



Trade union work at sectoral level and organising of new members

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Organizer, Handels**





Handels

Handels, The Commercial Employees' Union, is Sweden's third-largest blue-collar union, with some 157 000 members.

Although the union was founded in 1906, it's in many ways a young organization. A third of our members are under the age of 30.

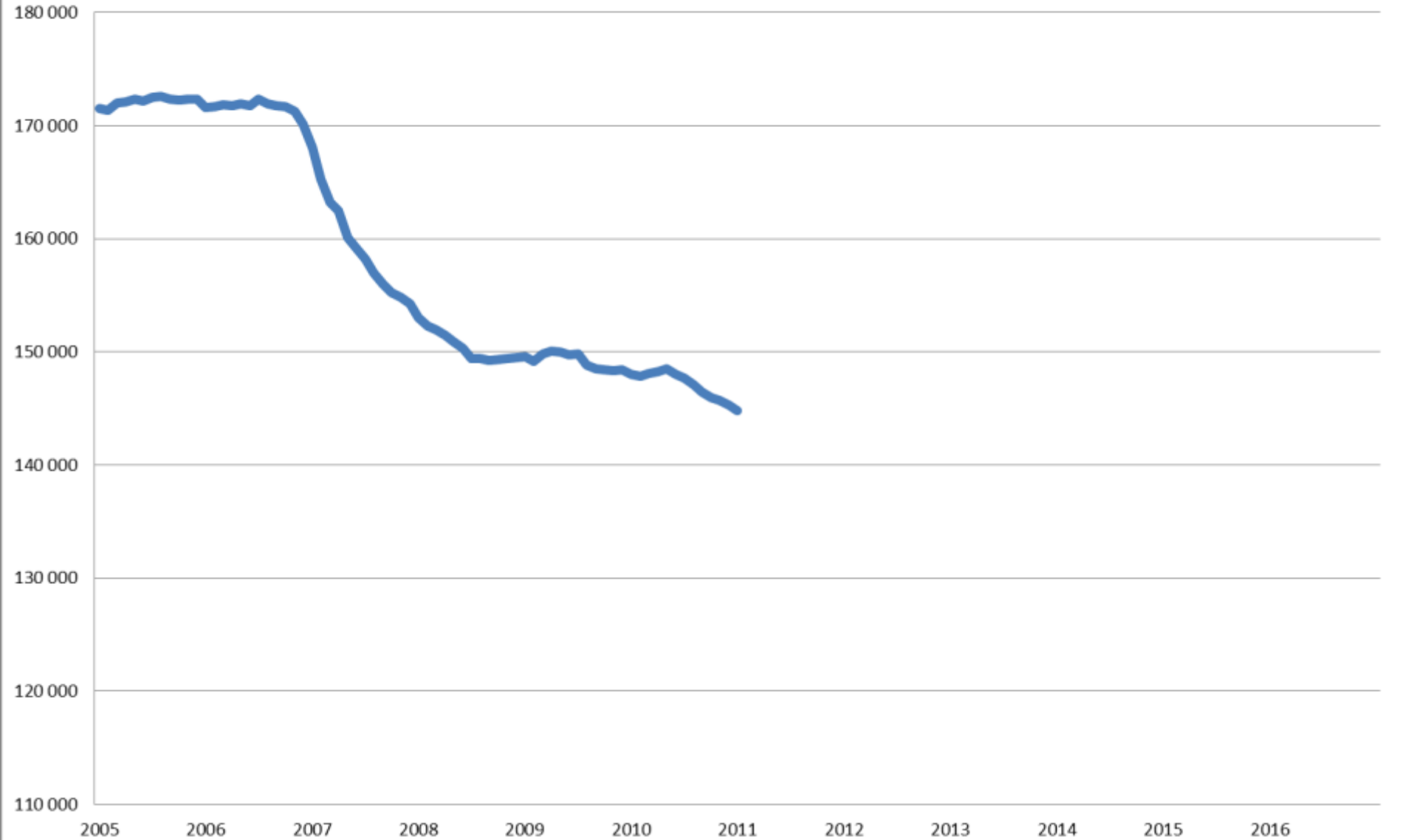


