

Trefnwch nawr

Organise now

Croeso / Welcome

Sylwadau agoriadol y Cadeirydd

Chair's opening remarks

Siân Gale

Llywydd | President, TUC Cymru

Bargen Newydd Llafur

Labour's New Deal

Tom Hoyles

Llywydd Etholedig | President Elect

TUC Cymru



The Employment Rights Bill

New Deal for Working people Labour's employment rights bill

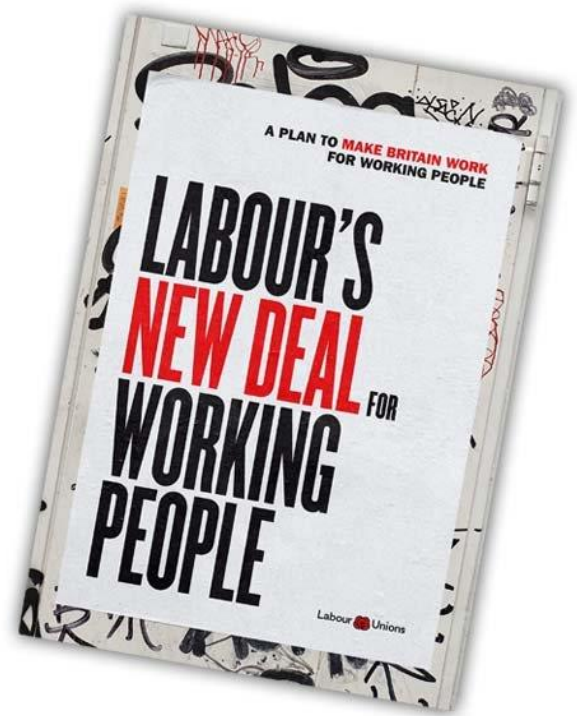
- Key Pillar of Starmer's premiership
- Developed by and with trade unions
- Green paper issued within 100 days

New Deal for Working people Labour's employment rights bill

- End Zero Hours contracts
- Improve the CAC Application process
- Right of access to workplaces
- Industrial action ballot reform
- Sick pay upgrade

SSSNB

- Schools Support Staff Negotiating body
- TA's
- Still defining the scope and GMB working with the Government
- Currently England only
- Aspiration for Wales – Staff will remain in NJC until defined



FPA – Social care

- Form of bargaining
- Employer – Union – Government
- Models in Aus
- Welsh and English agreements

< Plan for Change



What Labour's plan to transform social care means for you

New investment to help disabled people live safely and independently in their own homes.

Support for care workers to carry out routine monitoring, so patients receive the best possible care.

NHS and local government to work together and share funding to keep people out of hospital. This is better for patients and less expensive for taxpayers.

Building a National Care Service that guarantees quality care for generations to come.

Partneriaeth Gymdeithasol Social Partnership

Shavanah Taj (TUC Cymru)

Jack Sargeant (Minister for Culture,
Skills and Social Partnership)



Trefnu polisi yn y gweithle - strean

Organising around workplace policy - stress

Luke Colins (Unite)

Trefnu polisi yn y gweithle - DĀ

Organising around workplace policy - AI

Ceri Williams (TUC Cymru)

Cytundeb DA AI agreement

Rheoli technoleg sy'n rheoli pobl: dull
Partneriaeth Gymdeithasol o weithredu
systemau rheoli algorithmig yn sector
cyhoeddus Cymru

Managing technology that manages
people: a Social Partnership approach to
algorithmic management systems in the
Welsh public sector.

[www.gov.wales/managing-technology-
manages-people](http://www.gov.wales/managing-technology-manages-people)



Trefnu cangen undeb gan ddefnyddio'r iaith Gymraeg

**Organising a union branch
using the Welsh language**

Dyfrig Jones (UCU)

Te, coffi a rhwydweithio

Tea, coffee and networking

Trefnu mewn gofodau newydd

Organising in new spaces

Doug Jones (PCS)

Stuart Richards (TUC)

Jono Davies (Unite)

Garfield Hylton (GMB)

Chair: Linsey Imms
(TUC Cymru)

Cinio a rhwydweithio

Lunch and networking

Llenwch yr arolwg mentimeter cyflym ar drefnu yn eich gweithle – fe welwch y canlyniadau’n ddienw ar ddiwedd heddiw.

