

BARSERVICE



Central European
Labour Studies
Institute



UNIVERSITY OF MACEDONIA
Ekonomski fakultet



Smart bargaining in the services sector: overview, challenges, opportunities

Call: SOCPL-2022-IND-REL Project: 101126532 — BARSERVICE

Deliverable Title	D6.3. Dissemination of the video/visual project outputs via social media campaigns (in local languages to increase visibility)
Deliverable Lead:	WagIndicator (WIF)
Partner(s) involved:	WIF lead, all partners support
Related Work Package:	Work Package: WP6
Related Task/Subtask:	Task D6.3
Authors:	WagIndicator Communications team and country researchers
Dissemination Level:	Public
Due Delivery Date:	M23 (November 2025)
Actual Delivery:	28 December 2025
Project Number	101126532
Instrument	SOCPL-2022-IND-REL-01
Start Date of the Project	01 January 2024
Duration	24 months



Co-funded by
the European Union

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About the Project:

Project Summary:

To support capacity building for collective bargaining in the Services Sector, BARSERVICE seeks to provide a complex analysis of industrial relations in the services sector of 9 countries (6 EU Member States and 3 Candidate Countries). Knowing the current situation, its challenges and opportunities is the prerequisite for improvements in bargaining processes and coverage. The project will map the structure of collective agreements (which companies have them and what is their content), involvement of unions and employers' organizations, opinions and views of the social partners regarding (sectoral) collective bargaining, organizing rates and obstacles to organizing, the power position of trade unions and strategies to combat undeclared work in the service sector. The project will focus specifically on several areas of services: commerce, finance, social care and publishing.

Partners:

Central European Labour Studies Institute (CELSI) | Bratislava, Slovakia
WagelIndicator Foundation | Amsterdam, the Netherlands
UNI Europa | Brussels, Belgium
Dokuz Eylül Üniversitesi | Izmir, Türkiye
Academia de Studii Economice (ASE) din Bucuresti | Bucharest, Romania
Institut za razvoj i međunarodne odnose (IRMO) | Zagreb, Croatia
Macedonia2025 | Skopje, North-Macedonia
Ekonomski fakultet, Univerzitet u Beogradu | Belgrade, Serbia

Associate Partners:

Confederația Patronală Concordia | Bucharest, Romania
Konfederácia odborových zväzov Slovenskej republiky | Bratislava, Slovakia
Federazione Informazioni, Spettacolo e Telecomunicazioni | Rome, Italy
Sindikata trgovine Hrvatske | Zagreb, Croatia
Institute Syndical Europeen (ETUI) | Brussels, Belgium
Odborový zväz banských a poistovních zväzov | Bratislava, Slovakia
Organizacija Na Rabotodavaci Na Makedonija | Skopje, Macedonia
AWVN | The Hague, Netherlands

Bibliographical information

BARSERVICE (2025). Dissemination of the project outputs via social media campaigns.
WagelIndicator Foundation, Amsterdam, and CELSI, Bratislava.

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Deliverable D6.3. Dissemination of the video/visual project outputs via social media campaigns (in local languages to increase visibility)

Short description: Dissemination of the video/visual project outputs via social media campaigns in local languages.

Overview of Communication Activities & Performance Metrics

CELSI, WageIndicator, UNI Europa, Dokuz Eylül University, Academia de Studii Economice din Bucureşti, Institute for Development and International Relations IRMO, Macedonia2025, and Faculty of Economics and Business, University of Belgrade, disseminated BARSERVICE research findings through a coordinated mix of events, social media, and newsletters. Many posts and mailings reached audiences in the hundreds or thousands, in both English and relevant local languages. The overall aim was to raise awareness among diverse audiences about how workers in care, finance, publishing, and commerce sectors use collective bargaining to address challenges such as technological change, low pay, declining job security, and the rise of temporary work.

The social media campaign ran from August 2025 until December 2025 (5 months) and focused on promoting the materials and research findings from the research team, as well as on promoting the final conference "Towards Smart Bargaining" held in Brussels on 4 December 2025.

