Strategic Priorities for UNI Hair and Beauty Global Union

Adopted at the UNI H&B annual meeting: Brussels, 1 September 2010

UNI Global Union’s Strategy for action from Nagasaki to Cape Town sets 5 strategic objectives aimed at growing and strengthening affiliated unions and UNI Global Union to improve the lives of service workers and related services.

Based on these 5 UNI Strategic Objectives, the following priorities and goals have been identified by UNI Hair and Beauty Global Union.

These strategic priorities and their related goals will form the basis of a strategic action plan for UNI Hair and Beauty Global Union over the next four years.

1. Global and Regional Companies

UNI Hair and Beauty Global Union will aim to build strategic union power through implementation of strategic campaigns to ensure trade union rights and decent work in targeted global and regional companies by organising workers and by enhancing the ability of affiliated unions to organise.

The key elements of these campaigns will include: corporate research leading to the development of a campaign plan, communications’ strategies, and both bottom-up and top-down organising activities within individual countries and across borders involving UNI affiliates.

UNI activities concerning global and regional companies will be directed by the Head of Department of UNI Hair and Beauty Global Union in close cooperation with union alliances and networks, in coordination with UNI SCORE (Strategic Campaigns, Organising, Research, Education) and with support from appropriate UNI regional organisations.

Targeted Global or Regional Franchising Company

1 Franck Provost

Goals:

Action–oriented Research

- Undertake industry research to identify the basis for organising campaigns in the strategic company and country targets.
- Develop systems to uncover employment abuses by franchised salons for use in campaigns.

Union Alliances

- Establish a network of affiliates who are running global campaigns with same franchising multinationals to coordinate their work.
New Global or Regional Franchising Agreement

- Sign a Responsible Franchising Policy (RFP) agreement with Franck Provost.
- Explore the possibility of making contact with other global franchisers such as Dashkin, Dessange, Janet King.

Communication Tools

- Improve flow of information to and from UNI and affiliates.
- Implement tools to facilitate direct worker support in UNI campaigns, working through affiliated unions.

2. Organising and Capacity Development

UNI Hair and Beauty Global Union will seek global agreements that contain union organising provisions to further growth and to build union strength towards UNI GROW (Getting Recognition – Organising Workers).

UNI Hair and Beauty Global Union will target GROW Must Wins in the industry in coordination with UNI regional organisations and UNI SCORE (Strategic Campaigns, Organising, Research and Education) to align resources and campaign activities.

Goals:

GROW with Global Agreements

- Reach global franchising agreements that contain union recognition rights (access and recognition) in order to grow and strengthen Hair and Beauty affiliates and UNI overall
- Negotiate enforceable organising provisions into global agreements.
- Share best practices, facilitate networking, provide a global voice to affiliates’ struggles that need an international audience to assist in resolution.

Organising Capacity Building

- Develop a deep commitment among affiliates to adopt programmes that include growth and building power through organising workers.
- Work with UNI regions and UNI SCORE to develop programmes and projects in support of organising campaigns.
- Cooperate with other relevant UNI sectors global unions to plan joint organising campaigns for people working in malls, i.e. UNI Commerce and UNI Property Services.
- Work with UNI regional organisations to incorporate their support and work in UNI Hair and Beauty campaigns.
- Work with UNI SCORE to build expertise and participation among UNI Hair and Beauty affiliates within UNI GROW.
- Highlight success stories to acknowledge good work and to motivate and inspire other affiliates.
Promotion of Organising

- Provide a sectoral organising report to UNI leadership meetings.

Develop Organising Skills and Campaign Capacity among Affiliated Unions

- Expand opportunities for affiliates to educate each other on organising techniques.
- Support capacity building activities for affiliates in order to improve their organisational and institutional capacity as well as sustainability of organising campaigns.
- Work with UNI regional organisations and UNI SCORE to provide training to recruiters, organisers and trainers of UNI affiliates, drawing on the skill and experience of affiliates with successful organising backgrounds.
- Encourage affiliates to create dedicated organising funds within their budgets.

3. Jobs, social security and justice for all

Goals:

Raising Employment Standards

- Fight for a better recognition of the value of the skills and knowledge of hairdressers and beauticians and hence a raising of their remuneration.
- Combat exploitation of apprentices as cheap labour. When students have reached the level of the European Hairdressing Certificate (EHC) agreed upon by the European employees and employers organisations as always the best training quality, they must get the status of fully skilled hairdressers with corresponding pay and treatment.
- Commit to at least one cross-sectoral campaign per year where another UNI Sector Global Union is (or could be) working in the same geographic area as UNI Hair and Beauty.
- Continue cooperation on training and organising with African unions.

Extend the Reach of Collective Bargaining to all Workers in the Sector

- Collect and share best practices in collective bargaining to ensure sustainable gains in wages, hours and working conditions.

Equal Opportunities

- The hair and beauty industries being highly feminised and having a large proportion young workers, campaigns should use specific organising strategies or issues relating to these groups, in cooperation with UNI Equality and UNI Youth Department to facilitate organising.

Atypical Workers

- Support efforts to organise freelancers and self-employed workers, both in the formal and informal economy.
- Fight to secure or maintain permanent jobs.
- Foment and promote regulations for “chair hirers”.
- Negotiate collective bargaining agreements or their equivalent.

4. Political and regulatory influence

Goal:

European Social Dialogue
- Strengthen union representation on the European Social Dialogue Committee.
- Support legislation that addresses joint worker-industry concerns.
- Monitor the implementation of the code of conduct signed by the social partners.
- Promote transparency and mobility of workers through training initiatives

Protection of workers health and safety
- Finalise negotiations for the framework agreement on the prevention of health risks with a view to have it turned into a European Directive for the hairdressing sector.
- Continue to seek participation in the discussions for setting up cosmetics’ regulation with a view to having the risks of professional users also taken into account.
- Work with UNI Property Services (Cleaning) and build alliances with other relevant Global Union Federations such as ECEM in initiatives concerning chemical substances.