

Going forward with the UNI Global Union *Breaking Through Strategy*, UNI MEI will give focus in its actions on implementing the strategic priorities identified by the General Assembly.

#### 1. Organising and Capacity Building

- To assist affiliates in reinforcing their capacities to develop organising skills and campaigns;
- To facilitate their cooperation targeting multinationals, promote sector social dialogue regionally and globally, and
- To develop projects for the benefit of affiliates addressing challenges resulting from digitalisation.

#### 2. Political and Regulatory Influence

- To campaign for a holistic industrial policy approach for the digital economy that puts those who create at the centre of such policy targeting quality, cultural diversity and sustainable growth;
- To advocate the strengthening of media transparency, the independence and sustainable development of the media and public broadcasting, and
- To campaign for strong and modern regimes of intellectual property rights, which enable innovation, creation, fair remuneration and participation.

#### 3. Global and Regional Companies & Industry Federations

- To build strategic union power through campaigns in support of trade union rights and decent work in global and regional companies;
- To develop union alliances targeting global and regional industry associations and to reach agreements on trade union rights and decent work, and
- To assist affiliates in organising targeted global and regional companies.

#### 4. Equality and Diversity

- To campaign for the implementation of meaningful equality and diversity policies targeting media, entertainment industries and arts organisations;
- To facilitate the exchange of experience and good practice with respect to equality and diversity policies, and
- To build a diversity and equality network and to support affiliates to develop their capacities to have fully inclusive union structures.

#### 5. Promoting Strong Public Values

- To campaign for independent and high quality public service broadcasting;
- To support affiliates in their campaigns for sustainable public funding for arts and cultural organisations respecting decent work, and
- To advocate for public funding mechanism for film production to sustain film production across the whole world promoting cultural and linguistic diversity.

# General Assembly - Lisbon

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UNI MEI Action Plan 2020

## 6. Fair Remuneration & Fair Contracts

- To campaign for an industrial policy approach in support of fair remuneration & contracts, sustainable growth and quality jobs;
- To strengthen the cooperation among creators' organisations, and
- To defend intellectual property rights of creators in international treaties and free trade agreements.

## 7. Freedom of Expression

- To promote media pluralism and freedom of expression in our advocacy work at regional and global level;
- To support affiliates in their campaigns and give them visibility in their communications, and
- To engage, through the International Arts and Entertainment Alliance, with the Global Union Federations to support freedom of expression campaigns.

## 8. Freedom of Association

- To intensify capacity building work for affiliates in cooperation with our sister organisations reaching out to atypical workers and to fight for their freedom of association;
- To engage with governmental & intergovernmental organisations, in particular the ILO and the EU, in a dialogue over measures to ensure freedom of association for all workers, and
- To address with employers barriers to freedom of association and initiate joint projects aiming to promote a more inclusive labour market.

## 9. Health & Safety

- To promote the exchange of experience and good practices among affiliates;
- To raise standards regionally and globally by further developing the cooperation with social partner organisations and health & safety agencies, and
- To integrate health & safety in capacity building and organising projects.

## 10. Dignity@Work

- To implement projects for the benefit of affiliates to exchange on and assess the key trends in working conditions in live entertainment and film & TV production;
- To develop and campaign for fair standards and facilitate the cooperation among affiliates, and
- To engage employers, governments and public funding agencies to establish codes of conduct for publically funded productions and co-productions.