



Education International  
Internationale de l'Éducation  
Internacional de la Educación  
Bildungsinternationale

## Communications on GUF Education and Project programmes

The GUF Education officers' last two meetings discussed the pressing need to improve the GUF capacity to communicate the success, depth and excitement of the GUF Education and training project programmes supported by governmental development and democracy funds. It identified a number of common issues including

- Need to improve GUF capacity to influence debate beyond the trade union movement to the international community as well as at national level, in particular within development circles over the value of TU development and training programmes as fundamental part of long term democratic development
- Need to improve “messaging” inside the trade union movement to GUF affiliates on the extent and value of GUF work both to increase engagement of member organisations and to improve public perception of international trade union programmes and projects
- Need to improve general communications skills in the field on programmes and campaigns to better get the TU message out to the public on local and national development debates that raise the public profile of our affiliates.

The Education officers proposed to put these problems to the Global Unions (in other words, GUFs as well as the ITUC and TUAC) through the CGU Communications Task force. Since then, the IFJ and EI secretariats have developed the following specific proposal for discussion and endorsement by the Communications Task Force:

### To develop a GUF Communications Proposal to submit to donors including:

#### *Organising an annual public meeting of Global Unions in donor countries*

(e.g. Stockholm, Amsterdam, Oslo, Berlin, Washington, Ottawa, etc.,) each with a specific theme and a publication. Depending on the requirements of donor organisations, the format could also either alternate between donating and receiving countries, or be held exclusively in the global south.

E.g.: improving unions' influence in global development debate:

- Public event would promote the TU side of key issue of the day, e.g. Arab Spring – what is the incredible story of the TU's in the Arab Spring and the on-going struggles a year later?

- Produce joint annual publication around this event: e.g. CGU Climate Change report excellent example of where unions are on the climate debate. The publication can be used as one of the hands-on projects in the preceding workshop (see below). This can also be directly built into the project proposal, e.g. to provide funds for a freelancer to do the legwork.
- Can be organised in combination with the annual Education officers meeting, or a communications task force meeting or any other event that assembles a reasonable number of Global Unions/affiliate officers
- Ensure engagement of our national affiliates in the public event – political leadership, activists and members, especially through the support of donor organisations. There should be a selection process that takes care of gender/regional/etc. balance, e.g. each participating Global Union gets to nominate two COM officers (one woman, one man) from each region (to be more clearly defined) whose participation is then sponsored by grant money.
- Targeted at civil society groups, academics, politicians and senior development fund administrators, plus of course the media

### *Organising a joint communication training programme*

The problem is that many Global Unions do not have a proper project communication strategy on how to promote the activities and results at the different audiences – internally, partners, externally, unions, activists, journalists, etc...

- Massive untapped resource of stories that are unreported and unpublished
- Joint Training programme could help bring together Global Unions and affiliate officers (in both project areas and communications) to strengthen and develop internal reporting mechanisms and build cross-sectoral networks
- This programme could take place prior to the public event mentioned above; the event would be the culmination of a couple of days of workshops, hands-on training, lectures etc.
- A set-up like this would allow greater efficiency: e.g. pooling of resources for speakers, allowing smaller Global Unions who normally do not hold such events to benefit from the joint meeting
- It would also allow integration with already existing, albeit isolated networks and initiatives, e.g. El ComNet, PSI CAN.
- In the proposal to donors, next years' meeting could be styled as a pilot for a series of meetings; i.e. we test the format, and then see what is feasible as a longer-term project.