2015-05-18

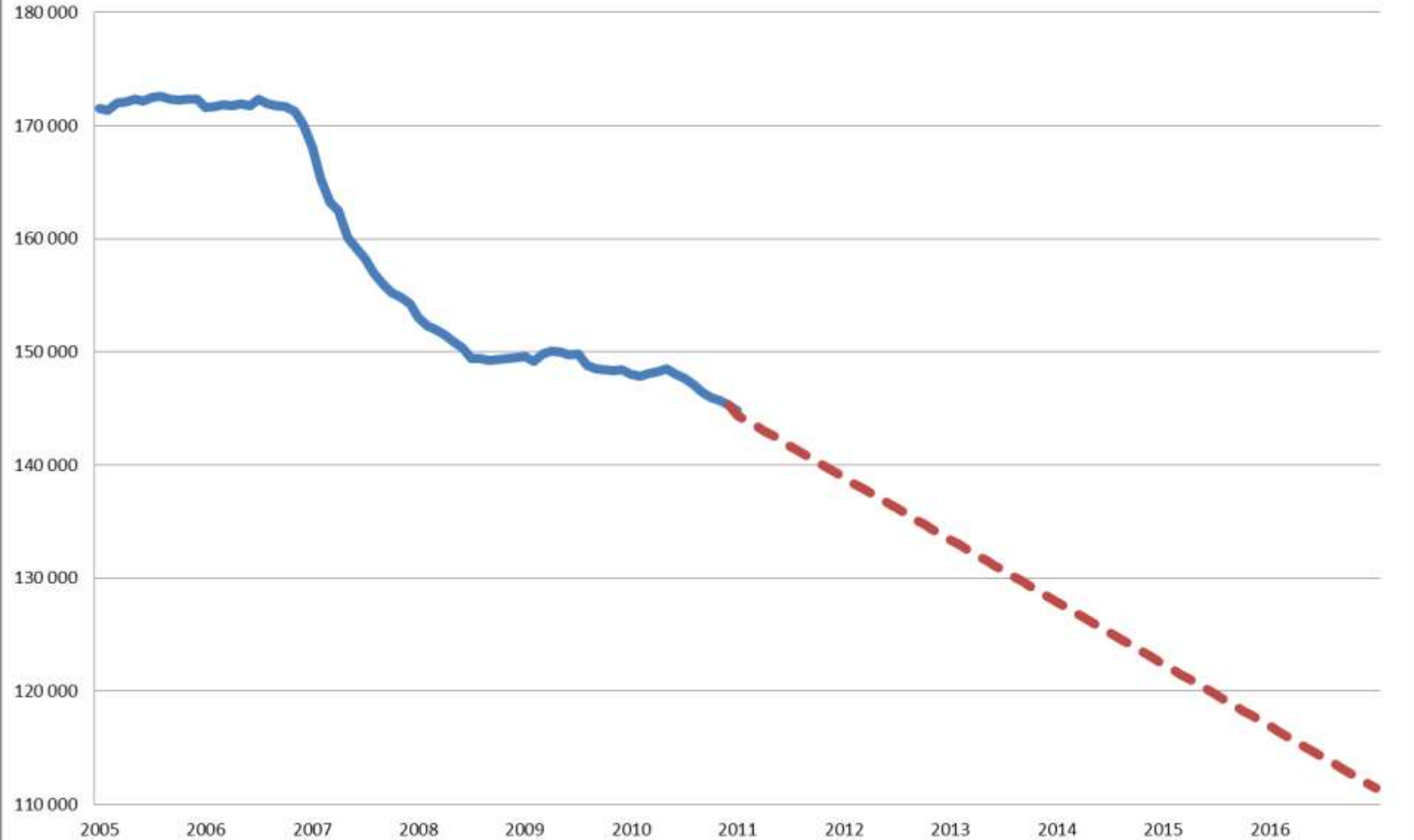
handels.se
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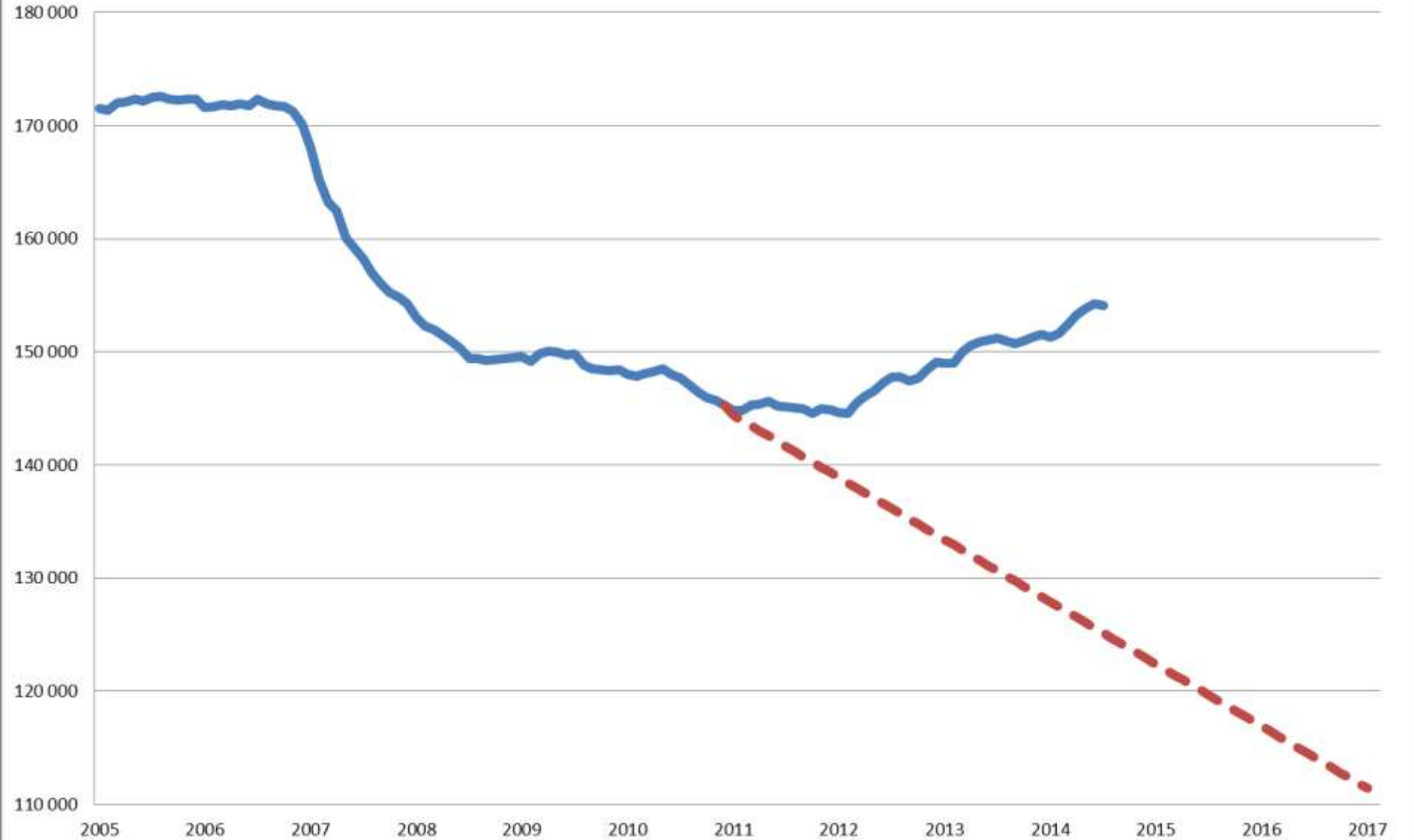
Handels Membership development 2005-2016



