



Programme and background information on the agenda

Joint IMF & EMF Communicators' Forum

**IG Metall, Frankfurt
17-18 November 2009**

Programme and background information on the agenda

Monday, 16 November

Arrival of participants

20H00 Unofficial dinner

Tuesday, 17 November

09H00 Open and welcome to the meeting:
Regina Görner, member of the board of IG Metall
Jyrki Raina, IMF General Secretary

09H15 Brief introductions of participants, outline of the programme for the Forum and a report on EMF & IMF communications work.
Anita Gardner, IMF Director of Communications
Caroline Jacobsson, EMF Information & Communications Adviser

10H00 **Coffee break**

Session 1

10H20 **Applications of new media and outcomes**
Chair: Alexander Ivanou, IMF
Panel:
Kris Sixx, ACV-CSC
Valter Bittencourt, CNM/CUT
Rick Sloan, IAM
Eric Lee, LabourStart

Why trade unions use these tools and what can they achieve?

- What are they and how do they work?
- Who can we speak to using these tools?
- Are these tools being used to organise new members?
- Are these tools being used to communicate with rank & file members?

Eric Lee is the founding editor of LabourStart, the news and campaigning website of the international trade union movement. He is the author of *The Labour Movement and the Internet: The New Internationalism* and writes regularly on trade union use of the new communications technology. He is based in London. Eric participated in the IMF Editors' Meeting in 2004 and joins us again to update us on LabourStart, new media applications and how the web can be used as a tool for communicating and campaigning by trade unions.

11H45

Effective web-based campaign strategies

Marte Ingul, Communications adviser, Norwegian Labour Party

During the latest Parliament Elections in Norway the red-green coalition received strong support from the Norwegian trade union movement. The red-green coalition vigorously used online communications tools in the election campaign, such as the social media FaceBook and Twitter inspired by the Obama campaign in 2008. The party also collected over 100,000 e-mail addresses and through these created a viral effect when informing voters about policies and election activities. Mobile phone numbers were also collected and prospective voters were reminded on Election Day to vote. The web in general was used as an integrated part in the campaign.

12H30

LUNCH

Session 2

13H45

Organising trade union members in the metalworking industry

Chair: Antonello Gisotti, FIM-CISL

Panel:

Vonny Diananto, FSPMI

Olga Masson, ITUA

Diana Petrova, Metalicy

Caroline Jacobsson, EMF

Panel will address:

- Best practice cases and methods
- EMF European best practice catalogue
- CEE: Challenges and solutions

15H15

IMF Film: Organising workers in Indonesia EPZ

15H30

Break

Session 3

16H00

Climate Change: Cutting emissions, transforming jobs

Chair: Jyrki Raina, IMF

Panel:

Judith Kirton-Darling, EMF

Wayne Ranick, USW

Henry Armstrong, AWU

Panel will address:

- Overview of the campaign and what will be happening in December
- Reports on what unions are doing on this topic

17H00

Meeting adjourns for the day

19H30

Departure of the bus with forum participants from the "Hotel Intercontinental" to the restaurant "Zum Feuerrädchen" (Address: Textorstr. 24, 60594 Frankfurt)

20H00 Official dinner
"Zum Feuerrädchen"
(Address: Textorstr. 24, 60594 Frankfurt)

Wednesday 18 November

Session 4

09H00 Open and welcome to the meeting:
Peter Scherrer, EMF

09H15 **Reviewing recent metalworker trade union campaigns**
Chair: Anita Gardner, IMF
Panel:
Elif Sinirlioglu, Birlisik Isk-Metal, Sinter Metal Campaign
Hyewon Chong, KMWU, Ssangyong campaign
Castro Ngobese, NUMSA, Campaign against labour brokers
Jörg Weigand and Heike Neumeister, IG Metall, campaign on 'Together for a good life' (Gemeinsam für ein gutes Leben)

Panel will address:

- What were/are the objectives of this campaign?
- Who are you targeting?
- What is your message?
- How are you getting your message out?
- How have international solidarity efforts played a role in the campaign?
- What has the impact of the campaign been to date?
- What has worked? What has not?

11H00 **Break**

Session 5

11H30 **Building a communications network and survey**
Chair: Anita Gardner, IMF
Speaker: Måns Martensson, Multimedia Manager, Eurofound
The European Foundation for the Improvement of Living and Working Conditions (Eurofound) is an agency of the European Union, with offices located in Dublin, Ireland. It was set up by in May 1975 by the European Council to help improve living and working conditions across Europe. The Foundation focuses on managing research, gathering information, and communicating its findings.

12H30 **LUNCH**

Session 6

13H45

Forum discussion on:

How can we strengthen our trade union rights campaigns?

Chair: Kristyne Peter, IMF Director Trade Union Rights & Campaigns

Building on Session 4, forum participants will discuss approaches to moving forward for effective campaigning in the metal sector and examine how to build on successes and failures of recent experience. The IMF will give a brief overview of the impact of the IMF restructuring on future campaigning and responses to trade union rights violations. During this session, affiliates will develop concrete proposals to strengthen IMF and EMF campaign work at the global level.

15:00

Break

15:30

Conclusions of the meeting and action points

Anita Gardner, IMF Director of Communications

Caroline Jacobsson, EMF Information & Communications Adviser

17:00

Close