

# Campaigning



This course provides Workplace reps with an understanding of campaigning strategies. Unite's policies and the union's involvement in campaigns both in the UK and those of international importance are examined. Reps will develop their own campaigning skills through case studies and researching current Unite UK and international campaigns

## Who should attend?

Experienced reps who have completed the Workplace Reps Introductory Certificate course.

## Learning outcomes

On completion of the course workplace reps should be able to:

- Understand Unite policy issues.
- Evaluate the role of the European bargaining agenda and the union's campaign strategies across the European Union.
- Understand the strengths and weaknesses of argument developed in Unite's policy when campaigning on UK, European and global issues.
- Recognise the differences between campaigning and lobbying.
- Understand and evaluate the process of identifying, planning, managing and completing UK, international and local campaigns.

## Pre-course activities

Research and make notes on one issue that Unite is currently campaigning on behalf of the membership.

## Duration

National venues - 5 days

Regional/Country venues – check the course dates list or contact your regional education office as the duration in each region/country may vary.

## Venues

All regional/country and national training centres.

## Accreditation and certification

This course is accredited through the Passport to Progress framework.

On successful completion of this course you will be issued with a certificate of unit credit by the Open College Network (OCN).

## Progression route

Following this course there is a choice of training programmes available as shown in the Workplace Reps Course Progression route at the start of this section.

## Key points

Aimed at:

Experienced Reps who've completed the Workplace Reps Introductory Certificate course.

Duration:

National venues - 5 days  
Regional/Country venues – check the course dates list or contact your regional education office.

## Key aims

To provide workplace reps with the confidence to:

- Understand Unite policy issues.
- Evaluate the role of the European bargaining agenda and the union's campaign strategies across the European Union.
- Recognise the differences between campaigning and lobbying.
- Understand and evaluate the process of identifying, planning, managing and completing UK, international & local campaigns.