



Final conference

12 December 2014

- Why is it so hard to organise young people?
- How can trade union action improve youth labour market conditions and promote youth membership?
- What do and can young people expect from trade unions? Why would they join?
- What do and can trade unions expect from young people? What do they offer to unions?

The final conference of the European research project **YOUnion – Union for Youth**, will take place at the **International Auditorium – International Trade Unions House (Brussels)** on **12th December 2014**.

The conference will discuss the results of the project YOUnion – Union for Youth, co-financed by the European Commission, that considers youth participation in trade unions as well as trade union practices towards youth in terms of representation, collective bargaining, social dialogue, communication and organisation strategies in seven EU countries: Belgium, Germany, Hungary, Italy, the Netherlands, Spain and the UK.

The main findings, lessons and policy implications from national reports will be presented, along with a special analysis of the communication strategy of trade unions towards young people via Twitter.

The direct experience of national trade unions dealing with the challenge of better organising and representing young people, will be also considered by trade union and EU representatives during the Round Table.

Representatives of the social partners from the EU Member States will be invited, as well as EU officers, European social partners and members of the EU sectoral committees.

Programme

09.00 Registration with coffee and tea

09.25 Opening

- Patrick Itschert (Deputy General Secretary of the ETUC)

09.30 Labour market position of young people in the EU, youth membership and the economic crisis: sides of the same coin?

Moderator: Oscar Molina (UAB)

- *Overview on youth labour market condition and membership in trade unions in seven EU countries*
Francesca Fazio (ADAPT) (9.45)
- *YOUunion: Comparative overview on the situation of youth and trade unions in seven EU countries*
Frank Tros (UVA/AIAS) (10.10)
- *Trade unions' deliberative vitality towards young workers: survey evidence across Europe*
Kurt Vandaele (ETUI) (10.30)

10.30 Coffee/tea break

10.50 Increasing youth membership through tailored and diversified approaches

Moderator: Valeria Pulignano (KU Leuven)

- *German Unions and Young Workers: three case studies of innovative representation practices and organizing activities*
Hajo Holst (University of Osnabruck) (11.10)
- Robbert Coenmans (FNV Jong, the Netherlands) (11.25)
- *Trade union renewal for youth. The role of union training*
Francesco Lauria (Cisl National Study Center of Florence, Italy) (11.40)
- Tom Vrijens (ACV Jongeren, Belgium) (11.55)

12.00 Debate

12.30 Lunch break (1 h)

13.30 Organising the unorganised: campaigns and actions for organising and representing youth



Moderator: Laszlo Neumann (SZGTI)

- *Main campaigns and actions promoted by trade unions in Belgium: strengths and weaknesses*
Valeria Pulignano and Nadja Doerflinger (KU Leuven) (13.50)
- *Are young people a bargaining topic? Overview across seven countries*
Paolo Tomassetti (ADAPT) (14.10)
- Kathryn Dyer, PCS Industrial Officer, Culture Sector (UK) (14.30)

14.35 Youth, unions and societal engagement: the relationship with social movements and politics

Moderator: Hajo Holst (University of Osnabruck)

- *Re-building links with young people in turbulent times: the case of Spain*
Oscar Molina (UAB) (14.55)
- Dave Spooner (Global Labour Institute Manchester) (15.10)
- Viktoria Nagy (SZEF trade union, Hungary) (15.25)

15.30 Coffee/tea break

15.40 How do trade unions communicate toward youth? Communication strategies and the use of social media

Moderator: Lefteris Kretsos (University of Greenwich)

- *Overview on the communications strategies of trade unions in seven EU countries and the case of Twitter: to what extent do trade unions use it and speak to (and about) youth?*
Francesca Fazio (ADAPT) (16.00)
- *When communication is viral: the guerilla marketing experience of CGIL campaign "NON+"*
Leonardo Croatto (Segreteria FLC CGIL Firenze) (16.15)

16.15 Debate

16.30 Round table: Youth Guarantee: How can social partners contribute in making it effective?

Moderator: Frank Tros (UVA/AIAS)

- Mischa Terzyk (Policy Adviser at IndustriAll)
- Margherita Bussi (Researcher at ETUI)
- Federico Pancaldi (DG Employment, European Employment Strategy and Governance Unit)

16.50 Closure

Frank Tros (UVA/AIAS)

17.00 End of conference