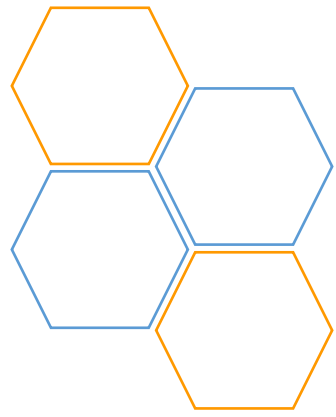


# The Social Dialogue in Hungary – the Perspective of the Employees

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ÉFÉDOSZSZ

SuSodCo 2<sup>nd</sup> Virtual Capacity Building Event  
Seminar 15.04.2021

# Social dialogue in Hungary



## National Level:

Tripartite – TU Confederations/Employers/Government

General decisions, mostly consultative, high media attention

## Sectoral level:

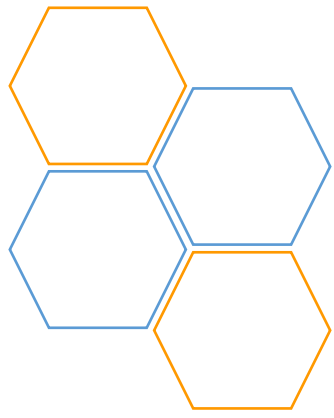
Bipartite – Sectoral social partners, low media attention and recognition but could be a forum for important questions



## Workplace level:

Local decisions, maybe the most important from an individual perspective

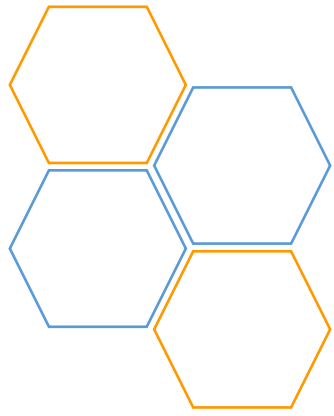
# The role of the trade unions



- Representing and defending the rights and interests of the Construction workers
- Negotiation with decision makers and employers at national and company level
- Counseling and guidance to our members



# Communication goals



## Internal communication

Newsletter, Facebook, mailing lists etc.  Promote our own activities,  receive information

## External communication

Communication with other stakeholders

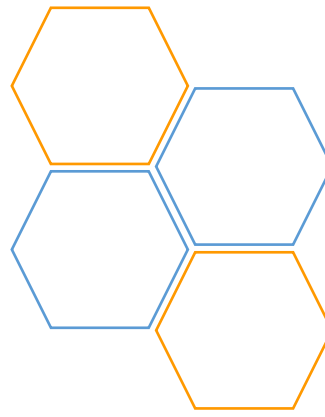
Lobbying, consultations, opinion forming

## Organization

Is not working without communication

Theoretically the most important, yet often no resources are allocated to it

# Questions we have to answer



## What is our product?

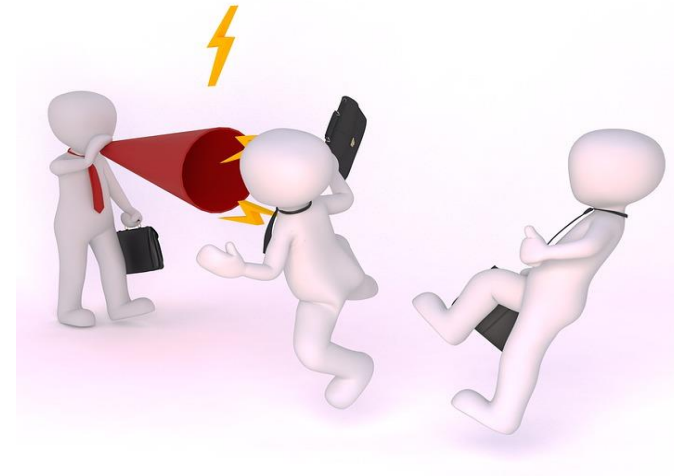
Gift package	-
Collective Agreement	+
Belonging to a community	++

## How to define our target group?

- Members
- Construction workers
- The public opinion

## What channels can we use?

- Media tools and channels – we are getting lost in the noise
- Personal contact – depends on the person, needs training



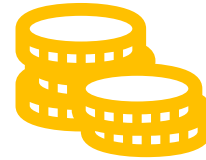
# Problems

## Characteristics

Size of companies, diverse target group (age, education, interests etc.)

## General lack of resources

Not enough money, hardly any for communication



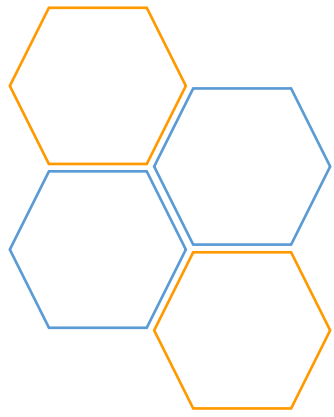
## Personal capacity

Employees - Activists

## Difficult measurement

Investment - return

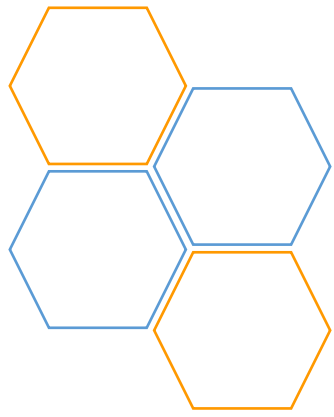
Permanent presence - campaigns



# Free Riders

A specific problem that can only be addressed with good communication

The Collective Agreement applies to everyone so why should I pay for what I can get for free?





Chamber of Commerce and Industry of Slovenia

Chamber of Construction and Building Materials Industry of Slovenia



FEDERATION OF THE BUILDING CONTRACTORS ASSOCIATIONS OF CYPRUS

European Federation of Building and Woodworkers



ÉVOSZ



ΠΑΝΕΛΛΗΝΙΑ ΕΝΩΣΗ ΔΙΠΛΩΜΑΤΟΥΧΩΝ ΜΗΧΑΝΙΚΩΝ ΕΡΓΟΛΗΠΤΩΝ ΔΗΜΟΣΙΩΝ ΕΡΓΩΝ

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КАМАРА НА СТРОИТЕЛИТЕ В БЪЛГАРИЯ  
BULGARIAN CONSTRUCTION CHAMBER



Thank you for your attention!!