Overview of short presentation

ETUC PAY RISE CAMPAIGN

1. Underlying assumptions
2. Campaign Objectives
3. Key Moments
4. Main Messages
CORPORATES’ INVESTMENT SHARE / Financialisation rate
Attitudes National Media Messages
OBJECTIVES

✓ Change attitudes
✓ Push wages up political agenda
✓ Promote collective bargaining inc capacity building
✓ Alliance for upward wage convergence
✓ Coalition / movement for better pay
KEY MOMENTS

Series of launches
backed up by comparative facts on pay gaps inc.

Pay Rise Good For Economy
Gender & Age
Lowest & highest paid in a company
Wages v productivity, profit-keeping
Increasing Minimum Wages
Upward Wage Convergence
It's time for our recovery! – Infographic style

When will you get your pay raise?

Some Europeans have already recovered from the 2008 financial crisis – but many were left behind.

I'm a winner!
The big winners in our global economy are those at the top.

The top 1%
Wealth of richest 62 people up 45% since 2010

Post-crisis growth
The top 1 percent captured 95 percent of post-crisis economic growth.

That only leaves 5% for the rest of us
9% of European workers live in poverty

Your share of the profit

Since the 1970s, the profit share of workers has steadily decreased

Leaving workers with 1400 billion € less each year!

The top 1% has recovered from the crisis
Now it's time for our recovery!

#MyPayRaise
Collective bargaining / women / choose

When management negotiates with itself, they win.

But when management negotiates with all of us, we win!

Women who've joined a union earn 30% more than those who haven't.

Make sure your voice in the workplace matters

Red pill:
Your voice matters, higher pay, secure pensions, more equality, holidays, health & safety

Blue pill:
Less for you, more for capital owners, lower wages, fewer benefits, less safety

Which one would you choose?

#MyPayRaise
European Pay Rise: Fair for Workers, Smart for Business

A Pay Rise for Workers Lifts the Whole Economy

Click HERE to learn more

#MyPayRaise

Click HERE to learn more

#MyPayRaise
It’s Time For Our Recovery!

#MyPayRaise

Click HERE to learn more

SYNDICAT EUROPÉEN TRADE UNION
EUROPE NEEDS A PAY RISE

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EUROPE NEEDS A PAY RISE

#MyPayRaise
Elena just got a €2/hour pay rise

Now she can stop at Jean’s bakery and pick up a nice dessert for her family

Jean’s business has picked up so much he’s able to buy a new bicycle

The bike factory hires workers for a second shift.
YOUR OBSERVATIONS AND RECOMMENDATIONS

Campaign is at design stage

Resources are key