



HIGH FIVE! CAMPAIGN



Continental Campaign for Organizing and Afiliating Young Workers – 2014-2016

The **High Five! Campaign** commits young men and women to generate influence and mobilization in order to increase the percentage of unionized young workers, change perceptions of their contribution to their union, and strengthen their claims to labor rights.

WHAT DO WE WANT?

- ✓ At least 50% of TUCA affiliates and members to be subscribed to the High Five! Campaign by Human Rights Day - 10 December.
- ✓ The number of affiliated young workers in each of the Confederations subscribed to the campaign to be increased by 1% by TUCA 3rd Continental Congress in 2016.
- ✓ 15% of the delegates to TUCA 3rd Continental Congress in 2016 to be young men and women.



- ✓ To increase the number of male and female union leaders under the age of 35 years of age on the TUCA Executive Council from the 3rd Congress onward.
- ✓ To share experiences and good practices on organizing and mobilizing young workers in the region.

Five Great Reasons to Join the Campaign

1. Fighting for both human and labour rights of young male and female workers leads to improvements in their living and working conditions.
2. Promoting youth leadership means Trade Unions and organizations will be in a better position to empower working men and women.
3. Having more young members and young leaders will strengthen the capacity of Trade Unions to fight for social justice.
4. The participation of young workers will strengthen Trade Unions allowing them to advocate for the claims of the youth sector.
5. Fighting for decent work for young male and female workers leads to productive employment with fair pay, safety in the work place, and social protection.

Five Great Ways to Promote and Implement the Campaign

1. Follow us on social networks: Facebook, Twitter, Google+, YouTube, TUCA Youth Platform. Join our Youth Committee discussions and share information about activities related to the campaign.
2. Support the Youth Secretariat of your Confederation in their promotion of the campaign to increase the affiliation of young men and women.
3. Organize an official kick-off event aligning your Confederation to the campaign and involving many young men and women. Remember to include the logo of the campaign in the events and activities of your Union.
4. Create a space for participation in a network to share ideas, strategies, and raise awareness of the importance of youth-related issues to decision-making processes.



5. Participate actively in mobilization activities organized by the Youth Secretariat of your Confederation such as marches, demonstrations, forums, meetings, creating and maintaining contacts and a relationship with the media, etc. These activities promote and defend the labor rights of young workers and the inclusion of their claims in collective bargaining agreements.

**- Secretariat of Union Policies and Education,
TUCA/ITUC.**