

Lessons from the **Building & Wood Workers' International** 2010 World Cup Decent Work Campaign



The Construction Sector

- Construction as stimulus for ailing economies – 2010 accelerates growth.
- About R30bn/\$4bn of public funds being spent on 2010
- Over 1 million construction workers in South Africa
- Union density is 9% of total
- 70% of workers earn below R2500 or \$334 per month

Soccer City – 94,000 capacity

Soccer City stadium will soon become one of the world's most photographed structures and a world renowned symbol of South Africa's emergence onto the world stage.



Durban stadium



Nelson Mandela Bay – 45,000 capacity

On 7 June Nelson Mandela Bay stadium became the first 2010 FIFA World Cup stadium to be officially opened – a full year ahead of the tournament.



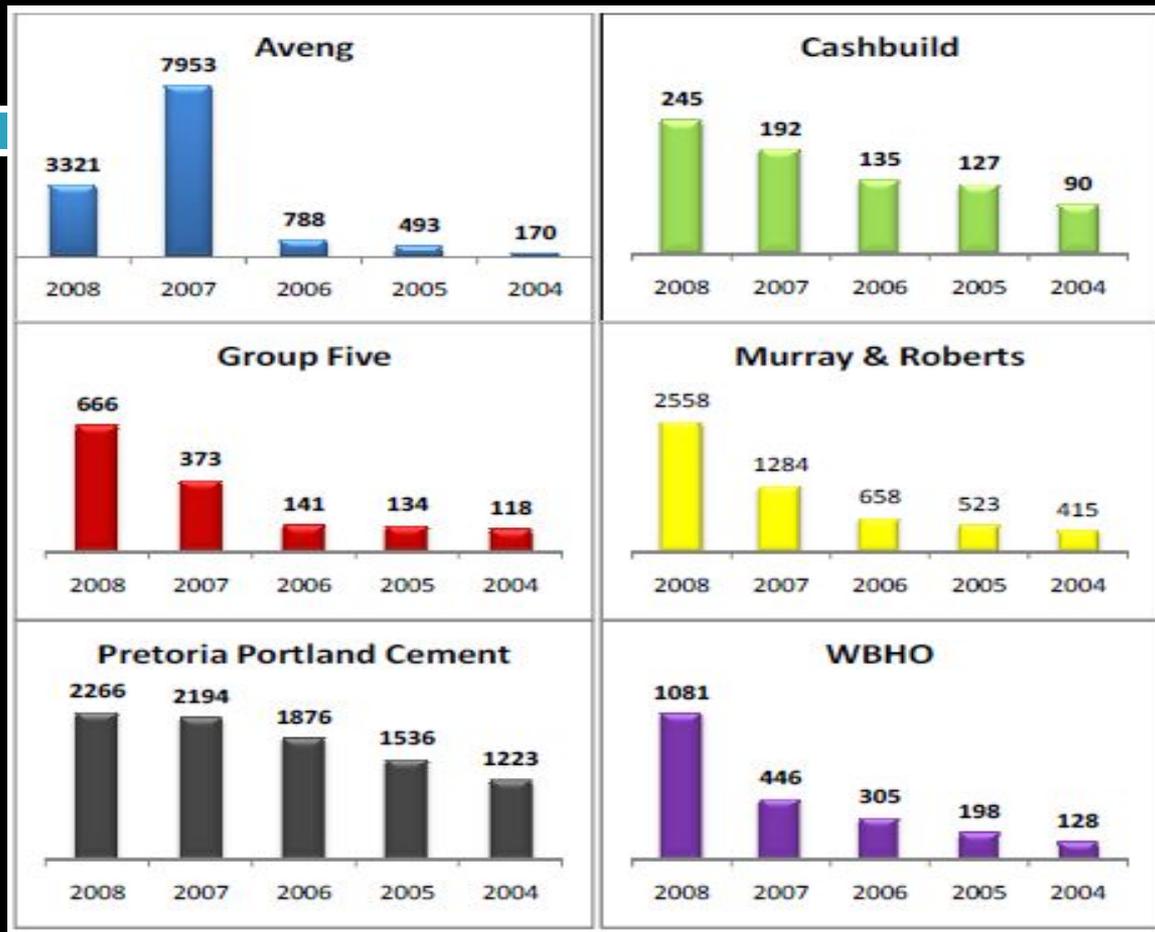
Green Point stadium



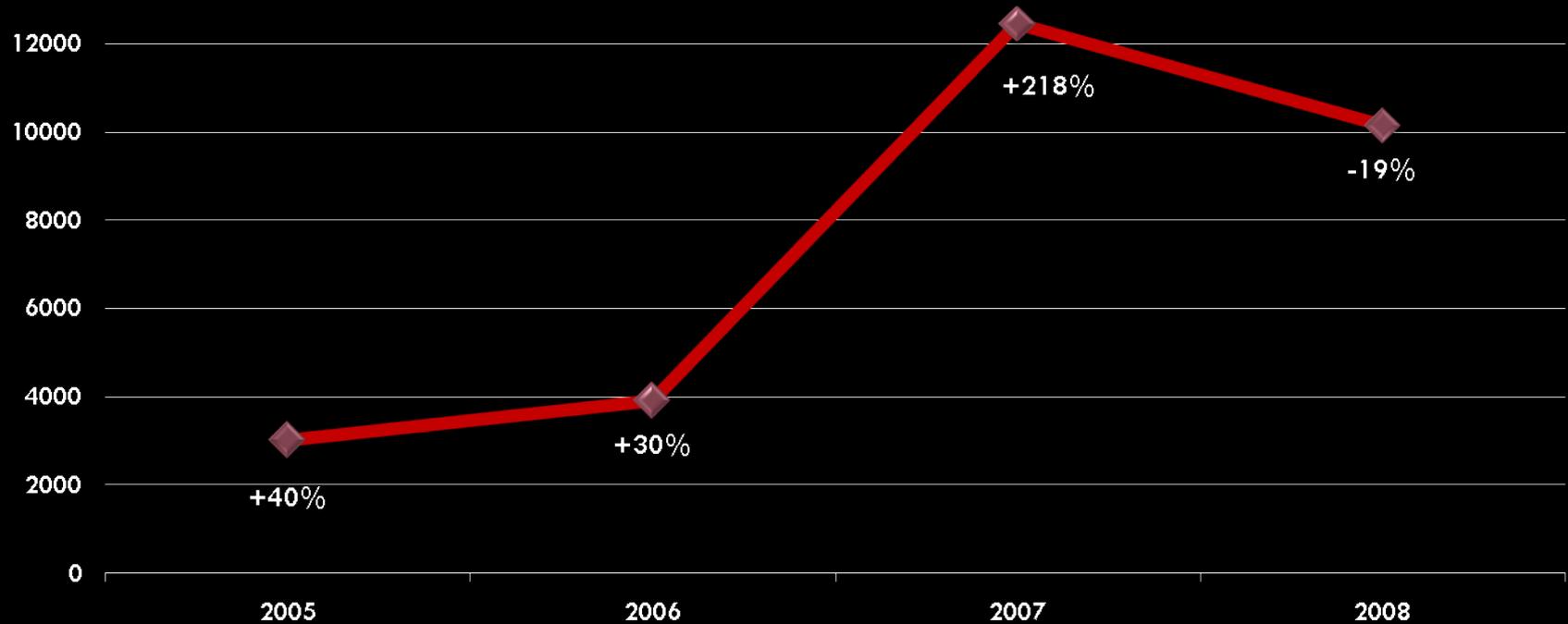
Development for Whom?

- Nation states compete fiercely for mega-event tournaments
- Billions invested on luxury goods such as sports and entertainment facilities to stimulate the economy.
- Impact assessments generally provide guesstimates which provide positive assessment for economic growth and job creation.
- They exclude the social implications and the social value of these projects in a context of pressing social needs.

