

Quality jobs in the 21st Century:

Trade unions and local negotiating



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UNI Professionals & Managers
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Getting closer to our unions, making a difference to our members



- More than **900 affiliated unions** in **150 countries**
- **20 million workers** in the skills and services sectors
- **Cleaning & Security; Commerce; Finance; Gaming; Graphical & Packaging; Hair & Beauty; ICT Services; Media, Arts & Entertainment; Professionals & Managers; Post & Logistics; Social insurance; Sport, Temp & Agency workers; Women, Youth**

Breaking Through Strategy agreed in Nagasaki in 2010



Getting recognition, organising workers

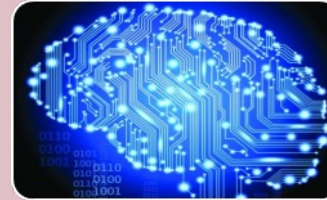
- **Changing the rules of the game** in the global labour market. Growing membership
- Working with affiliates to **organise the global service sector workforce**. Strengthening affiliated unions through organising skills and training
- **Ensuring justice and equality** for working people. Improving the working conditions and lives of workers in service sectors through global agreements

Multinational companies



- **53 Global Framework Agreements** with multinational companies
- Have set fair standards and conditions for more than **12 million workers** globally
- **Built global union alliances** at: Carrefour, Disney, DHL, Hewlett Packard, IKEA, Prosegur, Telenor, T-Mobile, UniCredit; Walmart among others

The three industrial revolutions



1800–1920

Steam, railroads

Taylorism and Fordism,
urbanisation

End of independent
status

Linked to work
premises (paternalism)

1920–1970

Electricity, combustion
engine, TV, radio

Office work,
consumerism, mass
production

Wage earners, services
oriented

Linked to a status
(permanent employee)

1970–20...

Computers, the
web, IT networks

Outsourcing,
isolation, mass
customisation

Dispersion but
re-control of
production tools

Linked to the
individual (to be
invented)

**Technological
innovations**

**Production
models**

**Impact on
workers**

**Protection
schemes**

Fourth UNI World Congress



4TH UNI WORLD INDABA
CAPE TOWN
SOUTH AFRICA
7-10 DECEMBER 2014



Including you... In a new world of work

Globalisation, technology and demographic change is transforming the world of work. Unions need a clear idea of where jobs of the future will be and their quality

Challenge is to understand the change and prepare for it, to secure our values and a strong union presence at the core of the new world of work

This motion defines UNI's strategy to:

- Develop strong and innovative unions
- Put quality jobs at the heart of a new deal for workers
- Secure an economy for societal well-being

New world of work? It's already here!

Industrial / information age	'Individual' / communication age
Mass economy	Customisation
Collectivism	Individualism
OECD countries growing and dominant	BRICS and MINT countries growing
Size matters	Agility matters
Workers living near place of work	Mobile work
Skills management	Talents and emotions management
Command and control management	Collaborative management
Wage earners (salaried) and permanent contracts	Self-employed and diversity of labour contracts
Job security	Labour market security
Homogeneous	De-standardisation

Key trends from UNI survey and research on the new world of work



- **Demographic change:** More work-age people in low-income countries (2.6bn > 4.1bn by 2100). Need 600m jobs by 2020. Fewer work-age people in high-income countries (608m > 504m by 2100) labour shortfall
- **Urbanisation:** 70% of world population living in urban areas with 100 new mega-cities by 2050
- **Environment:** More impact of climate change and need for more high-skilled and 'green' jobs
- **Business:** Private sector jobs grow. More work in small / medium enterprise; multinationals still drive global trade
- **Labour relations reform:** unions reinvent their role

Key trends from UNI survey and research on the new world of work



- **Financial uncertainty:** Fragile financial markets and economic conditions continue
- **Flexibility:** More casual/contract work impact on workers' rights as they become income insecure, unprotected and living on edge
- **Polarisation:** Job growth at two ends of occupation and pay scales – low skill/pay and high skill/pay
- **Consumption:** Increased consumption key to economic growth and requires more service jobs
- **Opportunity:** Demographic, geographic and skills mismatch from labour market failure to meet supply/demand

Some union responses so far:



SETCa, Belgium – Conference and research on how is tech and growing inequality impacting the services sector and what kind of jobs will be created? How does the service sector evolve as a result of this? What is the impact on equality? How do unions need to modernise to meet this challenge?

Ver.di, Germany – Study on impact of digitalisation and tech on workers. How does it change conditions of employment e.g. precarious working? How to develop guidelines for decent digital work? Collective bargaining? 'We expect better' T-Mobile example of trans-national union collaboration

Some union responses so far:



SEIU, USA – Research and member consultation on question: what do workers need from a union? Look at how union structures reflect the needs of workers. How do unions support low paid workers and tackle issues of inequality in the new labour market? E.g. Fight for \$15 campaign for fast food workers

IDA, Denmark – Roundtable with government on need for investment in education and tech for high-skilled P&M workers. Look at how union innovation can meet needs of new world of workers – how to avert brain-drain, how to organise workers in remote and isolated workplaces

Some union responses so far:



Unionen, Sweden – Research with academics and members to look at what work life will be in future. How the union needs to adapt to this and try to set goals for 2030. Find solutions to influence how union focuses on making long term change to benefit workers

KFSU, Korea – work life balance and stress. The demand for emotional labour being added to commerce sector workers' jobs in a 24-hour culture where customer service is priority. How do unions negotiate on this to secure fair compensation and avert serious and lasting risk on workers' health?



Ideas for unions to consider

Unions combine core activities with bolder role in 4 areas:

- **Secure better pay and conditions at work:** push against trend of wage dispersion in companies where income, wealth and power rests in a few hands: local negotiations!
- **Influence employers; reshape business rules / structures:** bridge disconnect between business and 'real' values to account for social, environmental, economic factors. Key is creating quality jobs and lifelong learning: local negotiations!
- **Make case: what's good for unions is good for society:** local negotiations!
- **Movement advocating systemic change:** build case for unions to help re-design alternative economic system for long-term good of people and the planet: local negotiations!

Opportunities to engage

1. How do unions use CSR and Global Framework Agreements to make this enforceable in multinationals? What can UNI do to help unions develop bargaining in different regions?

e.g. IBM roadmap on outsourcing – local bargaining in Belgium; TeliaSonera organising in Romania; Carrefour collective bargaining in European Works Councils in Germany

2. How do unions shape local debate on new world of work?

e.g. issues of working conditions; gender pay gap; unemployment of youth; skills development and re-training; work-life balance. How can unions share good practice about organising workers in new sectors of the labour market?

3. How do unions prepare our structures for a future labour market?

Thank you and questions



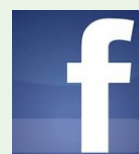
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