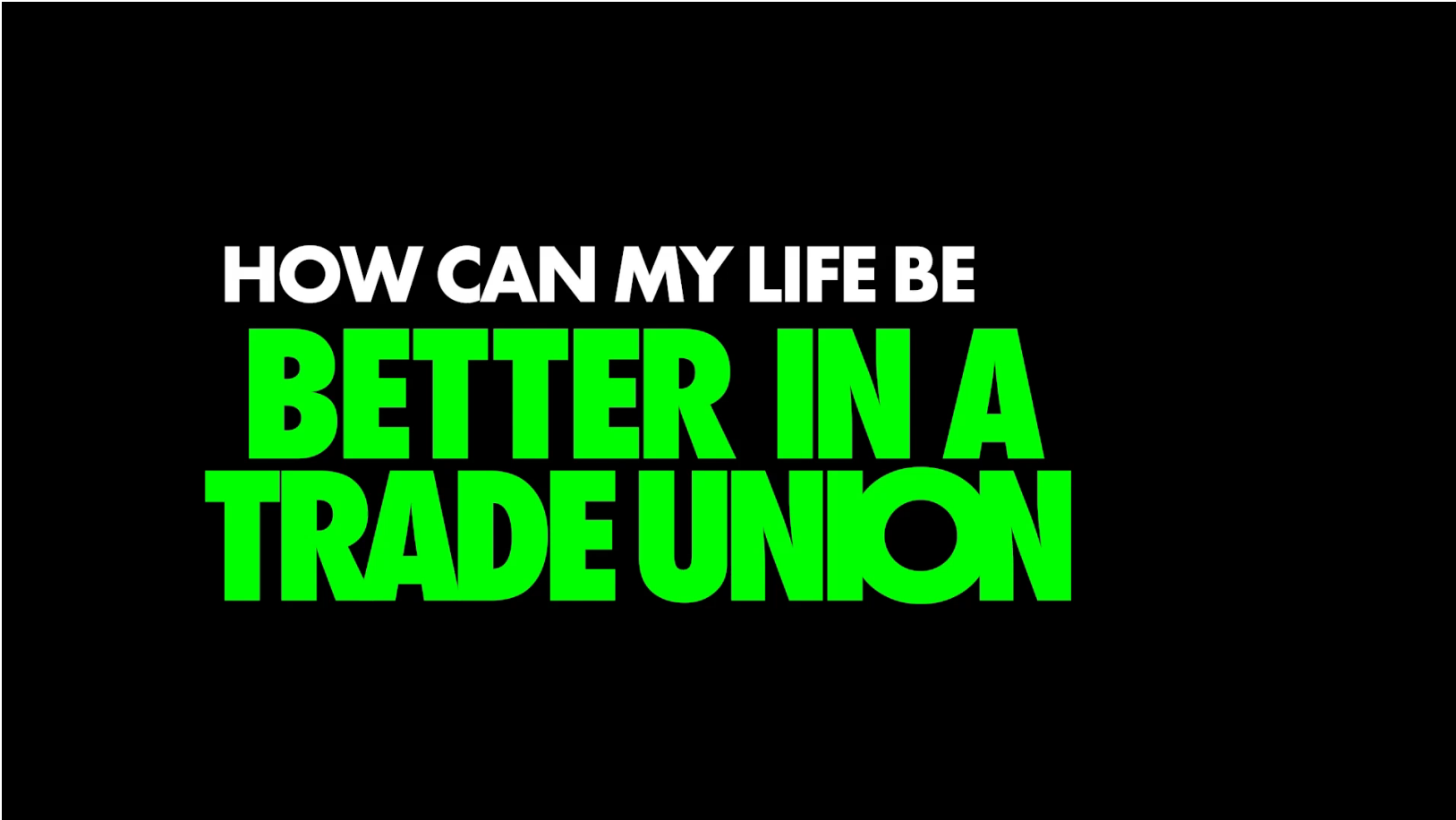
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BIATU testimonial videos

Adam Kavanagh – eir





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- Adequate Minimum Wages Directive
- Collective Bargaining - First you Organise, then you bargain
- Joint campaign of Private Sector Unions
- CWU, SIPTU, Mandate, FSU
- Access, Protection, Public Procurement
- Motion to Women's Conference





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at work

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<https://respectatwork.ie/>

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Respect at Work – The Asks

- Ban on union busting – a very real and growing problem in Irish workplaces
- Protections for workers from victimisation, isolation and even dismissal for trade union organising.
- And provides access for workers to their trade union –
 - to meet with a union rep on work time
 - for access to information about pay, to even talk about pay – contracts
- Legislating for a level playing field with employers

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Political Lobbying

- Lobbying workshops - attendees etc.
- Constituency lobbying - activists
- High-level lobbying - parties
- Government target

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Unions join forces in call for major reforms of workers' rights

Updated / Tuesday, 2 Apr 2024 17:38



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Sections

THE IRISH TIMES

12°

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Ireland

Workers seeking to establish unions ‘fearful of harassment and victimisation from employers’ - Siptu

Respect to Work campaign hopes to boost union membership in tech and finance sectors

Expand



Fionnuala Ní Bhrógáin, centre, said many technology companies don't recognise unions.
Photograph: Nick Bradshaw/The Irish Times

LATEST STORIES >

Workday's plan for new Dublin office receives support from Capuchin Day Centre director

Champions Cup and Challenge Cup last 16: TV details, kick-off times



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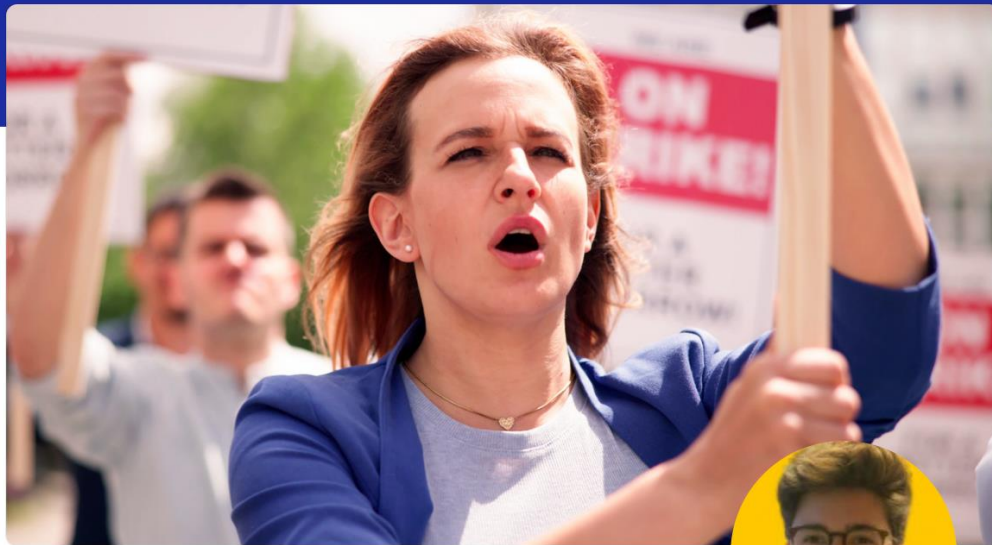


IMAGE: Shutterstock/Andrey_Popov



VOICES

Opinion

A change is coming — young people now want to unionise

After years of stagnant workers' rights, Maeve Richardson says younger people are returning to unions.

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WORK

Trade unions rally in call for stronger workers' rights

A group of four unions have claimed that Ireland has 'weakest workers' protections in western Europe'

DONAL MACNAMEE | APRIL 2, 2024



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