



TUDCN Global Communication and Outreach Strategy 2016-2020 (draft)

22 September 2016

GOALS

The trade union understanding of development is one that is defined by ensuring that its aim is not merely to increase national wealth but to ensure improved living-conditions for the majority. As such, it places a high value on **local ownership** of the development process, on **mutual accountability** of the development actors and on ensuring that development results be **independently assessed**. The 2030 Agenda is the established framework for defining and implementing development goals. The international labour movement must ensure that its priorities are represented within this policy tool.

Communication is an important part of this work. Policy decisions are made with increasing speed. In order to maintain an engagement that is proactive and relevant, the labour movement must keep up. This involves both being aware of the latest developments and able to react to them swiftly. There are two elements to achieving this: ensuring that the contribution of trade unions is acknowledged in policies; and ensuring that labour organisations themselves are capable of engaging in that policy-making process. The role of communication in the network's work is to support these advocacy aims. In terms of communication, the above distinction can be defined by an external communication approach versus an internal communication approach among the network's members and secretariat.

In light of this, the Trade Union Development Cooperation Network (TUDCN) aims to promote the role of trade unions as actors in development. In order to do so, the role of labour organisations within the development process must be recognised and valued by other actors. The ultimate goal of all the network's work is to influence policy in a way that bolsters the role of labour organisations within development, while promoting partnerships and improve the coordination and effectiveness of trade union development cooperation activities.

The TUDCN Global Strategy, as endorsed by the ITUC's General Council, highlights communication and outreach as priorities. This Global Communication Strategy for 2016-2020 aims to be the reference point for the networks communication work. It includes mapping of the different objectives of this work as well as tools available for it.

External – influencing development policy; promoting trade unions' work on development

Ensuring that there is a recognition of the contribution of trade unions to development is central to the network's work. The communication priorities are thus to provide and promote examples of:

1. Trade union position on main international development debates and policy processes;
2. Labour organisations' contributions to development;
3. Barriers that exist to this contribution;
4. Solutions to overcoming these barriers.

Internal – increasing trade union engagement in and awareness of the development policy-making process; promoting joint initiatives between TUDCN members

The aim of the internal communication is to increase trade union engagement in and awareness of the development policy-making process and to promote joint initiatives between TUDCN members. In order to

maximise the impact at policy level, labour organisations themselves need to be aware of the development process as well as capable of engaging within its policy-making. There are thus two aims of the network's work here:

1. Informing labour organisations of the development process
 - Explaining the development process and its synergies with the aims of the labour movement;
 - Providing updates and analysis of the policy-making process;
 - Ensuring that national members are aware of the benefits of engaging in development policy-making
2. Coordinating a common strategy to impacting it at global, regional, national and sub-national level –
 - Flagging potential future challenges. Identify the barriers to contributing to the development effort that exist on the ground
 - The strength of the TUDCN's communication is the coherence of its messages and actions, at the different levels of policy-making, from its formulation to its implementation. In order to ensure a continued pressure at these different levels, coordination is required. Ensuring the coherence and coordination of the message is the task of the internal communication.

Building this capacity promotes a localised ownership of the development process. In order to ensure that the TUDCN and its policy impact is informed by realities on the ground, another aim of the internal communication is to create a mechanism to showcase examples of the impact of policies and their impact on labour organisations contribution to development. Opportunities for joint initiatives and cooperation between members will also be promoted.

Principles of TUDCN's communication work

It is vital that the diversity of working peoples' experiences be carried by the TUDCN. The communication and outreach work of the network plays an important role in promoting this inclusiveness. In light of this, a number of principles guide its communication work:

- Multilingual: all material will be made available in the three working languages of the TUDCN: English, Spanish and French.
- Evidence-based & transparent: supported by fact-based analysis and traceable sources.
- Gender sensitive: promoting participation of all genders.

TARGET AUDIENCES

Target audiences of the network's global communication are divided according to the two objectives outlined above (internal/external). By target audience, we refer to those individuals and organisations which the communications work is aimed at reaching. Naturally, these are drawn from advocacy targets but aim to transmit the messages through a broader variety of channels.

External

Main external development cooperation policy-making targets are:

- International and regional institutions: United Nations system including ILO and UN regional economic commissions, multilateral organisations, international finance institutions, OECD-DAC;
- European institutions: European Commission, European Parliament, Council of the EU, European External Action Service; European Economic and Social Committee
- National governments, institutions and development agencies;
- The development community: NGOs, CSOs, social partners.

There is a need to engage in policy spaces provided by these policy-making structures and their associated communication spaces. This must be done through a targeted communication strategy for the major events and policy-processes within the calendars of these policy institutions. Trade Unions regularly send delegations to major events in the development policy-making calendar. The [event communications template](#) helps identify the communications priorities of trade union engagement at such events.

