

# Case selection and methodological tools

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# Where we are

We have baseline information on national industrial relations systems

We have information on main membership trends (but we need to focus better on how they relate with targets of the service we will study)

We have information on confederal strategies to cope with membership renewal/retain

We have an overview of the main 'services' provided by trade unions

- They could be part of a national/regional top-down strategy

- They could arise from a bottom-up process

We miss qualitative analysis of two service practices through case studies

We miss the assessment of the impact of services on trade union participation (which should be the focus of the survey)

# Main issue: how we define an innovative services?

A proposal:

A trade union activity can be defined as a service when it come as a transaction (commercial or not) of a piece of information, a consultancy, or other acts of dealing with a user by offering him an immaterial good.

The innovativeness degree of a service is institutionally grounded. It means that what can be innovative in a IRs system could be traditional in another, and vice versa

A service could be also considered as innovative when it is provided to a new target of workers, at least in the case a trade union shows an effort to specifically tailor it

I suggest to exclude from this definition the bargaining activity, even in the case it is addressed to new types of workers. However, a service could be the object of the collective bargaining and regulated by a collective agreement.

# Case study selection criteria

We need to select 2 case studies per country

1 case on high-skilled (professional) + 1 case on low-skilled vulnerable (dependent) workers

Remember that in a second stage we should address a survey to service' users. As a consequence...

*Service should not be too new (it should be assessed)*

*We need many users*

Debate on web survey feasibility will be held in Copenhagen

# Potential cases

	CASE 1	CASE 2	CASE 3
DK	AC's campaigning for SME to hire academic graduates	DM Flexwere initiative	HK's business services to freelancers
ES	UGT's RespuestaSindicalYa.com	Open CCOO	FETICO's employment services
LT	LTUC's roadshow	LTUC's participation to career days	E-consultation and e-trade union (?)
BE	New services to old targets (i.e. inheritance taxation, career guide)	Traditional services to new targets (i.e. united freelance)	Innovation in ghent system practices (?)
IT	CISL VIVACE's activity on freelance	Coworking spaces (CISL + CGIL)	Bilateral organization's services