

Item 9

Resolution # 2 – Engage people, empower union action

The global community of media and entertainment unions in UNI Global Union keeps growing. The growth has two dimensions: increase of membership and extension of our actions as part of UNI's Breaking Through agenda. During the last decade, membership has grown steadily and has remained strong during the pandemic. Union leaders, officers, organisers, activists, and members have stepped up their engagement in union-to-union cooperation and joint action, working together in organising and capacity development, campaigns, projects, and solidarity actions. Global working groups, set-up because of the decisions taken at the General Assembly of 2015, have enabled member unions to identify common priorities and to develop joint actions on working conditions, health and safety, gender equality, prevention of violence, skills and collective bargaining across countries and regions. Regional initiatives such as the project on dignity at work have grown into global union-to-union cooperation.

The globalisation and transformation of the media and entertainment industries are accelerating. Multinational companies, and national gatekeepers are setting global patterns that determine the key conditions and challenges that workers and national unions face. The imbalance of power threatens the quality of work, income and conditions of workers, the recognition of trade unions and the right to collective bargaining.

We give priority to grow union strength and empower union action addressing common issues that affect all members and unions. We are building a global movement for union action to engage workers in building strong solidarity at work and beyond.

We support organising projects that focus on building capacity of union activists and leaders, invest in sustained base building, and reach out to new areas of work such as digital shops. We promote organising models and strategies that are inclusive and aim at giving vulnerable workers a strong voice and representation. We support unions that undertake organising campaigns through our project work, by organising solidarity and peer-to-peer learning and capacity building. We contribute to improving the collective capacity of member unions in digital organising and new organising tools and will organise global and regional fora for affiliates on a regular basis.

Exchanging information, promoting good practice, and enabling cooperation on collective bargaining is vital to empower unions in a globalised industry. We promote union-to-union cooperation on collective bargaining, facilitating a systematic exchange among member unions on collective bargaining policies, and supporting coordination among members who face a common employer. Our organising efforts focus on defending, building, and extending sector-wide collective bargaining and strengthening unions fighting for more democratic, just, and equal industrial relations. We promote strategies to engage men and women equally in collective bargaining. We support the dissemination of information and policies regarding collective bargaining issues including digitalisation, career and

skills development, diversity, green production, freelance and self-employment, gender equality, health and safety, prevention of violence and harassment, and working time.

We stand together and are committed to build a common approach to shape the new world of work in the global media and entertainment industries. To bring about change in our global sector and to improve the quality of work and life of workers, conditions and standards need to be raised across regions and globally. We engage employers - multinational companies, national gatekeepers, and international industry federations - to address conditions and standards across national borders and to strengthen and extend collective bargaining globally. We pursue the dialogue with public funding bodies to ensure that publicly funded media and entertainment productions respect workers and trade union rights, and that conditions are based on collective bargaining agreements and policies promote equal, safe, fair, and sustainable workplaces.