

Breakback

Barcelona Meeting 4-5 February 2020

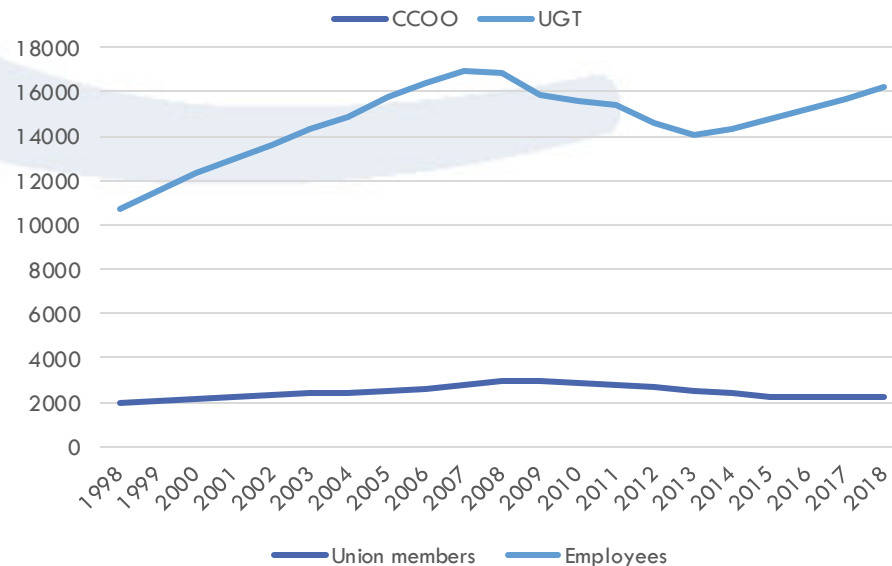
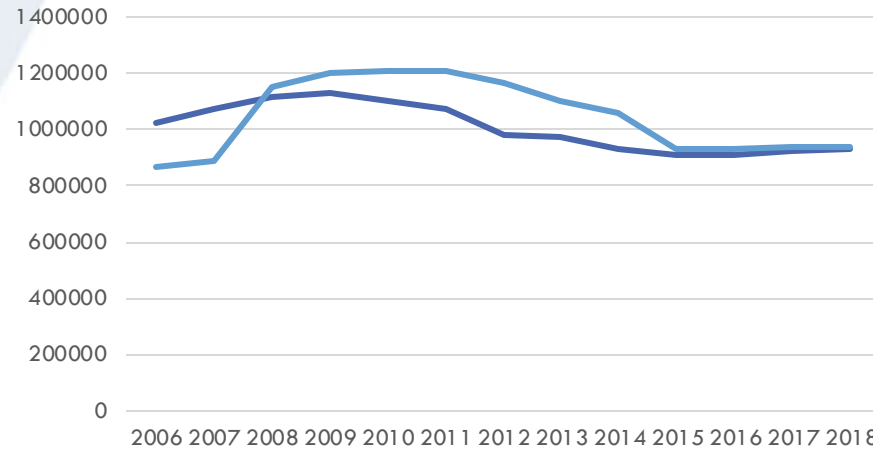
Oscar Molina

OUTLINE

- Trade union membership in Spain: levels, evolution and composition
- Attracting and retaining members; the challenges facing trade unions
- Policies and approaches to tackle trade union decline

