

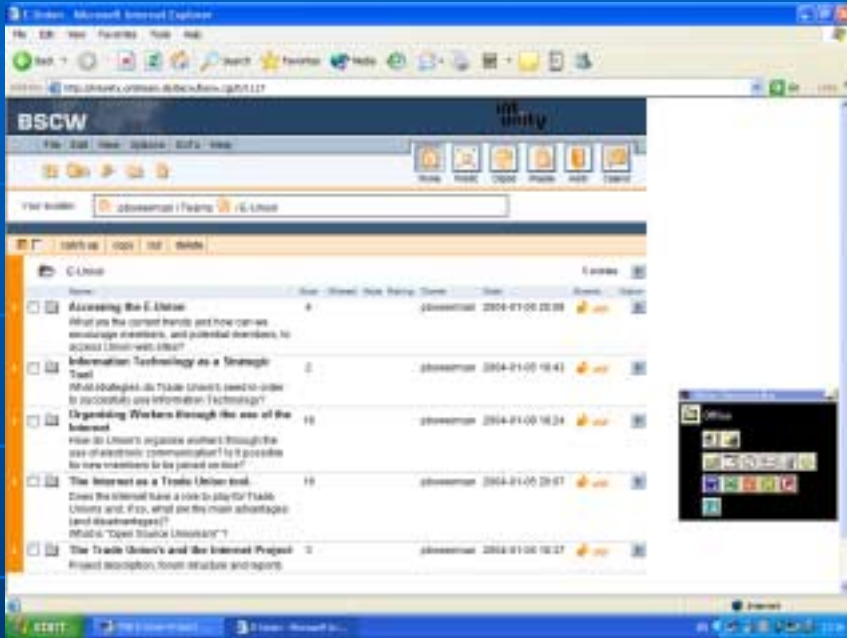
The E-Union Project

The Aims



- to assign the staff of the teams and commence work on schedule,
- to provide a sufficient fund of suitable documents (“basic document”) / information upon commencement of the work,
- to structure the “shared workspace” within the cooperation platform,
- to guarantee intensive cooperation with the technical project partners and the actors responsible for project evaluation,
- to summarise the discussions,
- to portray intermediate results,

The Workspace Structure



Trade Unions and The Internet Project

Information Technology as a Strategic Tool

The Internet As A Trade Union Tool

Organising Workers Through the Use of the Internet

Accessing the E-Union

What is the E-Union?

Makes effective use of information technology to communicate with Members and Representatives

Promotes the value of Trade Unions through the use of the Internet and other electronic media

Provides services and benefits through on line marketing initiatives

Summarising the Discussions



“Information Technology as a Strategic Tool”

- what strategies do trade unions need in order to successfully use information technology?

Summarising the Discussions



“Information Technology as a Strategic Tool”

to use information communication technology
successfully Unions need to have

Progressive IT strategies

Sound IT infrastructures.

Clear IT policies

Summarising the Discussions



“The Internet As A Trade Union Tool”

- does the Internet have a role to play for trade unions. If so what are the main “advantages and disadvantages”?

Who does it benefit?



The Member

Improved information and advice services

Playing a full part in the democratic process by contributing directly to policy making

Direct access to services (legal assistance, health & safety)

Obtain goods and benefits on-line



Who does it benefit?

The Representative

Information from HQ

Consultation on key issues

Time critical support and advice



Who does it benefit?

The Union

Member loyalty

Greater visibility

Real-time opinion forming



What are the risks?

Lack of investment and integrity of IT

Ineffective Internet and e-mail policies

Legal issues

Health & Safety issues

Loss of the human touch

Summarising the Discussions



“Organising Workers Through the Use of the Internet”

- how unions recruit and organise workers through the use of electronic communication.

Summarising the Discussions



“Organising Workers Through the Use of the Internet”

Meeting the needs of the new environment

Review information exchange, workflow systems, data
management,

Consider the use of common “pan Union” systems

Examine best practices

Summarising the Discussions



“Accessing the E-Union”

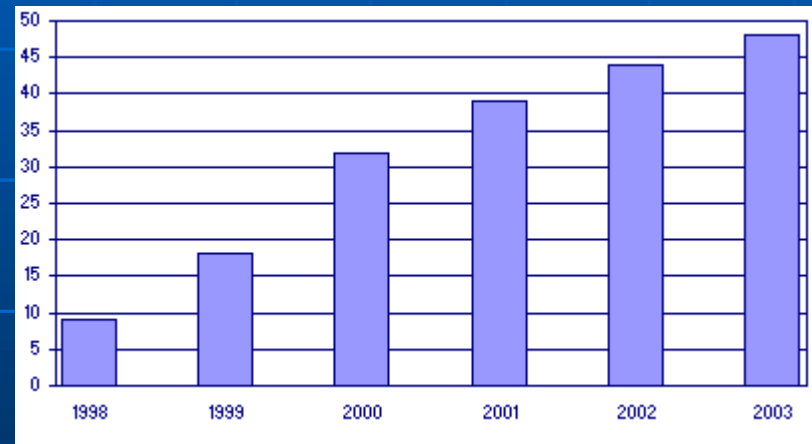
- encouraging members and potential members to access union websites and other electronic services.

Summarising the Discussions



“Accessing the E-Union”

In the UK 11.9 million people could access the Internet from home compared with just 9% - 2.3 million for the quarter of 1998.



Summarising the Discussions



“Accessing the E-Union”

the “information rich” and “information poor”

Are Trade Unions

Making effective use of information technology to communicate with Members and Representatives?

Promoting the value of Trade Unions through the use of the Internet and other electronic media?

Providing services and benefits through on line marketing initiatives?

You decide!