

1. The employers' organisation as provider of information

The first type of actions which we see being developed very extensively, and under different formats, within employers' organisations, is obviously information gathering and distribution for members and often non-members without distinction. The employers' organisation acts as information broker and relays information it gathers to its clients.

This activity is in a way self-explanatory.

The outcome is to ensure that members perceive the employers' organisation as a safe haven for information. Members have easy access to all official information and the guarantee that the information is complete. The outcome for the employers' organisation is low cost membership acquisition. Because the employers' organisation responds to a "collective" knowledge need amongst companies. The information is delivered with efficiency and quality. Additional outcomes can be reputational benefits with government authorities.