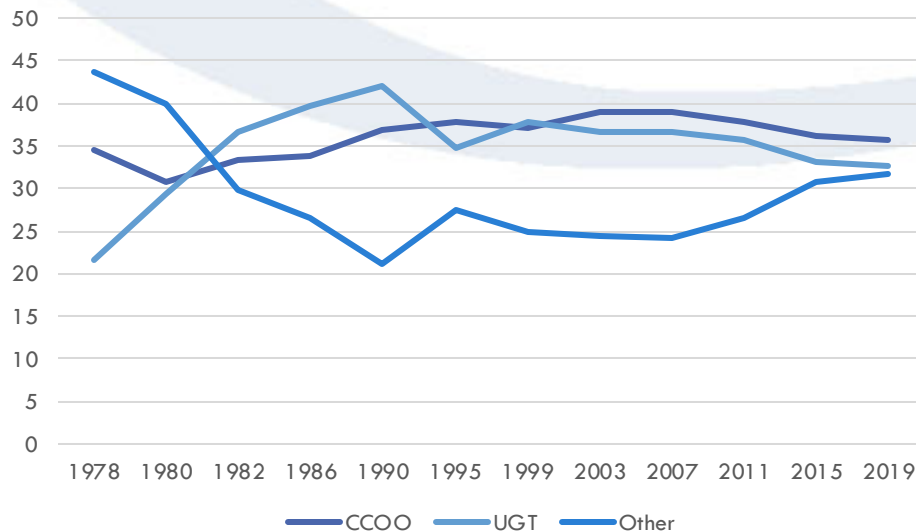
TRADE UNION MEMBERSHIP IN SPAIN: LEVELS, EVOLUTION AND COMPOSITION

- Low membership
- Declining union density in the post-crisis period
- Equally important to the difficulties to unionise is to retain union members
- High levels of membership rotation
- Instrumental use of union services

