



Break up to get back together (BreakBack)

*The impact of unionisation through innovative service provision
on union membership and industrial relations*

Kick Off Meeting – Florence, 23rd April 2019

Application ref.: VP/2018/004/0046 VS/2019/0079

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Cisl National Study Center**



WITH FINANCIAL SUPPORT OF EUROPEAN UNION

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- TIME LINE OF THE PROJECT***
- ROLES AND RESPONSIBILITIES***
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«*BREKBACK*»: title and idea...



- It may be necessary to “**break up**” some rigidity in the protection of work as a way to strengthen personalized support instruments.
- These forms of protection cannot fail to “get back” to the **collective solidarity** that is a crucial point of industrial relations and union history.
- **Service provision** is one of the possible forms that unions undertake to achieve **inclusive labour markets** against the backdrop of deregulation and welfare retrenchment.



Back to the future?

- Sector- and company-level collective bargaining, are increasingly related to the **territorial dimension of the actors**.
- In the European context, also for the difficult sustainability of welfare systems, collective bargaining deals with the growing centrality of **non-wage welfare instruments** (often tax incentives), also provided by private companies and joint bodies, managed by the social partners.
- Due to the swirling processes of **digitization** and **labour market volatility**, collective bargaining finds itself confronted with “**new generation**” **protections**, which are the evolution of institutions that exist since decades, and relate to very relevant topics.

THE PROJECT

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|---------------------------------|---|
| Lead applicant: | CISL (ITALY) |
| Co-Applicants: | LSRC - Lithuanian Social Research Centre (LITHUANIA) UAB - UNIVERSITAT AUTÒNOMA DE BARCELONA (SPAIN) DSPS-UNIFI - Università degli Studi di Firenze (ITALY) FAOS - Employment Relations Research Centre, Department of Sociology, University of Copenhagen (DENMARK) DIESIS coop scrI-fs (BELGIUM) |
| Affiliated organisation: | Fondazione Ezio Tarantelli Centro Studi Ricerche e Formazione, (ITALY) |
| Associated organisation: | European Trade Union Confederation (ETUC, EUROPEAN UNION) |

Duration of the project 24 months (Starting 1^ost of March 2019)

GRANT AGREEMENT: € 293.581,00

Aims of the action



- to assess **how trade unions respond to the processes of individualisation** in the society;
- to observe the impact of **innovation in services provision as a trade union strategy to enhance its membership**;
- to focus on **services provision as a instrument to reach those social groups and individuals who are often excluded from union protection** (e.g. non-standard forms of employment, digital workers, partially and totally autonomous workers, I-pros, freelancers, workers with multiple employers, sub-contracted and posted workers, consultants, etc.).



Three main specific objectives

- to assess what **strategies trade unions adopt to overcome workers disaffection** with active participation in interest representation practices;
- to collect and describe the **variety of services provided in five EU Member States**, in terms of diffusion, degree of innovativeness, main targets, their governance and the possible presence of assessment plans;
- to evaluate the **effectiveness of this strategy of membership revitalization**.



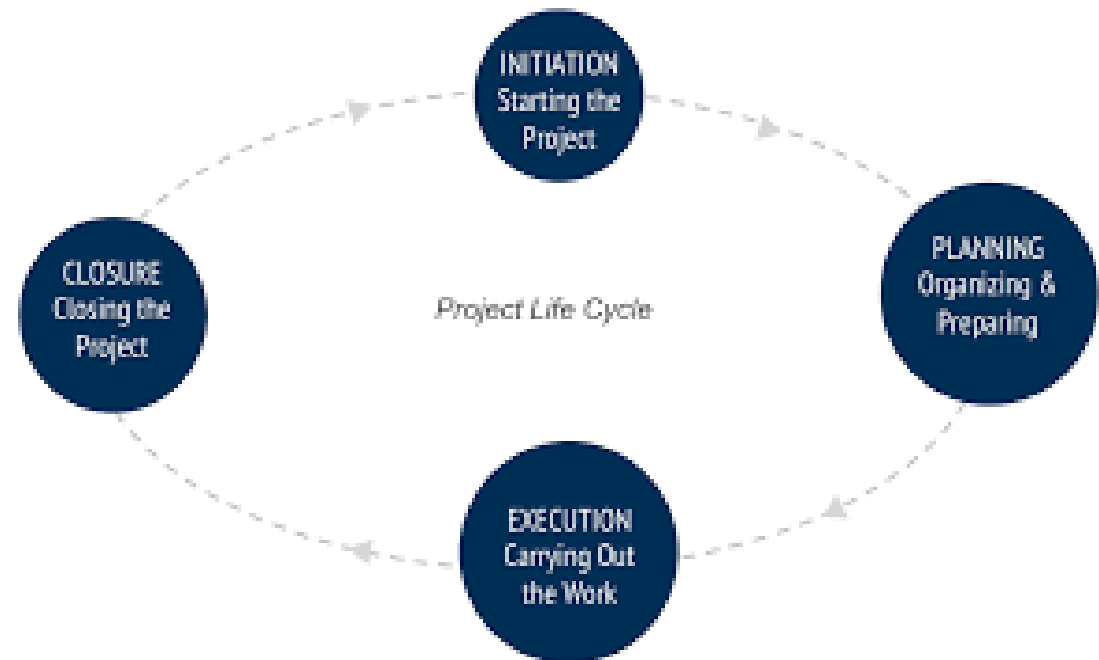
Answering together to important questions...

