

# BREAK UP TO GET BACK TOGETHER



WE REFER TO:

EMPLOYEES IDENTIFIED AS "VULNERABLE"

FOCUS



A UNION STRATEGY THROUGH SERVICES PROVISION TO:

ENHANCE MEMBERSHIP

REVITALIZE ACTION

RELAUNCH AN INCLUSIVE SOCIAL DIALOGUE

BREAK BACK HAS 3 MAIN AIMS

GOALS

3. TO EVALUATE THE EFFECTIVENESS OF THESE MEMBERSHIP REVITALIZATION STRATEGIES



1. TO ASSESS WHICH STRATEGIES TRADE UNIONS ADOPT TO OVERCOME WORKERS DISAFFECTION

2. TO COLLECT AND DESCRIBE THE VARIETY OF SERVICES PROVIDED IN 5 E.U. MEMBER STATES

EVALUATE WHETHER THE PROVISION OF SERVICES LEADS TO A UNION MEMBERSHIP INCREASE!

THE PURPOSE:

- HOW UNIONS RESPOND TO INDIVIDUALISATION
- EVALUATING IMPACT OF SERVICES ON MEMBERSHIP



THE HYPOTHESIS:

TRADE UNIONS ARE EXPERIMENTING A "CUSTOMISATION" OF THEIR ACTIVITIES



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SPORTELLO LAVORO



CISL FIRENZE PRATO



With the financial support from the European Union



# SPORTELLLO LAVORO

## Create a new trade union identity through a “recognizable space” of help and support

- Sportello Lavoro was founded in 2014 with the intention of involving all those who, for different reasons, have used the services but did not participate in trade union activities;
- The approach is bottom-up, starting with the activities of individual trade unionists at the local level;
- There is a link with the union structures (Felsa and Vivace).

**Sportello lavoro** is an innovative tool to assist, inform and guide people in search of help and support for job placement.

### Users profiles:

Services Users	800 (approx.): 440 women and 380 men.
Organization	There are 3 full-time and 3 temporary (trainees or with apprenticeship contracts) figures dedicated.
Main occupational groups:	All kinds of workers. Particular attention is paid to the new segments (Creative and self-employed workers)

# SPORTELLO LAVORO – Services

1

## UNIONIZATION

SP is a "physical" space to listen and to support people in a situation of a working temporary weakness

2

## ORIENTATION

SP is part of a local network of people who help to find or change jobs.

3

## ACTIVE LABOR POLICIES

Through training SP helps the employability of the subjects

4

## PASSIVE LABOR POLICIES

it helps to know the income support measures for those who unintentionally lose their jobs or the existing tools for relocation

5

## COMMUNITY EXCHANGE

SP represents a new space for the representation of all workers

# SPORTELLO LAVORO-SWOT



## STRENGTHS

Social legitimation and the presence of a simple but consolidated organizational structure.



## WEAKNESSES

The main weakness is based on the uncertainty of the economic resources needed by the structure.



## OPPORTUNITIES

Fostering the coworking can help to increase growth opportunities for self employed and creative workers.



## THREATS

A different approach to involvement and communication strategies is needed to intercept the new categories of workers