

# Union revitalization and sectorial challenges : Numerical tool in a union organization practices. The case of Retail Quebec union

Clémentine Colmont – PhD student in UCLouvain / HEC Liège

CRIMT 2024 - 26/10/2024



# Simple Vote



# INTRODUCTION

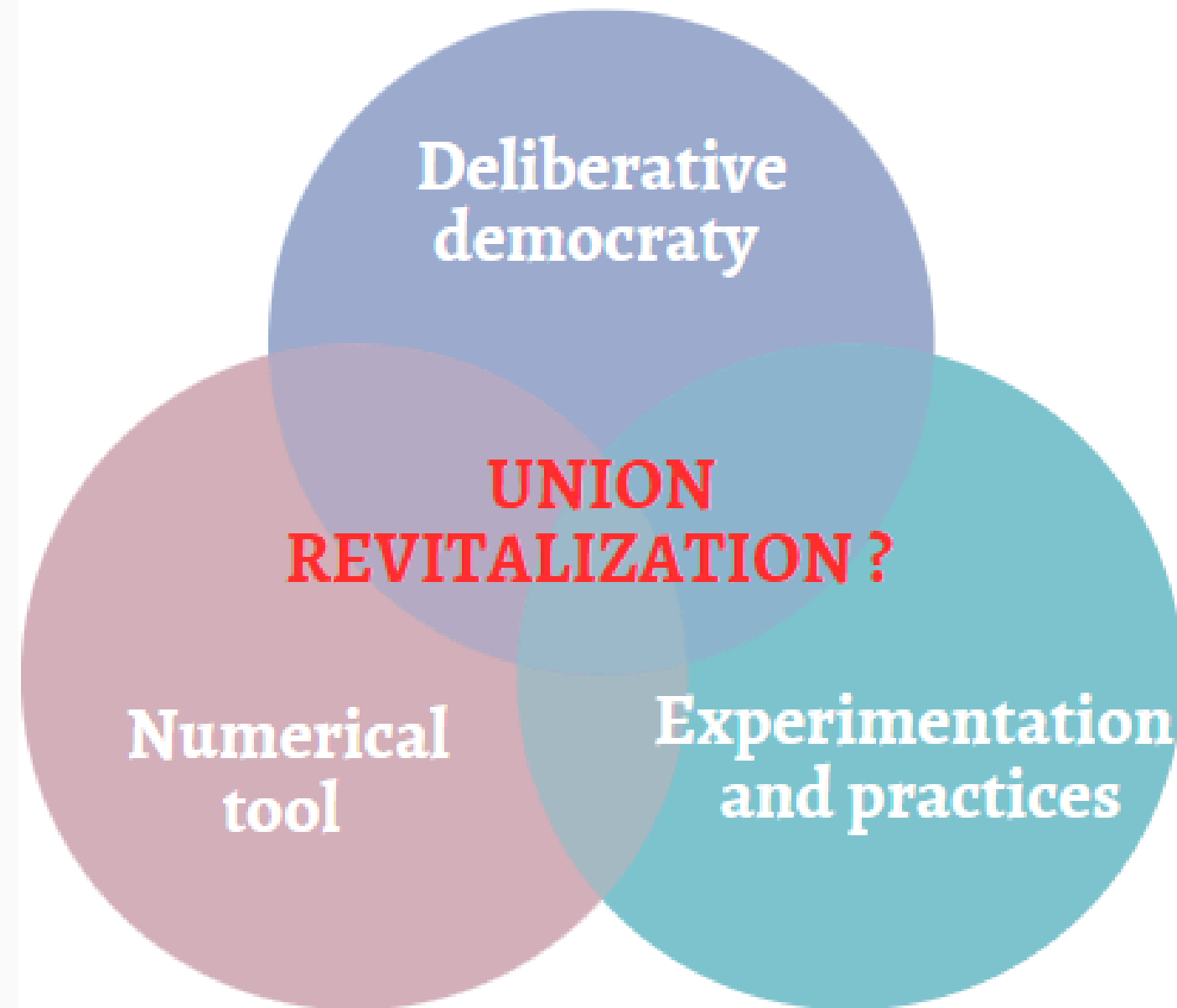
## ■ Research context

- Retail Union context in Quebec (Botin CA, 2023 ; Hennebert, 2023)
- Problematical of union revitalization (D'Amour, 2022 ; Fairbrother, 2015)
- Numerical participative democracy (Coleman and Blumler, 2009 ; Dahlberg, 2001 ; Hennebert and al, 2021 )

## ■ Research question

**How have food retail unions experimented with and seized the digital tool of participatory democracy to renew their union power, practices and sectoral perspective?**

# Theoretical synthesis



**01** **Deliberative  
democracy**

**02** **Numerical  
Tool**

**03** **Experimentation  
and practices**

# Method

Step 1 : Exploratory approach

Step 2 : Semi-structured interview with the team in charge of Simple vote for the past 4 years

