



# BREAKBACK: «SERVICING» AS A STRATEGY FOR TRADE UNION MEMBERSHIP RENEWAL

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# BREAK UP TO GET BACK TOGETHER (BREAKBACK)

Lead applicant:	CISL (ITALY)
Co-Applicants:	LSRC - Lithuanian Social Research Centre (LITHUANIA) UAB - UNIVERSITAT AUTÒNOMA DE BARCELONA (SPAIN) DSPS-UNIFI - Università degli Studi di Firenze (ITALY) FAOS - Employment Relations Research Centre, Department of Sociology, University of Copenhagen (DENMARK) DIESIS coop srl-fs (BELGIUM)
Affiliated organisation:	Fondazione Ezio Tarantelli Centro Studi Ricerche e Formazione, (ITALY)
Associated organisation:	European Trade Union Confederation (ETUC, EUROPEAN UNION)
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## «BREAKBACK»: TITLE AND IDEA . . .

- It may be necessary to “**break up**” some rigidity in the protection of work as a way to strengthen personalized support instruments.
- These forms of protection cannot fail to “get back” to the **collective solidarity** that is a crucial point of industrial relations and union history.
- **Service provision** is one of the possible forms that unions undertake to achieve **inclusive labour markets** against the backdrop of deregulation and welfare retrenchment.



## BACK TO THE FUTURE?

- Sector- and company-level collective bargaining, are increasingly related to the **territorial dimension of the actors**.
- In the European context, also for the difficult sustainability of welfare systems, collective bargaining deals with the growing centrality of **non-wage welfare instruments** (often tax incentives), also provided by private companies and joint bodies, managed by the social partners.
- Due to the swirling processes of **digitization** and **labour market volatility**, collective bargaining finds itself confronted with “**new generation**” **protections**, which are the evolution of institutions that exist since decades, and relate to very relevant topics.

# AIMS OF THE ACTION



- to assess how trade unions respond to the processes of individualisation in the society;
- to observe the impact of innovation in services provision as a trade union strategy to enhance its membership;
- to focus on services provision as a instrument to reach those social groups and individuals who are often excluded from union protection (e.g. non- standard forms of employment, digital workers, partially and totally autonomous workers, I-pros, freelancers, workers with multiple employers, sub-contracted and posted workers, consultants, etc.).



# OVERVIEW OF THE PROJECT



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## BREAK UP TO GET BACK TOGETHER (BREAKBACK) -



Focus groups for each case study with trade unionists or workers who are directly involved in the provision of services / with service users

**National Policy Lab**  
with experts from industrial relations and trade unionists for comparison on initial research results

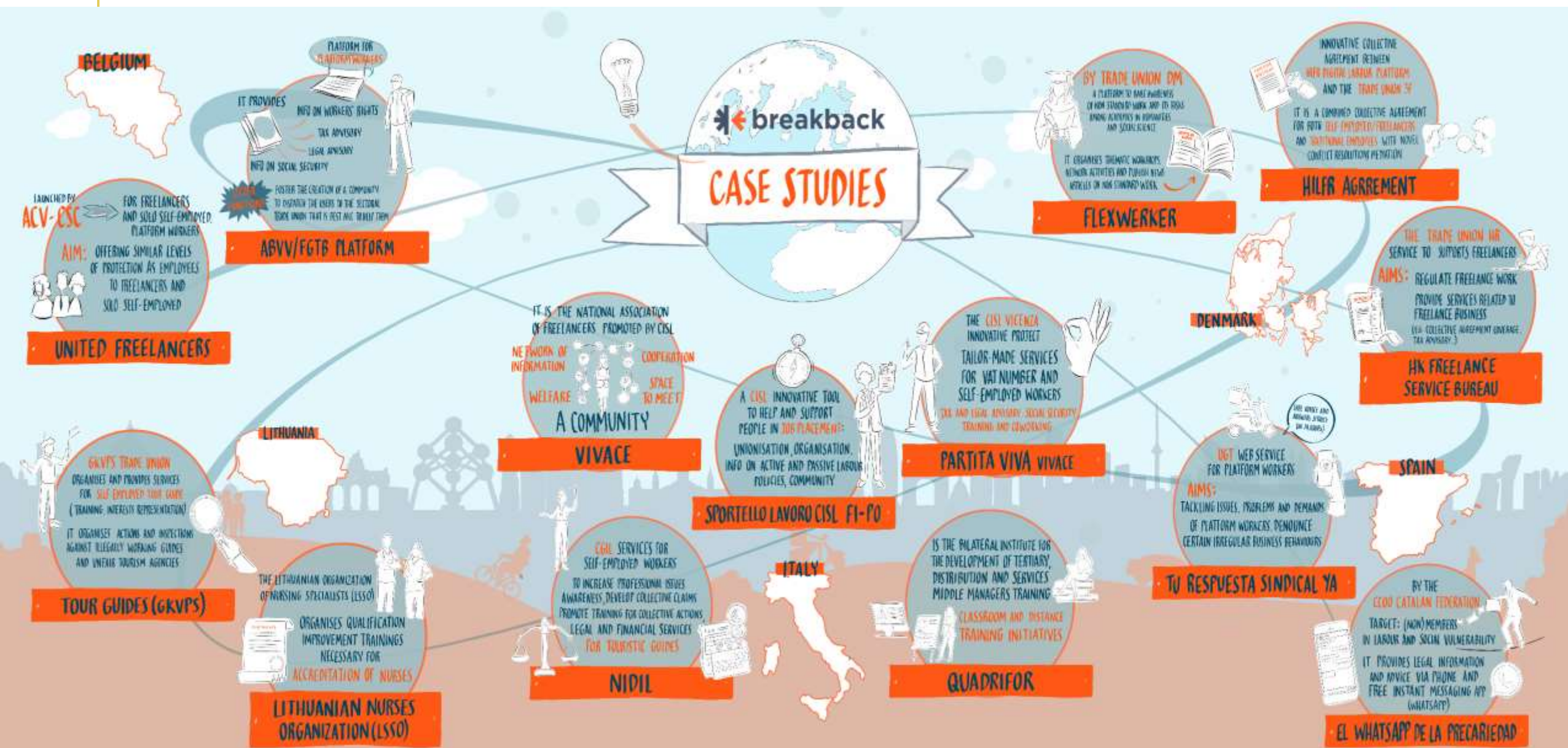


Interviews with key political actors to investigate whether trade unions have developed a revitalization strategy and whether this strategy involves the provision of innovative services.

Selection and study of innovative services in the 5 countries of the project partners, with interviews with service responsables.

Web Survey aimed at users of the service on their experience and their relations with the trade union.







# ORGANIZING VS.(?) SERVICING

## ORGANIZING

(Clowson 2003, Simms et al, 2018,  
Hurd et al. 2013, Alinsky 1946)

- Focus to non unionized people
- Tool: campaigning
- Objective: empowerment, social movement and coalition
- Establishment of a subjectivity and collective action

## SERVICING

(Boxall e Haynes 1997, Williams 1997,  
Jarley e Fiorito 1990, Feltrin 2018)

- Attention to unionized and not unionized
- Tool: service offer
- Objective: individual assistance and protection, selective incentive, economic reasons
- Dualism between traditional constituency tradizionale and services

# DEEPENING SERVICING





<https://www.breakback.cisl.it>

**THANKS FOR THE ATTENTION!**