Please fill in this quick mentimeter survey about organising in your workplace – you’ll see the results anonymously at the end of today.



Cynydd poblyddiaeth a mynd i'r afael a'r dde eithafol

The rise of populism and tackling the far right

Vic Jones (TUC)

Danny Scott (Jarrow Insights)

Shavanah Taj (TUC Cymru)

Amarjite Singh (TUC Cymru)

Tackling the Far-Right Online

Jarrow Insights
Unionised Worker Co-operative



What We Do

Jarrow Insights

Help trade unions to respond to threats in the digital landscape.

Our Expertise:

- **Social Listening**
 - **Audience Analysis**
 - **Strategic Campaign Design**
-

Our partner in tackling the far-right



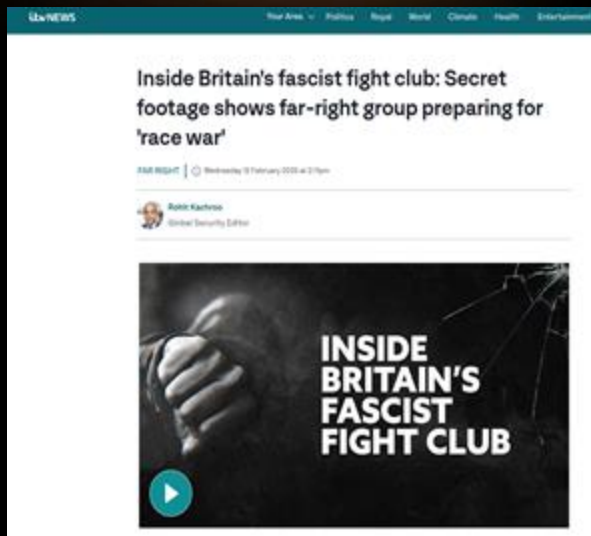
Trademark Belfast
Supporting trade unions and
worker organisations with
grassroots political education



What we're Interested in

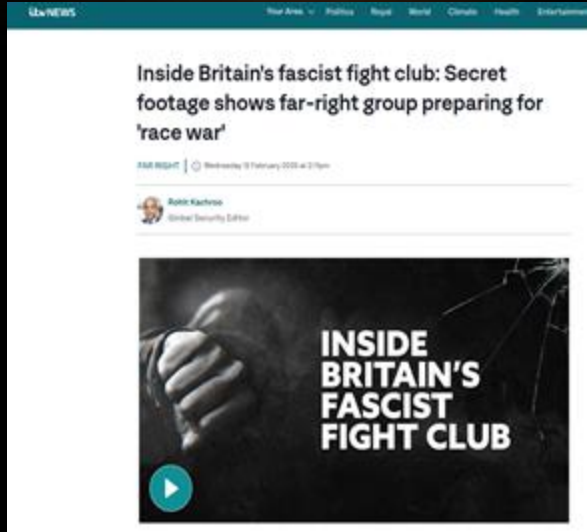
- Decline in Young Trade Union Membership
 - The Technology Gap between our workers' movement and our enemies (AI!!)
 - The Far Right Digital Propaganda Machine
- 
-

The Far-Right in 2025



- Racist Street Gangs?

The Far-Right in 2025



- Racist Street Gangs?



- Something More Terrifying?

TikTok Elections



TikTok likely contributed to record AfD vote share in German elections

Analysts suggest platform was 'extraordinarily influential'



Penny Horwood

04 September 2024 • 3 min read



How a little-known far-right candidate manipulated TikTok to rise to the top in the Romanian election

Published: November 29, 2024 10:31am GMT

Revealed: Trump-linked US Christian 'fundamentalists' pour millions of 'dark money' into Europe, boosting the far Right

