

THE UNI BRIDGE

A PROJECT FOR

UNI AFFILIATES IN THAILAND

Project Document

1. Background Information and Problem Analysis

UNI builds bridges between unions worldwide. Around 75% of the affiliated unions have email addresses however only about a third of them have an online presence - a website. In 2001, UNI organised a webmasters' forum whose participants showed a great interest in sharing knowledge and expertise with webmasters from other unions around the world who due to the lack of financial and/or human resources do not have their own website. One of the results of the work of the first forum is a website, e-unions.org where any union webmaster can access frequently asked questions online and seek for help from union web-experts. In 2003, a webmaster was chosen out of the second forum participants to go to Ghana and set up three websites for UNI affiliates. In 2005, a webmaster was sent to Peru to set up websites for all Peruvian unions affiliated to UNI.

UNI Bridge is seeking to expand the Ghana and Peru success stories, and get a website to the UNI Thai National Liaison Council (NLC) as well as a web presence for all four UNI Thai affiliates if they want it/need it.

2. Development Objectives

Websites have in many ways changed and improved union work, making unions more visible, helping them to get in touch with other and/or new target groups, reaching out to international solidarity to seek for support and assistance during strikes, conflicts with governments etc. UNI's strategic objective n°6, UNI Online, reads "UNI will aim to bring all affiliates online. UNI will also support initiatives to bridge the digital divide". This project, the UNI Bridge, is aiming at assisting unions to get their own website without a heavy investment, to bridge links between their members and UNI affiliates globally.

3. Immediate Objectives

The project idea is to use the existing UNI network of skilled webmasters and send them to affiliated unions that need assistance in creating and building their union's own website. At the end of the project the following immediate objectives will be reached:

- a) The UNI Thai NLC and 1-4 affiliated unions in Thailand will have a basic website set up with at least an "About us" page, a "Contact" page, a "News" section, an "FAQ" page, a "Links" page, an online "Affiliation Form", and "International Relations" page, plus eventually a meetings' page and an issues page.
- b) 2 nominated staff members from the UNI NLC as well as 2 staff members per participating unions and a part of the management teams will have gained insight on the conception, the building and the functioning of a website.

- c) 2 nominated staff members from the UNI NLC as well as 2 staff members per participating unions will have received further training on how to update their websites.
- d) Through the project the unions should be capable of marketing their website using a variety of communication channels and should be able to design long-term development strategies for their websites.
- e) The webmaster will have written a report on the implementation of the project and reported back to the UNI Communicators' forum.
- f) The entire implementation of the project will have reached out to all UNI affiliated unions through the UNI Website news, UNI eBulletin and UNI's own website to further promote UNI's strategic objective n°6.

4. Targeted Unions

The UNI NLC as well as the targeted unions should have adequate office structure (room for the training sessions, computers with fast internet connections) and email. The unions should be prepared to redistribute tasks between the member unions' staff to update the new website.

Members of staff

2 members of staff from the NLC and 2 members of staff from the participating unions will be selected according to criteria outlined in the invitation letter and the nomination form prepared by UNI.

Webmaster

The webmaster ideally comes from a union that already has its own website hosted locally with a content management system allowing online password-protected updates and who is keen to share the technology they have with other unions who cannot afford it. The webmaster should be able to work in English on this project. He/she should be capable of managing the creation of a website from A to Z including project conception, programming and graphic integration. He/she should also be familiar with IT training.

5. Indicators of Achievement

- a) The new online website for the UNI Thai NLC as well as a web presence for the 1-4 participating Thai unions (with the basics mentioned in point 3.a).
- b) 2-10 members of staff from the NLC and affiliated unions trained to think web and able to update their websites on a regular basis.
- c) A written report submitted by the implementing webmaster to the UNI Communicators' network showing concrete results on the outcome of the project.
- d) Feedback from the UNI Bridge project is visible in UNI's publications and on UNI's website.
- e) Analysis of the marketing strategies used by the unions when promoting their new websites.

6. Strategy

All interested webmaster candidates need to apply by filling in a participation form and sending it back to UNI before June 1st 2007. Another possibility is to hand in the form directly at the next UNI Communicators' Forum which will take place in Singapore, on June 6, 7 and 8th 2007.

On Friday 8th, at the Forum, the "winning" candidate's name will be drawn from a hat.

7. Institutional Framework

- ✓ UNI will coordinate the work between the union sponsoring the project, the webmaster and the receiving unions. UNI will monitor and assess the success of the project.
- ✓ The webmaster who will accomplish this mission will represent UNI, his/her own union and the network of Communicators.
- ✓ The receiving unions will ensure that the requirements asked for by UNI are in place for a safe and successful implementation.

Detailed work descriptions will be discussed and written for all parties involved in the project.

8. Sustainability

After the training and set-up of the websites are completed in Thailand, the sponsoring union will not have to take care of any maintenance apart from the hosting. The receiving unions will take over all website updates from then onwards thanks to the training provided to 2-10 staff members.

9. Timetable and Workplan

12th March 2007

- ✓ The invitation to participate as a *donating union* is sent to all UNI's online unions' candidates.

1st June 2007

- ✓ For all candidates who will not be attending the Singapore Communicators' Forum, June 1st is the deadline for participation forms for the project to be returned to UNI by fax or by email. All questionnaires must answer positively to the candidate requirements set by UNI, or else, they will not be accepted.

8th June 2007

- ✓ All candidate questionnaires collected prior to the Forum and at the Forum (handed in by participants), and answering positively to UNI's requirements will be put in a yellow hat and drawn by an 'innocent' hand. The first name drawn from the hat will determine which webmaster and union will participate in this UNI Thailand Bridge project.

June 2007

- ✓ Contacts begin between the sponsoring union, UNI and the receiving unions.
- ✓ A detailed work plan is drawn up.
- ✓ The local unions will be asked to send a maximum of the future websites' content to UNI and the webmaster two months before the trip to Thailand.

September - December 2007

- ✓ The webmaster leaves for Thailand for a period of ten working days maximum. During the stay, the webmaster will meet with the Management team of the unions, create the websites and give training to the 2-10 members of staff on how to update the sites.

January 2008

- ✓ The webmaster's report will be ready and sent to UNI who will pass it on to the local unions and the network of UNI Communicators as well as other interested parties.

April – September 2008

- ✓ Two project evaluations are done by the UNI webmaster and the sponsoring union's webmaster.

10. Budget

Costs for UNI:

- ✓ Return air ticket for the webmaster to Thailand

Costs for the sponsoring union / webmaster

- ✓ Space on their union's web-server
- ✓ A maximum of ten working days of the webmaster's time
- ✓ Travel costs (visa, vaccines, insurance, per diem...)

Costs for the receiving unions (to be shared between the 2-3 unions involved)

- ✓ Costs for decent/comfortable board (food and lodging) for the webmaster during his/her stay in Thailand
- ✓ The purchase for the website's domain name.
- ✓ Local training arrangements (place, material, refreshments, travel hotel to meeting room etc.).

11. Evaluation and Follow up

- ✓ A progress report will be made by the local unions (format and periodicity to be determined).
- ✓ The UNI webmaster and the sponsoring union's webmaster will evaluate the project in April and September 2008.