Handels Membership development 2005-2016



Handels Membership development 2005-2016



Handels Membership development 2005-2016





How did we do it?

- MUR
- V 6 and 37
- Call Resource
- Youth activities
- Termination Procedures
- Handels Direkt
- Organizational teams
- Direct Debit



Measure and evaluate!

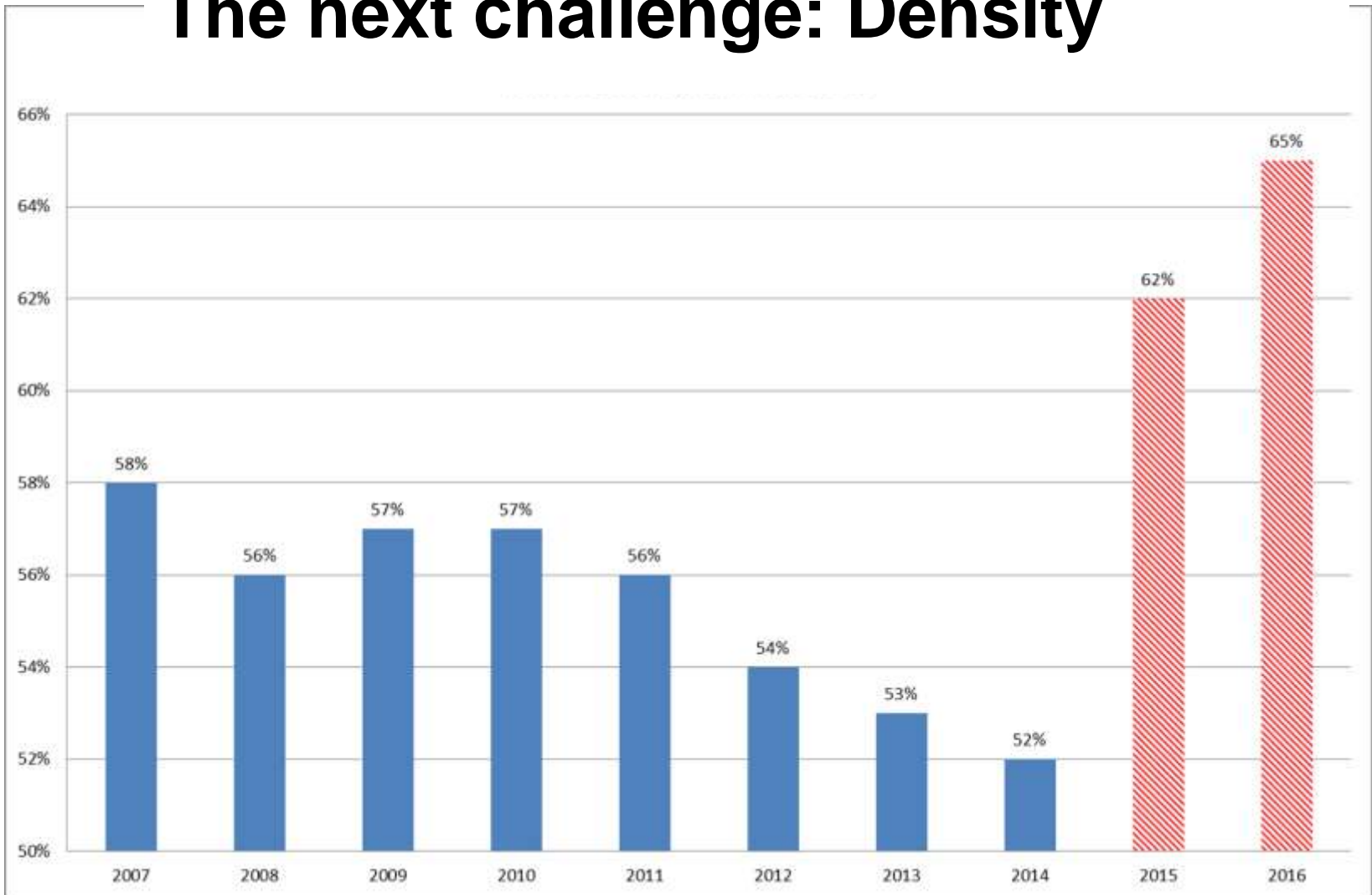


And now what?



