

## **TRADE UNIONS FOR A FAIR RECOVERY**

*Strengthening the role of trade unions in mitigating the impact  
of the COVID-19 crisis*

### **CALL TO NATIONAL TRADE UNION CONFEDERATIONS: BUILDING DIGITAL TRADE UNIONISM**

This call is launched in the context of an EU-funded Project “**TRADE UNIONS FOR A FAIR RECOVERY: Strengthening the role of trade unions in mitigating the impact of the COVID-19 crisis**”. A first call for proposals was published by ETUC in 2021, which invited national trade union confederations to devise a capacity-building workplan and submit a cascading grant application. This **follow-up call** invites all national trade union confederations to apply for financial support to develop a **digital engagement platform** as part of their strategy for digital trade unionism.

#### **I. Objectives and expected results**

The ETUC and national trade union confederations have transformed how we work digitally. It’s been a period of significant adaptation, learning and experimentation.

The **ETUC digital trade unionism initiative** is aimed at building the necessary digital infrastructure, to provide fit for purpose digital tools to support national trade union confederations (and their affiliates) to:

- Retain, recruit and organise members
- Engage with members and workers in a digital landscape
- Mobilise wider groups and influence public opinion
- Collect data, build a database of supporters to help grow the trade union movement
- Secure and improve laws
- Bring employers to the table



ETUC has set up a European-wide multi-lingual trade union petitions platform [action-europe.org](https://action-europe.org). The ETUC will support the development of similar engagement/petition platforms, but owned and operated by national trade union confederations.

The ETUC has identified a structure that maximises national trade union confederations' own access to data of petition signers, while ensuring GDPR compliance and data security. It features petitions, surveys/polls and targeted email actions (e.g. to decision-makers, with other targets also possible).

National Trade Union Confederations are invited to set up their own engagement platform, in their own language, using similar technology as ETUC, thereby benefitting from lower cost and sharing experience/best practice/ETUC support. National Trade Union Confederations can respond to this call and seek financial support to help cover the set-up and 1-year subscription costs.

Each national platform can have a separate URL and home page, or simply integrate individual actions within the trade union confederation's own website.

Possibilities offered by the Platform:

- Collect data, build a database of supporters to help grow the trade union movement;
- Mobilise different interest groups;
- Lobbying and campaigning through petitions and targeted email actions;
- Promote these campaigns via social media;
- Run surveys on trade union issues among different interest groups;
- Strengthen digital communication, membership recruitment and organising;
- Set up a 'join a union' facility, redirecting petition signers to the relevant trade union contact point

## II. **Actions and requirements**

All interested national trade union confederations can apply for financial support under this call (the amount will be up to 7.000 EUR, depending on the number of applications received), and will commit to:

1. Sign a contract and follow an onboarding process with a platform provider
2. Participate in one of the training seminars of the ETUC Digital Trade Unionism project
3. Engage in a bi-lateral follow-up process with the ETUC on their digital strategy
4. Submit an outcome report and financial statement to the ETUC on the use of the Platform



*1. Sign a contract and follow an onboarding process with a platform provider*

ETUC has negotiated a Contract with a platform provider. The terms and conditions of this contract guarantee GDPR compliance and include a group deal which national trade union confederations can benefit from. The setup fee is 2.000 EUR and the ongoing fee is 455 EUR per month (5.460 EUR per year). The financial support provided under this call will cover up to 95% of the setup fee and of the ongoing fee for a 1-year period (maximum 7.000 EUR).

*2. Participate in one of the training seminars of the Digital Trade Unionism project*

Each organisation signing up for the project commits to take part in one of the 1,5-day regional seminars organised throughout 2023 as part of the ETUC project "[Capacity-building for Digital Trade Unionism](#)".

These seminars will feature trainings and information sharing on:

- Action-Europe.org, the road from petition signer to union activist, including:
- Data driven decision making in trade unionism
- GDPR-compliant handling of sensitive information
- Digital tools for reaching specific audiences e.g. platform workers, young workers, migrant workers etc.
- Countering far-right strength in the digital sphere

Interpretation will be available during the meetings. Participants from EU Member States and Candidate countries will be reimbursed by ETUC for travel and accommodation.

*3. Engage in a bi-lateral follow-up process with the ETUC on their digital strategy*

Each organisation receiving funding for their national engagement/petition platform must take part in bilateral follow-up meetings where they will receive individual support for the development and use of their platform, and discuss the development of their digital strategy.

