



**EFFAT**

EUROPEAN FEDERATION OF FOOD, AGRICULTURE AND TOURISM TRADE UNIONS

**Meeting of the EFFAT Executive Committee  
BRUSSELS, 17 and 18 December 2018**

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**Agenda item 6: PREPARATION OF THE 5<sup>TH</sup> EFFAT CONGRESS**

**NEW GENERAL SECRETARY – STATE OF AFFAIRS**

**Decision:** The Executive Committee takes note of the reports and endorses the documents presented.

**EFFAT**

**11.11.2018, Malmö**

### **To EFFAT Executive committee**

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I am honored for the trust colleagues across Europe have shown me through the nomination for the position of General Secretary of EFFAT, to be elected at the next EFFAT congress. It is not an easy task to succeed Harald Wiedenhofer, who I have worked closely with for the last couple of years. Harald has built an organization that is respected among the affiliates, employers and EU institutions.

As an organization representing 114 trade unions from 37 European countries the **European Federation of Trade Unions in the Food, Agriculture and Tourism sectors** (EFFAT) is clearly an important stakeholder at the European level, which defends the interest of its members and 25 million workers in the agriculture, food, and tourism sectors. I believe that I have both the experience, qualifications and network needed to lead EFFAT in its work to empower European agricultural, food, and tourist workers in their fight for better jobs, stronger unions, and more social Europe.

### **What do I want to achieve as a General Secretary of EFFAT?**

In recent years, Europe has been marked by the longest, most severe financial and economic crisis of the post-war period, which has had serious effects on the living and working conditions of European citizens. This situation has reinforced the need for a strong European trade union organization to defend workers' interests across Europe. To build union power EFFAT must become more militant and proactive to deal with future challenges caused by new technologies, short-term financial interests and globalization. If we want to counter the power of multinational corporation EFFAT must focus on taking initiative and bringing member organizations together around important issues, actions and campaigns. International solidarity is the key to stronger trade union movement, which will require close cooperation with IUF and a progressive communication strategy.

There are number of political challenges that EFFAT needs to address in the coming years, such as the growing nationalistic rhetoric, exploitation of workers, gender inequality, digitalization, social dumping, precarious working conditions, and high youth unemployment. This requires that EFFAT speaks with a single voice on behalf of all European food, agriculture and tourism workers, otherwise we will not maximize our influence at EU decision-making level and we will undermine workers' influence in the social dialogue at the European level. Therefore, better coordination between EFFAT sectors is crucial for pursuing more, better and safer jobs in the whole food value chain from farm to fork.

Finally, due to falling membership in many of EFFAT's member unions in recent years, recruiting and organizing new members must be a top priority for trade unions in the years to come. In this regard, emphasis should be placed on young workers, female workers, and workers in the ever-growing number of precarious jobs in the service industry. EFFAT together with its member unions must invest in organizing and recruiting, but also encourage sharing of new innovative, tried and tested strategies. In this respect EFFAT must put special focus on strengthening trade unions in Central, Eastern and South Eastern Europe through organizing campaigns, solidarity actions and knowledge sharing.

### **How can my experience and qualifications benefit EFFAT?**

EFFAT has just started a transition process that is intended to make the organization stronger, more effective and better aligned to the work of IUF. I have been directly involved in this process and contributed to the development of the strategies and policies. I believe my education, ideas and ten years' experience working as a General Secretary for NU HRCT and

SGS have equipped me with the necessary tools and motivation to lead this process and ensure that EFFAT will become a strong and proactive organization that fights for its members at corporate and European level.

During my years as General Secretary of NU HRCT and SGS, I have gained extensive experience in dealing with most of the daily administrative activities required to manage an organization and a small secretariat, including budgets, finances, human resources, communications, negotiations, and to prepare, develop, coordinate and implement the political agenda together with the rest of the secretariat. I also refer to the attached CV for further information about my background.

I hope my nomination will be well received and I will get the opportunity to lead EFFAT during the next congress period(s) and continue to develop the organization, its politics and strategies for the benefit of our members in Europe. I am aware that it is a large and demanding task, but I look forward to the challenge.

Yours sincerely



Kristjan Bragason,

General Secretary

**Nordic Union HRCT**

## KEY PROFESSIONAL SKILLS

- Good communication and networking skills – used to communicate with various stakeholders both verbally and in writing, i.e. politicians, media and organizations, to build networks and to influence outcomes.
- Strong background in strategic, change and organizational management – experienced in formulating and planning projects, strategies and decisions, and moreover implementing and executing them.
- Good coordination and leadership skills. – used to organize and prepare various events and meetings, as well as to follow through their decisions and policies.
- Self-motivated and a good team player - not afraid to maintain and voice my own opinions and take the initiative and meet deadlines.
- Experienced negotiator – participated in negotiations and collective bargaining at different levels.