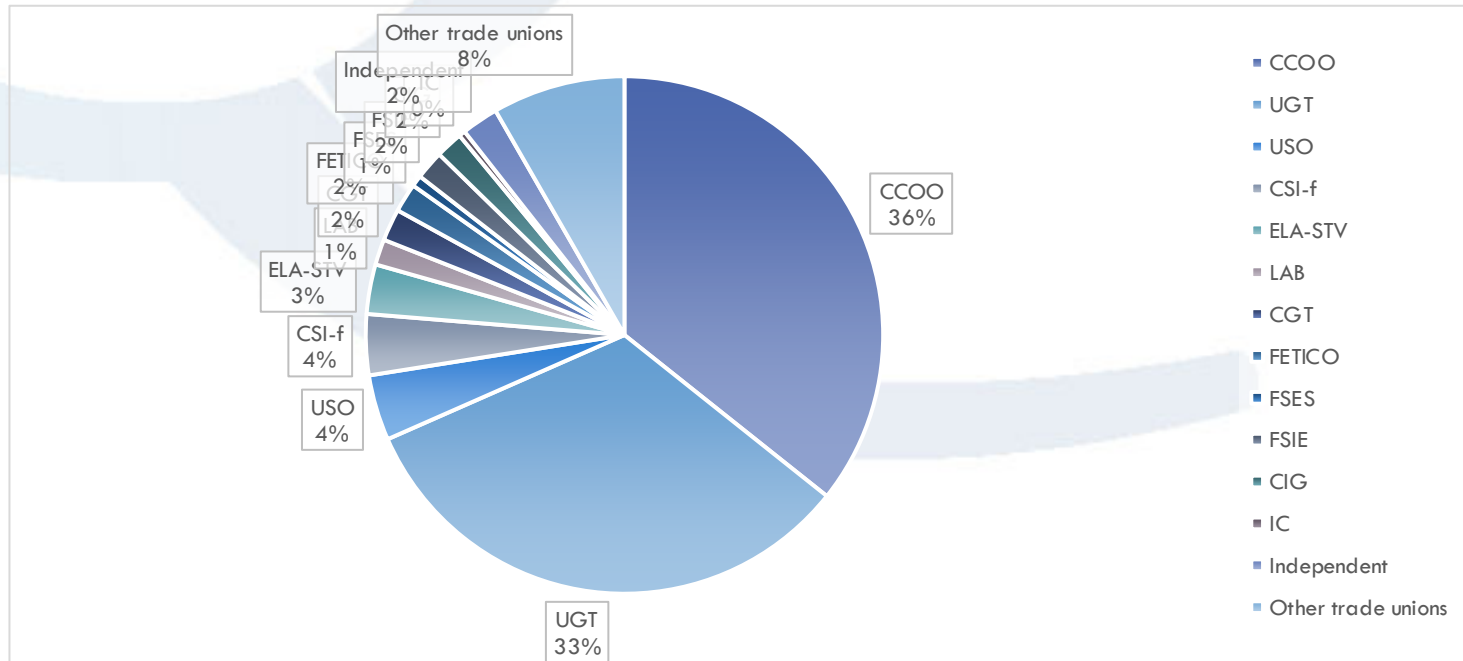


CAUSES OF LOW MEMBERSHIP

- Institutional:
 - Automatic extension of collective agreements: coverage remains high, 80-85% of the workforce
 - Representativeness based on electoral results, not membership; **voters equally (more????) important than members**

