

UNI Americas MEI:

Freedom of speech, media pluralism, campaigns and institutional cooperation

Main Results in the last year

Introduction

UNI MEI held its a global General Assembly in Latin America, for the first time, in Mexico City, 29 November –1 December 2012. Under the theme “*creativity, diversity, dignity– bringing about change*” affiliates adopted nine resolutions that set the priorities for the next four years in the framework of its strategic plan. The UNI Americas media, entertainment and arts sector, “PANARTES” held its Executive Committee on 2 December 2012 to discuss and adopt the priorities for 2012. The next meeting of the Executive Committee will take place in Buenos Aires on 3 December 2012 prior to the UNI Americas conference to adopt the priorities for action of 2013 and strategic priorities 2012-2016 outlined in this report.

Global and regional companies

A regional seminar on multinationals with focus on Disney took place in Bogotá at the end of October 2011. PANARTES affiliates participated actively in the first global seminar on media multinationals in Mexico City on 28 November to set priorities for transnational trade union cooperation.

Cinemark – United States

SUTEP proposed to PANARTES and the UNI MEI Executive Committees in 2011 to engage in cooperation targeting Cinemark. IATSE also expressed their interest for close cooperation with PANARTES on Cinemark. The cinema chain owns cinemas in 13 countries of Latin America, Taiwan and the United States. The first step taken in spring 2012 was to map the company to define a possible regional organising strategy with a focus on Brazil, Mexico, Chile and Argentina. SUTEP elaborated a survey on the company. UNI Americas contacted unions in Brazil and Chile to assess the possibilities for organising campaigns. Affiliates will be consulting on the way forward during the global sector meeting in October 2012.



Disney – United States

A Global mapping survey was implemented between May and October 2011 to take stock of union representation and social dialogue. SATSAID achieved a breakthrough by signing the first collective agreement with Disney and MTV in Latin America in December 2010. The agreement with Disney which regulates wages and working conditions for Disney workers in Argentina was presented at the regional seminar on multinationals in Bogotá. A global report on Disney was presented at the first global seminar on media multinationals. Affiliates will be discussing next steps at the sectors' world meeting in October 2012 to set-up a global union alliance and work towards a global framework agreement.

Vivendi, France

An agreement between the EWC steering group and Management to open negotiations for setting-up a global social dialogue committee was reached at the EWC meeting at the end of November 2011. Negotiations started in May 2012 and should be finalised by the end of 2012. Vivendi covers UNI ICTS and UNI MEI sectors. In the Americas Vivendi owns Activision Blizzard (United States), GVT (Brazil) and Universal Music (United States). Management agreed to include these two countries in a world social dialogue committee right from the start.

Organising and capacity development

- A Regional seminar for film workers' union in the Americas was held in Mexico City at the end of March 2011 and ended by agreeing on a three year capacity building project.
- A follow-up organising project with the Brazilian film union is being developed and has been submitted to UNI Organising fund this year.
- FIA and UNI MEI are implementing a joint capacity building project in film and audiovisual production for their Latin American members with support of LO-TCO and the Teaterförbundet, Sweden. The project will run from 2010 to 2012. After the first half of the project, progress has been made to establish a health and safety guide and a regional passport scheme. The next meeting will take place in November 2012 in Mexico and the expectations are to finalize the Health and Safety guide and sign an agreement for a regional union passport. The seminar held in Bogotá, Colombia in October 2011 saw the initiate on of a dialogue with the government over freedom of association and trade union rights in the cultural sector.

- Latin American film technicians unions organised a capacity building seminar during the Florianopolis film festival in June 2012. The meeting has enabled cross-border cooperation in collective bargaining and to make progress in establishing a passport scheme in the audiovisual sector.