One way of engaging development policy makers is through their communications networks. Building working relationships with the communications units of these institutions can enhance the visibility of the TUDCN's work. The Outreach Communications List compiles these contacts and is divided into the following categories:

- International and regional institutions
- European institutions
- Think-tanks, academia & NGOs
- Development media

Internal

All trade unions have a potential interest in engaging in development cooperation. However, the resources available for this work will differ greatly among trade unions. The structure of the TUDCN internal communications reflects this. The internal communication targets are classified in the following way:

1. TUDCN global and regional secretariats;
2. TUDCN members involved in development – working groups provide regular targeted information and space for participation;
3. TUDCN member organisations – Newsletter provides updates on TUDCN work;
4. Labour movement more broadly – website, social-media presence & outreach work.

TOOLS

Communication efforts are supported by different online and offline tools. Capacities, priorities and processes to produce these tools varies from region to region. The TUDCN Secretariat lists below the tools used at global level, which can be used also by regional secretariats, or be added to tools specifically used in each context.

External

Given the TUDCN's advocacy work, there are a number of events and policy-processes that determine the communications work. These include policy events at which the TUDCN is present and publications produced by the TUDCN. The core tools for an external communication are:

- TUDCN publications:
 - [Thematic studies](#) – provide a deep analysis on given themes with a prolonged relevance. These have an online version as well as a printed version.
 - [Position papers](#) – react to changes within the development policy landscape within main institutions targeted (see above)
 - [Newsletter](#) – monthly highlight of the TUDCN's work
 - [Brochures](#) – to highlight a specific aspect of TUDCN's priorities or work
 - Events – [pages](#) & [reports](#).
- [TUDCN Website](#)
- ITUC [homepage](#) & [Newsletter](#)
- Multimedia ([videos](#), [podcasts](#), [infographics](#))

All TUDCN core information is provided in the three working languages: English, French and Spanish. Members are encouraged to translate TUDCN material into their own language where appropriate.

The core tools are promoted by TUDCN social media, to extend the reach of our messages and positions:

- [Twitter](#): to spread our messages, publications and activities, and also live-tweet interventions of TUDCN people at high-level events
- [Facebook](#): to publish photos of TUDCN events, as well as promotion of TUDCN events and publications
- [YouTube](#): to post videos of our events or interventions at high-level policy events
- [Flickr](#): to post photos of our own events or at high-level policy events
- [Soundcloud](#): posting audio material, such as podcasts and interviews.

There is an important opportunity to extend the reach of external communication by establishing a greater presence within relevant online communication spaces of development policy platforms which are mapped by the Outreach Communications List.

A close relationship has been established with [Equal Times](#), a global news website on social and economic issues supported by the ITUC. Equal Times publishes local stories in English, French and Spanish. The TUDCN, being a network of labour and development specialists acutely tuned in to their national context, provides significant sourcing potential for journalistic content. Events at local and national level that have relevance to the international context can be highlighted and access can be given to sources. In exchange for providing the sourcing, Equal Times can increase the visibility of given stories. The TUDCN global secretariat facilitates the input of members to Equal Times.

Internal

The core tools for TUDCN's internal communication at global level are:

- TUDCN Website
- TUDCN Newsletter
- TUDCN working groups
- TUDCN Daily News Report: a daily scan of news items related to the work of the TUDCN
- TUDCN internal events: coordination meetings

Other promotional spaces for internal communication include:

- TUDCN regional websites
- Global union federations' newsletters
- National trade union newsletters and media
- Radio Labour

Possibility of training to boost communication capacity exists; these can be led by external experts or undertaken internally. They can take the form of:

- Webinars on social media techniques;
- Training on creating a podcast;
- Training on video shooting and editing

TARGETS AND DELIVERABLES

There are many possible deliverables related to communication and outreach, some quantifiable, and some more focused on the quality of messages and communication and outreach actions.

External

Concretely, increasing the impact of the TUDCN's core communication tools can be done by:

- Increasing subscribers to the newsletter and daily news report;
- Increasing website visibility and user-friendliness;
- Increasing social media followership;
- Providing a mapping of the external communication targets as well as the communication spaces within which to engage them
- Identifying communication spaces within policy platforms and create a mailing list of key contacts;
- Providing an event and publication communication strategy templates;
- A baseline study establishing data on the number of followers of existing tools will be undertaken.

Internal

Increasing the efficiency of internal communication requires a structured approach. A mapping process needs to be undertaken, the outcome document of which must:

- Ensure that the internal communications tools are identified and clearly stated;
- Define the role of the regional communication officers;
- Undertake a mapping of communication resources;
- Where regional working groups don't exist, regions secretariats could create them;
- A TUDCN working group on communication and outreach will be set up with the aim of coordinating these tasks. This working group first task will be to establish specific mechanisms for continuity, coherence and coordination of communication and outreach efforts and actions at all TUDCN levels.