

Unions debate recruitment strategy and tactics

Representatives of 12 EPSU affiliates in South East Europe met in Bucharest last week to discuss how to improve their recruitment and organising strategy and tactics. The meeting, supported by the European Trade Union Institute's training section, was an opportunity for the 26 participants from Bulgaria, Moldova, Romania and Turkey to draft their own strategies and then outline specific campaigns to strengthen their organisations. The unions benefited from the advice of Greg Thomson, head of strategic organising at the Unison public services union in the UK. He guided them through the key elements that make up a recruitment and organising strategy and then discussed in detail their ideas for recruitment campaigns. In the final session of the meeting, participants discussed the potential for follow-up with ideas to develop their strategies and plan further work, including training for activists in recruitment and organising techniques.

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