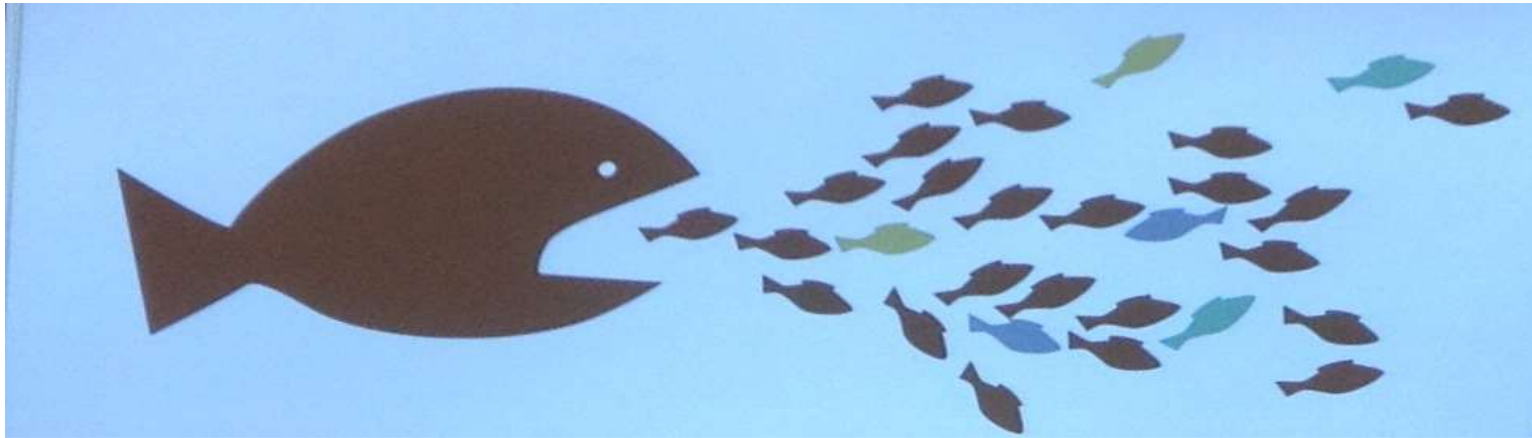


The next challenge: Density



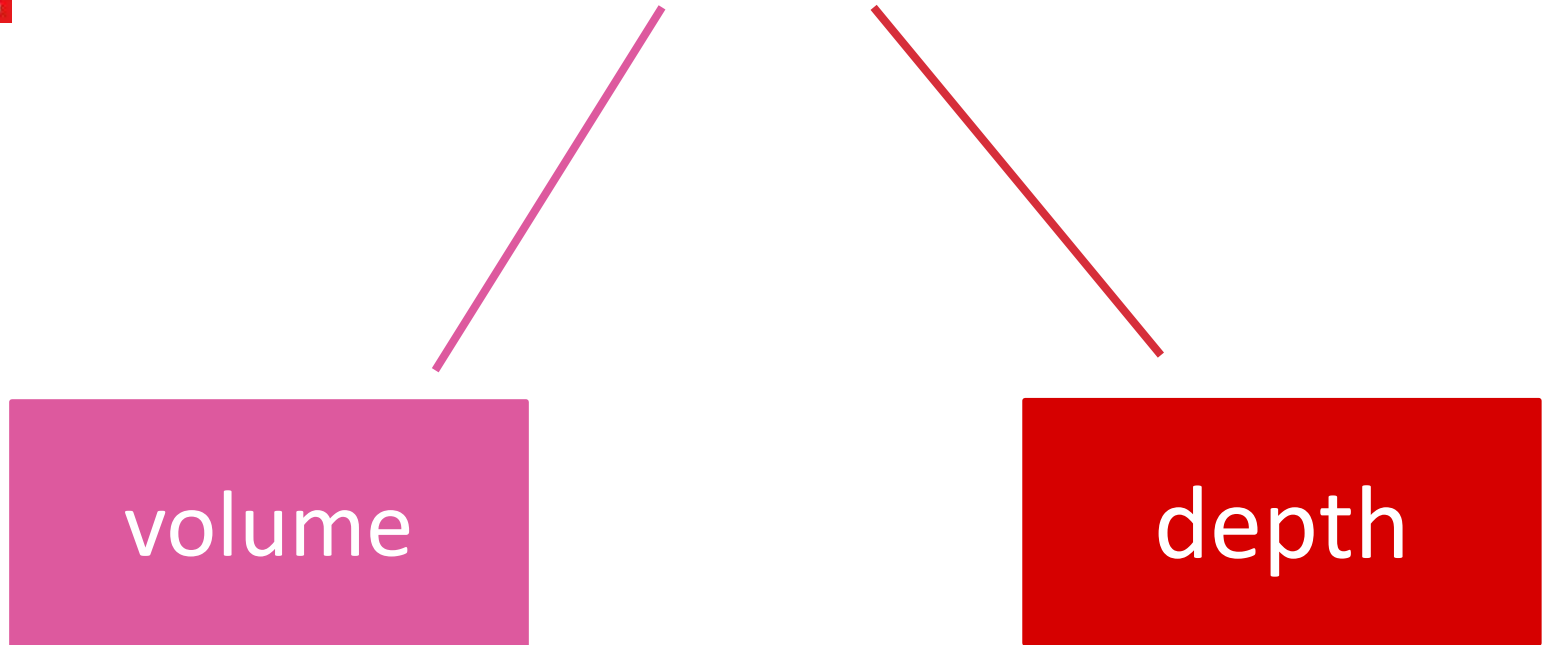


A large number is not enough





