

Executive Committee on 27-28.11.2012

Agenda Item IV.1.a.

THE CONCEPT OF A COMMON DEMAND

The founding members of industriAll European Trade Union (EMF, EMCEF and ETUF-TCL) had already all taken an important step in their policies, aiming at the further coordination of national collective bargaining policies, by launching the principle of having European-wide common demands. IndustriAll European Trade Union strongly confirms this principle.

The idea behind the common demands is to highlight one of all the major important elements within the collective bargaining rounds in all European countries. In that sense it has to be clearly understood that this is only one demand out of the many that can be made in the national collective bargaining rounds; it is also not exhaustive or restrictive. Trade unions are invited to act upon such a common demand in an open and creative way, adapting it to the system in their countries.

An important element of a common demand is to give a clear political message to the employers: that the topic is of great interest to the workers in the whole of Europe and that the trade unions are determined to work closely together in this field. It is also relevant to demonstrate the importance of both the topic and the political message to all of our trade union members as well as to the decision-makers in the national governments and the EU parliament and Commission. In this respect we expect the national trade unions to make large use of the logo of industriAll European Trade Union (industriAll Europe) as well as the campaign logo in their activities, in their publications and on their websites, etc. in order to create a European image and give visibility of our common demand strategy.

A common demand is launched by the industriAll Europe Collective Bargaining Conference and endorsed by the industriAll Europe Executive Committee. It is highlighted in the activities of industriAll Europe and the affiliated organisations during the period between two Conferences – 4 years – but is not in the least limited to that period. Once a common demand is launched it remains important and will be continuously followed up. There will not necessarily be a common demand each four years; this remains to be decided by the industriAll Europe Executive Committee, based on the evaluation of these common demands and the usefulness, necessity and topicality of certain items to be raised.

The Common Demand includes: Political goals agreed at European level, a method of implementation (“Open Method of Co-ordination“- OMC), a timeframe and a campaign:

First Step:

An Agreement on the political goals at European level at the industriAll Europe Collective Bargaining Policy Conference - after receiving the green light from the Executive Committee - on the principle of the common demand as well as the topic. The Conference decides on the broad political goals, an evaluation procedure and a timeframe. The next Executive Committee endorses the decision.

Second Step:

Translation of the industriAll Europe objectives into national implementation policy by the affiliated organisations. The affiliates define the most appropriate implementing measures in a “roadmap”:

What? (Out of the choice list, given as examples and not limitative, used in a creative way and adapted to the national systems)

How? (What actions, what publications, which collective bargaining round, what level of negotiations, etc.)

When? (Timeframe)

Success criteria? (What does the trade union regard as a success regarding the Common Demand – Is it the process and/or the results?)

These roadmaps have to be sent to the industriAll Europe Secretariat within a 4-month period after the decision in the Collective Bargaining Conference. The Secretariat will produce a Common Demand Calendar to deliver an overview of when, where and how trade unions intend to negotiate the Common Demand in their countries and campaign to support the implementation. During the campaign period industriAll Europe will ask the member organisations for yearly updates on their roadmaps.

Third step:

Evaluation and Benchmarking

The Collective Bargaining & Social Policy Committee will evaluate the implementation on the basis of the timeframes of the roadmaps in order to identify, evaluate and disseminate good implementation and assess whether and how good practices could be used in other countries. The final report on implementation will result in proposals regarding criteria for

the selection of good practices (content and process) and their further development, follow-up and implementation of possible further industriAll Europe initiatives.

Campaign on the Common Demand

ACTORS / ACTIONS

- **IndustriAll European Trade Union Secretariat**

Kick-off with Press Conference

Maximised use of website

Implementation Calendar (timetable)

Involvement of other industriAll Europe committees, ETUC, other ETUFs, IndustriALL Global Union and employers' organisations

Evaluation ("best practice") in industriAll Europe Executive Committee,

Evaluation Report

- **IndustriAll European Trade Union Affiliates**

Press conferences at start of negotiations on the Common Demand

Publications in trade union magazines

Link: affiliates' websites to industriAll European Trade Union website

Yearly update of roadmap if necessary

Participation in mid-term and final evaluation of the Common Demand

Extensive reporting to the EUCOBAN system, especially when information regarding the Common Demand is available in order to provide and help other member organisations in their work on the Common Demand

If possible invite representatives from other member organisations to participate as observers in the national collective bargaining rounds on issues related to the Common Demand

- **Material for the campaign**

Slogan, logo, posters (also posters that can be adapted with affiliates' own logos), brochure, etc.