This document contains an overview of the main objectives of the campaign and its reach. In the Annexes to this document you will find a list of all published materials and its reach. All links in the document are clickable and reach the relevant posts and campaign materials.

Dissemination of research insights

- Throughout the project, the project partners circulated sector specific infographics via social media and newsletters to communicate key findings on CBA coverage, the number of CBAs collected, prominent themes covered, and obstacles to collective bargaining in each sector. These posts consistently achieved strong reach (often approximately 3,500–4,600 impressions on Instagram and 500–1,100 on LinkedIn), alongside stable interaction levels and reshares by partner organisations.
- Research findings were also shared via WageIndicator newsletters, including the Best of WageIndicator newsletter (audience around 6,441) and the CBA focused newsletter (audience around 489), featuring breakdowns of CBA collection by country and sector and links to BARSERVICE publications.

Sector specific video dissemination

- A consolidated social media post presenting all seven sector specific videos performed well across WageIndicator channels, with roughly 4,300 impressions on Instagram, 881 on LinkedIn, and close to 1,000 on Facebook, alongside moderate interactions and several shares.
- The videos were additionally disseminated in local languages by the Central European Labour Studies Institute (in Slovak and Czech), Dokuz Eylül University (Turkish), the Institute for Development and International Relations – IRMO (Croatian), and Macedonia2025 to its audience in North Macedonia and its diaspora.
- These are only selected highlights; communications around the Mutual Learning Events, the local stakeholder meeting in Prague focusing on the care sector, and the project launch also generated substantial engagement, much of which is documented in the tables below.

Final conference "Towards Smart Bargaining" in Brussels, 4 December

- Social media promotion for the conference Final Conference reached several thousand people across platforms, including around 4,300 impressions on Instagram and 1,400 on LinkedIn for the save the date, and a further 3,700 impressions on Instagram and over 500 on LinkedIn for the agenda reveal, with steady interactions and shares.
- Email invitations highlighting speakers and the agenda reached more than 4,000 unique recipients across newsletters, achieving robust open rates in the 28–34% range.
- This sustained outreach contributed to more than 70 participants attending the conference.

Overview of results of the dissemination campaign

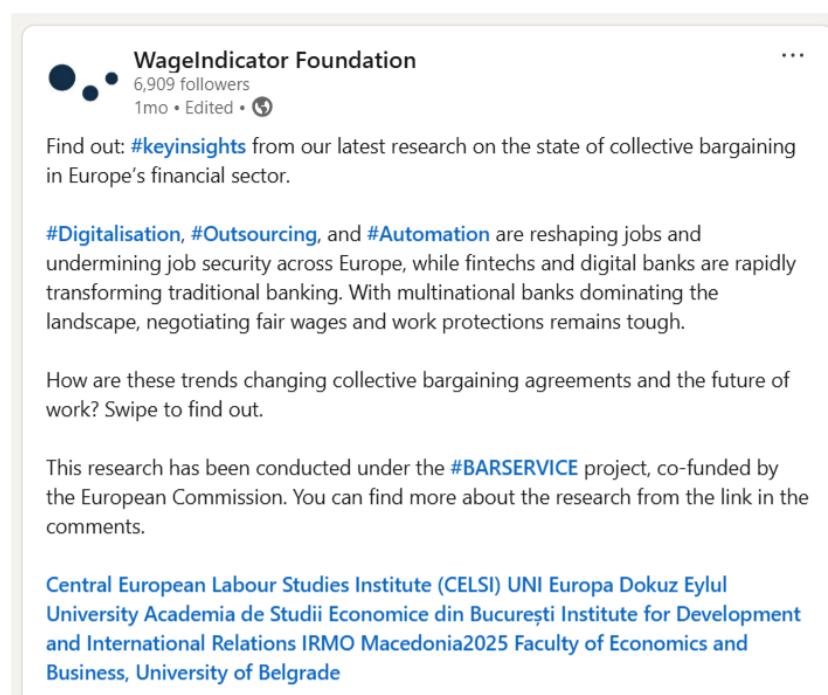
The annex provides a structured overview of BARSERVICE research dissemination and event related communication activities, disaggregated by theme, channel, partner organisation, and language.