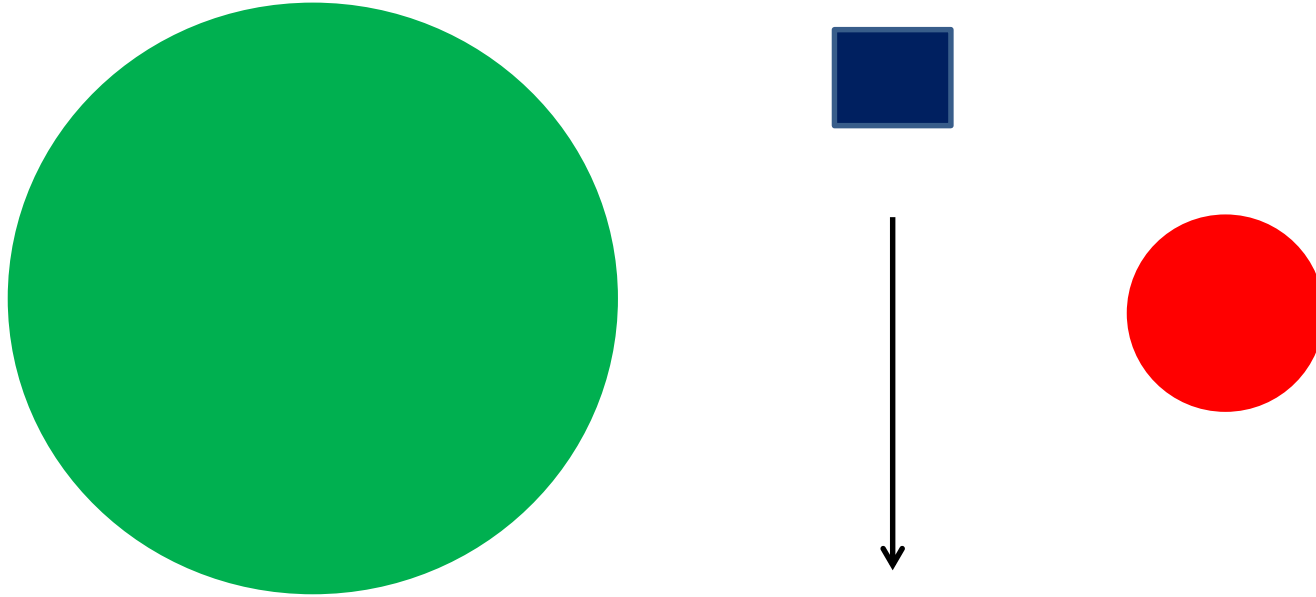
Two paths





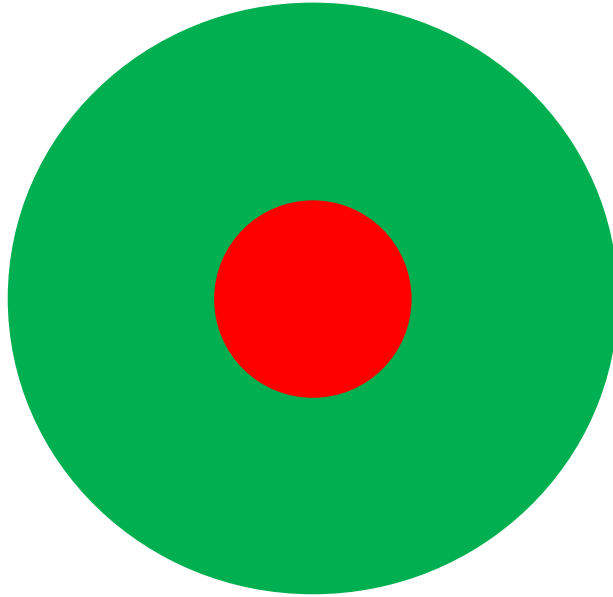


keep together





keep together









Questions?



Thank you for your attention!