28 US right wing donors/ groups have spent at least \$380 million overseas since 2008.

The Far-Right Digital Propaganda Machine

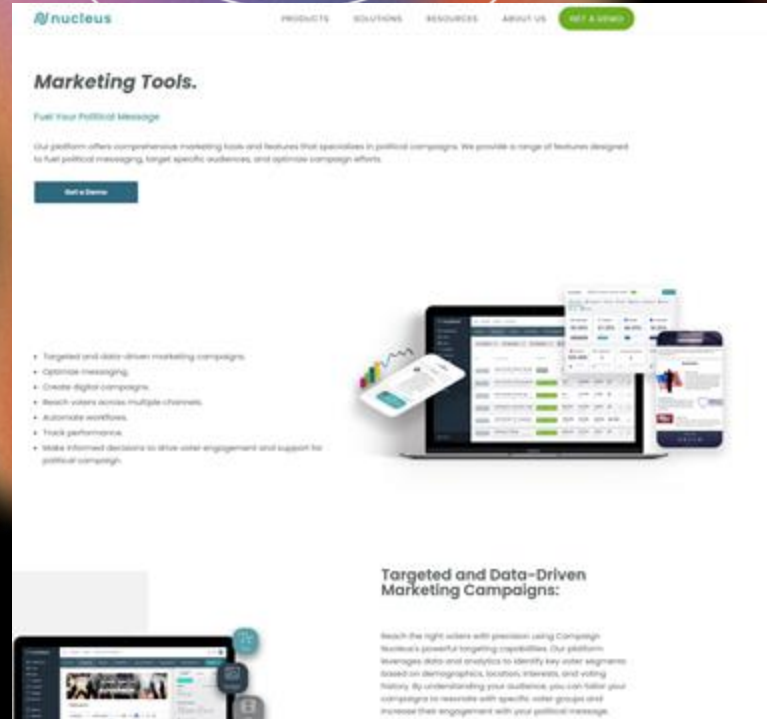
- The way we communicate with each other has changed.
- Far Right digital strategists understand this.
- Using the internet and social media, they have built powerful digital propaganda machines.
- The billionaires that own the infrastructure are a part of the problem.

