

EIRO report: Trade union strategies to recruit new groups of workers, June 2010

This report by the EIRO industrial relations observatory examines trends in trade union membership across Europe and provides an overview of some of the initiatives to try to increase recruitment and retention. Trade unions are not only focusing on particular sectors or occupations but also targeting specific groups of workers including women, young people and migrant workers. Temporary agency and other atypical workers have also featured in some union campaigns.

The report is positive about what trade unions are trying to do but realistic about the results so far:

"Recruiting new members and extending the reach of union representation seem to feature high on the agenda of trade unions, as special resources are being mobilised for this purpose. Nevertheless, this is not a general trend, and no substantial effects have yet been recorded regarding membership levels."

The full comparative report as well as the separate national reports can be found [here](#)

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