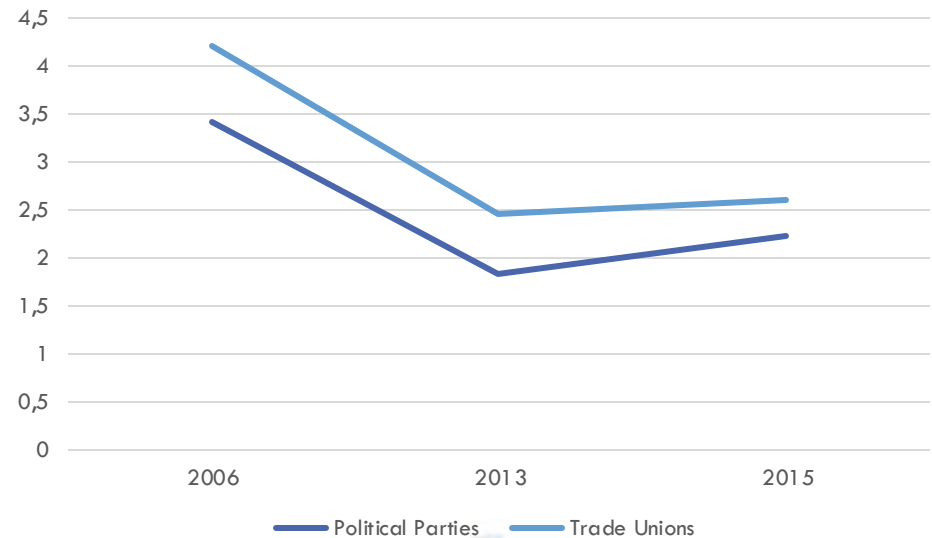


THE TRADE UNION LANDSCAPE

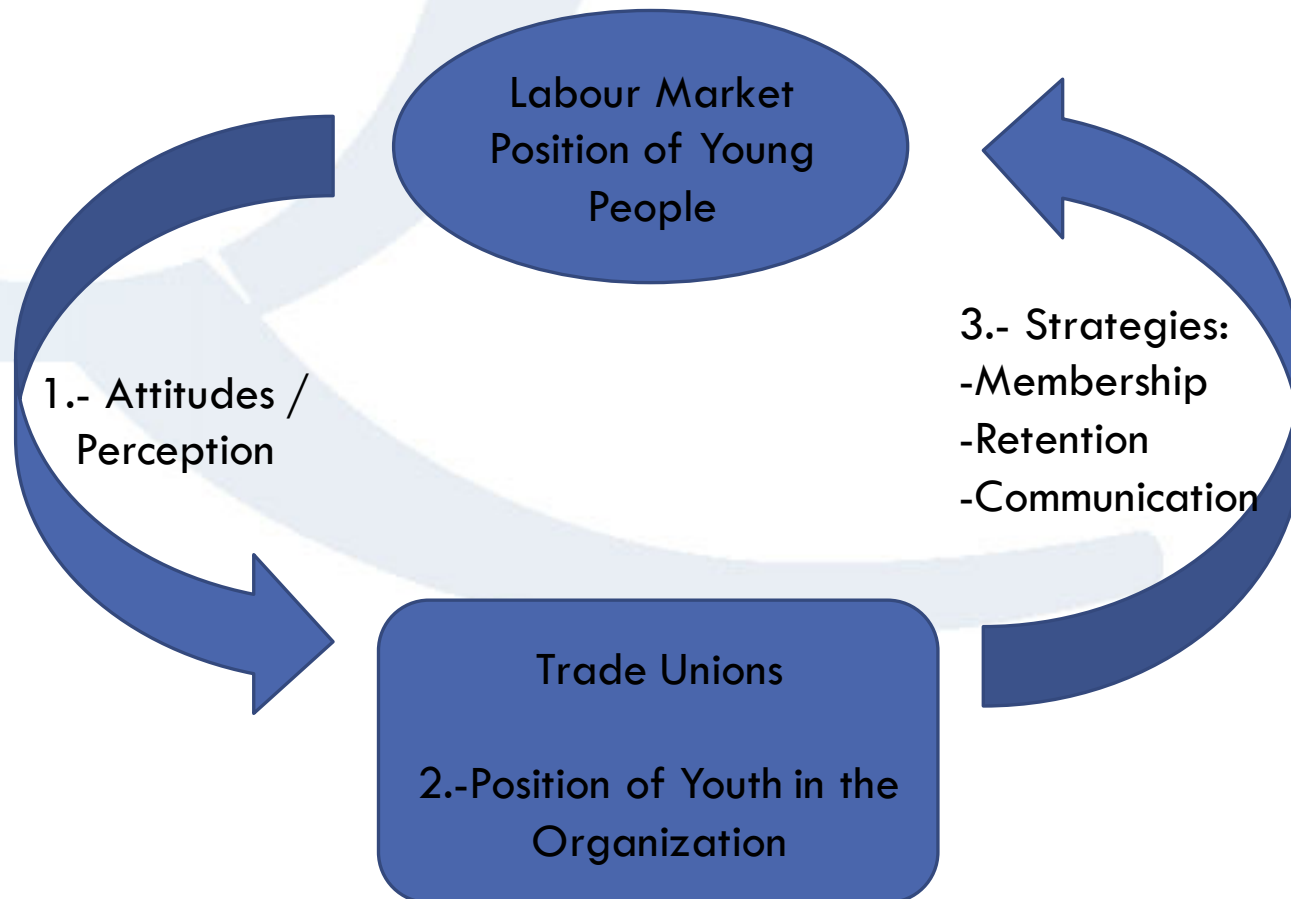


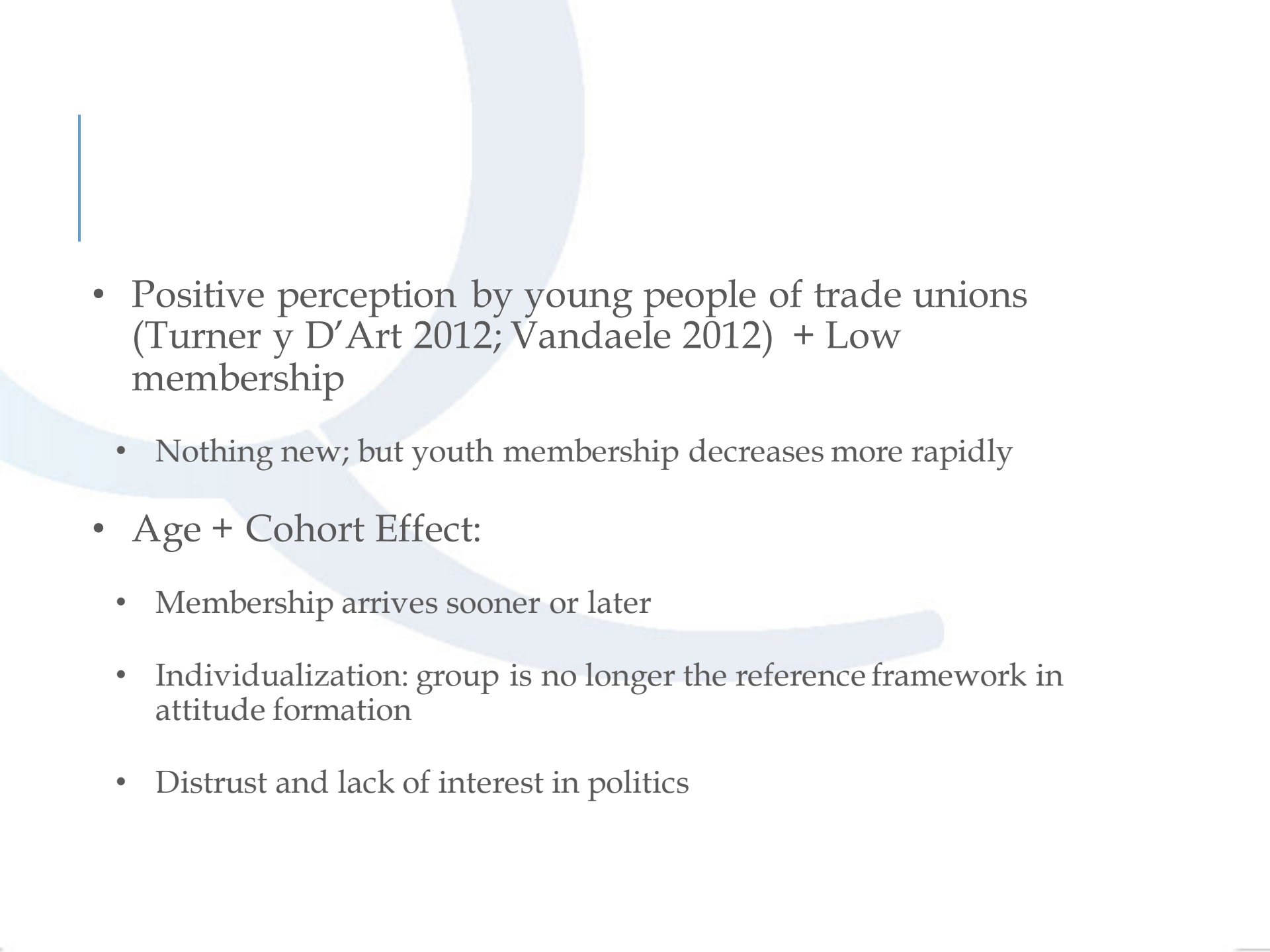
CAUSES OF LOW MEMBERSHIP