*4. Submit an outcome report and financial statement to the ETUC on the use of the Platform*

Each organisation receiving funding for their national engagement/petition platform will put in place adequate monitoring tools to assess their use of the Platform, and report on the outcomes achieved (number of actions launched, people reached, etc). The beneficiaries will also submit a financial statement documenting the exact costs actually incurred for the setting-up and running of their platform (for a 1-year period).



### III. Eligible organisations

#### **Eligible organisations**

Organisations applying for financial support must be based in an **EU Member State, UK, Iceland, Norway or in EU candidate countries** (Albania, North Macedonia, Montenegro, Serbia and Turkey).

Beneficiaries must be a **cross-industry trade union confederation** representing workers in their national Social Dialogue institutions, affiliated to an EU-level social partner organisation consulted in accordance with Article 154 TFEU.

#### **Core values**

In the use of their engagement/petitions platform, applicant organisations must be committed to defending the following fundamental social values:

- the extension and consolidation of political liberties and democracy;
- the respect of human and trade union rights;
- the elimination of all forms of discrimination, based on sex, age, colour, race, sexual orientation, nationality, religious or philosophical beliefs or political opinions;
- the promotion of equal opportunities and equal treatment between men and women;
- sustainable development;
- freely chosen, productive and high-quality employment for all;
- the development, improvement and enhancement of education and training and lifelong learning;
- the democratisation of the economy;
- a steady improvement in living and working conditions;
- a society free of exclusion and based on the principles of freedom, justice and solidarity;
- the fight against the rise of far-right extremism and corruption, and the protection of whistleblowers.

### IV. Budget available and awarding of cascading grants

The total funding available, which ETUC will be able to cascade via this call for proposals, amounts to 140.000 EUR.



Applicants may request a maximum of 7.000 EUR (which corresponds to 95% of the set-up fee + annual ongoing fee). The remaining 5% of costs will have to be covered by the applicant.

Funding applications submitted to ETUC **will not be “ranked”** against one another. If ETUC receives more valid funding requests than the total budget available, the co-financing rate will be adapted so that all applicants which meet the criteria can be funded. In this case, national beneficiaries would then receive a financial support lower than the 95% co-financing rate.

### **Award process**

**An evaluation committee** will be established and composed by members of the ETUC Secretariat.

Applications will be evaluated and cascading grants will be awarded to those organisations who:

- Fulfil the eligibility criteria
- Submit a duly completed and signed application form (Annex 1 of this call)

The amount of the cascading grant will be a maximum of 7.000 EUR (which corresponds to 95% of the set-up fee + annual ongoing fee). The final cascading grant amount (up to 7.000 EUR) and co-financing rate (up to 95%) will be dependent upon the volume of valid applications received.

### **V. Cascading grant agreements: monitoring, evaluation, and reporting**

The successful grant beneficiaries will be invited to sign a cascading grant agreement which will set-out the terms and conditions of the financial support. A pre-financing instalment (40% of the grant) will be transferred to the beneficiaries upon signature of the cascading grant agreement. The payment of the balance will be done upon validation of the final outcome report and financial statement.

Each national beneficiary will be given a contact person at ETUC, who will be in contact via bilateral “monitoring meetings”, to be held virtually. These bilateral meetings will be an opportunity for the national beneficiaries to receive individual support for the development and use of their platform, and to discuss the development of their digital strategy.

Upon completion, **a final outcome report** must be submitted by national beneficiaries, providing an evaluation of the outcomes, and a financial statement of the costs actually



incurred. The balance will be paid to beneficiaries once this final report has been received and approved by ETUC.

## **VI. Next steps for applicants**

Eligible applicants are invited to submit their application, using the template attached (Annex 1), to ETUC **by 20 January 2023 EOD**. Applications must be sent to the following e-mail address: [cascadingfunds-helpdesk@etuc.org](mailto:cascadingfunds-helpdesk@etuc.org)

**Please ensure that all the documents listed in the checklist below are attached (in English) to the application to be considered for funding:**

- “Digital Trade Unionism” cascading grant application template (see document attached), completed and signed by your organisation’s legal representative
  
- CV of the person in charge of the implementation of the “Digital Trade Unionism” strategy

