

Union to Union 2021 Activities – Key Results:



NUJP NCR Chapter in person meeting as part of the IFJ-Union to Union Project in 2021.
 Credit: NUJP

- 9 x unions in **South and South East Asia** increased their capacities to develop **future plans of action** as a result of the **assessment and self-evaluation** audits of their unions. The result was a baseline to develop union programs, strategies and pilot projects for funding by UTU.
- 4 x unions in **Cambodia, Philippines** and **Sri Lanka** (FMM, FMETU) updated strategic plans resulting in them being better able to reach their targets and UTU project objectives.
- 2 x unions in **India** and **Sri Lanka** started work to create new **strategic plans and are developing policies** for union reform to increase access for young, women and digital media workers.
- 9 x **IFJ evaluations** of national pilot projects in South (6) and South East Asia (3) resulted in a series of recommendations of **structural/institutional changes** to be implemented for union renewal/strengthening.
- 1 x **union building** pilot in **Cambodia** (CamboJA) developed a recruitment campaign for young journalists and women. As a result 15 new members under the age of 35 joined the union and promoted among hundreds of journalists an understanding of the importance of joining a union to protect and defend rights and independent journalism.
- 1 x **union reform** campaign in the **Philippines** (NUJP) organised a community network for freelance media workers and educated them to bargain for better pay rates and work arrangements, resulting in boosted organizing skills for members.
- 1 x **union mentoring and mapping** program with union leaders in **Pakistan** (PFUJ) resulted in the development of a map of potential young journalist members. As a result the union launched a campaign to contact existing and potential members to grow the organisation and its membership into new areas. The results will be evaluated in 2022.
- 1 x **mapping exercise** of digital media workers in **Sri Lanka** (FMM) logged professional issues facing digital media workers. As a result, the union commenced work on a new code

of ethics for digital media and appointed a 13-member action committee to develop policy/campaigns on digital media issues.

- 1 x **media reform pilot** in **Sri Lanka** (FMETU) took steps to target journalists in digital media. As a result it voted to adopt internal policies on youth engagement, amend its constitution and the composition of its decision-making body and reserve a senior seat in its leadership for a woman.
- In **India** (IJU) a **union recruitment campaign** targeting young/digital journalists supported six unions and resulted in more than 600 new members joining the federation.
- 1 x **IFJ regional affiliate snapshot** completed by 23 unions monitored progress on union reform, including democratic function, representation, capacity, leadership diversity and strategy. This baseline is used to monitor progress and tailor program support to meet project objectives.
- A **new website** for a union in **Sri Lanka** (SLWJA) created a platform for members to apply for or renew membership and learn of union actions and activities. The website created the union's first digital database of members. As a result members are better informed and the union has improved its strategic communication with members and potential members.