

CONFEDERATION

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TRADE UNION

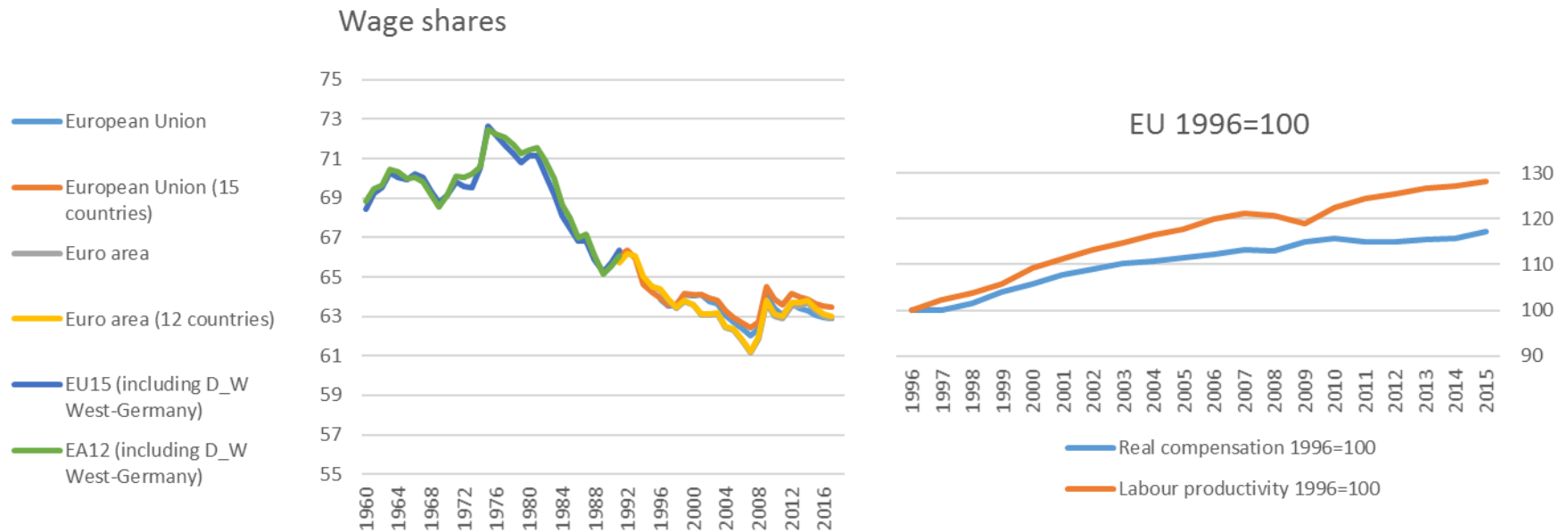


Overview of short presentation

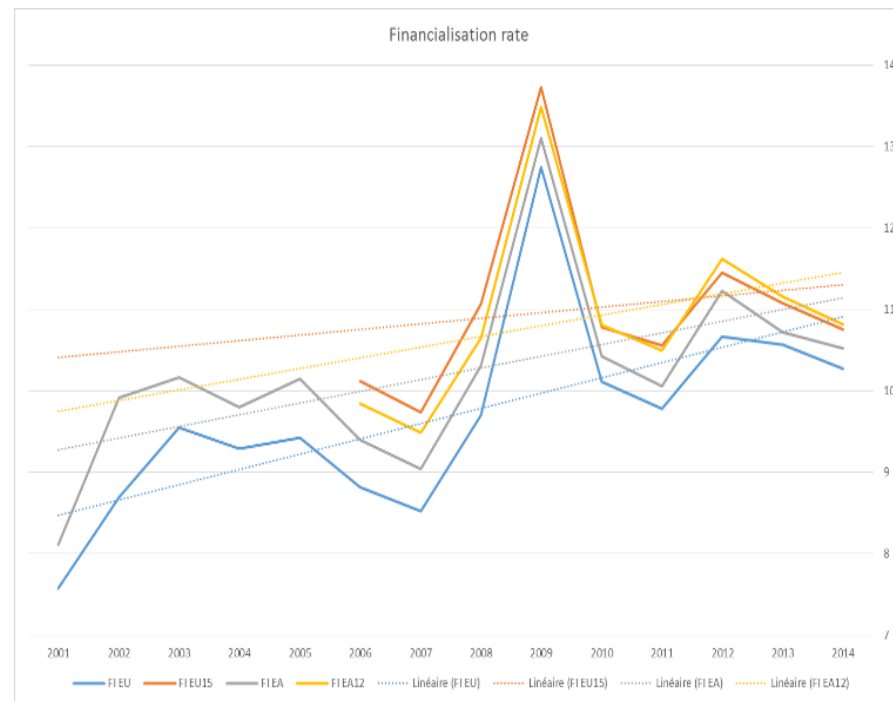
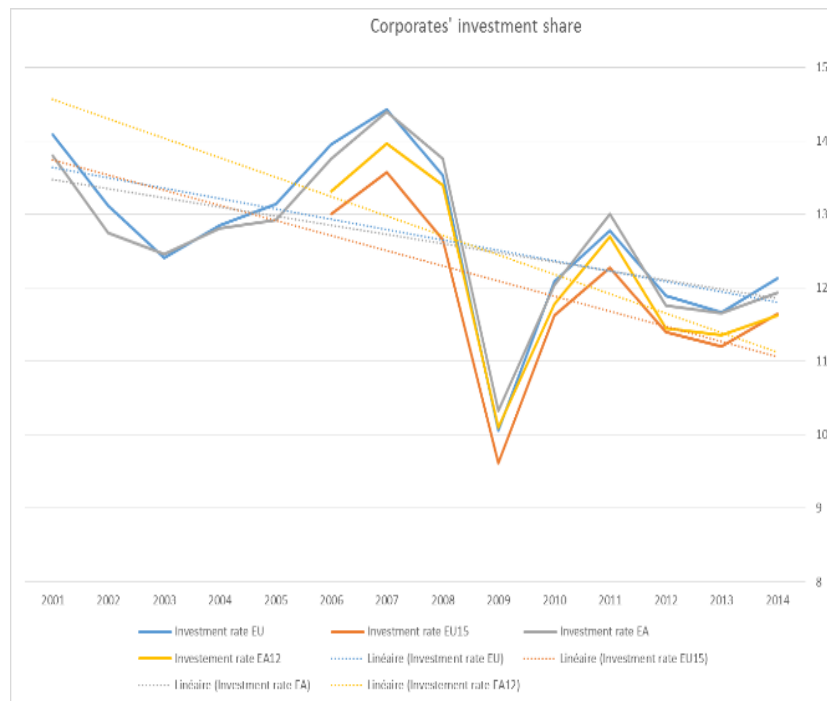
ETUC PAY RISE CAMPAIGN

1. Underlying assumptions
2. Campaign Objectives
3. Key Moments
4. Main Messages

WAGE SHARES Real compensations & labour productivity



CORPORATES' INVESTMENT SHARE / Financialisation rate



Attitudes National Media Messages

THE IRISH TIMES
LIFE THROUGH A LENS
John Minihan talks about his most famous photographs
Southern comfort
The new Páirc Uí Chaoimh revealed

Hickey to be allowed to return home

Government plays down austerity move

Priory Hall apartment sales raise €7m

Weather
Home
World
News
Technology
Sports
Thursday

Irish Examiner
Life through a lens
John Minihan talks about his most famous photographs
Southern comfort
The new Páirc Uí Chaoimh revealed

Cabinet given 2 weeks to agree to pay talks

The eagles have landed

Hickey bail set at €410k

City's commercial rates hiked in chaotic budget meeting

Vaccine trial victim to lodge complaints over altered file

LENNOX
HEARING CARE CLINICS
New City Centre Location
27 ST. PATRICKS QUAY, CORK
085 8599684

