

Invitation to ETUI Education / EFFAT course

24 September 2020

Dear Colleagues,

The Education Department of the European Trade Union Institute and EFFAT organise a series “Youth Empowerment Webinars”. The package, addressed to youth from national EFFAT affiliates, responds to the need to keep on learning despite the pandemic and continue the multi annual training pathway for youth started after the EFFAT 2019 Congress.

Considering the results of a training needs analysis done together with the EFFAT Youth Committee, the following webinars program has been defined:

1. EU for young trade unionists, 20/10, 15:30 – 17:30 CET
2. Social media campaigning, 12/11, 15:30 – 17:30 CET
3. Online organizing & recruiting, 01/12, 15:30 – 17:30 CET

The webinars, where experts will be hosted, are designed as one single package. By registering, participants are supposed to participate to all of them. The attendance to the three webinars will be considered when selecting participants for future ETUI/EFFAT courses.

Aims

By attending the webinars participants will be able to:

1. EU for young trade unionists:
 - describe how Unions are organised and coordinated at European level;
 - outline the EU Institutions with focus on areas where workers’ voice can be heard;
 - outline the ordinary legislative procedure showing when Unions can have an influence;
 - outline other tools available for Unions to have an influence;
 - describe the functioning of the European Social Dialogue;
 - understand the principles and use of the European Pillar of Social Rights.
2. Social media campaigning
 - define basic principles of online communication and engagement;
 - describe existing tools and skills needed to run successful and affordable campaigns;
 - analyse concrete cases of social media campaigns.
3. Online Organizing & recruiting:
 - appreciate the difference between “organising” and “servicing” Union;
 - understand the definitions of “organising” and “recruiting”;
 - identify the phases of a typical organising campaign and what changes if it has to be done mainly online;
 - appreciate online tools needed to implement an organising campaign;
 - analyse examples of real organising campaigns run online.

Working languages

Interpretation will be offered in English, German, Italian and Spanish.

An additional language could be foreseen based on the demands expressed in the registration form.

Venue

Online, on Zoom.

Detailed technical instructions will be provided to selected participants.

Programme

During the webinars, experts will go through the above-mentioned contents.

An ETUI education officer will help facilitation and participants' engagement.

Before and/or after each webinar some useful material and resources will be sent to participants.

Webinars will be recorded, and videos made available to participants.

Participants

Participants are members of the EFFAT Youth Committee and young workers operating in the EFFAT sectors. To give priority to youth, the suggested age limit for participants is 35 years old.

How are enrolments processed?

A maximum of **230 participants** can be accepted.

The final confirmation of the participants will be done by EFFAT and ETUI considering the requirements for the target group.

We ask you to bear in mind the recommendations of the ETUC Action Plan for women which call for the proportional representation of women in trade union activities.

Participants' registration

The registration to the package can be done online at this link:
<http://www.123formbuilder.com/form-4880824/form>

Please register before **9 October 2020**.

Payment

The participation is free of charge.

Additional information

Should you need any additional information please do not hesitate to contact EFFAT - Priya Klinkenberg, p.klinkenberg@effat.org

Yours sincerely,

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ETUI Education

Kristjan Bragason
General Secretary
EFFAT