



With EU Contribution



***“Defining a company welfare system through the joint action of EWCs and Trade Unions in the metal and finance sectors: The key role of workers' participation rights” - VS/2018/0037***

# THE DISSEMINATION ACTIVITIES

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# The project dissemination activities



FINAL RESULTS  
& GUIDELINES

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

### 3. behaviour

## The dissemination activity



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

To help trade unions **improve their impact** on workers' well-being

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

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## The dissemination activity



### ACTIONS

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

### CHANNELS

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

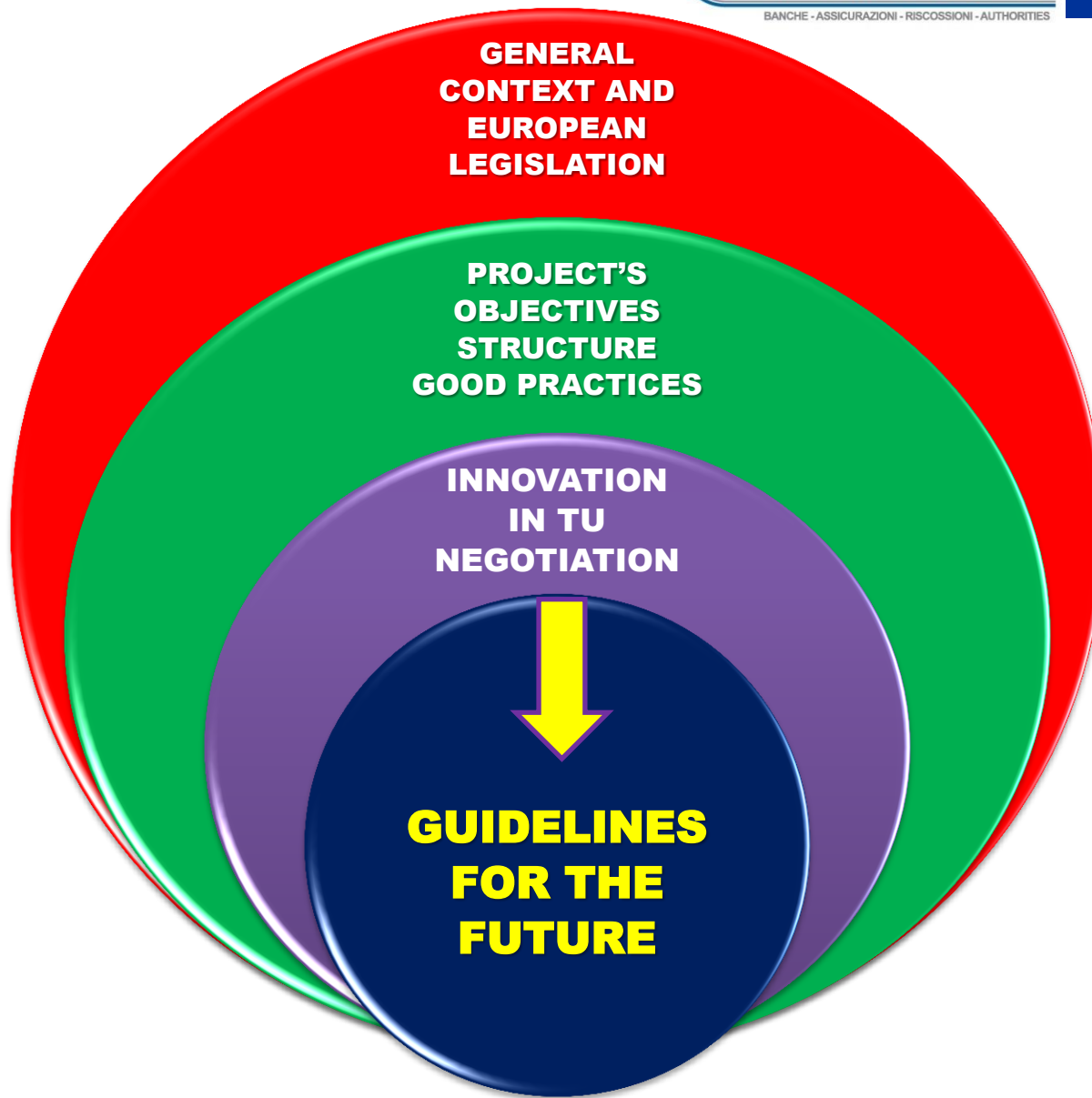
### TARGET GROUP

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

### TOOLS & MODALITIES

- leaflet
- trade union statements
- THE BOOK
- **DISSEMINATION TOOL**

**3.  
behaviour**



**THE DISSEMINATION TOOL STRUCTURE**

3.

behaviour

## PARTNERS' DISSEMINATION ACTIVITIES





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ISEO Group' EWC



UniCredit Group



# GRAZIE!

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