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UNIONS21
building tomorrow's unions

BULLETIN



SPOTLIGHT ON

Innovation and experimentation: how we're reaching workers in non-unionised workplaces

Unions 21 has launched a new digital platform to encourage workers to speak out about problems they're facing at work.

Called WorksForUs, the platform gives workers the chance to start and share an online petition for their colleagues and the wider world to sign around an issue they'd like their employer to change.

Created with US-based organisation CoWorker, the platform has had success with Starbucks workers in the States who overturned the coffee chain's ban on showing tattoos at work.

Unions 21 is looking for unions to promote WorksForUs in the UK, specifically in non-unionised workplaces and more generally by encouraging friends and family to sign up. For more information, email henry@unions21.org.uk or go to [WorksForUs](#)

Want to Become a Unions 21 Supporter? Sign Up Here

RECENT NEWS AND VIEWS

Unions 21 annual conference: the future of collective voice

Trade unionists from across 44 public and private sector organisations came together at the end of last month to share ideas and debate with experts on how to innovate to build sustainable unions.

Over 80 colleagues, including representatives from unions in Sweden, Switzerland and The Netherlands, heard how 58% of young people would join a union if there was one in their workplace, according to a YouGov poll commissioned by Unions 21.

Experts from Google, Uni Global Union and the TUC's Megaphone project shared insight on reaching young workers by promoting unions' moral purpose through digital channels, using language they recognise.

With recent trade union figures showing a 149,000 increase of members in the public sector which employs 15% of the workforce compared to a decrease of 47,000 in the private sector which employs 85%, there's a significant challenge for unions to refocus and rethink organising activity, according to Becky Wright's blog. [Click here](#) to read Becky's latest blog.



Brexit: lessons on negotiations from Europe

approach to Brexit bargaining at both home and in the EU stems from a long standing lack of negotiating know-how, and how post-Brexit workers' rights remain a vital issue for Tory leadership contenders.

[Click here](#) to read more.



Podcast

Further thinking from Unions 21

We're always keen to engage with the leading thinkers and influencers in the industrial space, most recently:

- Damon Silvers, director of policy and special counsel at the AFL-CIO, America's TUC, on saving right to work and community organising
- Andy Haldane, chief economist at the Bank of England and chair of the Industrial Strategy Council, on the voice of unions on the council
- Dr Jo Grady, newly elected General Secretary of UCU, on her election campaign
- Jess Philips MP, co-chair of the APPG on women and work, on deep-rooted sexism in the workplace

Catch up on the latest opinions on collective voice, [click here](#).

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