Jobs with social security and justice for all

- Freedom of association of media and entertainment workers: Cooperation with FIA, FIM and IFJ is ongoing with focus on the ILO study on respect of freedom of association the entertainment industry. The situation in Colombia is at the heart of PANARTES work and progress was made when the Colombian government responded to a call for recognition of workers' rights and social dialogue in the cultural sector at FIA-UNI MEI Seminar in October 2011.
- Freedom of expression and media pluralism: Freedom of expression and media pluralism has been under attack in various countries. UNI MEI has been supporting affiliates in their actions to counter political pressure or actions by conglomerates that weaken these fundamental rights. In Argentina the implementation of the new audiovisual law is a promising model for fighting media concentration. UNI MEI affiliates have been leading and working for many years to bring about this change. The implementation of the law is currently underway. Media workers in Mexico continue to be exposed to threats and attacks. PANARTES called on the Mexican government to better protect journalists and media workers and raised the issue with the Minister for Social Affairs during the UNI MEI General Assembly in Mexico City.
- PANARTES affiliates participated in the Global Unions' campaign on quality public services in 2011. Joint statement of IFJ and UNI MEI on public service broadcasting on UN World Public Service Day (23 June).
- Trade union rights: In January 2011, PANARTES reacted to unlawful dismissal of union activist in broadcasting channel in Paraguay with solidarity actions. Our colleague was reinstated in February. In January 2012, in Paraguay, a second attack targeted three colleagues at Canal 9 Cerro, who were unjustly dismissed, despite their seniority, due to their trade union activities. In early 2011, PANARTES joined FIT-ERT in its campaign against violation of trade union rights and the dismissal of colleagues at

TV Globo. The campaign ended with a victory for FITERT in April 2011.

- Promoting creativity: UNI MEI launched global campaign to build a global IP culture aimed at raising awareness of importance of intellectual property rights for creation, cultural diversity and sustainable jobs in the media and entertainment industries.

Political and regulatory influence

- Participation in G8 e-forum and joint statement to G8 on protection of intellectual property rights (May 2011);
- Participation in OECD High Level Conference on Internet Governance (June 2011);
- Application of NGO status with UNESCO (awaiting approval);
- UNI Americas and PANARTES position on regulation of Brazilian film sector affecting employment status of film workers (September 2011);
- FIA – UNI MEI Bogotá Declaration and Dialogue with Colombian government on freedom of Association, employment status of cultural workers and social dialogue, (October 2011);
- PANARTES Declaration on trade union rights in Colombia (October 2011).

UNI as a proactive, innovative and inclusive organisation

- Setting-up and first meeting of equality working group;
- Nomination of 40% women among the four titular members of the UNI MEI Executive Committee at UNI MEI General Assembly (Mexico City November, 2012), PANARTES has nominated additional female colleagues for the UNI MEI Management and Executive Committees.

Strategic Objectives 2012 – 2016

Global and regional companies

UNI MEI Global Union will aim to build strategic union power through implementation of strategic campaigns

to ensure trade union rights and decent work in global and regional media and entertainment companies.

The key elements of these campaigns include: corporate research leading to the development of a campaign plan, legal and communications strategies, and both bottom-up and top-down activities within individual countries and across borders involving UNI affiliates.

The activities on global and regional companies will be directed by the Head of the UNI MEI Global Union in close cooperation with the global and regional steering committees, the union alliances/ networks and with support from the UNI regional organisations. In the Americas, three companies are being prioritised: Cinemark, Disney, and Vivendi. In the two latter companies we seek to continue our campaigns and establish global framework agreements before 2016. In Cinemark, the first objective is to finalise research and planning before engaging in capacity building and organising campaigns.

Organising and capacity development

- Organise new members to increase membership of creators' unions and guilds in UNI with focus on organising in Latin America and building a global network for creators.
- Continue cooperation with FIA and other sister organisations where appropriate.
- Extend organising in live performance beyond Europe, with focus in the Americas to increase membership.
- Facilitate the setting-up of union activities in countries and/or sectors where no organisation presently exists.
- Develop and coordinate capacity building projects in key target areas identified by the PANARTES Executive Committee.
- Work with UNI Americas and UNI SCORE to develop programs and projects to support the organising campaigns
- Provide the Americas and PANARTES Executive Committee with regular reports on implementation of the organising action plan to review / evaluate progress.
- Support capacity building activities for affiliates in order to improve their organizational and institutional capacity as well as sustainability.
- Undertake cross-sector capacity building projects where appropriate and helpful.

- Work with UNI regional organisations and UNI SCORE to train UNI MEI affiliates' recruiters, organisers and trainers.

