



FAQ

What does Unifor stand for?

- Unifor stands for making the benefits of a union available to every Canadian. It will be a union for workers, the unemployed, the self employed, women, youth and students, diverse communities and new Canadians – a union for everyone.
- The name is the same in French and English. It reflects, in both languages, the core values that our new union stands for: unity and solidarity, strength and determination, and a modern, forward-looking perspective.
- It stands for safer work places, secure employment, wages and benefits that provide a decent standard of living, and dignity and mutual respect in the workplace.
- Unifor advocates for, and defends the rights of, working people in every sector of the economy and in every community in Canada.

What do the logo, word mark and colour symbolize?

Members value the strength, protection and security that our union offers. The 'shield' logo speaks to that protection and the lower case 'uni'

Key facts about Unifor

- ✓ Unifor will be the largest private-sector union in Canada, formed by the coming together of the CAW and CEP.
- ✓ Unifor will have over **300,000** members in every province and territory in Canada.
- ✓ It will represent workers in more than 20 sectors of the economy.
- ✓ Unifor will have more than 800 locals and 3,000 bargaining units.
- ✓ The founding convention will take place Labour Day weekend, Aug 30 – Sept 1, 2013 in Toronto.

and upper case 'FOR' give the word mark strength and momentum. Our new visual identity is strong, simple, clean and clear.

Why was the name chosen?

Through an extensive membership survey, countless meetings and the focus group testing, CAW and CEP members, as well as members of the public were clear that they wanted a non-traditional name for the new union that symbolizes a modern approach to trade unionism, and is more than a listing of our members' industries or sectors of work.

Unifor was chosen as a name that is expressive, dynamic and symbolic of our aspirations as a new organization: united, strong, modern, and forward-looking.

How was it chosen?

A survey of members by CAW and CEP in the winter of 2013, followed by focus group research in early spring 2013, shaped the process of determining an appropriate name. Based on the results of this research and membership consultations, a joint committee undertook a rigorous naming process over the past few months. A large list of hundreds of possible names was generated, which was gradually reduced to a short list of names for the new union.



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About the **CEP**:

The Communications, Energy and Paperworkers Union of Canada is the largest union in several key sectors of Canada's economy, including forestry, energy, telecommunications and media.

The union's *110,000 members* work at a wide variety of jobs in hundreds of different workplaces across the country.

CEP's main activities include negotiating better wages, benefits and working conditions, protecting jobs, achieving equality, grievance representation, union education, organizing new members, political action, strengthening national and international ties.

www.cep.ca

About the **CAW**:

The Canadian Auto Workers union is one of the largest private sector unions in the country with approximately *193,000 members* from coast to coast.

Since the **CAW's** founding convention in **1985** the **CAW** has continued to grow through organizing and mergers with other unions into a diverse and progressive organization representing workers throughout virtually every sector of the Canadian economy. **CAW** members work in aerospace, mining, fishing, auto and specialty vehicle assembly, auto parts, hotels, airlines, rail, education, hospitality, retail, road transportation, health care, manufacturing, shipbuilding and other sectors of the economy.

The **CAW** is not only dedicated to fighting for workers' rights at the bargaining table, it's equally committed to taking on economic, political and social issues that affect its members and their families in the broader community.

www.caw.ca

NEWUNIONCONVENTION.ca

