



Report on the UNI-Bridge Project for Peruvian unions

Introduction

After preparation and training carried out in Lima, Peru, the UNI Peruvian unions' website, www.uniperu.org, was launched on 10 December 2005, in a public ceremony on the occasion of International Human Rights Day.

The results achieved are the outcome of a joint effort made during an implementation period of several months, supported by UNI Switzerland and the sponsorship and webmaster of the COMFIA union, Spain; as well as the commitment of the UNI-Peru Liaison Council and its 11 affiliated trade unions.

Development plan objectives

- Improved and modernised unions thanks to websites that enhance union visibility and reach out to more groups of workers in the UNI sectors. Boost of local and international solidarity among trade unions.
- All UNI Peru affiliates online – in line with UNI's strategic objectives.

Specific objectives achieved

- Creating a website,
- Learning how to update the website,
- Organising the setting up of a web working team for the Liaison Council,
- Contributing to a reinforcement of trade union communication by the affiliated unions and the UNI-Peru Liaison Council.

Participants

Web Co-ordinators' Team:

1. Javier Horna, president of the Youth Committee of the UNI-Peru Liaison Council,
2. Wielsa Diaz, Women's Committee of the UNI-Peru Liaison Council,
3. Alejandro Rodríguez, technical facilitator of the UNI-Peru Liaison Council.

Team of trade union web correspondents:

1. Luis Vargas, Sindicato Único de Luz y Fuerza Regional Norte Medio -SUTLFRNM,
2. José Morán, Sindicato Único del Sub-Sector Eléctrico Chimbote y Anexos - SUTSSECM-A,
3. Esther Estrada, SINESSS,

4. Juan Morales, Fed. Gráfica,
5. Juan Chávez, SUTTP,
6. Danny Mendoza Palomino, Federación Cut-Essalud,
7. Julio Rivera, SUTREL,
8. Fernández, Centro Federado Banco Continental,
9. FETRATEL,
10. Max Aquino, Sinats (posts).

Facilitators / experts

1. Miquel Loriz, webmaster of COMFIA, Spain.
2. Christine Revkin, UNI webmaster and training officer.

Activities

May-June 2005

Contacts were established between the sponsoring trade union, UNI and the Liaison Council to decide working plan details.

October 2005

Ten-day working visit to Peru by the Miquel Loriz, together with Christine Revkin.

During their stay, they worked with the Liaison Council's administrative team and affiliated trade unions, to create the website and show staff members how to update it. Also, a group of trade union web correspondents were trained through a two-stage training programme:

Part 1: For the three web co-ordinators, from 17 to 20 October. See in annex 1, attached, the training programme.

Part 2: For a group of 10 trade union web correspondents, one for each affiliate, on 21-22 October. See in annex 2, attached, the training programme.

The training was delivered with great success, efficiency and skill by Miguel Loriz, webmaster of COMFIA, Spain, and, Christine Revkin, UNI webmaster and training officer.

As a part of the course, the webmasters provided each participant with training in three broad subjects:

1. Management of the uniperu.org website,
2. UNI BRIDGE 2005 training material,
3. Supplementary training materials.

December 10, 2005

On 10 December 2005, on the occasion of International Human Rights Day, in a public ceremony in the presence of trade union leaders and members, the website was officially launched.

Maintenance and marketing strategy

The Liaison Council is responsible for and updates the website.

The principal marketing strategies that have been implemented are:

- Dissemination of the URL of UNI-Peru's website in affiliates' communications.
- Presentation in the public forums held by the Liaison Council.
- After each event organised by the Liaison Council, the press release and the photos of participants are published on the website, which motivates people to visit it and to discover its social functions.
- The Liaison Council's letterhead includes the website's URL.
- The website is disseminated through e-mail by being linked to sectoral, national or international news.
- At the affiliated unions' general conferences, members are informed and reminded to visit the website, and send in their opinions, news and suggestions.
- The women's and youth committees use it as a means to inform about their trade union activities. Especially young people very keenly use the web in the huge public internet halls in Peru, with their easy access.
- The website has links with major institutions in the national and international trade union field, as a way to connect workers to the most significant social and political actors in the world of work.

Difficulties

Most of the members of UNI-Peru affiliates are more than 40 years' old. A good many of them do not regularly use a computer and less surf on the Internet, which means that trade union members still rarely visit the UNI-Peru website.

Officers, leaders and youth are the most frequent visitors, using the website as a source of political and trade union news and information.

Conclusions

The website undoubtedly contributes to the Liaison Council's communications policy. It offers great prospects as a medium for easy access to information and it is expected to more and more serve as a tool to increase trade union and socio-political power. The Liaison Council and the unions have gained in strength through this communication medium.

It will be the task of the trade unions, in an institutionalised way, to maintain the commitment of their representatives and delegates to the website in a continual and dedicated way, so as to have updated information, on issues of interest, in an attractive style, backed by permanent marketing campaigns.

Lima, 2006

Report by the Web Co-ordinators' Team:

1. Javier Horna, president of the Youth Committee of the UNI-Peru Liaison Council,
2. Wielsa Diaz, Women's Committee of the UNI-Peru Liaison Council,
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