It records the timing, format, and digital reach of each output such as impressions/views (number of people reached), reactions/interactions (such as likes, comments, and saves), and shares (reposts). For newsletters, it reports open rates (the proportion of recipients who opened each email) and audience size.

Please note “-” either means we don't have the data for that metric or that it is not applicable.

The accompanying table presents a detailed log of communication activities, covering conference promotion, dissemination of sectoral and country specific insights, and outreach around mutual learning events and stakeholder meetings. For each entry, it identifies the disseminating organisation, the platform used, and a direct hyperlink to the underlying communication asset.

Below are a few screenshots of the dissemination campaign. In the Annex II to this Deliverables you will also find the four posters that have been used during the campaign as well as during the final conference.



WagelIndicator Foundation
6,909 followers
1mo • Edited •

Find out: **#keyinsights** from our latest research on the state of collective bargaining in Europe's financial sector.

#Digitalisation, #Outsourcing, and #Automation are reshaping jobs and undermining job security across Europe, while fintechs and digital banks are rapidly transforming traditional banking. With multinational banks dominating the landscape, negotiating fair wages and work protections remains tough.

How are these trends changing collective bargaining agreements and the future of work? Swipe to find out.

This research has been conducted under the **#BARSERVICE** project, co-funded by the European Commission. You can find more about the research from the link in the comments.

Central European Labour Studies Institute (CELSI) UNI Europa Dokuz Eylül University Academia de Studii Economice din București Institute for Development and International Relations IRMO Macedonia2025 Faculty of Economics and Business, University of Belgrade



Insights on Collective Bargaining for the ... • 5 pages

WagelIndicator

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Bargaining Insights from Europe's FINANCE SECTOR

Co-funded by the European Union

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Top Topics Covered

Topic	% of topics covered in 34 agreements
Working Hours	91%
Training	88%
Wages	82%
Sickness and disability	79%
Health and medical assistance	79%
Work/family balance arrangements	79%

% of topics covered in 34 agreements



Country Highlights : Finance Sector

All analysed agreements include clauses on:

- France:** Introduction of advanced technologies at work
- Italy:** Standard working hours, schedules, holidays, and days of leave
- North Macedonia:** Sickness and disabilities
- Romania:** Training/apprenticeship
- Slovakia:** Health and safety workplace policy
- Türkiye:** Compensation for overtime work (where wage clauses exist)



Key Takeaways!

- Basic employment conditions** are well represented
- Sickness and disability, health and medical assistance, and work/family balance arrangements** are also well-covered
- Finance has the highest share (24%) of clauses on **New Technologies & Green Transition** compared to other sectors

Source: BARSERVICE Comparative Report: Finance



Smarter Approaches to Collective Bargaining

- 01 Rebuilding sectoral bargaining where possible
- 02 Better coordination between company-level agreements
- 03 Strengthening social partner capacity
- 04 Extending agreements to new topics: Digitalisation | Teleworking | Artificial intelligence

Screenshots from the campaign on the finance sector on WagelIndicator's LinkedIn, posted on 17 November 2025.

