# Evidence-Based Advocacy for Trade Unions Training Course

Professional Development Training Course Outline

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|---|---|---|---|
| **Category** | Trade Unions | **Duration** | 5 Days |
| **Base Fee** | $1,500 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

Evidence-Based Advocacy for Trade Unions Training Course equips labor representatives with the analytical tools to leverage big data, socio-economic metrics, and legal precedents to advocate for decent work. By grounding demands in empirical evidence, unions can effectively challenge algorithmic bias and navigate the complexities of the gig economy, ensuring that the "just transition" remains centered on worker protections rather than mere corporate efficiency.

Beyond traditional collective bargaining, this training focuses on institutional experimentation and the use of digital cooperative platforms as tools for worker emancipation. Participants will learn to synthesize quantitative labor market data with qualitative "worker voice" narratives to build compelling cases for policy reform. This holistic approach ensures that union strategies are not only resilient against labour alienation but are also capable of shaping the future of work through economic democracy and solidaristic prosperity.

## Programme Curriculum

**Evidence-Based Advocacy for Trade Unions Training Course**

**Introduction**

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labor market data with qualitative "worker voice" narratives to build compelling cases for policy reform. This holistic approach ensures that union strategies are not only resilient against labour alienation but are also capable of shaping the future of work through economic democracy and solidaristic prosperity.

**Course Duration**

5 Days

**Course Objectives**

1. Interpret complex labor market indicators and productivity metrics to support wage demands.
2. Develop evidence-based strategies for Just Transition frameworks in energy and manufacturing sectors
3. Identify and challenge algorithmic scheduling and bias in digital platform work
4. Utilize tripartite study methodologies to engage effectively with governments and employers
5. Implement data-driven interventions to close the gender pay gap and enhance female leadership
6. Apply due diligence evidence to protect rights in apparel and electronic supply chains
7. Use modern forensic auditing techniques to identify "hidden" forced labor and modern slavery
8. Build virtual communities of practice for real-time information sharing across borders
9. Use the Carnegie framework to measure non-monetary aspects of work like autonomy and well-being
10. Craft legal and social arguments for the re-classification of independent contractors into "employee" status
11. Translate raw data into "human-centric" narratives for public-facing advocacy campaigns.
12. Design and test new models of workplace democracy and profit-sharing
13. Use wearable technology data and activity trackers to provide empirical evidence for worker fatigue and safety

**Target Audience**

1. National Union Executives
2. Shop Stewards & Branch Officials
3. Labor Researchers & Policy Analysts.
4. Collective Bargaining Teams
5. Gender & Youth Officers.
6. Legal Representatives
7. Health & Safety Officers.
8. Digital Platform Organizers.

**Course Modules**

**Module 1: Foundations of Evidence-Based Advocacy**

- Defining EBA in the context of the **Decent Work Agenda**.
- Difference between traditional activism and data-driven influence.
- Mapping the **institutional landscape**
- Ethical considerations in data collection and worker privacy.
- **Case Study:** The UK’s geographic targeting strategy for the National Minimum Wage

**Module 2: Navigating the Digital & Gig Economy**

- Analyzing **algorithmic process control** and labour alienation.
- Evidence gathering for **misclassification** of platform workers.
- Strategies for digital cooperative platforms (e.g., IWGB London).

- Countering "flexibility" narratives with data on income instability.
- **Case Study:** The "Uberisation" challenge and French social security agency responses

**Module 3: Just Transition & The Green Economy**

- Understanding the **Just Energy Transition Partnership (JETP)**.
- Mapping skills gaps for the shift to **low-carbon industries**.
- Auditing the "Green Growth" solutions for class and gender bias.
- Protecting pensions and training during fossil fuel wind-downs.
- **Case Study:** Comparison of union responses to decarbonization in Germany vs. South Africa

**Module 4: Labor Exploitation & Supply Chain Due Diligence**

- Identifying drivers of exploitation (debt bondage, recruitment fees).
- Using **corporate due diligence** audits as an advocacy tool.
- Partnering with labor market enforcement agencies.
- Reporting modern slavery in **global value chains**.
- **Case Study:** "Operation Tacit"-The investigation into the Leicester garment industry

**Module 5: Gender Equality & Inclusive Leadership**

- Using data to break the **"glass ceiling"** in labor organizations.
- Designing **mentorship and coaching** programs for women.
- Analyzing the intersection of race, gender, and class in wages.
- Digital platforms as tools for female professional networking.
- **Case Study:** Organizational interventions for female leadership in the healthcare sector.

**Module 6: Health, Safety, and Technological Surveillance**

- Using **wearable devices** to provide evidence of physical strain
- Advocating against intrusive **workplace surveillance**.
- Empirical data for "Right to Disconnect" policies.
- Linking job quality metrics to worker mental health.
- **Case Study:** Feasibility of activity tracking for Home Health Aides

**Module 7: Strategic Communication & Public Policy**

- Turning data points into **compelling digital content**.
- Engaging the media with "Evidence-Briefs."
- Coalition building with civil society and NGOs.
- Lobbying techniques for **legislative change**.
- **Case Study:** Advocacy before the African Commission on Human and Peoples' Rights.

**Module 8: Collective Bargaining in Industry 4.0**

- The **"Redistribution vs. Production"** curriculum debate
- Negotiating for **profit-sharing** in automated workplaces.
- Training workers for "Better Work" and institutional experimentation.
- Developing **Collective Bargaining Agreements (CBAs)** for remote work.
- **Case Study:** German trade unions' experimental approach to Industry 4.0.

## Training Methodology

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

**Register as a group from 3 participants for a Discount**

**Send us an email: info@fineskilltrainingcenter.org or call** *+254769199797*

***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Online | $1,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $1,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $4,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com