



QUALITY JOBS FOR QUALITY SERVICES

A UNI Europa
Services Manifesto



Quality Jobs for Quality Services

A UNI Europa Pledge for European Election Candidates

People across Europe expect and deserve high quality services. European business, too, rely on innovative services solutions to endure in global markets. Therefore, a competitive European Union that caters for a high quality of life for its citizens needs a services industry that lives up to the challenge.

Qualified and motivated services workers are essential to accomplish this. Quality employment in services is crucial to create and maintain high standards of services quality, innovation, and productivity. A lot can be done during the 2014-19 period to make this happen. Realising this, I support:

1. The development of a **comprehensive EU services policy** because a competitive and social Europe needs a clear strategy for services.

2. **A European Investment Plan** because investing in skills and a modern services infrastructure will turn the services industry into a driver of sustainable growth and job creation.

3. **Social dialogue in services** because social partners know best how to deal with the challenges of the future in their sectors.

4. **Collective bargaining, worker rights, and effective employment protection legislation** because workers need effective safeguards against precarious working conditions in services.

5. **European legislation that promotes health and safety** at work in services because a social Europe does not treat worker safety as red tape.

6. **Strong European cooperation for skills and lifelong learning in services** because well-trained workers are the strongest asset of an innovative services industry.

7. EU policies that acknowledge **common interests of customers and service workers** because customers only get a good deal when workers can focus on their clients' needs.

8. **A consistently regulated European single market for quality services** that impedes social dumping and protects services of general interest.

9. **International trade agreements that are negotiated transparently and improve working conditions worldwide** because international trade must not compromise social progress.

10. **Services research that is sufficiently funded and geared towards the needs of practitioners** because scientific evidence is crucial to improve the governance of services in Europe.

Name

Electoral District

Done in on

Signature

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Quality Jobs for Quality Services

Fact Sheet for Signatories

Who is UNI Europa?

UNI Europa is the European Trade Union Federation representing more than seven million employees in the European services industry. Together we advocate a strong social pillar in European integration.

What is the Services Manifesto?

The UNI Europa Services Manifesto sets out our vision of an innovative and quality-oriented services industry; an industry that is driven by fair competition in the single market, creates sustainable growth, and benefits consumers, workers, and businesses alike. In view of the 2014 European elections, our Manifesto offers advice to the European Parliament and Commission on how to turn this vision into reality.

What is the Manifesto Pledge?

With the Manifesto Pledge, UNI Europa gives EU policy-makers the chance to make their commitment to quality jobs and quality services visible. By signing up to the Pledge, policy-makers declare their support for the arguments brought forward in the Services Manifesto. UNI Europa will list participating politicians on its website where European voters can check if the candidates they vote for care about quality jobs and social Europe.

Why care about good work in services?

As services are highly labour-intensive, it is crucial to understand that quality, innovation, and productivity in services are functions of decent working conditions. This is what we understand as a virtuous circle: quality employment in services improves the quality of services as such. Recognising this virtuous circle must be the starting point of all policies affecting the services industry. Above all, this insight must inform a comprehensive EU services policy which needs to be drawn up and implemented to ensure a favourable long-term development of the European services industry.

Why is it important?

There are good reasons why services contribute in excess of 65% to both employment and output in the EU: Services fulfil essential functions in modern societies and complex economies. Businesses to consumer services either respond to citizens' most

basic needs (e.g. retail, care, or media services) or boost their quality of life (e.g. active leisure or hair & beauty services). Similarly, business services (such as financial, logistics, or IT services) enable firms to increase productivity and to concentrate on their core business. Ensuring that these essential needs are met in a way that fosters economic and social progress is an important, essentially political task.

Why are we taking this step?

We are concerned about how little attention is paid to the quality of services and services employment at EU level. Especially the single market for services, an under-regulated market which encourages social dumping and low-quality services, illustrates this lack of attention. European integration must capitalise on the virtuous circle between quality employment and quality services to harness our industry's full potential for competitiveness and quality of life in the EU. Boosting the potential for growth and employment of the services industry – our economy's biggest sector – is crucial to end the current crisis and to set Europe back onto the path of social progress.



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Growth and employment creation in an inclusive European economy

As the European Treaties (e.g. Arts. 3 and 151 TFEU) unambiguously state, European integration follows the aim of generating social progress. The Treaties thereby give expression to the firm belief standing at the heart of UNI Europa's work: The European project must serve to improve living and working conditions in every corner of a peaceful continent.