Theme	Date	Content	Language	Orgs	Link	Platform	Impressions/Views	Reactions/Interactions	Shares	Open rate	Audience
Final BARSERVICE Conference Date: 26th November	16th Oct	Save the Date Social Media Post	English	WageIndicator	Click here	LinkedIn	1,400	12	1	-	-
				WageIndicator	Click here	Instagram	4,325	12	2	-	-
				WageIndicator	Click here	Facebook	787	6	2	-	-
	23rd Oct	Email Invite for the Final Conference	English	WageIndicator	Click here	Newsletter	-	-	-	34%	3421
	19th Nov	Agenda and Speaker Reveal on Social Media Post	English	WageIndicator	Click here	LinkedIn	572	14	2	-	-
				WageIndicator	Click here	Instagram	3,675	13	5	-	-
				WageIndicator	Click here	Facebook	627	8	3	-	-
	24th Nov	Second Email Invite for the Final Conference	English	WageIndicator	Click here	Newsletter	-	-	-	28%	497
	28th Nov	Third Email Invite for the Final Conference	English	WageIndicator	Click here	Newsletter	-	-	-	30%	3503
				English	Click here	Facebook	254	8	1	-	-
				English	Click here	LinkedIn	466	31	4	-	-
Dissemination of Research Findings	5th Dec	Final Conference Wrap Up Post	Turkish	Dokuz Eylul University	Click here	Instagram	-	105	-	-	-
	8th Dec			English	Click here	LinkedIn	324	12	0	-	-
	8th Dec			English	Click here	Instagram	-	-	-	-	-
	14th Nov	Publishing Sector Insights	English	WageIndicator	Click here	LinkedIn	1,114	19	1	-	-
				WageIndicator	Click here	Instagram	4,635	17	1	-	-
				WageIndicator	Click here	Facebook	370	5	2	-	-
	18th Nov	Finance Sector Insights	English	WageIndicator	Click here	LinkedIn	583	16	2	-	-
				WageIndicator	Click here	Instagram	4,439	20	2	-	-
				WageIndicator	Click here	Facebook	655	7	4	-	-
	25th Nov	Commerce Sector Insights	English	WageIndicator	Click here	LinkedIn	758	106	2	-	-
				WageIndicator	Click here	Instagram	3,770	11	1	-	-
				WageIndicator	Click here	Facebook	511	4	2	-	-
	29th Nov	Care Sector Insights	English	WageIndicator	Click here	Newsletter	462	10	1	-	-
				WageIndicator	Click here	Instagram	3,626	12	3	-	-
				WageIndicator	Click here	Facebook	540	4	2	-	-
Final BARSERVICE Conference Date: 26th November	8th Dec	Consolidated Research Insights Across all Sectors	Turkish	Dokuz Eylul University	Click here	Instagram	-	51	-	-	-
				Dokuz Eylul University	Click here	X	74	2	0	-	-
	17th Feb	Information on CBAs Collected	English	WageIndicator	Click here	Newsletter	-	-	-	22%	489
	20th May	Key Insights from 167 CBAs collected	English	WageIndicator	Click here	Newsletter	-	-	-	36%	489
	22nd April			WageIndicator	Click here	Newsletter	-	-	-	15%	6441
	27th June		Slovak	CELSI	Click here	Facebook	240	3	1	-	-
	29th Oct		Slovak	CELSI	Click here	LinkedIn	221	7	0	-	-
			English	WageIndicator	Click here	LinkedIn	881	18	3	-	-

Theme	Date	Content	Language	Orgs	Link	Platform	Impressions/Views	Reactions/Interactions	Shares	Open rate	Audience
Dissemination of Country Specific Videos	28th Nov	Consolidated post on country specific videos	English	WageIndicator	Click here	Instagram	4,311	17	4	-	-
	2nd Dec	Video release (Turkiye)	Turkish	Dokuz Eylul University	Click here	Website	-	-	-	-	-
	17th Nov	Video Release (Croatia)	Croatian	Institute for Development and International Relations IRMO	Click here	LinkedIn	0	0	0	-	-
	19th Nov	Video Release (North Macedonia)	English	Macedonia2025	Click here	Facebook	1,795	8	0	-	-
	4th Nov	Video Release (Czechia)	Czech	CELSI	Click here	LinkedIn	643	4	0	-	-
	4th Nov										
Mutual Learning Events Promotion	10th Nov	Video Release (Slovakia)	Slovak	CELSI	Click here	Facebook	144	3	0	-	-
	10th Nov	Video Release (Slovakia)	Slovak	CELSI	Click here	LinkedIn	213	6	0	-	-
	9th May	Mutual Learning Event (Care)	English	WageIndicator	Click here	LinkedIn	563	18	1	-	-
			English	WageIndicator	Click here	LinkedIn	239	9	0	-	-
			English	WageIndicator	Click here	Instagram	315	8	0	-	-
			English	WageIndicator	Click here	Facebook	258	5	1	-	-
			Czech	CELSI	Click here	LinkedIn	115	3	0	-	-
	7th May	Mutual Learning Event (Commerce)	Czech	CELSI	Click here	Facebook	217	6	0	-	-
			English	WageIndicator	Click here	LinkedIn	412	12	1	-	-
			English	WageIndicator	Click here	Instagram	953	11	4	-	-
			Slovak	CELSI	Click here	LinkedIn	184	4	0	-	-
			Slovak	CELSI	Click here	Facebook	170	4	0	-	-
May 15th - The Care Sector	20th May	Mutual Learning Event (Commerce)	Slovak	CELSI	Click here	LinkedIn	184	4	0	-	-
			Slovak	CELSI	Click here	LinkedIn	250	6	1	-	-
			English	WageIndicator	Click here	Newsletter	-	-	-	61%	82
			English	WageIndicator	Click here	LinkedIn	702	8	1	-	-

