



FERA-FSE-UNI MEI Online Workshop "From Representation to Bargaining: Engaging the Members' Base"

FERA, FSE and UNI MEI held the first online workshop "***From Representation to Bargaining: Engaging the Members' Base***" of the joint project "***Strengthening Collective Bargaining for Audiovisual Creators***" (CBW) on June 8, 2021.

The workshop was introduced and moderated by FERA CEO **Pauline Durand-Vialle** and FSE Executive Officer **David Kavanagh** and gathered 52 participants from the FERA and FSE network in 21 countries.

The meeting kicked off with the presentation of the preliminary results of the ***FERA survey on EU Directors Collective Representation*** by **Pauline Durand-Vialle** and the presentation of the ***FSE survey on EU Screenwriters Collective Representation*** by **David Kavanagh**. Both survey results uncovered the systemic weaknesses of professional organisations of screenwriters and directors across Europe, with the online workshop aiming at developing a tailored toolkit for screenwriters and directors on organizing, based on the exchange.

The webinar also featured a presentation on organising, collective bargaining and how to efficiently engage the members' base by **Ben Egan**, Organising Director at UNI Europa.

In the last part of the online meeting, the participants were divided into breakout groups to discuss ***what directors and screenwriters' professional organizations need to do in order to engage in collective bargaining efficiently***, covering questions such as "***how to strengthen the organization?***" and "***how to strengthen the advocacy and campaigning work?***".

The online workshop offered FERA and FSE members a platform to brainstorm and exchange ideas on organizing and collective bargaining in the audiovisual sector as well as a setup to create alliances between directors and screenwriters.

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