### YOUTH TO YOUTH

#### **Public Services International**

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# Five ideas for union recruitment of young people



Alex White, Communicator and Campaign Strategist, recently wrote on "Five ideas for union recruitment to young people". In light of declining trade union density and union membership amongst young people, his article explores on how trade union communicating at new ways to engage young people with specific focus on the way in which trade unions 'market' their services to them. Like other groups of

potential members, young people are united by common interests, education, income, demographics, needs, geographies, occupations, goals, communities and ethnicities (amongst other things). And also share common conditions of unemployment, finding themselves in low paid, vulnerable employment with high incidences of employment rights abuse.

However the interest of joining union is low, because many young people are unaware that a union exists that would cover them.

But at the same time, the interest of joining union may be quiet high when the union have quality of communication experience - in print, online and on television and radio - it should be engaging, interactive and relevant. They also want everything speeds up, everyone, including young people, expect instant responses and solutions to problems. The prevalence of smart phones amongst young people means that they're more and more expecting organisations to have mobile-ready websites and other communications creative, like videos or games.

In short, his article helps us to get rid with old way of communicating with young people. How unions engage with young people will increasingly be online. Should unions look at 24-hour "chat" services to give advice instead of expecting face-to-face meetings with industrial officers or organisers? How can young workers engage in solidarity actions digitally? Unions need to come to terms with the notion that "full" engagement and commitment is a very high bar. Read of Alex White's full article, click <a href="here">here</a>

Youth to Youth is the Asia Pacific news bulletin for young members in the region. It is published every two months by the **Public Services** International Asia Pacific Regional Organisation (PSI~ APRO). To contribute or subscribe to this bulletin, please contact: indah.budiarti@w orld-psi.org

The ILO Youth Employment Programme has launched a call for nominations of good practices on youth employment! All applications will be assessed based on 6 specific criteria: (1) relevance, (2) effectiveness and impact, (3) efficiency, (4) sustainability, (5) innovation, and (6) replicability. An evaluation committee composed of experts and young specialists on youth employment will identify the good practices from the programmes submitted. The best good practices will receive prizes! Top prize per region: 2000 USD + an online publication + a one-on-one interview with a youth employment expert. Three best practices will be featured in an MTV Agents of Change video. The final deadline to submit proposals is in 16 September 2013. For more information visit: www.youthpractices.org

### LGBT rights at the workplace



PSI is committed to equality for all irrespective of sex, marital status, ethnic origin, national identity, disability, sexual orientation, age or religion, at the workplace, in trade unions and in the broader political, social, economic and cultural context. LGBT workers' rights are trade union rights, and trade union rights are human rights. Trade unions are committed to fight against discrimination and for an inclusive non-violent society. The global union federations Public Services International has done a considerable amount of joint work to advance LGBT equality.

On 30th July, Public Services International renewed joint LGBT activities with Education International (EI) by organizing a trade union planning and coordination meeting on 30 July in Brussels at the International Trade Union House. The meeting brought together 20 women and men from 10 different countries and 3 continents. All of them have many years of LGBT and trade union activism under their belts fight for equality and against discrimination! And then took part in the Human Rights Conference (HRC) of the Outgames in Antwerp, 31 July-2 August 2013. If you'd like to be part of the PSI LGBT network, please contact Ms. Sandra Vermuyten, PSI Equality and Rights officer, rights@world-psi.org and visit our LGBT's workers webpage, click here



Promoting Fire Safety in Bangladesh's Garment Factories

## **Promoting Fire Safety in Bangladesh's Garment Factories**

In March 2013 the tripartite constituents of the ILO - government, employers and workers - developed a National Tripartite Plan of Action on Fire Safety for the Ready-Made Garment Sector in Bangladesh. It came about after two devastating fires at ready-made garment factories in 2012 and early 2013 killed 120 workers and injured many others. One of the activities in the Plan of Action, is to develop and deliver mass worker education tools, such as this video, to promote safety and health in the ready-made garments sector. More than half of clothing factories inspected in Bangladesh and Pakistan failed to meet fire safety standards, according to Sedex, a not for profit group that compiles ethical audit data for companies to monitor their supply chain. In both countries safety issues such as blocked fire exits or a lack of alarms were the biggest single problem identified by inspectors, ahead of long working hours, low wages and the use of child labour. Watch the video campaign, click here

