

Ver.di project to recruit and activate young women

Presentation
EPSU Women's Conference
24 November 2023, Rome

Ronja

The logo for 'Ronja' features the word 'Ronja' in a bold, purple, sans-serif font. The letter 'o' is replaced by a purple female symbol (a circle with a vertical line and a horizontal crossbar). Inside the circle of the female symbol is a white raised fist icon.

Dein
feministisches
Empowerment

Analysis of Problems

- High average age of membership and committees
- Difficulty in recruiting young women for active work and taking on mandates
- Young women are lost after leaving the youth structures
- Multiple burdens on younger women are an objective obstacle to taking on mandates and offices
- Unattractive structure of meetings
- Unattractive culture in meetings and committees
- Young women's issues are often not taken up

The conceptual idea

- Attracting and empowering young active women
- Learning together - gaining experience
- Shared successes create loyalty and make ver.di attractive for young women
- Implementing new forms of work in ver.di by trying out and utilising best practice examples
- Creating a strong basis for taking on functions in ver.di committees
- We achieve the connection to departments and (regional) districts
- We offer a framework for compatibility and commitment in ver.di through new forms of learning

The project framework

- Modular 12-month programme for the future
- Educational events in various formats
- Knowledge transfer in online seminars and face-to-face seminars and face-to-face events (weekend seminars)
- Exchange and learning platform
- Organise, present and test campaigns, events and other creative ideas
- Design, present and try out
- Completion of the programme with awarding of certificates

The project schedule

- ❖ Kick-off event with participants and speakers
- ❖ Pit stop - event with a look ahead to further educational periods + campaign ideas are launched
- ❖ Finale - closing event with review, presentation of action ideas + presentation of certificates for the participants
- ❖ In between.....Educational periods - seminars, workshops etc. onlineLearning,
- ❖ trying out & networking - online and face-to-face evaluation -
- ❖ Evaluation

Project contents

Online and in presence

- History of the trade union, the women's movement and equality
- Communication, self-management, networking
- Project work, presentation
- Collective company and collective bargaining work
- Individual membership work, committee work, counselling

Evaluation

The output from the surveys and interviews

- Strengthening and activating young women in ver.di
- Increase in knowledge
- Increase in action competences
- Increase in personal competences
- Sustainability

Evaluation

Results in figures

70 % stated that knowledge transfer and seminar content had encouraged them to be interested in/apply for positions in ver.di.

74 % want to get involved in committee work at various levels

78 % would recommend young women to take part in a "follow-up Ronja" programme

43 % say it makes sense to offer individual modules in the future

Ronja is a success!

- Many young women have taken on positions within and outside ver.di after completing the programme
- Works councilor
- Supervisory board member
- Participation in ver.di committees
- Delegates to conferences
- Board mandates at different levels and in different departments

Ronja moves on!

- Inclusion of the programme in the regular offer of trade union educational work
- The programme can be booked for individual areas (e.g. districts, branches)
- Individual modules can be offered.

Wie ist Ronja entstanden ?

Flyer zur ersten Ronja-Akquise

Wir bieten dir:

- persönliche Weiterentwicklung
- Lernen in Theorie und Praxis
- vertrauensvolle Lernatmosphäre
- erfahrene Referent*innen
- Weiterbildungsseminare nach den Bildungsurlaubsgesetzen der Länder
- die Möglichkeit, ver.di von Innen und nach Außen zu begreifen und das Programm selbst mitzugestalten.

Unsere Themen:

- Geschichte der Gewerkschaft, Frauenbewegung und Gleichstellung
- Kommunikation, Selbstmanagement, Netzwerken, Projektarbeit, Präsentation
- kollektive Betriebs- und Tarifarbeit
- individuelle Mitgliederarbeit, Gremienarbeit, Beratungen

Modular aufgebautes Zukunftsprogramm:

- Wissensvermittlung in Online- und Präsenzseminaren (Wochenend-Seminare)
- Austausch- und Lernplattformen
- Abschluss mit Zertifikat (nach 12 Monaten)

Willst du eine Ronja sein?

Dann schau doch mal hier vorbei:
www.frauen.verdi.de

V.i.S.d.P.: Karin Schwendler, ver.di – Vereinte Dienstleistungsgewerkschaft, Frauen- und Gleichstellungspolitik,
Paula-Thiede-Ufer 10, 10179 Berlin | Gestaltung: preiselbeerdesign.de | Illustration: AdobeStock (cienpiesnf)

Ronja

**Thank you for
your attention!**