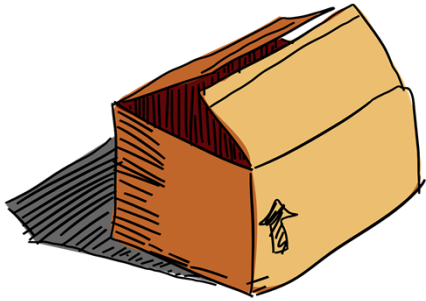
- How the trade unions, at the national and sectoral levels, cope with the **decrease of union membership**?
- Are they experimenting specific **revitalization strategies**?
- Are those strategies related to the provision of any kind of **services** intentionally designed to affiliate service users to the trade unions?
- What kind of services trade unions provide? What are their main features? Are they of an **innovative** or a **traditional kind**?
- What is the **impact** of these services on membership and participation?
- Are some services more **effective** than others in increasing the chance for union membership? Are they more effective vis-à-vis other more traditional revitalization strategies?
- Do the trade unions **evaluate the impact** of their strategies?

Five Working Packages (WP)

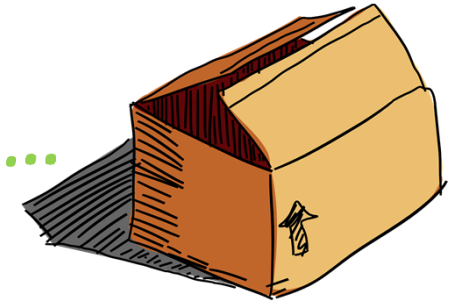


Four Project Phasis





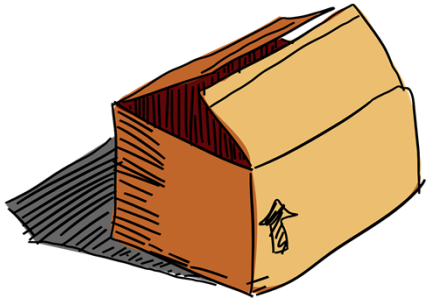
Five Work Packages (WPs)...



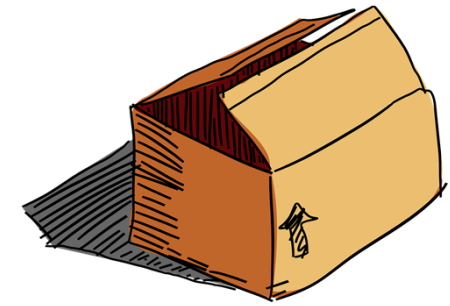
WP A: coordination, management, monitoring and evaluation of all the activities, financial management of the Project. Scheduling of activities, communication with the Project partners, organization and coordination of Project meetings. 4 bi-annual face-to-face meetings, aimed at defining scientific, organizational and administrative aspects related to the Project activities. **24 months.**

WP B: collection of baseline information on the industrial relations systems of the countries.

Specific attention to the two sectoral trade unions that would be the object of the case studies. **5 months.**



Five Work Packages (WPs)



WP C: preliminary exploration of the main research topic.