#### International Union Rights the theme of Young Workers and Trade Union Rights, working to a 1 September deadline with an 1850 word count. Contact

Call for article:

Editor Mr. Daniel Blackburn on: information.

### Pay gap not closing for young women

Young women are earning almost a third less than young men in real terms, despite the gender pay gap closing.

Men aged 15 to 24 brought home median weekly earnings of \$600 in 2012, compared with \$384 for women of the same age, figures from Statistics New Zealand's

annual Income Survey show.

Young women's total incomes have stagnated in recent years, as they worked fewer hours than men, and in lower-paid industries.

The smallest gap in real incomes was in 2009, when men took home \$5560 a year more than women. By 2012, this gap had doubled to \$11,200. The gulf in real incomes comes despite a closing of the pay gap between men and women doing roughly equal work. In 2011, young men were paid 4.3 per cent more than women in similar work, which fell to 2.2 per cent in 2012. Read more, click here



Connect with us!

## Stand Up Conference: Modernising Unions to Connect with young workers



On 10-11 July 2013, Stand Up, the youth union movement of the New Zealand Council Trade Unions, organised a two day conference for more than 60 young unionists from across New Zealand. The theme was: "Modernising Unions to Connect with Young Workers". Seventeen Public Service Association (PSA) members participated in this conference. There were a number of speakers, including Sandra Grey, Alex White, Joseph Scales and Owen Jones, who skyped in from London. PSA's National Youth Convenor, Asher Goldman, was elected as one of the two co-convenors of Stand Up at the conference, alongside with Vera Williams from education union NZEI.

One highlight was the ideas workshops, which were held after each of the speakers. They seemed to ignite a spark in members for greater youth engagement. There was also an opportunity for participant-led workshops and PSA-led one on the Employment Relations Amendment to educate participants on the proposed change. The aim of this Bill is to amend the Employment Relations Act 2000 in relation to collective bargaining, flexible working arrangements, good faith bargaining, rest break and meal break provisions, and the Employment Relations Authority. The Bill also introduces an exemption from certain requirements of Part 6A of the Act (relating to continuity of employment) for small to medium enterprises. Unions consider that this amendment fundamentally undermines the principle of collective bargaining, and lead to a reduction in pay and conditions. This would mean workers couldn't campaign or take industrial action in support of the agreements, which is a breach of New Zealand's international obligations. The participants discussed the real life effect and how they could go about writing a submission against it. Click here for the news

### Young workers in Togo celebrate International Youth Day

On Monday 12th August 2013, the National Youth Committee of the National Federation of Public Service Unions, Togo (Fédération nationale des syndicats des services publics - FENASSEP-TOGO), organised a demonstration to celebrate International Youth Day. This demonstration brought together about 200 young workers, who went through the streets of the capital Lomé, on motorbikes and in cars, accompanied by the media. The demonstration stopped in front of several public administration services, such as water

and sanitation and energy and health, making speeches to highlight International Youth Day and quality public services. In his speech, the President of the Youth Committee from FENASSEP-TOGO, Mr Pirenam Telou, stated: "If the quality of public services is guaranteed, this would avoid young people being confronted with the risks of migration. By quality public services, we mean a culture of services that effectively meet the needs of people. These services must be universally accessible, of high

quality and have equitable access. To achieve quality public services means a shared responsibility between the main players in the world of work: the employers must provide workers with good conditions, enabling them to carry out their work well (material, logistics and environmental conditions and good wages), and the workers, who should properly perform the work for which they are employed". This day was an opportunity for young workers from Togo to make their voices heard and to make Public Services International more visible in their country. Click here for the news

