

Experts in Teams

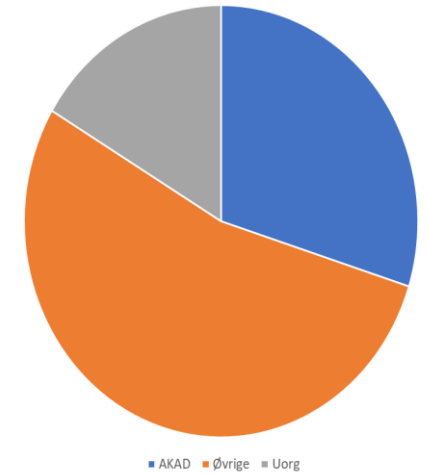
Social Innovation

NTNU January 2019

Rune Sætre

[Tekna NTNU](#)

Tekna (&Norway) Needs Union Members

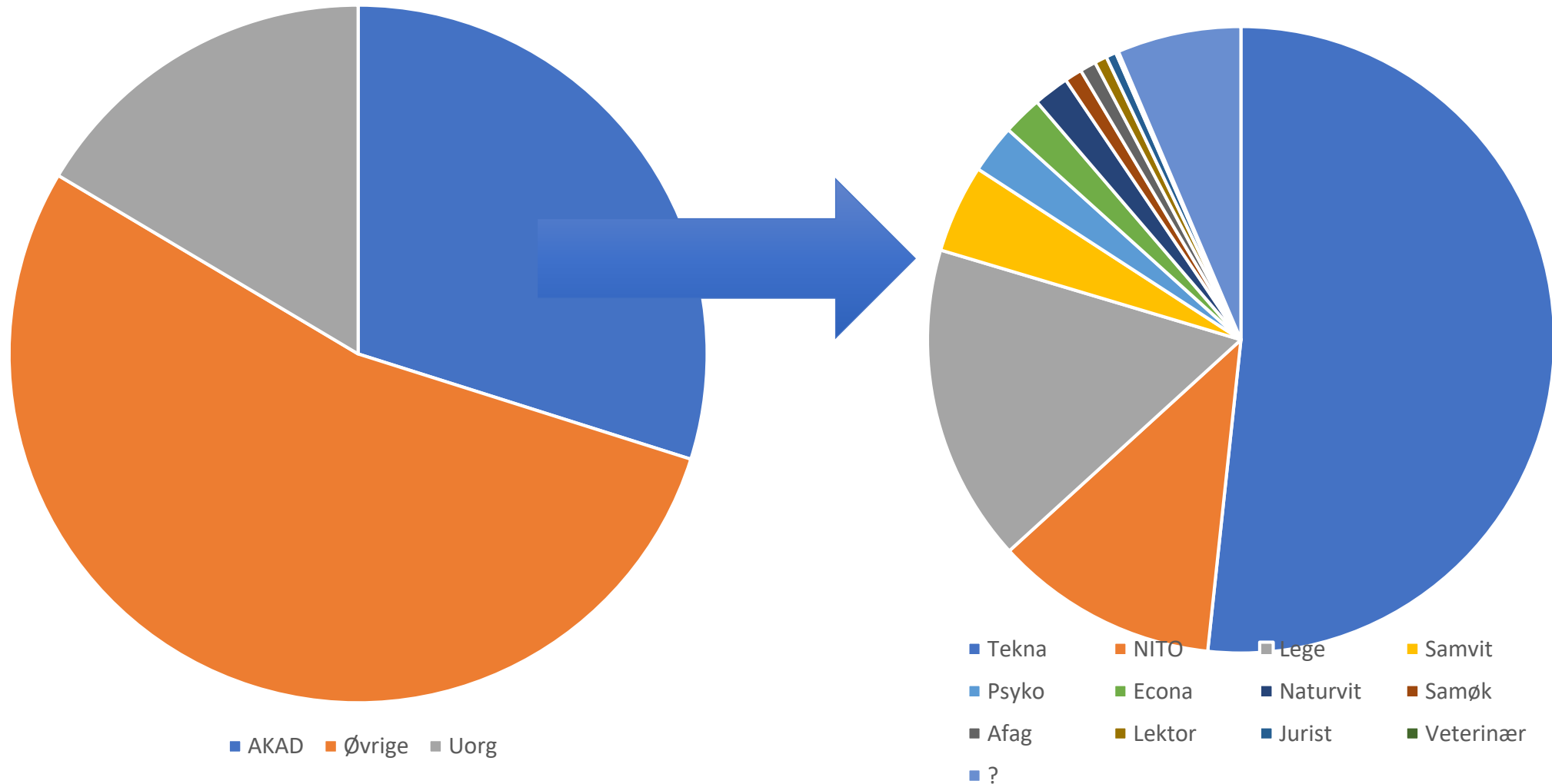


- The challenge
 - The percentage of employees organized in a union are steadily dropping
 - from 90% to 50% in Norway recent years
- Possible Reasons
 - Foreign workers come from a culture where unions may cost them the job
 - Startup companies may see unions as a restraint rather than as insurance
 - Workers are not generally aware of what the unions can do for them
- Goal
 - Organizing more than 50% in Tekna
 - Getting a major vote in directing the future
 - Other benefits of being “the biggest union”
 - Make sure Technology (Tekna) is a useful part of the solution for a sustainable future
- Possible solutions
 - Make an app to educate users about their individual potential benefits
 - Make signing up as a Tekna member as easy as pushing the sign-up button

NTNU – Akademikerne / Øvrige – Tekna

NTNU. 8600 arbeidsforhold. 7400 årsverk

Rekrutteringspotensialet. 2540
Akademikerne



Tekna vs. Akademikerne (&NITO) vs. Others

- Tekna
 - For everybody with a Masters degree in Technology
 - For MSc Technology students
 - Biggest part of Akademikerne (including NITO)
- Akademikerne
 - For everyone with a Masters degree
 - Collaboration with NITO, for Bachelor in Engineering
 - Tekna is the biggest member union

Your task

1. Find out what the real problem is
 - A «sales problem»?
 - Language barrier?
2. Suggest solutions to the problem
 - Information
 - Benefits
 - Salary Negotiations
 - ...
3. Build a «recruitment app»?
 - ...

Tekna.no

- Tekna Slogan Video
- <https://www.tekna.no/>
 - Bottom of page
- Questions?