Each research unit will interview 4-5 peak-level key informants, and will carry out a desk analysis of the services provided by the trade unions in the countries. Selection of two sectoral case studies. **6 months.**

WP D: case studies and evaluation.

Each research unit will interview at least 2 key informants per case study, will carry out 1 focus group per case study, and will collect quantitative data on service recipients and on union membership. **10 months.**

WP E: dissemination strategy.

Variety of both traditional and innovative communication tools: Project website; 5 country reports; 1 overall comparative report; 1 final report addressed to the European Commission; 4 newsletters; 5 policy briefs; 4 videos; infographics; the national “policy labs”; the final conference. **18 months. (see also deliverables...)**



WORKPLAN (New dates!)

The Project will last **24 months**; it has been started the **1st of March 2019** and will end on **28th February 2021**.

The **Workplan** of the Project is sub-divided in the following main phases and related activities.

Phase I

1st of March 2019 - Start of the Project

March-April (2019) Preliminary set up of research tools (WP A)

- Research assistants will be recruited.

23rd and 24th April 2019 - Kick-off meeting with the Project partners, in Fiesole, Firenze (Italy), Cisl National Study Center (WP A).



WORKPLAN (New dates!)

Phase I (continue...)

April - June (2019) - Collection of general information on national industrial relation systems (WP B)

Desk research on membership trends of main national trade unions (WPB)

Collection of information on labor market occupational structures.

21st of May 2019 - Participation at the Commission's Networking day in Brussels (WP E)

May – August (2019) - Drafts of the part of country reports on industrial relations systems (WP B)

The draft of the part of the overall comparative report on industrial relations systems will be delivered (WP B)

Launch of the Project website and of social network profiles (Twitter, LinkedIn, Facebook, YouTube, etc.) (WPE)



WORKPLAN (New dates!)

Phase III

January – March (2020) - Case studies (interviews, collection of quantitative data on service users and on union membership) (WPD)

- **Translation of the web survey questionnaire** in BreakBack countries' national languages (WPD)
- Collection of e-mail addresses to be used in the **web survey** (WPD)
- Design of the web survey (WPD)

April (2020) - Skype conference call with the Project partners (WPA)

April - July (2020) - Sampling and implementation of the web survey to service beneficiaries

- Realization of focus groups (WPD)

Beginning of September (2020) - Two-days coordination meeting with the Project partners, to be held in Copenhagen (Denmark) (WPA)



WORKPLAN (New dates!)

Phase III (continue...)

September – October (2020) - National “policy labs” with industrial relations experts and practitioners

- Drafts of the part of **country reports** on the **impact of unionisation through service provision** on union membership will be delivered (WP D)

November (2020) - Release of the third newsletter (WP E)

December (2020) – January (2021) - Final version of the country reports (WP B, D);

- **DSPS-UNIFI and CISL** will deliver the draft of the part of the **overall comparative report** on the impact of unionisation through service provision on union membership (WPE)

- **Infographics** on research results (WP E)

January (2021) - Two-day coordination meeting with the Project partners, Firenze (Italy) (WPA)



WORKPLAN (New dates!)

Phase IV

February (2021)

- **Final conference** of the Project, to be held in Florence, **dissemination of videos and infographics** (WP E)
- The final version of the **overall comparative report** will be delivered (WPE) -The **final report** will be addressed to the European Commission and will be delivered (print copies and e-formats) (WP A)
- Release of the **5 policy briefs** and of the **fourth newsletter**
- **End** of the project



EVENTS

Action Events (Summary)

| <i>Venue</i> | <i>Type of event</i> |
|--------------|----------------------|
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| Florence | KICK OFF MEETING |
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| Bruxelles | NETWORKING DAY |
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| Barcelona | FIRST COORDINATION MEETING |
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| Copenhagen | SECOND COORDINATION MEETING |
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| Florence/Rome | NATIONAL POLICY LAB |
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| Copenhagen | NATIONAL POLICY LAB |
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| Barcelona | NATIONAL POLICY LAB |
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| Bruxelles | NATIONAL POLICY LAB |
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| Vilnius | NATIONAL POLICY LAB |
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| Florence | THIRD COORDINATION MEETING |
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| Florence | FINAL CONFERENCE |
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Roles and responsibilities

Lead applicant (CISL)