Theme	Date	Content	Language	Orgs	Link	Platform	Impressions/Views	Reactions/Interactions	Shares	Open rate	Audience
WAGE INDICATOR Project Launch	20th May	Mutual Learning Event (Finance)	Slovak	CELSI	Click here	Facebook				-	-
	4th June	Mutual Learning Event (Publishing)	English	WageIndicator	Click here	LinkedIn	231	3	0	-	-
			English	WageIndicator	Click here	LinkedIn	554	9	4	-	-
	2nd June		English	WageIndicator	Click here	Instagram	310	5	0	-	-
	3rd June		English	WageIndicator	Click here	Facebook	211	6	0	-	-
	3rd June		English	CELSI	Click here	Facebook	218	3	1	-	-
	11th June	Participant thank-you email – Publishing sector	English	WageIndicator	Click here	Newsletter	-	-	-	55%	53
	22nd May	Consolidated Email Promoting the Mutual Learning Session	English	WageIndicator	Click here	Newsletter	-	-	-	15%	6441
Local Stakeholder Meeting for the Care Sector in Prague June 10th - June 11th	12th June	Reflection post from the session in Prague on the challenges in the care sector	Slovak	CELSI	Click here	LinkedIn	295	14	1	-	-
	12th June		Slovak	CELSI	Click here	Facebook	423	12	2	-	-
	16th August 2023	Project launch announcement and partner introduction	English	WageIndicator	Click here	Newsletter	-	-	-	30%	374
	13th Dec 2023		English	WageIndicator	Click here	Newsletter	-	-	-	26%	408
	2nd April 2024		English	WageIndicator	Click here	Newsletter	-	-	-	28%	6883
	12 Feb 2024	News on the Project Launch Event in Belgrade	English	Macedonia2025	Click here	Facebook	1,795	8	0	-	-
			English	Macedonia2025	Click here	Instagram	447	16	0	-	-

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BARGAINING IN EUROPE'S SERVICES SECTORS

Bargaining Insights from Europe's Publishing Sector

TOP TOPICS COVERED

(% of topics covered in 24 publishing sector agreements · 2011-2024)



WageIndicator Collective Agreement Database | October 2025

KEY BARRIERS TO EFFECTIVE BARGAINING

Source: BARSERVICE Comparative Report: Publishing



Decentralised bargaining & union fragmentation



Company-level agreements predominant in largest or public companies



Rise in remote work and individual bargaining

OPPORTUNITIES FOR SMART BARGAINING

Source: BARSERVICE Comparative Report: Publishing

- Broadening **union** membership
- Increasing **employer** participation
- Adapting to **digital** changes
- Expanding sectoral **coverage**
- Strengthening **legal** frameworks

COUNTRY HIGHLIGHTS

All analysed agreements cover these topics:



France — Training & Apprenticeship



Italy — Pay for work-related disability (where sickness and disability clauses exist)



Serbia — Equality & anti-violence in the workplace



Türkiye — Compensation for overtime work (where wage clauses exist)

WageIndicator Collective Agreement Database | October 2025

ABOUT THE RESEARCH

Based on findings from the BARSERVICE project (co-funded by the European Commission), conducted in 9 countries to assess how smart dialogue can strengthen collective bargaining in Europe's Care, Finance, Publishing and Commerce sectors.