In sharp contrast to this vision, unacceptable levels of unemployment and inequality currently threaten social cohesion in Europe. The European dream is hollowed out by the combination of austerity and wage moderation on which European leaders place their hopes of recovery. Even key achievements are compromised. For more than 40 years, European legislation has served to keep workplaces safe and healthy. Now, a European Commission confusing smart with anti-social regulation turns its back on the issue and breaks the Treaties to refuse transposing social partners' health and safety agreements into law.

We demand that the European Parliament and Commission use their 2014-19 mandates to revive the ambition of building an economy that combines competitiveness with an inclusive European social model. To end the crisis, Europe needs to return to the creation of permanent, safe, and skilled employment that pays a living-wage at the very least. This requires a growth model that builds on Europe's strengths: a skilled workforce and a knowledge-intense economy producing innovative quality goods and services.

Deregulating Health and Safety at Work

Hairdressers experience among the highest rates of occupational skin diseases (eczema, dermatitis etc), bladder cancer, and musculoskeletal disorders. On 26 April 2012, the European social partners in hairdressing signed a framework agreement on the protection of occupational health and safety that is purpose-built to reduce these risks. In its REFIT Communication of 2 October 2013, however, the European Commission announced its intention to block this agreement from entering into force for fear that it might impose 'bureaucratic burden' on business. This constitutes an unprecedented attack on health & safety legislation and the autonomy of social partners. Moreover, as workers, social security systems, and even most hairdressing companies would benefit from measures that prevent sick leave and expensive medical treatments, this is an incomprehensible decision that needs to be reversed.



A comprehensive EU services policy

Services contribute in excess of 65% to both output and employment in the EU. The size of this industry illustrates that services fulfil essential functions in a modern society and a complex economy. Reviving sustainable growth and catering for a high quality of life in Europe therefore cannot succeed without targeted policies for the European services industry. Likewise, quality services are crucial prerequisites for mastering the challenges of demographic and climate change successfully. Consequently, the European Union needs a comprehensive and consistently implemented services policy that is based on two commitments:

A commitment to quality employment for quality services

Given their high labour-intensity, a consistently high quality of services and innovation capacity in services depend on a proficient workforce enjoying decent working conditions. A concern for skills and quality employment must therefore stand at the core of an EU services policy for quality- and innovation-driven growth. This requires social dialogue and worker involvement.

Quality Jobs for Quality Services – A Virtuous Circle

Understanding that quality, innovation capacity, and productivity in services are a matter of good working conditions is crucial. Recognising this virtuous circle – the better the quality of employment in services, the better the services that are provided – must be the starting point of all policies affecting the European services industry.

A commitment to fair and consistent regulation

Regulation in Europe must be made consistent with the aim of developing a services industry that creates sustainable growth and quality employment. Sustainable growth and quality employment in services are a result of fair competition that encourages businesses to innovate, specialise, and increase productivity. This necessitates a new approach in the EU as can be seen in the single market for services: relying on deregulation, liberalisation, and privatisation alone fosters market failure, social dumping, and the emergence of oligopolies. The European service industry must be regulated on the basis of thorough social and economic impact assessments which fully involve the social partners.

UNI Europa is committed to preparing viable proposals for an EU services policy that ensures a favourable long-term development of the European services industry. We encourage the European Parliament, Commission, and Council to join us in this debate. This manifesto highlights priority areas to be covered by such an EU services policy.

Investment into jobs and quality services for economic and social progress

Europe needs a large-scale investment programme of at least 2% of GDP annually over the coming years to break the vicious circle of austerity, disinvestment,

and prolonged crisis. Such an investment plan must support the aim of developing a services industry that creates much needed sustainable growth and quality jobs. Social investments that serve to improve the situation of the most crisis-affected groups such as women, youth, migrants, and handicapped persons must be given adequate weight.

Invest in skills for quality and innovation in services

Our changing society and economy constantly produce new challenges that need to be met with innovative, high quality service solutions. Investments into a skilled workforce that proves capable of providing these services are crucial to improve competitiveness and quality of life in Europe. Particular emphasis must be given to skills for social innovation. Such innovation processes must integrate employees' and consumers' interests in order to improve living and working conditions.

Invest in services infrastructure for a changing society and economy

Services that cater for the needs of a changing society and resource-efficient economy rely on a modern services infrastructure. Investments into care facilities or 'green' ICT, for instance, must therefore be given priority. Additionally, addressing infrastructure needs of growing service sectors promises high returns in terms of growth and job creation. Building a European payment system for e-commerce is such an opportunity that must not be missed.

