

UNION INNOVATIVE SERVICES  
**THE CASE OF SPAIN**

BreakBack Project

Online Meeting 24-25 November 2020

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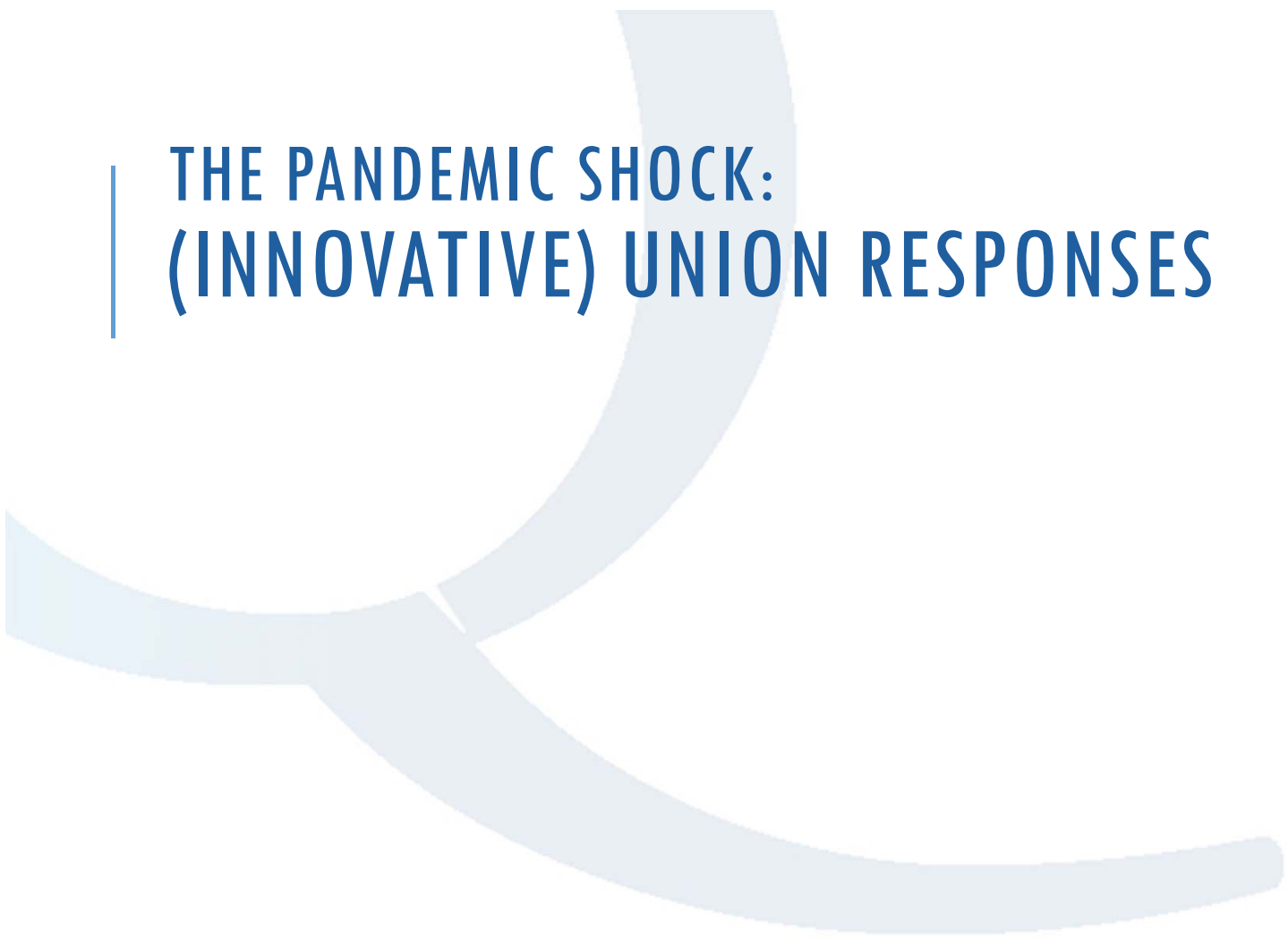


# OUTLINE

- Policies and approaches to tackle trade union decline
- (Innovative) responses to Pandemic shock
- Fieldwork
- Survey implementation state
- Case studies

# NEW SERVICES AND STRATEGIES DEVELOPED BY TRADE UNIONS

- Little innovation when it comes to new services
  - Limited resources (human and financial)
  - Difficulties to increase membership due to institutional context
- Focus on:
  - Reaching particularly vulnerable groups
  - New channels to contact workers
  - Different ways of linking workers with trade unions



**THE PANDEMIC SHOCK:  
(INNOVATIVE) UNION RESPONSES**

# THE PANDEMIC SHOCK: (INNOVATIVE) UNION RESPONSES

**CCOO:** New free telephone line and email to non-members:

- Consultancy on labor issues in relation to the health emergency.
- Including SMEs workers without representatives.

Información sobre el coronavirus 

 **ANTE CUALQUIER DUDA LABORAL  
RELACIONADA CON EL CORONAVIRUS  
LLAMA AL 900 301 000**

CCOO ha habilitado una línea de **teléfono gratuito 900** y un **correo electrónico** para que las trabajadoras y trabajadores que tengan alguna duda laboral relacionada con el coronavirus puedan recibir información y asesoramiento por parte del sindicato.