Jobs with social security and justice for all

Campaigns to raise employment standards

- Campaign for sustainable funding of public service broadcasting, film, live performance as well as fine arts in order to ensure the quality of employment and of programming in a changing technological environment.
- Defend intellectual property rights and efficient, transparent collective management of rights and campaign against piracy, in order to ensure sustainable and equitable remuneration for rights' holders and all workers in the industry benefiting from copyright payments.
- Develop further the cooperation among affiliates with respect to working conditions with focus on equal opportunities, health and safety and training. Build regional and global campaigns directed at companies and industry associations and within social dialogue on those issues to work towards better common standards.

Extend the reach of collective representation and bargaining to all workers in the sector

- Provide information to affiliates on collective bargaining in companies.
- Collect and share best practices and increase cooperation.
- Campaign for the rights of self-employed and other freelance workers in cooperation with other sectors and sister organisations.
- Campaign for common standards (e.g. minimum breaks, equality guidelines).

Political and regulatory influence

PANARTES will develop further its regulatory work to represent and make the voice of affiliates heard in regional and international policy making bodies affecting the sector with focus on MERCOSUR and

WIPO and support national campaigns of its affiliates where appropriate.

- WIPO: focus on anti-piracy, development agenda and promotion of collective management of rights; extend activities to regional level with involvement of affiliates and increase leverage in lobbying activities.
- MERCOSUR: develop common regulatory priorities and develop campaigns to achieve more influence and higher profile.
- Intensify cooperation in particular with IAEDSO, IAWG and also with IFJ, FIA and FIM in order to carry out common actions and create permanent partnership.
- Promote diversity of cultural expression in order to enhance the capacities of national creative industries to create and provide sustainable employment.
- Contribute effectively to affiliates' efforts to make the UN Convention on Diversity a concrete tool.
- Represent the interests of affiliates in UNESCO and the EU on cultural diversity.

UNI as a proactive, innovative and inclusive organisation

- Build PANARTES' visibility and strength through increased participation and engagement of UNI affiliates' rank and file members, union representatives and leading officials, as well as increasing the number of affiliated unions.
- Seek better representation of women in bargaining structures and in all UNI's decision-making structures.
- Maintain our relevance and credibility; we will seek to make our meetings and conferences modern, inspiring and orientated towards taking action.
- Develop working methods to cooperate more closely with other sectors, enabling knowledge, experience and campaigns.
- Further develop and implement the strategic plan.

Draft Strategic Plan 2013

(To be discussed and adopted by the PANARTES Executive Committee)

Global and regional companies

- Start cooperation among affiliates on draft GFA with Disney with representation of PANARTES in the global drafting group during the first half of 2013.
- Develop and start campaign with affiliates and UNI Americas targeting Cinemark in one or several countries of Latin America throughout the year.
- Conclude agreement with Vivendi to set up world social dialogue committee within the company including countries in the Americas by the end of 2013.

Organising and capacity development

- Follow-up on 1st capacity building project with FIA for Latin American unions in audiovisual production by organising workshop in Brazil in 1st half of 2013 and elaborate project plan 2014-2016 by June 2013.
- Support organising drive and integrate unions into UNI in the film and broadcasting sector in Latin American sub-region throughout the year.
- Support cross-border cooperation on collective bargaining among film technicians unions in Argentina, Brazil and Uruguay.

- Organise a capacity building seminar for broadcasting unions during the second half of 2013.

Jobs with social security and justice for all

- IAEA to launch cooperation with IFJ and ILO on trade union rights for free lancers in the second half of 2013 to prepare for ILO study and symposium 2014-2015.
- Introduce and develop passport scheme for workers in audiovisual productions in cooperation with FIA during the first quarter of 2013 and assess implementation by the end of the year.
- Finalise and disseminate a health and safety guide for workers in audiovisual production in cooperation with FIA during the first half of 2013.

Political and regulatory influence

- Support and coordinate work of affiliates with the implementation of the UNESCO Convention on Cultural Diversity.
- Support and connect national campaigns on media and copyright laws.
- Initiate dialogue with MERCORSUR on film and broadcasting sectors.
- Inform and consult with affiliates on work of WIPO Copyright Committee and establish common positions within UNI MEI on emerging policies with respect to the development agenda and enforcement.