### **PSI's International Youth Day Statement**



Public Services International (PSI) joins in celebrating the International Youth Day 2013, "Youth Migration: Moving Development Forward". Migration is an issue that affects us all. It cuts across many realities either at work or in the community. PSI works with trade unions

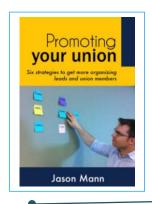
worldwide to protect migrant workers. PSI also works to improve wages and working conditions – to reduce the economic pressure to migrate and to improve the quality of health and social services. The 2013 observance of International Youth Day will raise awareness of the opportunities and risks associated with youth migration, share knowledge and information stemming from recent research and analysis on this topic, and engage young people in discussions on their migration experiences. Read the full statement here.



### Johanna: Justice for all

The global union federation Public Services International (PSI) led an international delegation of trade union leaders to meet with Guatemala's President and leading ministers on August 12-15, 2013. The delegation pressed demands that the government take immediate steps to stop all violence directed at trade unions and their members and to ensure workers' lives and legal rights are respected in Guatemala. For PSI, defending the rights of our affiliate trade union members in Guatemala is our top priority – and it will remain so until the situation for trade unionists and workers in this country improves. Guatemala has taken the shameful place of the most dangerous country in the world for trade unionists today, with the highest number of murders of and violent attacks against union leaders and members.

Coincided with International Youth Day on 12 August, one young participant, Johanna Marroquin, 14 years old, joined her mother, SNTSG union activist Blanca Estella Flores, for the meeting with PSI's delegation. In speaking out for justice in Guatemala. Johanna told the PSI solidarity delegation that when they meet with the country's President "she would like the delegation to ask the President to think of youth and all of the people, not just the rich and powerful. There's too much oppression, and no liberty to organize or express opinion." Johanna added that it is important for girls and women to know their rights, especially in Guatemala where violence against women is one of the highest rates in the world. For more information, please see: <a href="http://world-psi.org/en/starting-point-justice-guatemala">http://world-psi.org/en/starting-point-justice-guatemala</a>



# Promoting your union: Six strategies to get more organising leads and union members

<u>Promoting Your Union</u> is a book to help union organizers get more organizing leads, create outreach plans to bring in new members and build the power of their unions. This book wrote by <u>Jason Mann</u>, labour activist and new media guru. He is also one of the most in-demand speakers on union organizing, social media, and union communications.

The ideas in this book aren't based on what might work ~ or abstract models of trade unionism ~ but actual best practices from union organizers who are using these tactics in the field. Visit Jason Mann's website to download the book: <a href="http://www.strategic-organizing.com/">http://www.strategic-organizing.com/</a>



## Young workers training on strengthening core labour standards

Training on "Strengthening the CLS Ratification Campaign & Giving Importance to Youth Involvement" was organised by The ILO-ACTRAV India, from 29th July to 1st August 2013 in Trivandrum, Kerela. The training attended by young members from across trade unions like CITU, INTUC, AITUC, SEWA, LPF and HMS etc. sought to strengthen the trade union platform for ratification of core labour stand build trade union leaderships amongst the youth and women to strengthen the trade union platform for ratification of Core Labour Standards.

Bro. Manoranjan Pegu, PSI-South Asia Project Coordinator was invited as one of the resource persons to orient the participants on exploring the potentials of IT tools to strengthen the overall campaign for ratification of ILO convention 87 and 98. Bro. Pegu, through case studies like LabourStart, PSI QPS campaign, Union book and Avaaz etc. explained to the participants about the effective use of IT and cyber campaigns by the trade unions. The participants, through practical use of computers visited those sites and understood about the various components of social media which have been used in developing those campaigns. Bro. Pegu also shared a few guidelines with the participants to enable them to best utilise social media tools. Contact him for further information: manoranjan.pegu@world-psi.org