



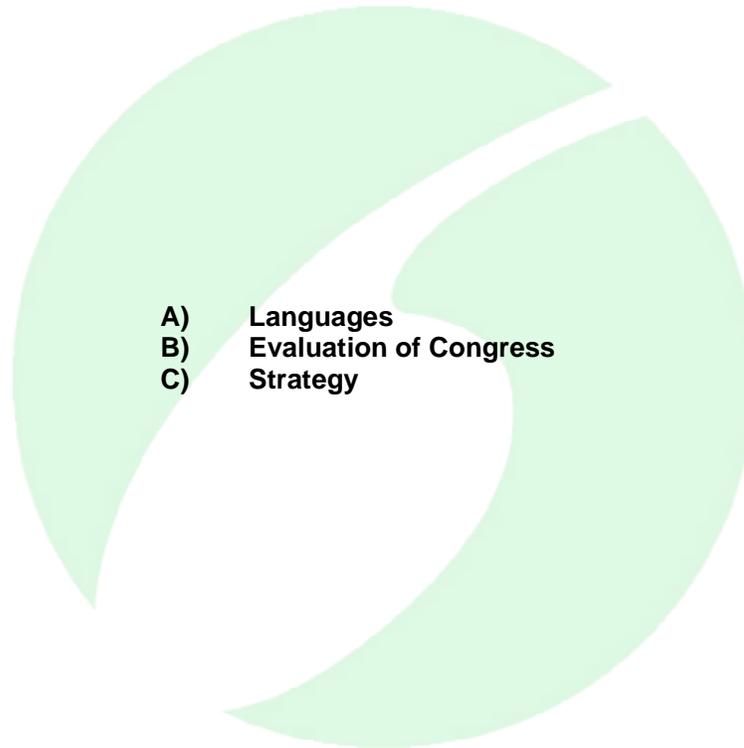
**EFFAT**

EUROPEAN FEDERATION OF FOOD, AGRICULTURE AND TOURISM TRADE UNIONS

**Meeting of the EFFAT Executive Committee  
BRUSSELS, 03 and 04 March 2020**

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Agenda item 6: **Communication**



**Decision:**

The Executive Committee takes note of the reports and endorses the documents presented.





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## **EFFAT Communication Activity report September 2019 – January 2020**

### 1. EFFAT website

#### General Content Management

##### EFFAT News

- There are no jobs on a dead planet – EFFAT calls for climate justice
- EFFAT joins call for corporate environmental and human rights accountability
- US punitive duties on EU agri-food products | Workers cannot pay for this dispute
- The bioeconomy and a future biobased food industry and agriculture sector: how can workers' organisations shape the change?
- Digital technology in food manufacturing | Bridging the gap between automation and people
- Parents in 7 countries to get new rights to paid leave
- New Guide launched: "Choosing best value in contracting food services – A guide for private and public client organisations"
- EFFAT Congress stands with fast food workers all over the globe demanding decent pay and working conditions
- COP25 – EFFAT joins growing calls for urgency
- The European Green Deal is certainly ambitious, but question marks remain
- New Year – Continuity and Change: EFFAT's plans for 2020
- EU Minimum Wage initiative: First stage Consultation document lacks ambition
- European Green Deal Investment Plan and Just Transition Mechanism – EFFAT worries over limited budget and social partners' involvement
- EWC Coca-Cola European Partners agreement signed after tough and long negotiations

##### Affiliates' news reports

- Fair Hotels for a Just Tourism sector: 'Hoteles Justos' launched in Madrid
- Domestic workers: time for a fair collective agreement for 140,000 in Belgium

##### Social dialogue

- Social partners call for a level playing field in the hospitality sector
- EU tool free of charge will help HORECA companies test if they are compliant with European legislation on health and safety at work
- CEFS and EFFAT, together on a positive journey to further sustainability: Corporate Social Responsibility (CSR) report 2018-2019 out now!

