



# COUNT US IN!



ITUC CSI IGB

The Count Us In! campaign engages men and women to bring about change: more women in trade union leadership positions and concerted efforts to organise more women in unions.

## WE WANT:

100 ITUC affiliates to subscribe to the “Count us in!” Campaign by the 3rd ITUC Congress (Berlin, Germany, May 2014)

80% of ITUC General Council members to have at least 30% of women in their decision making bodies by the 4th ITUC Congress in 2018

5% increase of women’s membership in each national centre that has subscribed to the “Count us in!” Campaign by the 4th ITUC Congress in 2018

## SIX REASONS TO COUNT US IN!

1

Far more women are likely to join a union, as members, activists and leaders, when unions reflect the gender diversity in their leadership.

2

By promoting women leaders, unions gain capacity to build workers’ power and, to win better rights for all workers.

3

Acknowledging and valuing women’s leadership capacities is an investment in democracy and in the strength of our movement.

4

More women in leadership enhances the ability of unions to reach out to, organise and mobilise more women members and activists.

5

The ITUC Constitution requires a quota of at least 30% women in leadership positions.

6

By promoting women leaders, unions become more representative of the work force in their respective countries.

*“Women in leadership is a matter of democracy as much as anything else. To be fully representative of our members, we NEED women to take part in the visionary work of unions, in bargaining and negotiations and in all other important work and structures.”*

*Sharan Burrow, General Secretary of the ITUC*



# HOW DO WE JOIN?

Download the 'Count us in!' form here

[WWW.ITUC-CSI.ORG/COUNT-US-IN](http://WWW.ITUC-CSI.ORG/COUNT-US-IN) or request a copy: [EQUALITY@ITUC-CSI.ORG](mailto:EQUALITY@ITUC-CSI.ORG)



The form needs to be signed by the President or General Secretary of the National Center

Please fill out the information requested in the form.

Send it back to: [EQUALITY@ITUC-CSI.ORG](mailto:EQUALITY@ITUC-CSI.ORG)

In case your National Center is in compliance with 30% representation of women in decision making structures – please make this clear in the form.

## SIX WAYS TO PROMOTE COUNT US IN!

1

Engage men and women across the union movement in the campaign – create a network to share ideas, strategies, policies, programs and visions. Build commitment among the leadership, membership and activists.

2

Provide campaign tools and information, e.g., on the union web site, email lists, Facebook page, trade union publications, etc. Promote the campaign at key trade union meetings.

3

Include the Count Us In! logo in campaign resources and at trade union events and invite trade union members and activists to 'like' the Count Us In! page [FACEBOOK.COM/ITUCWILCAMPAIGN](https://FACEBOOK.COM/ITUCWILCAMPAIGN)

4

Build support mechanisms including mentorship systems to encourage women to stand for elections.

5

Plan an official launch, an occasion where trade union leaders can express their support for the campaign.

6

Build campaigns focusing on improving women's rights in law and collective bargaining agreements with a strong organising angle to increase women's membership, encourage women's activism and their involvement in decision-making roles.

*"The 12 by 12 campaign is an excellent proof that you can organise from the ground, in this case Domestic Workers, get more women members AND give more power to the women leaders – all in one go!"*

*Wellington Chibebe, Deputy General Secretary of the ITUC*

*"Women activists have been unique in linking up the demands for women's rights to the ones for social justice and democracy. Their refusal to be cowed, their unshakeable self-confidence and their determination to continue the struggle despite the obstacles, deserve our respect."*

*Jaap Wiene, Deputy General Secretary of the ITUC*