 **900 301 000**  
 **coronavirus@ccoo.es**

**HORARIO DE ATENCIÓN:**  
De lunes a viernes de 09:00 a 19:00 horas  
Sábado y domingo de 10:00 a 14:00 horas





# THE PANDEMIC SHOCK: (INNOVATIVE) UNION RESPONSES

UGT: Consultancy services to non-members on:

- Aids for temporary layoff affected workers.
- Unemployment benefits.
- Basic income.

Counterpart:  
Encouragement to  
affiliation



¿Estás en ERTE y aún no has cobrado el PARO?

UGT te AYUDA

Pincha AQUÍ para rellenar el FORMULARIO

**¡AFÍLIATE!**

# FIELDWORK

- Four interviews have been made:
  - CCOO Catalonia: Carlos del Barrio  
Carmen Juárez
  - UGT: Rubén Ranz (National)
  - UGT: Nuria Soler (Catalonia)

# CASE STUDIES

Cases to launch the survey:

- UGT: [TurespuestasindicalYa.com](https://www.turespuestasindicalya.com)  
(Your Union Response Now)
- CCOO: El Whatsapp de la precariedad  
(The Precarity' Whatsapp)



# CASE STUDIES

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Survey already  
sent to users

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Union still  
evaluating Data  
Protection issues



Inicio

Contacta

Preguntas frecuentes

¿Quiénes somos?



Nos ponemos  
a TU  
disposición

## Soporte laboral a las personas trabajadoras que desarrollan sus trabajos en plataformas digitales.

**TU**

es una Plataforma de información,  
reivindicación, organización y  
denuncia.

Si te sientes sin condiciones  
laborales o desprotegido, nos  
ponemos a

**TU**

disposición.

**TU**

Cuestionario para personas  
trabajadoras de Plataformas  
Digitales

# TuRespuestaSindicalYa.com

[Your Union Response Now]



Top-down initiative (UGT) (Sept2017)

- Inter-sectoral coordination
- Tackling issues, problems and demands of platform workers (Glovo, Deliveroo, Uber Eats, Stuart, Amazon Flex, etc.)
- Functioning as “digital” union section (platform work)

# TuRespuestaSindicalYa.com

[Your Union Response Now]



## Services:

- **MailBox:**

- Questions on (bogus) self-employed rights
- Answers have 24 hours maximum (together with additional basic labour legislation).
- Many claims received in the street: **undercover** work of UGT unionists to spread the service.
- Collective coordination of hard-to-unionized profiles
- Legal and CB coverage of out-of-employment-relation profiles



# TuRespuestaSindicalYa.com

[Your Union Response Now]

## Target:

- 58% → Platform workers
- 42% → Rural areas (the “isolated” Spain)

## Legal and CB coverage:

- Riders (Deliveroo and Glovo) → Judgment procedures
- Other low qualified platform workers: domestic work, logistics, transport, etc.
- But also high qualified: the “corporative intra-entrepreneur”



# TuRespuestaSindicalYa.com

[Your Union Response Now]

## Impact on affiliations:

- Low (+/- 57), but expecting long-term results
- Anyhow: affiliation is not the evaluation output

## Impact on other issues:

- More than 2000 questions answered in 2019
- Open window for the union and useful communication channel
- Favorable court ruling → Riders to become employees
- Consulting service for workers isolated and/or without access to workers representatives
- ¿New role in the new scenario teleworking extension?



# CCOO T'AJUDA CONTRA LA PRECARIETAT



**689.586.414**



# El Whatsapp de la precariedad

## [The precarity' Whatsapp]



- Top-down initiative (CCOO Catalonia)
  - Creation of new department: “New labour and precarity realities” (2018)
  - Team of 17 unionists
- Aims:
  - To influence to collective bargaining at company level
  - To bridge the gap between the organization and non-unionized members
  - To become a tool of participation and interaction between users who suffer from the same precarious conditions

# El Whatsapp de la precariedad

## [The precarity' Whatsapp]



- Target:
  - (Non)members in labour and social vulnerability situations
  - A cross approach of supporting
- Services:
  - Legal information and advice via phone and a free instant messaging apps (whatsapp)
  - Not only on labour-related issues (evictions, mortgages payment, divorces, gender violence etc.)

➔ Response to fragmentation of Labour realities

# BRIDGING THE GAP BETWEEN THE UNION AND WORKERS — THE CASE OF CCOO CAT

- [https://cadenaser.com/emisora/2018/06/21/sercat/1529597361\\_533000.html](https://cadenaser.com/emisora/2018/06/21/sercat/1529597361_533000.html)
- <https://diaritreball.cat/ccoo-es-reorganitza-per-millorar-la-seva-lluita-contra-la-precarietat/>
- <https://ccoo.upc.edu/precarietat/>
- <http://docpublicos.ccoo.es/cendoc/056125EreMonpaDespidos.pdf>
- <https://www.youtube.com/watch?v=ZndRXzJKy58>
- <https://twitter.com/ccoo/status/1057692399193997313>