



UNION SYNDICALE FEDERALE

des Services publics européens et internationaux

Avenue des Gaulois, 36 - B -1040 Bruxelles

Tél. (32.2)733.98.00 - Fax (32.2)733.05.33 - e-mail : usf@unionsyndicale.eu

www.unionsyndicale.eu

CONGRES DE DUBROVNIK -1 au 3 mai 2015

Resolution on Modernisation of USF Organisation and Communication

Considering that :

- Union Syndicale Fédérale is a decentralised organisation having the following features : the inter-institutional character of USF ; its geographically widespread presence ; its dimension and number of affiliates ; the diversity of issues the Member Organisations are called to tackle to fulfil their purpose and serve their members ;
- The Member Organisations feel the need to give to the USF Organisation a structure and way of functioning adapted to their needs, which would implement the technology of the times, and enhance communication, fulfilling the requirements of Art 4 of USF Statute ;
- The Member Organisations regard Communication as : Internal Communication, i.e. Communication between USF and Member Organisations and between the statutory organs of USF ; External Communication, i.e. Communication to the Staff, to the other Organisations ; Communication to the Public and Media ;
- The Member Organisations consider it necessary an appropriate knowledge management ;
- The Member Organisations consider it is necessary to interact in a professional way with the Media, being proactive not only reactive.

The Congress of the Union Syndicale Federale hereby adopts the following Resolution. It :

1. Decides to task the Federal Committee to consider communication as a priority ;
2. Decides to define USF Identity and USF Values, proposing that a specific exercise be dedicated to this purpose, as well as the establishment of a Charter which will illustrate in a clear and concise language the common core values and goals of USF with which its members can identify;
3. Decides to identify a common denominator and issues among the Member Organisations, also considering the needs and specificities of all Member Organisations, with a particular attention to the small ones ;
4. Decides to deploy adequate means to professionalise of its Communication, and the modernisation of its Organisation, including the eventual contracting of a communication

specialist for making a study of the current situation and for providing support to the development of a Communication Strategy ;

5. Decides the establishment of the of USF internal network of Communication Points in the different Member Organisations and the creation eventually of a specific full-time function of Communication Officer, responsible of : a) the co-ordination of the Internal Network ; b) to act as press-contact ; c) to be responsible of the communication via the social networks (ex. FB, Twitter, ...) ;
6. Decides the drafting of a Roadmap for the implementation of a project of Modernisation of the USF Organisation and Communication which would aim at developing a Communication Strategy, following the audit of the state of the play.

The following recommendation have been provided by the Member Organisations :

For the Internal Communication :

- 1) The creation of a central function of Communication Officer, which will be a professional of the Communication and will be part of a network of contact points in each section ;
- 2) The inventorisation of the available communication tools, including the internal joint web page not used, which could be made more user-friendly ;
- 3) The creation of a virtual FORUM for thematic discussions, by which the Member Organisations could receive, in real-time, the reply of the internal experts to the questions concerning the dossiers ;
- 4) The inventory of the available internal knowledge and competences about the USF dossiers ;
- 5) The centralisation of the juridical information on the cases concerning the European Civil Service, in particular those followed by USF and/or the Member Organisations ; the sharing of the information concerning the published arrests of the CURIA, the date of publication of future arrests, the digest of the cases of the European Civil Service, which could be useful or of interest for the Member Organisations ;
- 6) The drafting of a Charter of USF, indicating to the Member Organisations what means to be member of USF ;
- 7) The development, by targeted formation, of legal competences and communication skills relevant to the USF trade-union works ;
- 8) The modernisation of the meetings of USF, in particular, the organisation of video-conferences for enhancing the internal communication ; the improvement of the organisation of the meetings, by distribution of the contributions of the different Member Organisations in advance to the meeting.

For the External Communication :

- 1) The development of a modern web-site, including detailed information on questions of general interest (ex. Staff Regulations and DGEs, Type of contracts, Harassment, ...);
- 2) A list of Contact Points in the Member Organisations, as well of the list of the USF experts on the different dossiers will be present on the site and maintained;
- 3) The exploitation of the relevant Media and Social Networks;
- 4) A process to make USF more attractive to staff (ex. Development of a package for staff; The enhancement of the communication of what USF is, what are its activities on the different dossiers, including the court cases in support of staff; The creation of a system for replying in real-time to the requests of members; To have a welcoming contact with staff; ...);
- 5) Advice on how to make the communication more effective. In this respect the following proposals are made: to use different communication ways, including video; the use of appropriate text-length, with links to more detailed information; the accurate choice of the appropriate terms, also considering different meaning that different cultures give to different terms);
- 6) Thorough revision of the AGORA, aiming at: changing its name; making the magazine more representative of USF; revising of the template of the magazine; use of the electronic version of AGORA).

The Congress also decides the setting up of a Permanent Working Group, made by representatives of different Member Organisations, for monitoring the implementation of this Resolution and for future related advice.