

## UNION RENEWAL, ORGANISING & STRATEGISING

4 & 5 June 2018, Lisbon

### PROGRAMME

Venue: Centro de Informação Urbana de Lisboa (Picoas Plaza - Rua Viriato, 13 - E, Núcleo 6, 1º | 1050-233 Lisboa)

#### Monday 4 June 2018

08:30 – 09:00 Registration

09:00 – 9:15 Introduction

**Sofia Branco**, President, Journalists' Union of Portugal  
**Mogens Blicher Bjerregård**, EFJ President  
**Renate Schroeder**, EFJ Director

09:15 – 10:00 **Why joining the union? What's in it for young journalists?**

What do young journalists and journalism students think about journalists' unions and associations. Why do they join or not join the union? What is it for them?

Interviewer: **Yuk Lan Wong**, EFJ

10:00 – 11:00 **How do journalists' unions and associations face tomorrow?**

Are we equipped for the changing media landscape? Where will journalists' organisations stand in the next five years? Do we need to change and modernise, both mentally and structurally?

**Per Karlberg**, Swedish Trade Union Confederation (TCO)  
**Andreas K. Bittner**, DJV+EFJ Steering Committee

Interviewer: **Mogens Blicher Bjerregård**, EFJ President

11:00 – 11:30 Coffee break

11:30 – 13:00 **Manage the change in the media and turning "crisis" and into opportunities?**

The panel will discuss good practices and innovative campaigns to manage change and reach out to journalists and build stronger unions.

**Michelle Stanistreet**, National Union of Journalists (NUJ), UK & Ireland  
**Marijana Camovic**, Journalists' Union of Montenegro  
**Hilde Tretterud**, Norwegian Journalists' Union  
**Erkan Ersoy**, UNI Global

Interviewer: **Yannis Kotsifos**, ESIETH

**13:00 – 14:00**      **Lunch**

**14:00 – 15:30**      **Working Groups**

Participants will be divided into THREE working groups. They will be asked to come up concrete actions or proposals.

Moderators:

**Working Group I – Union reform and modernisation**

Facilitator: Mogens Blicher Bjerregård, President, EFJ

**Working Group II – Serving members in a changing landscape**

Facilitator: Martine Simonis, General Secretary, Belgian Journalists' Association (AJP)

**Working Group III – organising and campaigning**

Facilitator: Erkan Ersoy, Organising Director, UNI Global

**15:30 – 16:00**      **Coffee break**

**16:00 – 17:30**      **Servicing members**

How do journalists' organisations face the changes? How to equip journalists with journalism and business skills they need to cope?

**Frans Pasma**, Journalists' Union of Netherlands (NVJ)

**Martine Simonis**, Belgian Journalists' Association (AJP)

**Aho Hanne**, Finnish Journalists' Union

**Andrea Hansen**, German Association of Journalists (DJV)

Interviewer: **Pablo Aiquel**, Co-Chair, EFJ Freelance Expert Group

**18:00**                **End of Day I**

**19:30**                **Dinner**

**Tuesday 5 June 2018**

**08:30 – 09:00 Registration**

**09:30 – 11:00 Reaching out to journalists – youth, female, freelance and digital media workers**

**Anna Del Freo**, FNSI, Italy

**Paul Murphy**, Media, Entertainment & Arts Alliance, Australia

**Pamela Morinière**, EFJ Gender

**Pablo Aiquel**, Co-Chair, EFJ Freelance Expert Group

Interviewer: **Renate Schroeder**

**11:00 – 11:30 Working Group reporting back**

**11:30 – 12:00 Coffee break**

**12:00 – 13:00 Conclusion: What's the next step?**

**13:00 – 14:00 Lunch & Departure of participants**



*This workshop is part of the EFJ project “Managing Change in the Media” which is co-financed by the European Commission DG Employment, Social Affairs & Inclusion programme. The workshop is hosted the project partner, the Journalists’ Union of Portugal.*