

# Organising in communities

**AOb**

**Netherlands**

# AOb

- 85.000 members
- Primary education to higher education
- Teachers and education support personnel
- Biggest education union

# How did we improve active engagement of the community?

# Our succes in organising was collaboration



## Collaboration with... other unions and grassroots



**Collaboration with...**

employers



# Collaboration with...

parents



# Collaboration with... local schools and community



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IN ONDERWIJS



# Collaboration with... teacher training colleges



# Collaboration with...

famous people



## Tweet

↻ Marja v Pluur-Höften heeft getweet



**Carice van Houten** ✓

@caricevhouten



Ik heb getekend. Hier kunt u dat ook doen. [investeer-in-onderwijs.nl](https://www.investeer-in-onderwijs.nl) dank !

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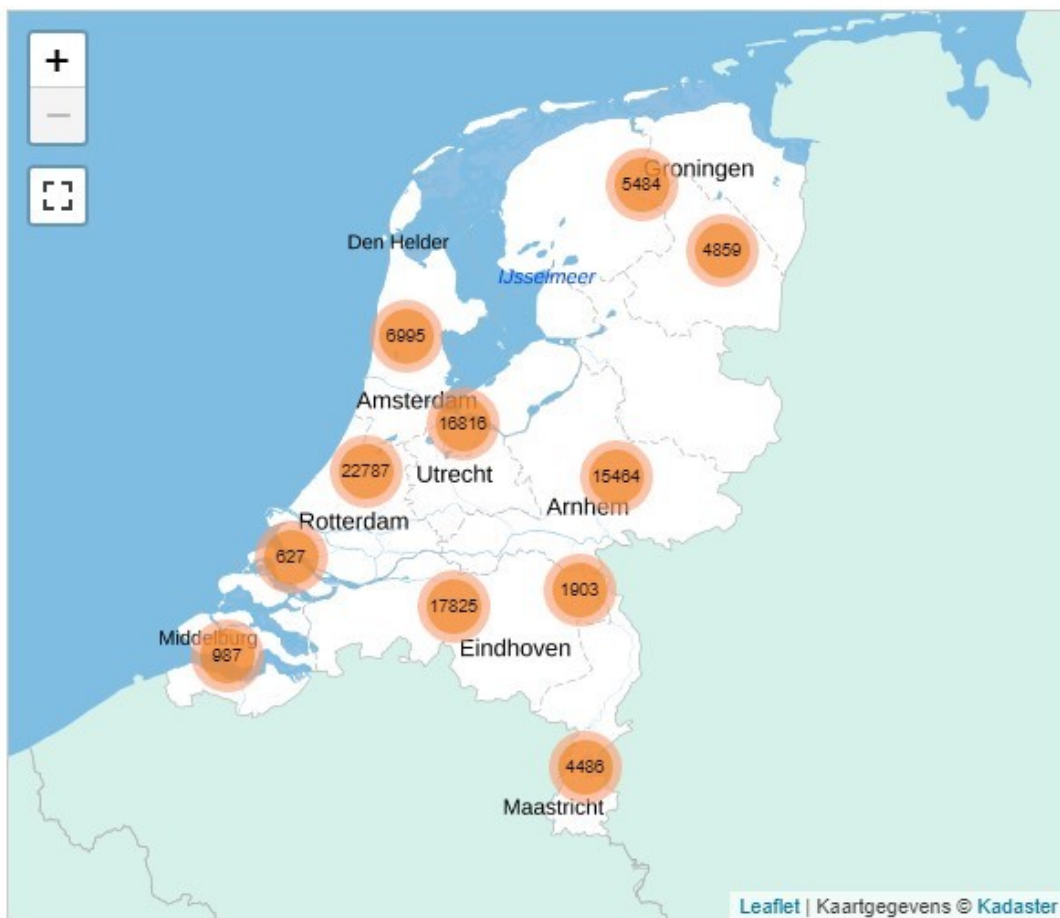


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# Collaboration with...

everyone

104.747 mensen hebben de petitie getekend



# Costs of collaboration

- A lot of time
- Some vulnerability
- Give and take
- Stamina

# Results of collaboration

- Raise in pay and reduce in workload
- Opening up the union
- Increase membership of all ages
- Increase active engagement
- Positive image in society



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