Company performance over 5 yrs



Construction Profit Before Tax in Rmillions



DECENT WORK TOWARDS & BEYOND



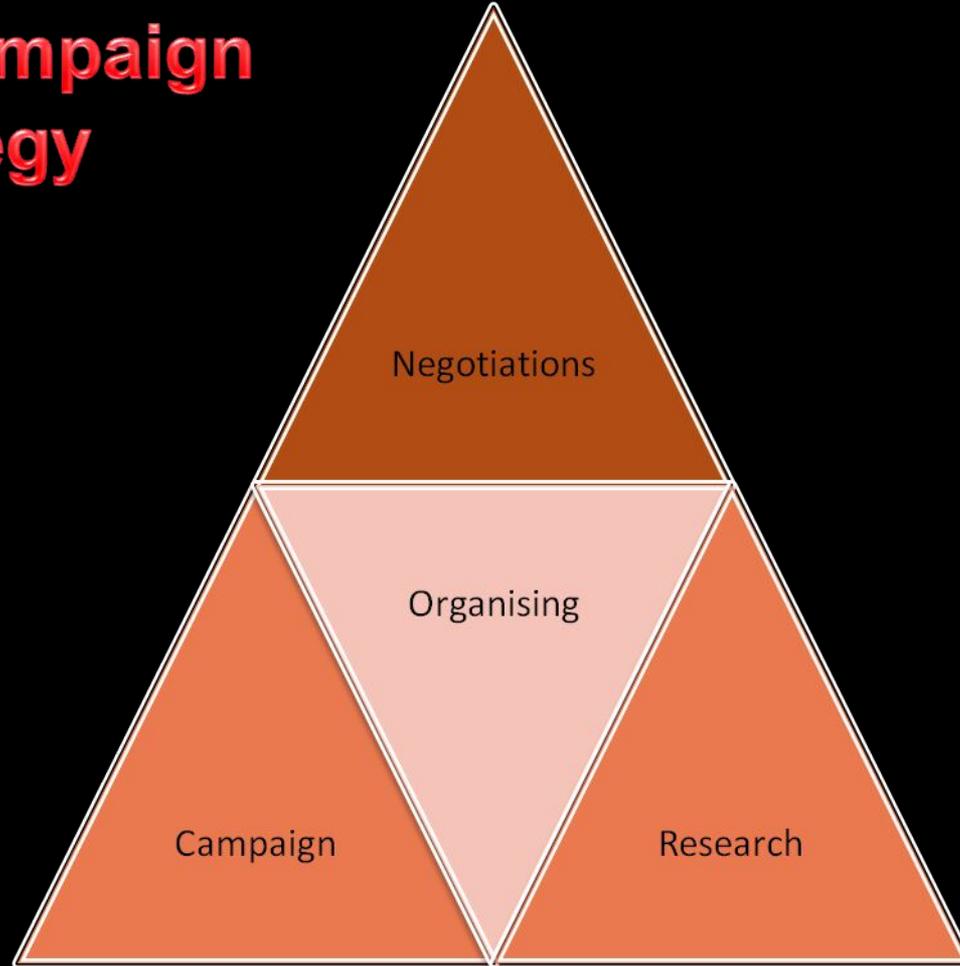
OBJECTIVE:

The 2010 Soccer World Cup is used to facilitate growth of union density in the sector through promoting decent work for non standard workers in the construction industry

Challenges for TU's

- Union density is low
- Workforce highly fragment and mobile
- Organising and servicing members becomes complicated
- Labour Relations Act hinders effective representation (50+1)
- Unions tend to organise traditionally.

4 Pillar Campaign Strategy



The Campaign phases

Phase 1

- (2006-2007) **Development of campaign** through research, launches and setting up coordinating structures and developing media profile.

Phase 2

- (2008) **Consolidation through** capacity building, focussed recruitment strategies, preparing advanced negotiations strategy and improved research.

Phase 3

- (2009) **Lift- Off** of campaign as impact is made in new civil engineering sectoral determination and construction summit with growing union members.

Phase 4

- (2010) **Evaluation & Hand Over** to Brazilian unions

Engaging FIFA Zurich



2010 A space for Trade Union revival!



- } Total of 26 strikes on 2010 World cup sites
- } 20 of 26 strikes are wild cat
- } 70 000 workers strike on 8 July 2009 and win 12% increase in wages.
- } Workers win partial victory!

Achievements of BWI 2010 Campaign

- Construction TU membership has grown from 70 736 (2006) to 98 195 (2009), **+27453 or 39%**
- Inroads have been made to organising non-standard workers into the union and SA TU's are committed to this orientation.
- NUM, BCAWU & SABAWO as competing unions have remained united in the campaign.