

# WORKING PROGRAMME 2016-2019

## Preamble:

The working programme of the IFJ for 2016-2019 aims to position the IFJ as the global voice for journalists and to strengthen IFJ member unions worldwide in their endeavour to:

- put their weight behind the global decent work agenda, and defend and advance the working conditions of journalists across all sectors and platforms, throughout the information landscape;
- promote and defend professional and ethical journalism in its role as a cornerstone of democracy and freedom, and be in the vanguard of creating a media culture that is ethically-based, driven by the public interest and fit for the digital age.

In order to meet these challenges, the IFJ shall adopt the following priorities at regional and global levels:

## ORGANISE AND CAMPAIGN

- To reignite solidarity among member unions and encourage them to mobilise their members in support of each other in defense of social and professional rights;
- To develop within the IFJ Secretariat and regional offices resources and campaign action to defend affiliate members whenever their trade union rights, as guaranteed by the Conventions of the International Labour Organisation (ILO), are violated;
- To mobilise affiliates globally in campaigns to build their capacity to negotiate better terms and conditions for their members and a social protection floor, eliminate precarious work and exploitation, fight for quality jobs, and in doing so grasp the real potential of journalists as a collective force;
- To provide resolute leadership to affiliates to confront the real and important shifts occurring in the new media landscape and to make the necessary structural and cultural changes, reaching out to new media workers across the various categories including freelancers and young journalists. IFJ affiliates engagement in education, training and organising in the digital and Internet age is crucial in this task;
- To relaunch the IFJ campaign to defend and promote public service values in broadcasting based on editorial independence, quality programmes and democratic

and accountable systems of administration.

## BUILDING GLOBAL SOLIDARITY

- To step up involvement with the wider trade union movement at global and regional level, including a consistent coordinated programme involving work with the Council of Global Unions, the ITUC and its regional organisations, and building new alliances and co-operation with other Federations and organisations;
- To strengthen co-operation with the global movement in setting up a target list of international framework agreements to follow up the one signed with Al Jazeera Media Network and develop a strategy to achieving them;
- To mobilise IFJ member unions to join the campaigns fought by ITUC affiliates in their countries promoting the ratification and effective implementation of international labour standards, particularly those establishing freedom of association and the right to collective bargaining;
- To be at the heart of the global workers' movement struggle to defend the central role of collective bargaining and social dialogue as fundamental to democracy, economic development and social cohesion, to fight for economic and social justice, with policies based on fair distribution of income rather than the empty promise of neoliberal austerity, and to build the power of workers to shape societies and economies that are socially just.

## LEAD THE FIGHT AGAINST IMPUNITY

- To consolidate IFJ work on human rights and safety and on press freedom as one of the top priorities;
- To place the IFJ leadership at the heart of the global fight against impunity by building support for more solidarity in the media through a closer cooperation with all international organisations to end the scourge of impunity and violence;
- To be the authoritative and pre-eminent global voice in representing the interests of journalists in all the forums where international institutions, such as the United Nations and its agencies with a mandate to protect journalists like UNESCO and the Human Rights Council, deal with the safety of journalists;
- To consolidate the establishment of the IFJ Safety department, giving priority to developing customised safety programmes for journalists, strengthening the IFJ

rapid-response system, expanding the use of the Media Incident Monitor, delivering safety on-line and investing further in the safety of journalists by reinforcing work with the International Committee for the Red Cross, cooperating with specialist agencies setting up safe housing systems and providing specialist help for journalists under stress.

- To rebuild the Safety Fund as the primary source of solidarity for journalists and their families who are victims of violence;
- To examine the scope for the creation of a global legal defence programme and to build a global network involving the families of the victims of violence in media.

## MAINSTREAM GENDER EQUALITY

- To remove discrimination in the workplace by mobilising member unions to make gender equality a reality;
- To motivate member unions to continue developing essential mechanisms to improve gender equality and fully integrate their women members including in their decision making bodies;
- To reinforce the work undertaken by the IFJ within the ITUC, ETUC, UNESCO and GAMAG to ensure the voice of journalists is heard at international level on all aspects of equal rights identified in the Beijing Platform for Action and other more recent international commitments covering national norms and laws on gender equality.

## STRENGTHEN REGIONAL ORGANISATION

- To review the IFJ regional work and set up a new strengthened approach based on the IFJ global priority campaigns and objectives, and annual plans to help member unions improve their capacity to recruit, organise and enforce workplace rights, building the weakest and strengthening the strongest.
- To develop regional initiatives in co-operation with regional institutions involving affiliates and their members in well-planned campaigns at continental level to meet the challenges in defence of journalists' social and professional rights;
- To find new resources to enhance the region's campaigning and lobbying capacity in a planned and strategic way, and increase our visibility through traditional media relations, social media and special events.

## GOOD GOVERNANCE

To be able to ensure that the IFJ's administrative operations effectively implement our mandate, the starting point is to recognise that we can make a more effective use of our resources only through a continuous review of our internal processes. In particular we will aim:

- To review how IFJ staff work, including in the regions, and build their ability by investing in training and development, particularly in trade union issues and journalism; by reviewing every activity we can identify ways of achieving tasks more effectively and help liberate resources;
- To overhaul our media operation starting with baseline measurements of the IFJ communications performance at global and regional level and setting out a clear strategic plan to make the federation the global voice of journalists and build a stronger communications resource centre, internally and externally;
- To improve the ability of our projects to meet the agreed priorities and objectives of the IFJ and train regional staff so that they can be managed and developed at regional level taking advantage of all global and regional funding opportunities. Immediate steps should be taken to diversify donors and build a strategy and a communications dimension to all of the projects. In the long term, more must be done to more effectively mine our project income to cover more of our coordination and development work.