



Til: Hovedstyret

Fra: Generalsekretariatet

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Sak: Tekna's International Strategy – Focus Area "Tekna as Partner in the International Workplace"

Introduction

Norway is part of a globalized world, and Tekna has worked continually over the course of several years to adapt to this fact. Most recently, Tekna's Executive Board adopted a resolution in autumn 2013 entitled *Tekna 2020* comprised of six strategic focus areas, one of which is "Tekna as Partner in the International Workplace". In order to reach our goal of seeing this focus area make a true impact in 2020, an international strategy for its implementation has been developed.

This strategy is based on Tekna's union-political aims (Section 4) regarding Internationalization and Globalization (adopted in June 2013).

Tekna's involvement in internationalization and globalization will:

- 4.1.1 ensure participation in international professional networks
- 4.1.2 ensure participation in international labor organizations
- 4.1.3 maintain the Norwegian Model
- 4.1.4 maintain employee rights throughout workplace internationalization
- 4.1.5 make Tekna an attractive trade union for foreign-born employees

This strategy is furthermore based on the Tekna 2020 strategy and the Executive Board's 2013-2015 action plan. International strategy must be regarded in connection with current policy documents and other strategy documents. All elements of this plan are in accordance with Tekna's ethical guidelines and must also be viewed in connection with ISO 26 000 "Guide to Social Responsibility".

The successful implementation of this strategy requires the active involvement of every division in our organization in order for Tekna to achieve its aim of making a difference in the international workplace; this includes not only representatives in all areas of the organization (who are key to its success) but also Tekna's creation and promotion of professional events and networks.

The strategy has several different target groups ranging from individual members to international political organizations. Consequently, there is a considerable variety of strategic activities that must be implemented in order to achieve the strategy's various aims, which will be outlined in more detail in an activity plan containing measures for achieving all strategic aims. This activity plan is a combination of measures made in the organization and the General Secretariat.

Desired impact of Tekna's international strategy in 2020:

- that Tekna will facilitate foreign-born employees' integration in Norwegian businesses in order to strengthen Norway's competitiveness in world markets
- that Tekna will contribute to ensuring proper global working conditions through international collaboration
- that Tekna will be its members' preferred partner in internationalized and globalized academia and industry
- that Tekna will promote the values and benefits of The Norwegian Model

The work involved with creating these positions is embodied in goals and target groups encompassing several divisions of the Tekna organization, including politics, labor, professional networks and membership.

Desired impact in 2020:

- **that Tekna will facilitate foreign-born employees' integration in Norwegian businesses in order to strengthen Norway's competitiveness in world markets**

Norway has attracted international employees and students for several years; important factors such as the high number of jobs as well as good salaries and working conditions have made many foreigners want to come to Norway. Tekna can make a significant contribution to helping these people become fully integrated – both professionally and personally - in the country. For example, mastering a country's language is a decisive factor to becoming fully integrated both on and off the job; therefore, it is important to provide and require solid training in Norwegian. One way to do this is to promote what Tekna can offer in this area. In order to successfully communicate with foreign-born employees, information must be made available in English as well as being somewhat culturally adapted to these recipients. Tekna must also offer membership benefits and activities that are adapted to international employees so that they will naturally want to become Tekna members. Representatives will play a key role in reaching out to potential members. It is also important to make political efforts in order to ensure fair working conditions for foreign-born employees in Norway.

Goals

- Foreign members will consider Tekna to be an important resource for becoming fully integrated in Norway, both professionally and personally
- Increase foreign-born employees' and students' involvement in Tekna
- Increase Tekna members' intercultural awareness

Target groups

Tekna members (regular and students) – potential foreign members in Norway and existing foreign members

Desired impact in 2020:

- **that Tekna will contribute to ensuring fair global working conditions through international collaboration**

In an international and globalized society, we know that there are many areas of the world where working conditions are not the same as those found in Norway. It is important to show solidarity with these workers, and Tekna wants to contribute to this effort by collaborating with other organizations in order to acquire a stronger international voice. It is also important to work for political change to safeguard fair working conditions for foreign-born employees in Norway.

Goals

- Actively use Tekna's participation in international fora in order to promote Tekna's policies
- Gain support for Tekna's issues in *IndustriAll* and *Industrianställda* in the Nordic countries
- Work for fair working conditions on an international basis

Target groups

International labor organizations, Norwegian government authorities and relevant partners

Desired impact in 2020:

- **that Tekna will be its members' preferred partner in internationalized and globalized academia and labor**

Tekna is currently an established presence in several international networks, and is a major network operator in Norway. Through a more strategic construction of international networks, Tekna can provide a greater degree of international competence to both domestic and foreign-based members – in other words, for members working either in Norway or abroad. It is therefore important to demonstrate existing benefits such as guest memberships, legal services, networking opportunities, etc., that are beneficial for members. Tekna much also provide membership benefits and activities that are internationally adapted for individuals both entering and leaving Norway so that they will naturally want to become members of Tekna.

Goals

- Adapt Tekna's network of domestic and foreign partners in order to offer attractive benefits to foreign-born members working in Norway in addition to members working abroad
- Expand Tekna's involvement and benefits by participating in professional international networks
- Strive to ensure that members who move abroad will maintain their membership for as long as possible

Target groups

Professional networks, partners (in various professional fields as well as student organizations such as ANSA) and members (regular and students), potential foreign-born members in Norway, existing foreign-born members and members going abroad (academic studies/postings)

Desired impact in 2020:

- **that Tekna will promote the values and benefits of The Norwegian Model**

The Norwegian Model is one of the cornerstones of the Norwegian labor force, and an efficient labor force helps to make Norwegian companies competitive. In an internationalized and globalized world, there is a need to be able to demonstrate exactly what this model contributes to the country. The Norwegian Model should therefore be 1) a required element of Norwegian companies' investment abroad and 2) fully accepted by foreign companies operating in Norway.

Goals

- Demonstrate the value and benefits of the Norwegian Model
- Tekna representatives will contribute to making Norwegian companies productive and competitive through cooperation and participation
- Ensure that employees' rights are also safeguarded in companies with foreign owners

Target groups

Companies that are influenced by international elements – through foreign ownership, foreign-born employees and Norwegian companies that undergo international expansion, representatives.