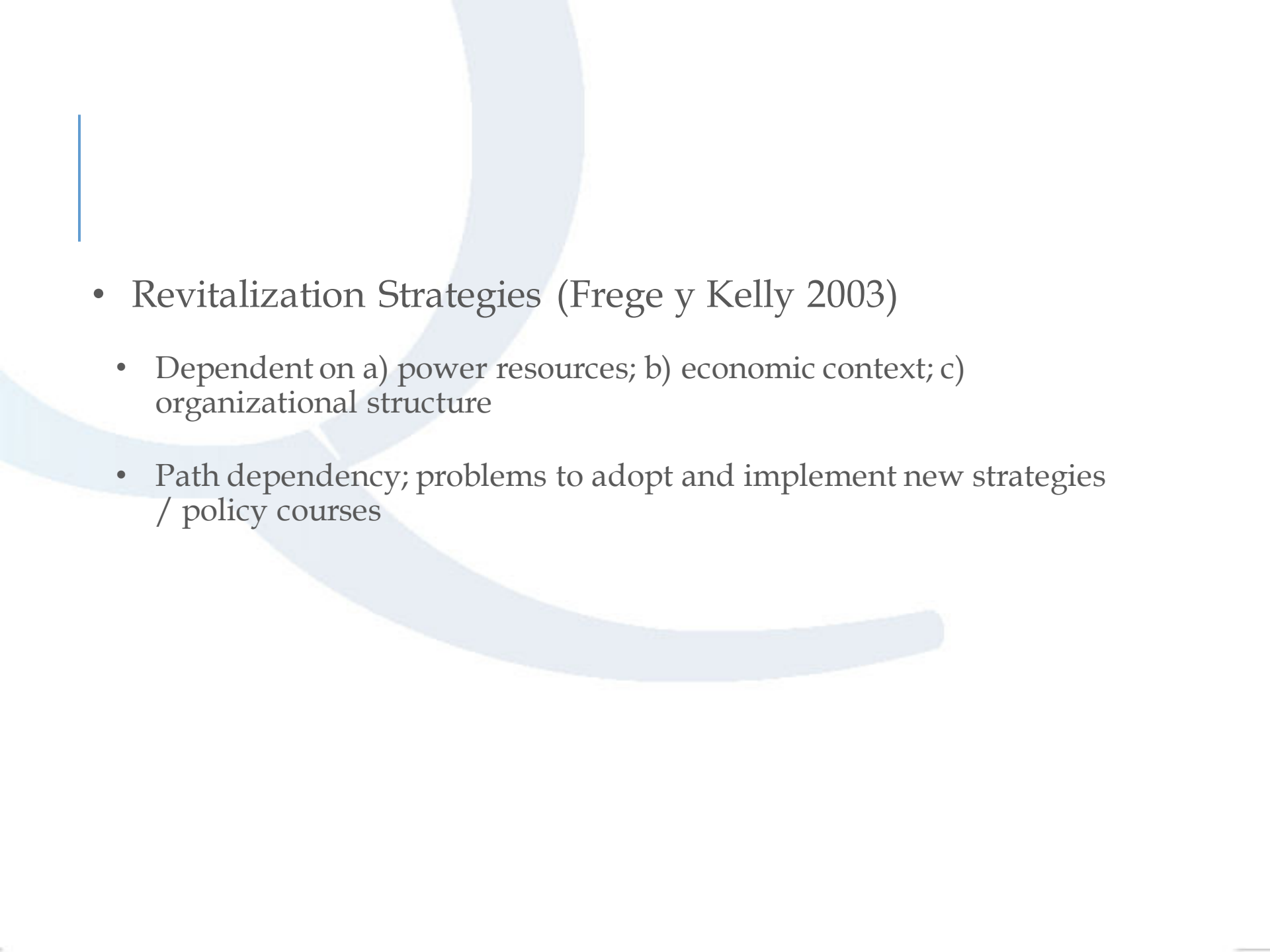
- Socio-political
 - Trade unions questioned: decline in trust... but just as any other political actor; low trust in the political system
 - Fragmentation in the production system; difficult to get in touch with union representatives
 - Labour market segmentation and high unemployment
 - Young people particularly affected