Irish Independent
Beware the All-Blacklash
Bowe: New Zealand looking for payback
TEE TO GREEN Your essential weekly guide to all that's new in golf
Pension bomb blows up for 600,000 people
Deficits in largest companies skyrocket
Brexit is a key factor in the pensions slump
Bank of Ireland alone has deficit of €700m
Hickey can return home for heart op

the guardian
University staff contracts 'like Sports Direct'
More than half of lecturers employed on non-permanent or hourly basis
My secret abuse ordeal as a young footballer
half price
In the Guardian selection

THE TIMES
Thursday November 17 2016
Ireland edition

Fitzgerald defends lack of services for abuse victims

Ellen Coyne
Frances Fitzgerald has been forced to defend Ireland's "shameful" lack of domestic abuse services. It is estimated that almost 10,000 women seek such services in Ireland each year, but it emerged last month that an average of 16 women and children were being turned away from shelters every day. In comments that were criticised by Frances Fiala, the taoiseach and justice minister said that the number of spaces available would never be "quite enough" because of the scale of domestic and sexual violence in Ireland. Almost 6,000 women and

IN THE NEWS
Irish patients are facing potential disruption and withdrawal of healthcare services because of the impact of Brexit.
The Times understands
Brexit has provided a boost for dissident republicans opposed to the Northern Ireland peace process. MPs have been warned.
A white-tailed sea eagle was among the birds of prey killed in Ireland last year amid an increase in unauthorised killings of the country's raptors.
Business exodus warning
Ireland could be one of the exonerated's biggest losers under Donald Trump's presidency, early signals from bond markets suggest.

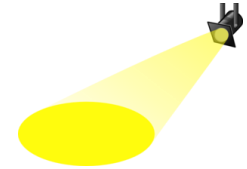
Irish Daily Mail
FREE INSIDE
Anti-age your neck, chin and décolletage
The best treatments: tried and tested
FREE BEEHIVE PULLOUT INSIDE
Amid a wave of public-sector wage 'restoration' demands, Mail's analysis shows €800 levy would be slapped on a salary of €50,000
PAY HIKE 'WILL PUT 5% ON INCOME TAX'
Pat Hickey told he can fly home - on a bond of €400,000
SEE PAGE FIVE

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



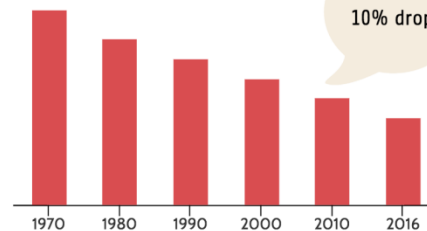
9% of European workers live in poverty

Your share of the profit

Since the **1970s**

the profit share of workers has steadily decreased

Leaving workers with 1400 billion € less each year!



10% drop!

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

#MyPayRaise

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Collective bargaining / women / choose

When management negotiates with itself,
they win.



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



[Click HERE to learn more](#)

#MyPayRaise

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



Make sure your voice
in the workplace matters

[Join
a Union
TODAY](#)

#MyPayRaise

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



Click HERE
to learn
more

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TIME FOR OUR RECOVERY

#MyPayRaise

A Pay Rise for Workers Lifts the Whole Economy



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to learn
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It's Time For Our Recovery!

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EUROPE NEEDS A PAY RISE

It's Time For Our Recovery!

Click **HERE**
to learn
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EUROPE NEEDS A PAY RISE

#MyPayRaise





Elena just got a €2/hour pay rise



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



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



The bike factory hires workers for a second shift.

**European Pay Rise:
Fair for Workers,
Smart for Business**

Click HERE to learn more

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TIME FOR OUR RECOVERY

#MyPayRaise

YOUR OBSERVATIONS AND RECOMMENDATIONS

Campaign is at design stage

Resources are key