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Communicating freedom of association and collective bargaining rights: A training course for media professionals

1 – 3 December 2015 (residential phase)
Turin, Italy

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Communicating freedom of association and collective bargaining rights: A training course for media professionals

This training course is part of the SIDA-ILO Partnership Programme 2014-2015. It is jointly organized and implemented by the ILO Fundamental Principles and Rights at Work Branch (FUNDAMENTALS) and the International Training Centre of the ILO (ITCILO).

Background and rationale

Freedom of association and the right to collective bargaining constitute an undeniable cornerstone of the International Labour Organization (ILO) since these rights are an essential part of human rights and they play a key role in the social and economic development of countries. The Freedom of Association and Protection of the Right to Organise Convention, 1948 (No. 87), and the Right to Organise and Collective Bargaining Convention, 1949 (No. 98), are the most far-reaching international instruments in this area. The international supervisory mechanisms which monitor progress in their application at the national level are unique and the most advanced in the UN system. Nevertheless, despite the progress made, the two Conventions remain the least ratified of the eight fundamental ILO Conventions. There are significant challenges in their practical application, particularly with regard to vulnerable workers in export processing zones (EPZs), agriculture, domestic, and migrant workers. These challenges often result in a noticeable rights gap for women.

Journalists and media professionals play a leading role in shaping the public debate about freedom of association and collective bargaining rights. They seek to both reflect and influence public opinion, but they are also under pressure to produce stories within limited time and resources, making it hard to report and analyse these complex, important issues in a way that draws their audiences back, again and again. To bridge this gap, the ILO and its International Training Centre intend to carry out a training course to highlight the relevance of international labour standards (ILS) and the work of the ILO supervisory bodies in the area of freedom of association and collective bargaining to accurate and responsible media reporting and to equip journalists to handle these issues in an

effective way, broadening their news agendas and improving their reporting and analysis.

The ILO is uniquely qualified to provide help in this area as it has a unique tripartite structure that allows employers, workers and governments to act as equal partners in its decisions, making the Organization representative of the real economy.

Objectives

General objective

The course aims to equip media professionals with the knowledge and competences to report on freedom of association and collective bargaining rights and to raise public awareness of internationally recognized human and labour rights in this area.

Specific objectives

By the end of the course, participants will be able to:

- understand how ILS are elaborated, applied and supervised;
- understand the purpose of the ILO Declaration on Fundamental Principles and Rights at Work and its Follow-up;
- determine when and how ILS on freedom of association and collective bargaining rights can be referred to in media coverage;
- identify and report on ILS on freedom of association and collective bargaining rights and the other fundamental principles and rights at work; and
- use ILO databases and documents to research or enhance stories on freedom of association and collective bargaining rights.

Participants' profile

The course is tailored for newcomers to the ILO and its ILS system. It is addressed to journalists, correspondents, reporters, editors and publishers, working in all types of media (print, radio, television and the Internet).

Participants should be proficient in English, computer literate and experienced in using databases and the Internet for research. They should also have access to the Internet during the three phases of the course.

Structure and content

This blended course will be divided into three compulsory phases.

Phase 1) Preparation

In preparation for the course, participants will be required to prepare a short presentation on how freedom of association and collective bargaining rights are perceived in their countries. They will also be asked to read some preliminary material offering an introduction to ILS and examining their importance in today's world.

Phase 2) Face-to-face instruction: 1-3 December 2015

The residential phase of the course will cover the following:

- introduction to the ILO and its ILS system and supervisory mechanisms, with a special focus on the potential and relevance of ILS for media work;
- when and how to incorporate ILS on freedom of association and collective bargaining rights into journalism;
- the substance of ILS on freedom of association and collective bargaining rights, their relation to the other fundamental principles and rights at work and their importance to promote sustainable development;
- ILO databases and documents on ILS and freedom of association and collective bargaining rights, which will be used extensively during this phase; and
- sharing of experience of labour and social reporting.

Practical exercises will enable participants to appreciate the importance of using relevant materials to search or strengthen stories on freedom of association and collective bargaining rights and related social issues.

Participation will include a major assignment consisting of preparation of a story on freedom of association, collective bargaining and related social issues. Stories will be drafted during the residential phase of the course and then completed after it.

Phase 3) At a distance – via the Internet

Using the comments and suggestions from the trainers and their peers, participants will be required to complete their stories within one month. Stories will be posted on the course website..

The ITCILO learning approach is:

- participative: engaging participants and designing dynamic learning experiences;
- based on experiential learning processes: recognizing adult learning styles and building from concrete experience to active experimentation;
- using collaborative learning strategies: participants have the opportunity to use complementary skills,
- recognizing different strengths and weaknesses within the group;
- validating and building on existing experience: developing learning processes that respect the experience that the participants bring and empower them in the learning environment;
- needing diversity: encouraging and valuing diversity within the group in terms of professional background and experience; and
- mainstreaming gender issues in activities and materials

Language

The course will be conducted in English.

Methodology

The course will take a participatory and practical approach which requires full involvement by all participants. Subjects will be dealt with through presentations (face-to-face or by video conference), practical exercises, plenary discussions, multi-media elements and a computer demonstration.

Resource persons

Resource persons will include an active journalist experienced in social reporting, experts from the International Labour Office, and trainers from the ITCILO.

Applications

Candidates must fill in and submit the online application form by **5 November 2015** at the latest. The form is available at: <http://intranetp.ilo.org/STN/A378630/en>

As an Organization dedicated to promoting social justice and internationally recognized human and labour rights, the ILO is taking a leading role in international efforts to foster gender equality. In line with this ILO focus, women are particularly encouraged to apply.