



**TRADE UNION
RENEWAL
CENTRE**

BARGAINING POWER

- Establish a direct connection to shop stewards
- Target strategic workplaces to strengthen existing unions and expand membership through collective bargaining ("lowest hanging fruit" tactic)
- Identify emerging potential sectors for organising
- Anticipate changes in the labour market to adjust your bargaining strategy
- Explore the possibility of establishing a strike fund
- Introduce new aspects to collective bargaining and negotiate clauses that go beyond just "standard working conditions", such as work-life balance, working time reduction, or green collective bargaining provisions
- Offer exclusive benefits only for TU members (holiday bonuses, special pension scheme, additional leave for education, discounts...)
- Ensure trade unions have the right of digital access to workplaces
- Provide financial incentives for trade union membership (for example, make union membership fees fully tax-deductible)

MEMBERSHIP, ORGANISING AND RECRUITMENT

- Collect and update detailed membership data (per age, gender, region, type of work, migrant status, working status...)
- Identify underrepresented groups
- Define a targeted recruitment strategy and set up recruitment goals for each group
- Tailor your messages to the targeted audience
- Reach out to and organise young workers, remote workers, platform workers, freelancers, women, workers with disability
- Analyse and understand when and why members are quitting to better retain them
- Retain members after their retirement
- Offer free or discount membership and services to students, unemployed and other workers with precarious types of employment
- Reach out to young workers by providing workshops in schools/ faculties/ in youth centres
- Be present at social and cultural events, such as concerts and festivals
- Go to the street to talk with platform workers
- Provide basic material on your union in various languages, so you can recruit migrant workers
- Establish partnerships with ETUF organising centres
- Balance digital and traditional organising to reach people where they are
- Track your increase and retention with data analytics
- Analyse challenges and lessons learnt from past organising strategies

EMBARK ON THE JOURNEY TOWARDS RENEWAL

TRADE UNION VITALITY

- Assess and improve internal democracy
- Make sure to have balanced representation of different groups in your organisation (example: youth and gender quota, committees for underrepresented groups, ...)
- Create space for exchange with members and let their voices be heard (consultations)
- Improve multilingual digital tools (e.g., AI translation, data analytics, helplines)
- Use strategic foresight to anticipate changes and plan for the future in a changed world (digitalisation, green transition, rise of the far right, individualism)
- Establish educational programmes and invest in capacity building for various target groups, including skills and tools for digital trade unionism
- Forge new partnerships and alliances with other organisations that you share interests with
- Invest in digital organising, communications and campaigning and be strategic by setting clear goals
- Optimise social media engagement to increase visibility, mobilise workers, and drive recruitment through compelling digital content
- Make it as easy as possible to join a union by creating a "Join a union" button on your website
- Send out surveys to touch base with your membership and identify their most pressing issues
- Promote union values and counter anti-democratic narratives online
- Deliver political training and education programmes