- Coordination and monitoring of co-applicants and project activities
- Organisation of the kick-off meeting and of a coordination meeting
- Participation in the networking day in Brussels
- Translation and editing of all Project outputs
- Coordination of the definition of research methods and set-up of research tools (with DSPS-UNIFI)
- Coordination of the desk research performed by co-applicants on industrial relations systems, union membership and occupational structures
- Draft and editing of the part of the overall comparative report on industrial relations systems
- Coordination of the selection of case studies (with DSPS-UNIFI)
- Support to DSPS-UNIFI in choosing the peak-level key informants to be interviewed for the Italian case



Roles and responsibilities

Lead applicant (CISL)



- Coordination of WP D (case studies and evaluation) and support to the partners in their fieldwork activities
- Use of specialist networks (e.g. the TURI network) to increase the commitment of the trade unions selected as case studies
- Coordination of the partners in the organisation of their national “policy labs”, in the form of workshops involving national experts and practitioners
- Coordination of all dissemination activities
- Creation of the Project website and of dedicated profiles on the most relevant social media
- Creation of a mailing list based on the TURI network, but not only, through which spreading information on Project activities and results
- Draft and editing of newsletters
- Coordination of the draft and editing of the main deliverables (overall comparative report, final report for the European Commission, policy briefs, videos, infographics)
- Organisation of the final conference (with DSPS-UNIFI)

Roles and responsibilities

Co-applicants

- **Common tasks (DIESIS, Belgium; DSPS-UNIFI, Italy; FAOS, Denmark; LSRC, Lithuania; UAB, Spain)**
- Desk research on the national industrial relations system, union membership and occupational structure
- Realization of interviews with peak-level key informants
- Desk analysis on the innovative services provided by trade unions
- Selection of case studies for unionisation through service provision
- Realization of case studies on innovative services provided by two sectoral trade unions (interviews with key informants, focus groups, and collection of data on service users and trade union membership)
- Organisation of a national “policy lab”, in the form of a workshop involving a selected audience
- Draft of a country report on the impact of unionisation through service provision on union membership
- Support to the applicant in the draft of main deliverables (overall comparative report, final report for the European Commission, policy briefs)

Roles and responsibilities

Co-applicants

Specific tasks (FAOS, Denmark; DIESIS, Belgium; LSRC, Lithuania; UAB, Spain)

- Translation of the web survey questionnaire in the national language
- Collection of e-mail addresses to be used in the web survey

Specific tasks (FAOS, Denmark; UAB, Spain)

- Organization of a coordination meeting each

Specific tasks (DSPS-UNIFI, Italy)

- Coordination of the definition of research methods and set-up of research tools (with CISL)
- Coordination of the selection of case studies (with CISL)
- Design and implementation of a web survey on the beneficiaries of union services
- Organisation of the final conference (with CISL)

Roles and responsibilities

Affiliated organization (Fondazione Ezio Tarantelli – Italy)

- Support to CISL and DSPS-UNIFI in the set-up of research tools
- Support to CISL in the coordination of WP D (case studies and evaluation) and support to the partners in their fieldwork activities
- Organisation of a national “policy lab”, in the form of a workshop involving a selected audience (with DSPS-UNIFI)

Associated organization (European Trade Union Confederation)

- Participation in the main Project events and meetings
- Involvement of the affiliated national trade unions in the relevant actions of the Project
- Dissemination of Project findings among the affiliates

Project Deliverables



- **5 country reports;**
- **1 overall comparative report;**
- **1 final report** addressed to the European Commission including the main project results and the description of the study cases (in English; 80 pages);
- **5 summaries of the final report in the languages of the countries included in the project** (20 pages);
- **4 newsletters.** These will highlight key results and activities;
- **5 policy briefs.** These will convey the key points of research findings in a language readily accessible to non-academic readers, professionals and policy makers;
- **4 videos and several infographics.** These would disseminate the Project results to a wider audience;
- **Minutes of the 4 project meetings.** Involving the Project partners;
- **The Project website.** The website will be dedicated to the Project, where data, reports, policy briefs, videos, infographics and other materials of potential interest for the Project beneficiaries will be uploaded.

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I SERVIZI

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vivAce mette a disposizione dei propri iscritti una convenzione dedicata all'assistenza sanitaria dei lavoratori indipendenti
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Ecco la convenzione con una piattaforma web e mobile in grado di farti risparmiare tempo e denaro nella gestione dei veicoli
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- 

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