



With EU Contribution



The European social dialogue and the development of the solidarity between generations of workers: focus on “over 55” and young workers in the finance sector. Sustainable Growth and generation gap VS/2018/0040

THE DISSEMINATION ACTIVITIES

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The project dissemination activities



It is one of the
**MOST
IMPORTANT
ACTION**
for the
**EUROPEAN
COMMISSION**

3.
behaviour

Participants'
dissemination activity

to spread the **project guidelines and outcomes** in the partners' workplaces at **European level**

To improve **social dialogue** and help TUs **increase their positive impact** on workers' well-being

To disseminate a **trade union culture based on solidarity, participation and bilaterality**

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Participants' dissemination activity

ACTIONS

- TU Meetings
- Members Meetings
- Social Dialogue Initiatives
- Informal Occasion

CHANNELS

- Mass-media
- Internet & Social media
- TU newsletter, intranet, web site
- Email, WhatsApp...

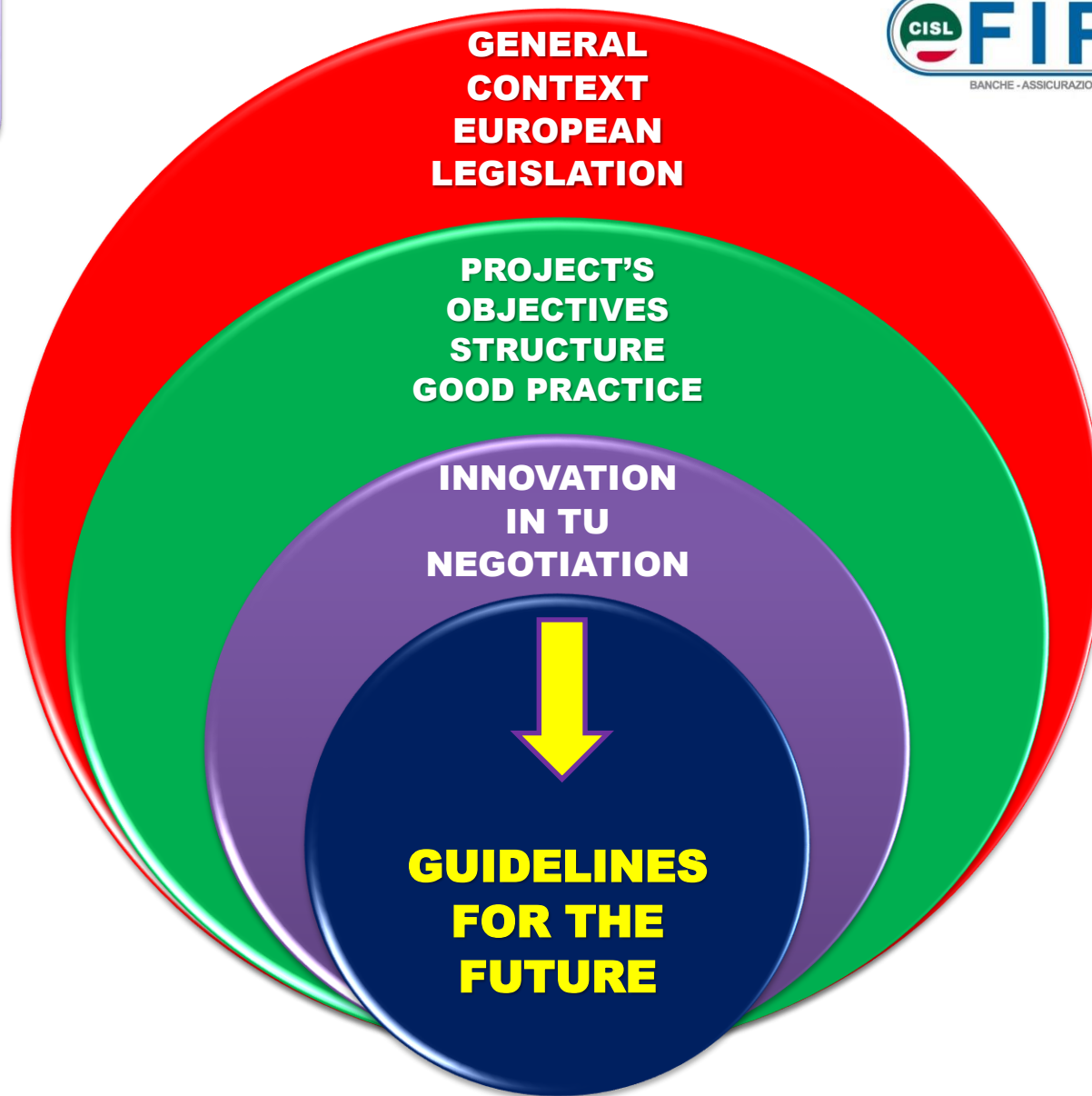
TARGET GROUP

- company management
- others trade unions
- TU colleagues
- company workers
- general public, etc.

TOOLS

- leaflet
- trade union statements
- Publications
- **DISSEMINATION TOOL**

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THE DISSEMINATION TOOL STRUCTURE



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LET'S OPEN THE DISCUSSION!