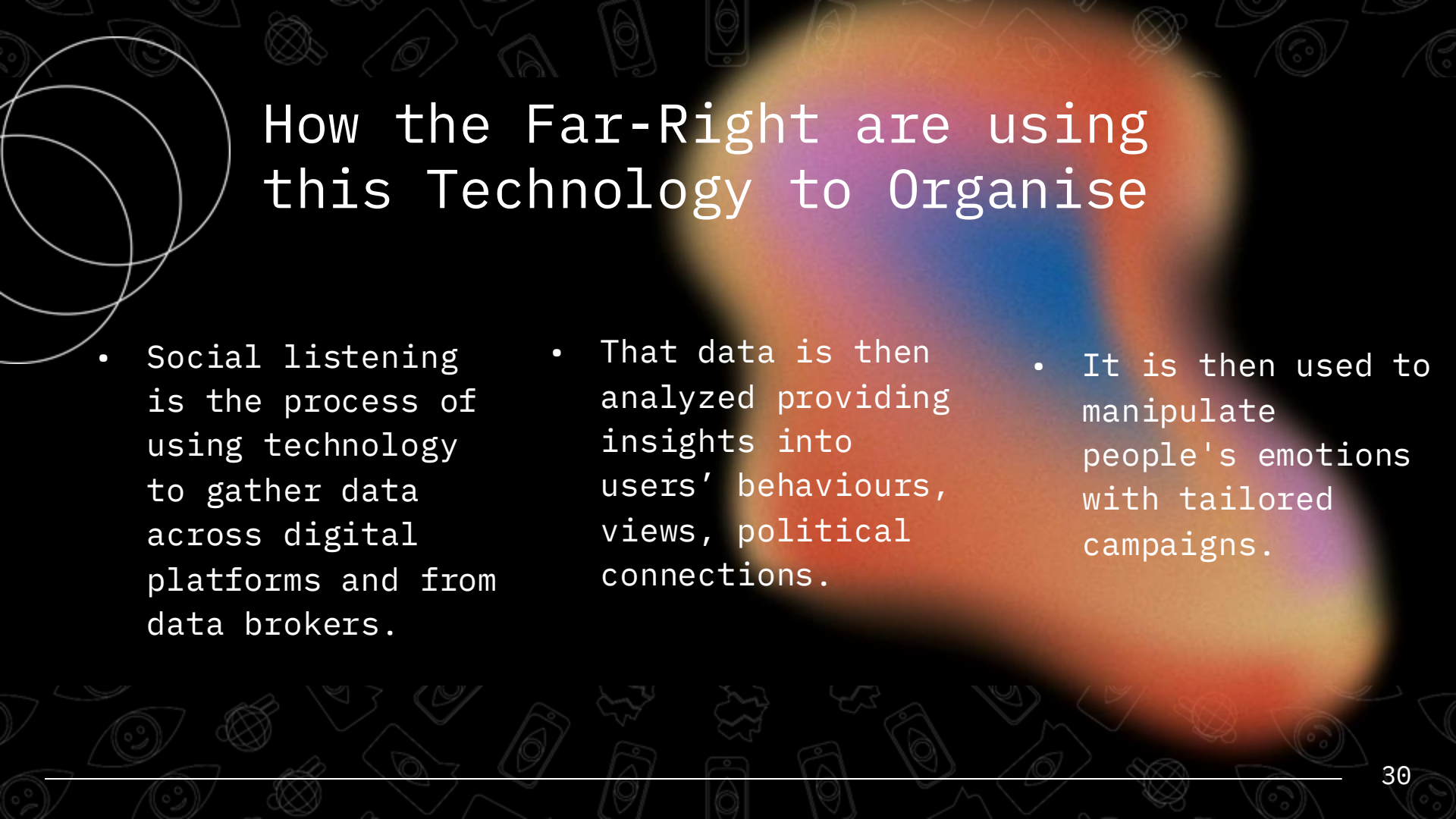
Brad Parscale

- Helped build Cambridge Analytica
- Trump's 2016 digital director—turned mastermind of data-driven far-right campaigning.
- Built Campaign Nucleus, an all-in-one digital war machine for right-wing candidates.

Campaign Nucleus

- Social Listening
- Audience Analysis
(third party enrichment)
- Impact of AI





How the Far-Right are using this Technology to Organise

- Social listening is the process of using technology to gather data across digital platforms and from data brokers.
- That data is then analyzed providing insights into users' behaviours, views, political connections.
- It is then used to manipulate people's emotions with tailored campaigns.

What we do at Jarrow Insights

Social listening
lets us hear
workers' voices.

Audience
analysis helps
us connect
with them.

By using these
tools ethically, we
support workers
where they are.

- Respecting privacy
- Focusing on public information.
- Using data to support, not control.

Social media is a battlefield, one in which the far right is sophisticated, well funded and increasingly powerful.

We cannot afford
to concede that territory.

It is a front that we need to fight.

Te, coffi a rhwydweithio Tea, coffee and networking

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Gweithdai

Workshops

Gweithdai

- Trefnu gweithwyr ifanc – Amarjite Singh (TUC Cymru)
- Megaphone ac offer trefnu digidol eraill – Anthony Hayes (TUC)
- Trefnu gan ddefnyddio ymgyrch yn y gweithle – Conrad Hunt, Jamie McGovern a Mark Williams (CWU)

Workshops

- Organising young workers – Amarjite Singh (TUC Cymru)
- Megaphone and other digital organising tools – Anthony Hayes (TUC)
- Organising using a workplace campaign – Conrad Hunt, Jamie McGovern and Mark Williams (CWU)

**Beth sydd nesaf ar gyfer
trefnu yng Nghymru?**

**What's next for organising
in Wales?**

Ffion Dean & Shavanah Taj

Hyfforddiant iechyd meddwl Mental health training

Iechyd Meddwl – o fod yn wydn i allu
gwrthsefyll. 2 dydd Llun yn dechrau ar
31 Mawrth

Mental Health – from resilience to
resistance. 2 Mondays starting 31 March.

www.tuc.org.uk/courses-reps-wales-tuc



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Trefnu o amgylch yr iaith Gymraeg

Organising around the Welsh language

Ymgyrch eich hawl i ddefnyddio'r
Gymraeg yn y gweithle

Your right to use Welsh at work
campaign

www.tuc.org.uk/Welsh



Straeon lleisiau gweithwr Worker voice stories

- Contractiau dim oriau
- Teuluoedd sy'n gweithio
- Gweithleoedd mwy diogel ac iachach i fenywod
- Swyddi sy'n talu ffordd
- Zero hour contracts
- Working families
- Safer and healthier workplace for women
- Making work pay

**Beth sydd nesaf ar gyfer trefnu
yng Nghymru?**

What's next for organising in Wales?

Ffion Dean & Shavanah Taj

Manylion cyswllt

Contact details

wefan/website: www.tuc.org.uk/wales

e-bost/e-mail: cymru@tuc.org.uk

ffôn/phone: 029 2034 7010

Sganiwch y cod QR ar gyfer ein
rhaglenni cymdeithaso

Scan the QR code for our socials



TUC

Cymru

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1974 - 2024