Team interviews lasting several hours

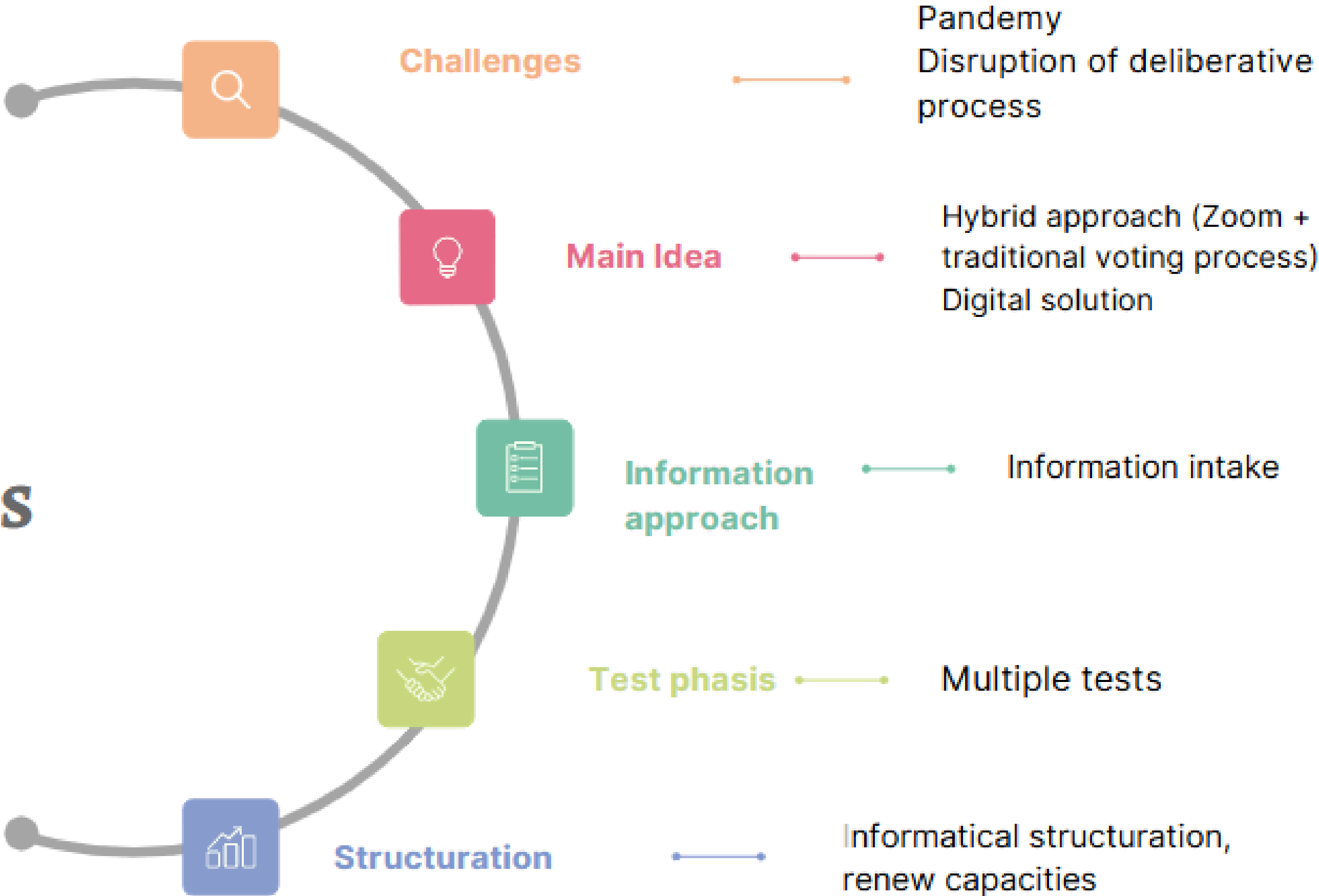
**Objective : Re-building the experimentation cycle**

# Simple Vote

- Enterprise
- Online voting system
- Union voting process
- “Online voting is an excellent opportunity to increase mobilization and give union members ways to get involved” (site)

# RESULTS

## Process



## INFORMATION

- Updating knowledge
- Speech adaptation
- Communication (dialog box)

**“Snowball  
effect”**

## CONSULTATION

- Union Network
- Blind spots

## NEGOCIATION

- Union legitimacy
- Valuing union work
- New impetus and arguments for negotiations

# DISCUSSION



## No fundamental transformation

New practices do not completely replace traditional ones



## Vector of union revitalization

Communicative dimension, sectoral and bargaining power, strengthening the union network, enhancing the value of union work



## Critical tool / critical look

Questioning practices, relationship between the organization and the field, union blind spot = union apprenticeship