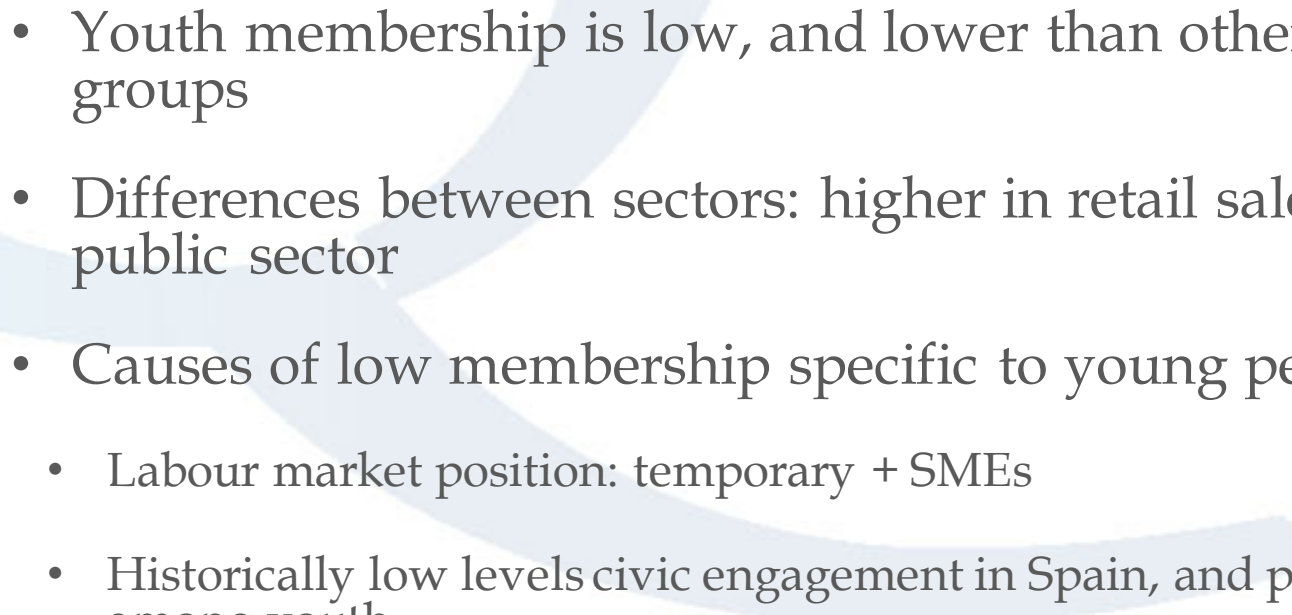


YOUNG PEOPLE



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- Positive perception by young people of trade unions (Turner y D'Art 2012; Vandaele 2012) + Low membership
 - Nothing new; but youth membership decreases more rapidly
 - Age + Cohort Effect:
 - Membership arrives sooner or later
 - Individualization: group is no longer the reference framework in attitude formation
 - Distrust and lack of interest in politics

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- Revitalization Strategies (Frege y Kelly 2003)
 - Dependent on a) power resources; b) economic context; c) organizational structure
 - Path dependency; problems to adopt and implement new strategies / policy courses

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- Youth membership is low, and lower than other age groups
 - Differences between sectors: higher in retail sales and public sector
 - Causes of low membership specific to young people:
 - Labour market position: temporary + SMEs
 - Historically low levels civic engagement in Spain, and particularly among youth
 - Negative view of trade unions; undemocratic; youth un-sensitive
 - Retention policies almost inexistent

FIELDWORK

- Two interviews have been made:
 - CCOO Catalunya (Carlos del Barrio and Carmen Juárez)
 - UGT Confederal Level (Rubén Ranz)
- Planned:
 - CCOO Catalunya (Dolors Llobet)
 - UGT Catalunya (Nuria Soler)
 - UGT Catalunya (José Antonio Posadas)
 - CCOO Confederal

NEW SERVICES AND STRATEGIES DEVELOPED BY TRADE UNIONS

- Little innovation when it comes to new services
 - Limited resources (human and financial)
 - Awareness of difficulties to increase membership in institutional context
 - Organisational dynamics
- Focus on reaching particularly vulnerable groups; new channels and ways of linking workers with trade unions
 - Use of Wapp
 - Contact strategies to reach workers

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[Your Union Response Now]

- Top-down initiative (UGT) (Sept2017)
 - Inter-federation coordination
 - Functioning as “digital” union section (platform work)
- Services:
 - MailBox: initially questions on (bogus) self-employed rights
 - Collective coordination of hard-to-unionized profiles
 - Using same tools
 - Legal and CB coverage of out-of-employment-relation



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[Your Union Response Now]

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

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[Your Union Response Now]

- Target:
 - MailBox:
 - 58% → Platform workers [Collecting data]
 - 42% → Rural areas (the “isolated” Spain)

TuRespuestaSindicalYa.com

[Your Union Response Now]

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

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[Your Union Response Now]

- Target:
 - MailBox:
 - 58% → Platform workers
 - 42% → Rural areas (the “isolated” Spain)
 - Legal and CB coverage:
 - Riders (Deliveroo and Glovo) → Judgment procedure
 - Other low qualified platform workers: domestic work, logistics, transport, etc.
 - But also high qualified: the “corporative intra-entrepreneur”
- Impact on affiliations:
 - Low (+/- 57), but expecting long-term results
 - Anyhow: affiliation is not the evaluation output

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

- CCOO Catalunya has focused their membership strategies in trying to bridge the gap between the organization and non-unionized members





THANK YOU