



## **Action Statement**

The wind of change is battering the media, entertainment and the arts sector. Digitalization is revolutionizing the way creative content is produced and distributed. Along with the usual problems low wages and poor working conditions encountered by workers and their unions, the growth of atypical, contractual and freelance work presents unions with additional challenges.

UNI Apro MEI is committed to seeking innovative strategies to organize artists and media and entertainment workers including those in atypical employment situations. It remains committed to ensuring bargaining rights for workers in the media, entertainment and the arts and at the same time exploring ways to provide new and additional services to freelance and self-employed workers such as training, legal services and social assistance.

Gender inequality in the form of under-representation, discrimination, lack of equal opportunities, and gender-based violence is a persistent problem in media, entertainment and the arts particularly in societies where gender imbalance is significant. The digitizing work presents particular challenges to women. Gender stereotyping often discourages women from acquiring skills in science, technology, engineering and math (STEM), skills that are particularly needed to survive in a technology-driven work. Flexible working arrangements impact men and women differently with women often using this flexibility to take on more housework.

UNI Apro MEI consistently works to promote gender equality. It shall advocate policies that ensures women acquire the creative, problem-solving and social skills needed in the digital world of media, entertainment and the arts.

The risks faced by journalists and media workers is a real and growing concern since many of them work under dangerous conditions covering wars, criminal activities, authoritarian regimes, to name a few. Entertainment workers are surrounded by hazards emanating from equipment, sets and stage constructions, pyrotechnics, working from heights and awkward positions and hazardous stunts.

UNI Apro MEI shall unceasingly work for the eradication the culture of impunity that has cost so many lives of journalists and the effective protection of the freedom of the press. It shall, through collective bargaining and policy advocacy, advance the health and safety of workers in the media, entertainment and the arts.

Protecting workers rights and ensuring their welfare in the context of the digital revolution in media, entertainment and the arts requires social dialogue. Currently, much of the policy decisions impacting the sector is done without the participation of workers.

UNI Apro MEI shall endeavor to open social dialogue avenues in order that workers and their unions can participate in the shaping of the digital world.

As the electronics, computing, telecommunications and media and entertainment industries converge, UNI Apro MEI shall endeavor to develop closer ties of solidarity with its UNI Global Union sisters and brothers in order to craft common strategies and programs to address the challenges of the digital revolution and the future world of work.