

13th Biennial Conference 2026

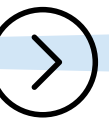


Chapter 2 – Trade Union Organising & Campaigning

Sligo, 14th May 2026

Presented by Fionnuala Ní Bhrógáin
National Officer

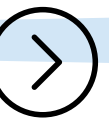
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Organising, Growing, Building Power

- A changing world of work
- Structural change in established sectors
- Growth in tech & digital
- New challenges and opportunities

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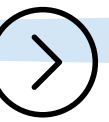


A Deliberate Strategy

- Established sectors undergoing change
- Strengthening core employments
- Organising
- Diversification

Strategy agreed by Conference

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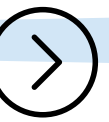


An Post – Growth and Opportunity

- ~ 350 new hires underway
- Branch Secretary Seminar delivered
- Pay ballot

Significant opportunity for union growth

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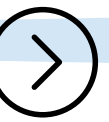


An Post – Organising in Practice

- Branch-led recruitment
- Infill embedded in union activity
- Early results - new members
- Engagement on pay ballot – organising conversations

Growth driven by workplace organisation

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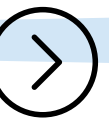


eir – Maintaining Strength Through Change

- Workforce change through retirements
- Sector entering investment down-cycle
- Branch Secretary Seminar held
- Membership audit completed

Focused on density and strength

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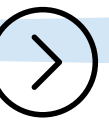


eir – A Structured Organising Response

- Membership clash exercise completed
- Lists issued to Branch Secretaries
- Targeted infill recruitment underway

Strength built through organisation

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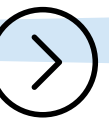


From Decline to Growth

- 2024: 11,124
- 2025: 11,519
- NET +395 members
- Infill target +1000 new members

Stabilisation and return to growth

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Growth is Not Accidental

- Tech & new sectors: +692
- Focus on core sector density
- Investment in Organisers & Digital Organiser

Organising investment is working & building Power

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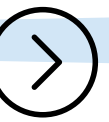


What The Data Tells Us

- Established sectors adapting and organising
- Infill and workplace activity delivering results
- Growth driven by targeted organising
- Expansion into tech strengthening the Union

A strategy delivering stability – and building growth

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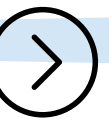


Organising in the Tech Sector

- Young workforce
- Insecure work
- Isolated workplaces

Difficult but essential

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Digital Organising – Extending Our Reach

- Engagement with workers across dispersed workplaces
- Use of digital platforms to connect and organise
- Supporting recruitment, surveys and workplace activity
- Meeting workers where they are

Digital tools strengthening and scaling organising

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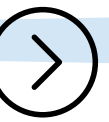


From Campaign to Movement

- DATA established
- National Techworker Forum
- Recognisable organising presence
- Democratic worker structures
- Visible CWU brand presence in tech = Foundation for long-term sector organisation

Building sustainable Power in a new sector

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Real Footholds Established

- Teleperformance agreement
- Existing staff groups
- New hire inductions
- 40% target – collective bargaining

TikTok; Accenture; Amazon; Cornmarket

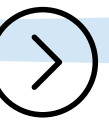
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Covalen: Worker-Led Organising

- Rapid growth
- Safety reps elected
- Collective action
- Strike action Winter 2025–2026

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Covalen – From Organising to Action

- 720+ redundancies announced
- Workers organised rapidly through DATA-CWU
- Emergency workplace meetings held
- 100+ new union members joined within one week

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Covalen – From Organising to Action

- Employee representatives elected
- Public campaign launched
- National media attention secured

Organising ground-work meant the workers had the structures in place to respond and fight collectively

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**DIGITAL
AND
TECHWORKER
ALLIANCE**



WILEN.
Corporate Organisation
of Values For Anyones and
L. For Employers

WU

CIVIL



Covalen – Collective Power

- Strike action initiated
- Pickets organised at Sandyford & Covalen HQ
- Coordinated workplace organising continuing
- Open letter published nationally
- International solidarity developed

Real Power = Workers prepared to act collectively

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What This Shows

- Tech workers will organise
- Collective action is possible
- Union structures can be built

Challenges are opportunities to build Power

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Respect at Work

- National campaign
- Union-led
- Systemic change

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**STOP
UNION
BUSTING**



Built by Workers

- Thousands engaged
- > 20,000 signatures
- Political lobbying

A National Breakthrough

- National Action Plan 2026–2030 - Published early

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Key Proposed Measures

- Access to workers
- Stronger protections
- Public procurement
- Tax measures

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From Commitment to Delivery

- Implementation not guaranteed
- Strong employer resistance
- Union pressure needed

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Changing the Landscape

The potential:

- Removes barriers
- Strengthens voice
- Expands bargaining

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The Reality Behind the Work

- Work is changing
- Technology is changing
- Employers are changing
- The Union must change too.

Organising. Growing. Building power.
- The CWU is already doing it.

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THANK

YOU

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