

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

THE PURPOSE:

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

THE HYPOTHESIS:

TRADE UNIONS ARE EXPERIMENTING A "CUSTOMISATION" OF THEIR ACTIVITIES

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!

	<i>NIDIL FIRENZE (CGIL)</i>	<i>VIVACE (CISL)</i>	<i>PARTITA VIVA (CISL)</i>	<i>SPORTELLO LAVORO (CISL)</i>	<i>QUADRIFOR</i>
CHARACTERISTICS	Sectoral federation	Association of freelancers affiliated to CISL (in transformation)	Association of professional affiliated to CISL	Trade union service	Joint body
TERRITORIAL ORGANIZATION	Local	National. Later Vivace joined CISL sectoral federation (Felsa).	Local. Later PV joined Vivace.	Local. Later SP joined CISL national service system.	National. Administered by committees consisting of representatives of both employers and trade unions on a cooperative and participative basis.
SERVICES	Self-employed Workers Services. IE: tourist guides.	Online community building and services for freelancers	Services for freelance and professionals.	Services to all workers: information, support and training.	Training for "middle management".
QUALIFICATION OF THE WORKERS INVOLVED	Cross-categories	HS	HS	Cross-categories / LS	HS



Nidil Firenze – CGIL

Self-employed Workers Services

NIDIL – Firenze – Services for self-employed workers



NIDIL – Florence

Services are addressed to self-employed workers:

- Accounting and tax consultancy
- Legal advisory services
- Advices on social security rights

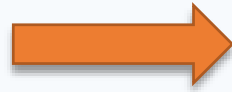
Self-employed workers have specific tax-related and legal concerns, which Unions are not always well equipped to address.

Users profiles:	
Services Users	More than 200 (2019)
Regular members among self-employed workers	about 100
Main occupational groups:	creative freelancers; tourist guides; private teachers and lecturers; nursing and obstetric professions...

From servicing to organizing: The Tourist Guides example

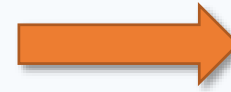
Services as a strategy to establish a contact:

- Collecting information through services
- Services are offered in the NIDIL office



Targeted service offering:

- A training course on contract protections and rights
- From individual to collective issues



Trade Union action:

- Company bargaining with employer counterpart ('fair compensation' agreement)
- Agreement with Municipality of Florence's Department for Social Policies, which sets a 'quality standard' for Tour Operators

Increasing awareness of professional issues – In this case: working condition not regulated by contract

Development of collective claims

Attempt to establish 'training for collective action' for self-employed workers

Services assessment and critical issues

Membership 'loyalty'

Self-employed workers become members to benefit from free services; the hardest part is to **retain membership once the service is provided.**

Organisational costs:
Self-employed workers as a **'poor membership'**

Turning individual issues into collective issues

Defining paths of collective action is not always an easy task.

- For many jobs **there is not *one* employer** – or an organisation – to bargain with.
- In sectors where self-employment is prevalent, it is very difficult **to convince employers' associations to bargain.**

Self-employed workers and union participation

Union Officials say self-employed workers are resistant to collective action, and **do not always regard union's achievements as a major success.**

High-income professional are concerned that any **agreement may result in a lowering of their wages.**



Partita Viva – CISL Self-employed Workers Services

partita  iva
servizi per professionisti liberi

PARTITA VIVA – WHERE IT IS BORN AND WHEN



BORN IN THE PROVINCE OF VICENZA

Vicenza is a province in the Veneto region where there are many companies and where freelancers are growing.



CREATED IN 2015

From a group of professionals. The project is promoted and supported by CISL Vicenza.



OVER THE YEARS

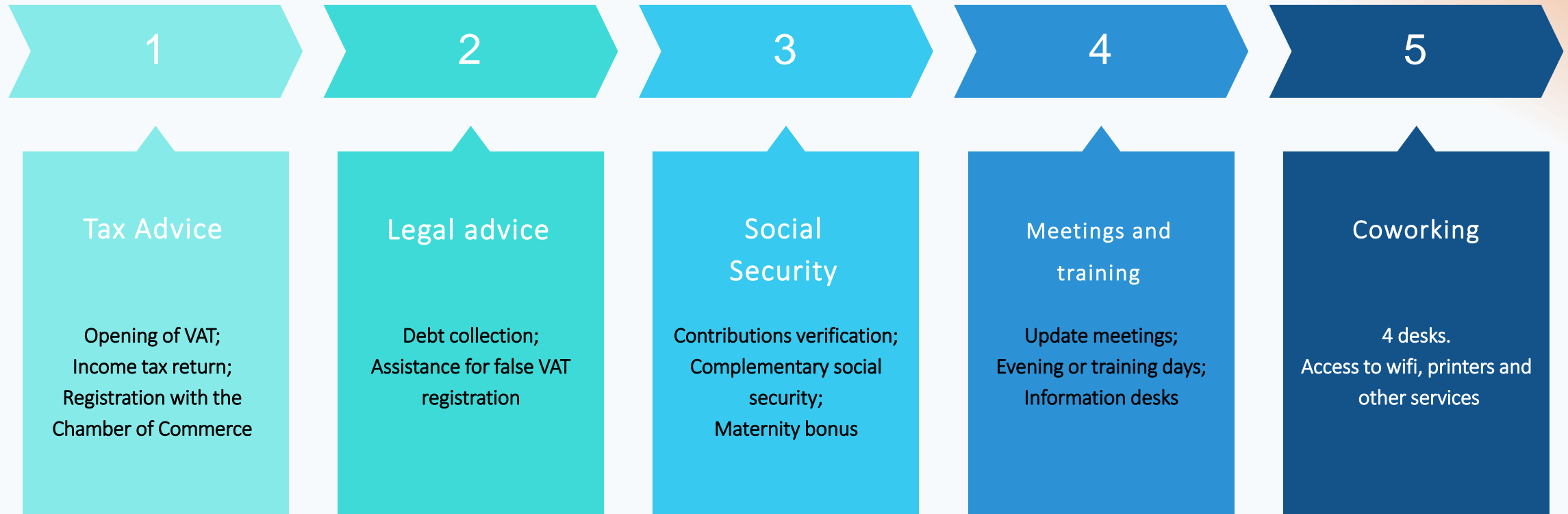
The project is developed by offering more services.
Since 2020 it also collaborates with Vivace (national on-line project).



MEMBERSHIP

300 receive services;
50 members of Partita Viva
15 participate in coworking (2019). The number of members is increasing

PARTITA VIVA – SERVICES OFFERED



PARTITA VIVA - ORGANIZATION

Partita Viva is an aggregator of services. Some services were already offered by CISL. Other services were created specifically for the Partita Viva project. P.V. is coordinated by a part-time worker



PARTITA VIVA –SWOT



STRENGTHS

Ability to adapt to individual requests;
Fast response to requests;
CISL Vicenza is the only one offering this service.



WEAKNESSES

Only one person works on the project. The risk is that, in some cases, this person will not be able to follow everything. In particular if the demands will increase.



OPPORTUNITIES

There are many freelance workers. Often they are young people. They are people who would hardly turn to the union.



THREATS

In the future trade unions or other Organizations could offer the same services, or more, by investing more resources also in the promotional campaign.