

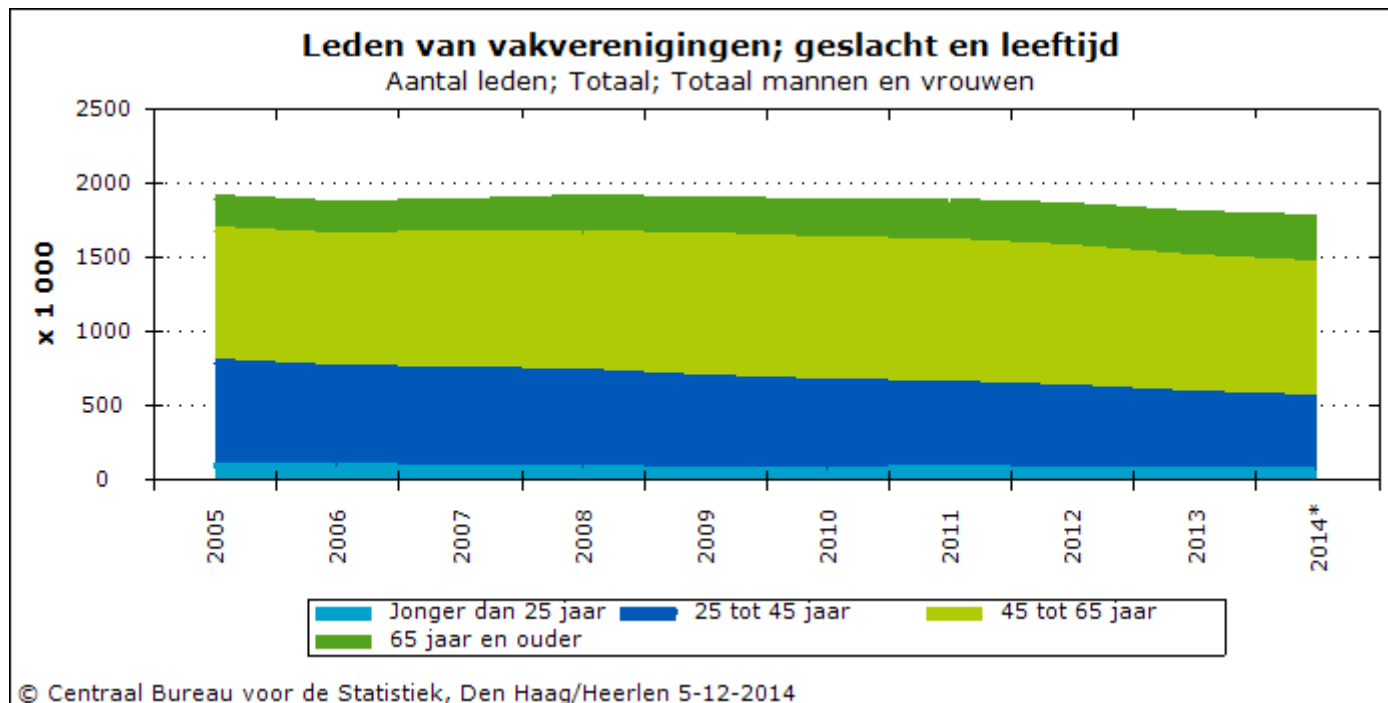


Organizing Youth in The Netherlands

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President FNV Young

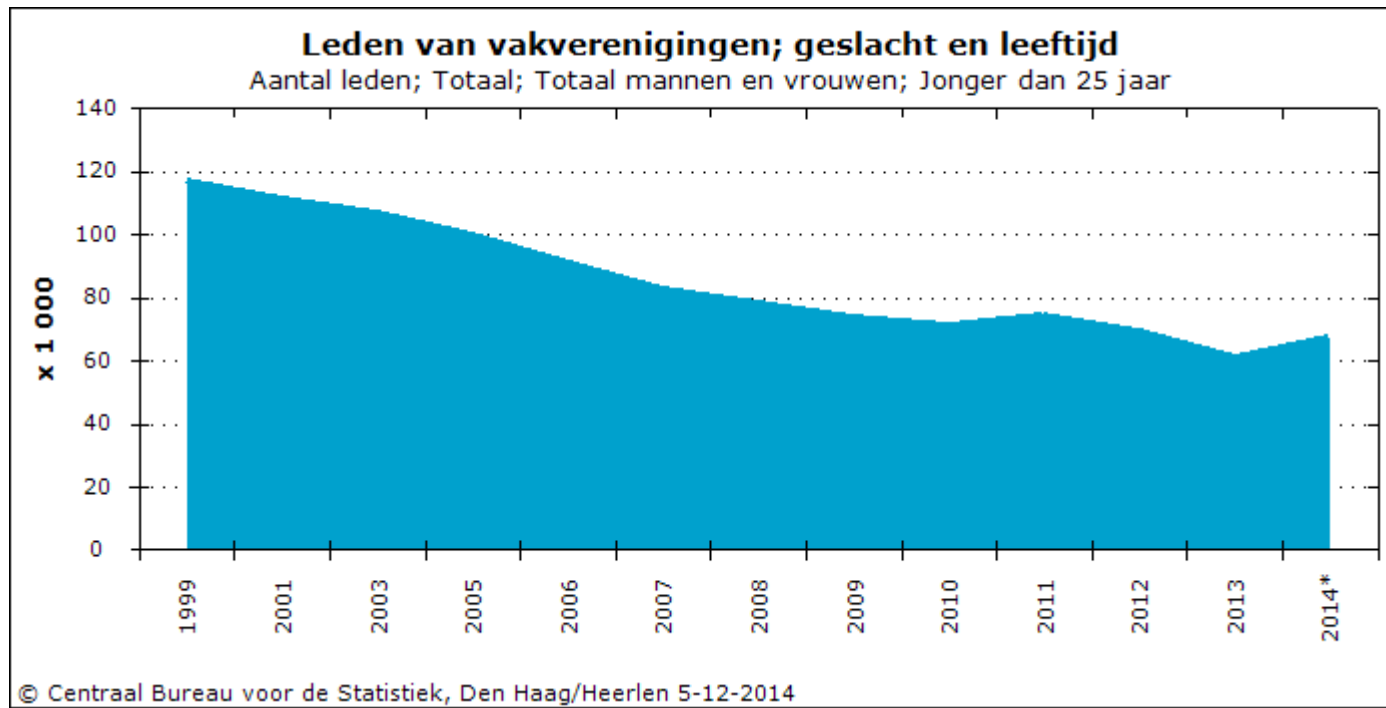


Collective Bargaining: importance and risk





Membership ages 25 and under





FNV Young

- Independent union since 2012
- 3000 + members
- Board consists of 5 members
- Team consists of 8 people

- Focus on quick service towards members and collective lobby regarding accessibility of education, youth unemployment, availability and quality of internships, future of the labour market



FNV Young – benefits of being an independent union

- We can focus exclusively on issues relevant to young people.
- We can experiment with innovative memberships
- We can create a place where young people feel welcome



FNV Young – dedicated marketing

- We craft a message that resonates with young people
- We use visual styles that appeal to young people



FNV Young – experimenting with traditional membership

- Sponsored co-membership for young people
- Thinktanks
- Reduced fees



FNV Young – think tanks

- We have think tanks regarding pensions and the future of the labor market
- Open to young people, members and non-members
- First we train them to a basic level, then they give us input and come up with creative ideas.
- Excellent way to inform and organize young people without having to resort to traditional membership



FNV Young – guest lessons

- Most heard reason among young people for not being a member is that They 'never really considered it'.
- Informing young people what unions do is crucial.
- FNV has approximately 1500 guest lessons per year.



FNV Young – Political message

- Try to find theme's that resonate with young people
- Be constructive if possible.
- Content of political message is mainly an organizing theme among higher educated young people.
- Be transparent and accesible for members and non-members with regard tot the content of your message.



FNV Young – The Future

- More innovation with regard to memberships.
- Finding a succesfull model is more important than actually having thousands of members.
- Trying out new themes and places to find young people.