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### International Days

- World Day of Decent Work | 7 October 2019 Invest in Care
- WORLD FOOD DAY 2019 | Dignity at work for food workers must be priority
- EFFAT joins worldwide call for workplace justice for Hotel Housekeepers
- International Day of Action for Fast Food Workers' Rights – EFFAT stands in solidarity
- Zero Tolerance for Violence Against Women. EFFAT launches anti-workplace harassment and violence recommendations
- UN International Migrants Day

### Congress related news

- All key 'Congress opinions to Congress'
- Daily publication of photos
- All results from four side meetings meeting
- Press releases by day
- Congress opening video
- Congress video report
- Update on Congress section

### Technical changes:

A Google Translate plug in will be installed between February and March to allow affiliates to read the EFFAT website/content in their own language.

## 2. 2019 | Congress website

For the upcoming 5<sup>th</sup> Congress we produced a brand-new portal that served as the guide to the Congress for affiliates invitees and wider public.

The congress website offered a united platform to access Congress documents (i.e.: agenda, practical information, invitations, results), multimedia material, and hosted registrations. The Congress website is still live at <https://effat.org/5congress/>

## 3. Campaigns and cross border solidarity

EFFAT is clear about its intention to reinforce the mutual collaboration between EFFAT and its affiliates when it comes to solidarity, campaign. Communications has played a vital role in supporting and amplifying the messages of the campaigns initiated by the affiliates.

### Affiliates' supported campaigns (non-exhaustive list)

- NGG collective bargaining negotiations on fast food (12 euros mindestends)
- Bulgaria Security System protests
- *#Fastfoodglobal*



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- *On-lache-rien* [ACV – FGTB Domestic workers about raising salary for thousands of domestic workers in Belgium]
- AB in Bev 24 hours strike
- CGT-HPE hotel workers
- Iran – protests in response to the hike in the price of fuel
- US Airline catering industry

#### 4. EFFAT social media

##### **18 Oct–16 Jan: (timespan)**

##### Twitter

- 4 link clicks per day
- 8 Retweets per day
- 15 likes per day
- 2,5K impressions per day

##### **Congress' month:**

##### Twitter

- Tweet impressions – up on October by 470%
- Profile visits – up 600%
- Mentions (@effat\_org) – up 335%
- Followers – up by 3.3% to 1648, up 53%

##### Facebook

- Page views – up 600% on previous month, peaked at 506 individual views on 6 Nov
- Page likes – up 1033%
- People reached – >15,000, up 900%
- Post engagement - >10,400, up 4189%
- Page followers – up 828% to 1084%, and 216% since Nov 4

#### 5. EFFAT cooperation with ETUC and ETUFs

One meeting held in December 2019.



## 6. Information to the members

EFFAT delivers a newsletter on a monthly basis. The last two editions of the newsletter have been compiled in English only as Mailchimp provides for translations.

EFFAT secretariat has created a network of affiliates that could support with the planning and implementation of the communication around the event so that we can ensure that all affiliates can be involved in amplifying and conveying the Congress' messages. The first meeting was held on 18 September 2019 and discussed mainly the communication plan for Congress. The next EFFAT communication network will take place in later spring. A potential next date will be explored to the next Executive Committee.

## 7. Graphic material

EFFAT communication department provides provide infographic guidance on project materials, including brochures and other publication: liaise with graphic designers, website developers.

### 2019 EFFAT Congress material

Production of a whole new set of graphics and material for the Congress including digital elements, gadgets and on-site applications.

### 2020 EU brochure

EFFAT is producing a new EU brochure aimed at new members of the parliament and commission's officials with the aim of getting them acquainted with the organization, outline our activities and priorities and put forward our specific requests to the new European parliament.

## 8. Video elements

EFFAT has produced two new videos:

- one opening video on EFFAT
- one video report
- a series of interviews produced onsite at Congress by significant delegates of the EFFAT congress to be used as a tool to convey EFFAT messaging throughout the year.



## 9. Press

EFFAT communication department oversees media relation and provides outlets with news and press releases where needed.

Latest actions carried out:

- press list EU updated
- meeting at EFFAT with Arthur Neslen, politic reporter in charge of Food and Agriculture.