

ETUC action for Quality Jobs in every region and every sector

On the 7th October, we celebrate the World day for decent work and on this occasion, the European Trade Union Confederation (ETUC) is organizing an action day to amplify the voices of the workers and to defend the need for decent and quality jobs.

At the beginning of the mandate, the President of the European Commission Ursula von der Leyen announced a forthcoming Quality Jobs Roadmap, which will be prepared under the leadership of Vice-President and Commissioner Minzatu and is expected to be presented in December 2025. On 10 September 2025, in her State of the Union address, Ursula von der Leyen announced a Quality Jobs Act complementing the Quality Jobs Roadmap — a signal that we can expect concrete legislative initiatives to follow.

For working people and their trade unions, the Quality Job Roadmap is not just a policy initiative; it is a call to action to ensure that every worker in Europe can rely on fair wages, secure employment, and respect for their rights. The discussions offer an opportunity to reaffirm our shared commitment to decent work and to shape a future in which no one is left behind.

This is why on 7th October 2025, ETUC will mobilise and reaffirm our demands for the Quality Jobs Roadmap and call for an ambitious Quality Job Act.

We will gather in Vienna, where more than 100 trade union leaders from various European countries and sectors will engage in two key activities:

- A street action in downtown Vienna aimed at giving bringing visibility to the ETUC's demands on quality jobs.
- A high-level panel discussion on the EU Quality Jobs Roadmap and EU Quality Jobs Act, aimed at building momentum for a strong European legislative and policy initiative.

We encourage affiliates to join us in mobilisation, by:

- Joining us at the event in Vienna
- Organising their own national events and linking them to Quality Job Roadmap and Act
- Engaging in the online campaign in support of a strong Quality Job Roadmap and Act

Online campaign for strong Quality Job Roadmap and Act

The action on 7th October reflects the demands of workers and their trade unions that we fight for every day. This is why we want to create a digital wave across Europe, with your help.

We have a unique opportunity to show the collective strength of our movement, reaching beyond Vienna to citizens, stakeholders, and EU policymakers. To make this happen, we invite you to take part in two simple, but high-impact, online actions.

Our goal is to flood social media with a unified message: the time for a Quality Jobs Roadmap is NOW.

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Action 1: The #DecentWork Digital Storm

How to participate:

1. **Access our Campaign Toolkit:** We've prepared a shared folder containing all the digital materials you need: ready-to-use graphics for Instagram, Facebook, X (Twitter), and LinkedIn, featuring our core slogans.
 - [\[Link to folder with digital assets\]](#)
2. **Customise & Translate (Optional):** Canva templates are also available in the following [document](#). You can use these to translate our slogans into your own language or add your own slogan and organization's logo.
3. **Post on October 7th:** Share these visuals on your organization's social media channels throughout the day. For maximum impact, let's try to create a "peak moment" by posting between **14:00 PM and 20:00 PM CET**.
4. **Tag Us and Key Institutions:** This is crucial for visibility! In your post, please include the following:
 - **Hashtags:** #DecentWorkNow #QualityJobsRoadmapNow
 - **Tag ETUC:** [@etuc-ces.bsky.social] on BlueSky, [@etucces] on Instagram/Facebook, [@ces-etuc] on LinkedIn.
 - **Tag EU Institutions:** Tag the European Commission [@EU_Commission], the European Parliament [@Europarl_EN], and any relevant national policymakers.

Action 2: "Why We Fight for Decent Work" Video Testimonials

Let's put a human face to our campaign. We want to share the personal stories and voices of workers and trade unionists from across Europe.

How to participate:

1. **Download & Print a Poster:** In the shared folder, you will find high-resolution, printable versions of our campaign posters. The format of the paper is A3 and you can print it easily with any office printer.
 - **Link to printable posters ->**
https://drive.google.com/drive/folders/1GeUHnwWKb5PIPicQANKArRfB7GfHj_9h?usp=sharing
 - **Customize & Translate (Optional):** Canva templates are also available in the folder. You can use these to translate our slogans into your own language or add your own slogan and organization's logo.
2. **Record a Short Video (max. 60 seconds):** We invite you your members to record a simple video holding the poster. In the video, please answer the question:
 - *"Why is the fight for Decent Work and the Quality Jobs Roadmap important for you and for the future of jobs in Europe?"*
 - *To give you some ideas on how to answer the question above, we have prepared a document explaining all the key elements of the **Quality Jobs Roadmap**. [\[Link to Quality Jobs Roadmap document\]](#)*
3. **Post it on Social Media:** Share the video on Instagram (Reels/Stories), TikTok, Facebook, LinkedIn or BlueSky.
4. **Tag Us and Key Institutions:** This is crucial for visibility! In your post, please include the following:
 - **Hashtags:** #DecentWorkNow #QualityJobsRoadmapNow
 - **Tag ETUC:** [@etuc-ces.bsky.social] on BlueSky, [@etucces] on Instagram/Facebook, [@ces-etuc] on LinkedIn.
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We will be actively monitoring these tags and resharing your videos and posts on the official ETUC channels throughout the day!

Thank you for your solidarity. Together, on October 7th, let's make sure the demand for decent work is heard - from Vienna to Brussels and across our entire continent.