## EMPLOYMENT

- 2014 – General Secretary, Nordic Union Hotel, Restaurant, Catering and Tourism  
Responsible for the management of NU HRCT, a federation of seven affiliates in the Nordic hospitality sector with 100.000 members that provides its member unions an important forum for cooperation. NU HRCT runs a small secretariat in Copenhagen that carries out the daily activities, communication, shares best practices and co-ordinates the affiliates interests at Nordic, European and Global level through conferences, meetings, campaigns and solidarity.
- 2013 – 2014 Consultant/Owner, KB consulting  
Started my own consulting firm, specialising in labour market and trade union issues. Managed various projects for labor unions in Iceland.
- 2011 – 2013 General Secretary, General Workers' Union (Starfsgreinasamband Íslands)  
Temporarily appointed General Secretary at SGS, which was in trouble as there were conflicts within the governing board about the management and finances of the federation. Massive financial and organizational re-structuring was conducted following a conflict resolution and re-staffing.  
In addition to traditional managing of a central office and close cooperation to the executive board, the general secretary has various internal and external responsibilities, such as communication, coordination, representation and negotiations.
- 2005 – 2009 Senior investment and research analyst, Landsbankinn  
Managed a small team of financial analysts and economists responsible for investment analysis and strategies of various Nordic companies within the food and beverages industry. Following trends, outlook and performance.
- 2000 – 2004 General Secretary, General Workers' Union (Starfsgreinasamband Íslands)  
Managed a federation of labor unions in Iceland with approx. 50.000 members in the private and public sector and with 30 local offices, whereof around 6000 work within the HRCT sector. Worked with the governing board and the Chairman on strategic planning of the whole organization, policy-making and implementation of its decisions.  
Managed a successful merger of three labor organization into one organization (SGS), leading to synergies such as cost savings and improved service and benefits for members, i.e. sick pay, vacation houses and information service.

- 1997 – 2000     Consultant/Specialist, General Workers' Union (Starfsgreinasamband Íslands)  
Expert in labor market and vocational educational issues, incentive systems, surveys and statistics.
- 1996 – 1997     Project Manager, Trade Union Confederation in Iceland (Alþýðusamband Íslands)  
Managed a project for five sectoral unions within the TUC. Developed a new framework for an educational fund for companies and individuals to engage in education and training. Lead the start up of vocational educational funds in co-operation with employers' associations.

## EDUCATION

- Sept 2009 – Jun 2011     MPH - Master of Public Health                                     Malmö University, SE  
Two-year master program in Public Health, with a focus on global public health issues, inequalities in health, gender related issues, empowerment and communications.
- Sept 2004 – Sept 2005     MBA - Master of Business Administration                                     Copenhagen Business School, DK  
Twelve months full-time business studies in an international environment with focus on general, finance and knowledge management.
- Summer of 2002             Geneva School – A Nordic Folk High School  
Five weeks comprehensive Nordic summer course where students learn about the objective, structure and work of the International Labor Organization (ILO) and how trade unions can influence and protect the rights, interests of workers globally.
- Sept 1995 – Aug 1996     MA of European Industrial Relations                                     Warwick Business School, UK  
A one-year master in comparative labor studies with its focus on employment relations within the European Union on company, national and supra-national levels.
- Sept 1989 – Aug 1994     BA of Political Science and Economy                                     University of Iceland, IS  
A three years undergraduate program with the focus on politics and institutions in Iceland and Europe. Completed a one-year exchange program at University of Giessen Germany.

## LANGUAGE COMPETENCES

Icelandic (mother tongue), English and Swedish (fluent), German (Intermediate), Norwegian and Danish (able to read and understand), Spanish (Basic).

## INTERNATIONAL TRADE UNION EXPERIENCE

- 2014 –                     Represented NU HRCT within EFFAT and IUF at various levels
- 2011 – 2013             Represented SGS on the executive board of NBTF (Nordic Construction & Wood workers Union), IN Nordic (Nordic Industrial Union), NU HRCT, NU LIVS (Nordic Food workers Union) and EFFAT
- 2000 – 2004             Represented SGS on the executive board of EFFAT, LIVS (Nordic Food workers Union), IN Nordic (Nordic Industrial Union)

## PERSONAL INFORMATION

I was born on 19th of August 1969 in Reykjavik, Iceland. I am married to Margret Leosdottir a Medical Doctor at Skåne University Hospital and father of two young girls, Elin (8) and Maria (6). My hobbies are modern art, long distance running and travelling. I like listening to music and enjoy reading books, particularly about politics, economy, and public health.