

ENOUGH IS ENOUGH



**EUROPE'S INDUSTRY
EUROPE'S JOBS
OUR FUTURE**

Europe's industries are at a crossroads.

**Deindustrialisation is not inevitable.
It is a choice.**

Europe has the ingredients to thrive - a skilled workforce, the largest single market, world class research institutions, competitive businesses, and political stability - **without asking workers to pay the price for decades of underinvestment.**

**THE MONEY WAS THERE.
IT WENT TO SHAREHOLDERS.**

Industrial titans say they can no longer afford Europe's workers. Their own financial accounts tell a different story.



2X FASTER

Profit-per-worker grew twice as fast as pay-per-worker in the EU-27 manufacturing sector.

€1.6 TRILLION

distributed to shareholders by European firms in key energy sectors from 2010 to 2023¹.

2.19 MILLION

Number of **manufacturing jobs lost** in Europe since 2007.



**THERE IS MONEY,
BUT WILL THEY INVEST HERE?**

**PUBLIC MONEY
MUST DELIVER PUBLIC VALUE**

Our research identified a significant lack of conditionality, reciprocity, and accountability:



4 OUT OF 5

Across Europe's largest 300 non-financial firms², nearly four out of every five **restructuring announcements are made by firms that book a profit** in the same year.

1.58 MILLION JOBS

Research from the ETUC uncovered dozens of multinational companies that **announced restructurings**, affecting millions of jobs, **while receiving state aid** in the same year.

€4.9 BILLION

Amount of **state aid received** just by the major European carmakers since 2016. These public funds carried **little or no enforceable social conditionalities.**



**EUROPE MUST STOP SUBSIDISING
ITS OWN DEINDUSTRIALISATION!**

¹ Research provided by [SOMO](#); ² Research provided by the [ETUC/University College London](#)

MADE IN EUROPE, NOT JUST MADE WITH EUROPE

OUR DEMANDS TO POLICY MAKERS

Europe needs an industrial strategy that ties public support and investment to European production and jobs across the value chain.

Publicly supported products should meet a **minimum European-content threshold**.

"Made in Europe" must stand for good jobs, strong social and environmental standards, and fair-trade reciprocity.



1. NO PUBLIC MONEY WITHOUT BINDING CONDITIONS

Public support must guarantee **jobs, collective bargaining, reskilling and protection against relocation**. No subsidised funds for dividends or buybacks and **clawbacks when commitments are broken**.

3. KEEP THE VALUE CHAIN IN EUROPE

Anchor raw materials, components, research and development and final production in Europe, **creating good jobs under strong social and environmental standards**, while extending local-content requirements to other strategic sectors.

2. USE EUROPEAN DEMAND TO SUPPORT EUROPEAN INDUSTRY

Use **public procurement and other incentive schemes to stimulate demand** for European-made goods and secure investment in European production and supply chains.

4. MAKE IT IN EUROPE

Public policy must support products with substantial, verifiable European content.

That means **technology developed here, components produced here, workers skilled here and value created here**.

OUR DEMANDS TO MANAGEMENT

1. STOP THE BLEED

Halt the **job cuts and demands for worker concessions**. We need a serious plan to save industry.

3. INVEST IN OUR COMMON FUTURE NOW

Rather than maximising profits, **ensure that sites, RDI and skills are invested in**. Abandoning technology leadership is a corporate choice, not an inevitability.

2. RESPECT WORKERS AND PROTECT OUR COMMUNITIES

Strong worker participation and industrial relations are key to transforming Europe's industries. Companies must **honour collective agreements and respect workers' rights to information and consultation**.

4. DON'T TALK DOWN EUROPE

Stop using global competition to justify undercutting local workers. Europe has the skills and innovation to lead; management must **champion domestic production and reinvest in its future** instead of talking down its potential.