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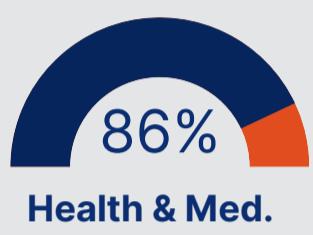
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BARGAINING IN EUROPE'S SERVICES SECTORS

Bargaining Insights from Europe's **Commerce Sector**

TOP TOPICS COVERED

(% of topics covered in 62 commerce sector agreements · 1969–2024)



WageIndicator Collective Agreement Database | October 2025

KEY TAKEAWAYS



Agreements in the sector prioritise working conditions, fairness, and employee well-being



Key challenges include:

- Union fragmentation (Romania, Serbia)
- Non-participation by major players (Slovakia)
- Yellow unions (France, Italy)



Strengthening collective bargaining requires smart strategies, digitalisation, EU cooperation, and strong sector- & company-level agreements.

Source: BARSERVICE Comparative Report: Commerce

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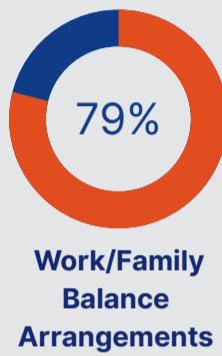
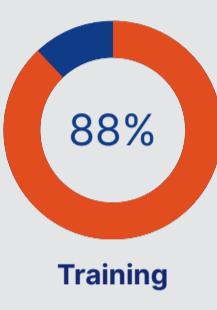
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BARGAINING IN EUROPE'S SERVICES SECTORS

Bargaining Insights from Europe's Finance Sector

TOP TOPICS COVERED

(% of topics covered in 34 finance sector agreements · 2015–2023)



WageIndicator Collective Agreement Database | October 2025

SMARTER APPROACHES TO COLLECTIVE BARGAINING

Source: BARSERVICE Comparative Report: Finance

1

Rebuilding sectoral bargaining where possible

2

Better coordination between company-level agreements

3

Strengthening social partner capacity

4

Extending agreements to new topics: Digitalisation | Teleworking | Artificial Intelligence

KEY TAKEAWAYS

- **Basic employment conditions** are well represented.
- **Strong coverage** of sickness, disability, health assistance, and work/family balance.
- The finance sector leads with 24% of clauses on **New Technologies and Green Transition**.

WageIndicator Collective Agreement Database | October 2025

COUNTRY HIGHLIGHTS

All analysed agreements cover these topics:



France — Advanced technologies at work



Italy — Working hours, schedules, holidays, leave



North Macedonia — Sickness & disabilities



Romania — Training / apprenticeship



Slovakia — Health & safety workplace policy



Türkiye — Overtime compensation (where wage clauses exist)

WageIndicator Collective Agreement Database | October 2025

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BARGAINING IN EUROPE'S SERVICES SECTORS

Bargaining Insights from Europe's **Care Sector**

COLLECTIVE BARGAINING COVERAGE

Source: BARSERVICE Comparative Report: Care



Public Sector

- Strong agreements in Croatia, Romania, Serbia, Slovakia, France



Private/Domestic Care

- Weak or no agreements in most countries



Italy

- National agreement for domestic workers

WageIndicator Collective Agreement Database | October 2025

TOP 5 TOPICS COVERED

- 1- WAGES
- 2- HEALTH & MEDICAL ASSISTANCE
- 3- WORKING HOURS
- 4- TRAINING
- 5- EMPLOYMENT CONTRACTS

WageIndicator Collective Agreement Database | October 2025

COUNTRY HIGHLIGHTS



Czech Republic

All cover health assistance



France

All guarantee pay for work-related disability
(where sickness and disability clauses exist)



Italy

All include job security clauses



North Macedonia

All feature flexible work options
(where working hours clauses exist)



Romania

Address equality & workplace violence



Serbia

All ensure pay for work-related disability
(where sickness/disability clauses exist)

TOPIC DISTRIBUTION

(% of topics covered in 47 care sector agreements
1992–2024)



WageIndicator Collective Agreement Database | October 2025

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