One Europe, One E-Payment Infrastructure?

Paying electronically at the local supermarket is already something that millions of Europeans do every day. However, if you are an online shopper and ordering an item from a seller in another country, things are not quite as straightforward. Maybe you don't have the type of payment card that your seller is asking or your payment takes ages to reach the vendor. These are problems that a united Europe can and must resolve immediately, especially if doing so means that jobs are created and consumers' experience is improved.

Social dialogue for a strong services industry

Social dialogue is an effective tool to establish and maintain the high quality of employment on which a strong and innovative services industry depends. Effective social dialogue must therefore be promoted, one that is open to all types of workers including the self-employed, part-timers, and posted workers. The EU must ensure adequate funding and support the creation of European sectoral social dialogue committees where they are currently lacking.

Support the effectiveness of social dialogue

Sectoral social dialogue is instrumental in addressing challenges and problems for work in services in socially balanced ways. Social partners' expertise guarantees that sector-specific conditions are taken into due account in defining, for instance, strategies

for age-friendly workplaces or health and safety provisions. Social dialogue agreements are therefore the most likely sources of proportional regulation and comply with the principle of subsidiarity. The EU must hence fulfil its legal role in transposing social dialogue agreements into legal acts on social partners' request.

Develop a strong European dimension to industrial relations

The services industry is becoming genuinely European. The single market allows companies to turn multinational or to implement comprehensive outsourcing or off-shoring strategies. Industrial relations must be adapted to this new reality. Concrete EU action is required to strengthen worker rights in company policies affecting workers in more than one country. In particular, this necessitates a mandatory European legal framework for worker involvement in the anticipation and management of change and restructuring.

Worker rights and regulation for quality employment instead of precarious work

Creating quality jobs in services is essential to fight unemployment and inequality in Europe. Yet, too many services workers suffer from low-pay, forced part-time, lacking social security, deficient health and safety arrangements, or work at unsocial hours. Especially vulnerable groups (e.g. youth, women, migrants) are affected and demand a European Union that pulls every lever to improve working conditions and fight precarious employment in services.

Don't Let the EU Become Anti-Labour

For more than 100 years, collective agreements and industrial action have been instrumental in protecting workers against precarious terms of employment. Recently, though, the EU has made it more difficult to exercise these fundamental worker rights. The scope of collective agreements has been narrowed in numerous Member States on the Commission's behest and EU law prevents the many self-employed workers in the media sector to bargain wages collectively for fear of price-rigging, to name but two examples. This stance must change in order to improve the situation of the many service workers in precarious employment.

Strengthen collective bargaining and trade unions

Empowering service workers and their trade unions to engage in collective bargaining and industrial action is the most effective tool to foster fair wages and quality employment. The EU must therefore respect and promote fundamental worker rights and ensure that all service workers, including the self-employed, can exercise them.

Effective employment protection legislation

Fair and inclusive labour markets require consistent rules. Legal grey areas lead to precarious work such as bogus self-employment and unprotected posted workers. Such loopholes must be closed by means of unambiguous regulation including minimum standards of social protection. Host country legislation must apply to workers posted across borders. Using social

partners' expertise, in particular through European social partner agreements, is crucial to create a fraud-proof European labour market regime.

Ensuring adequate enforcement capacity

Austerity has weakened Member States' law enforcement capacity which leads to a growth of the informal economy, especially in sectors such as cleaning and care. Well-financed and effective labour inspectorates are needed to stop this trend that hampers recovery.

Europe needs fraud-proof labour markets

The single European market gives companies a great deal of flexibility, including in the management of staff. Some employers use this flexibility in ways that are to be objected. Take the example of company X from Member State A that, through a subsidiary Y, hires a worker under the laws of country B to post the employee to country C. It now becomes extremely difficult for public authorities to tell which country's laws or collective agreements apply. Such highly complex arrangements open up grey areas that facilitate fraud and social dumping. Trade unions demand that no time is wasted in closing such loopholes!

A single European market for quality services

A quality - and innovation - oriented services industry must be embedded in a single market that encourages fair competition and produces convergence. Especially the services directive, though, epitomises a failed approach to single market integration that fosters social and wage dumping as well as precarious work. Such integration deteriorates working conditions in services and, as a corollary, services quality. Integration in the interest of consumers, workers, and society requires a more nuanced approach to single market (re-)regulation.

Strengthen social rights in the single market

Single market integration must not undermine collective agreements and interfere with worker rights. The European trade union movement's proposal for a Social Progress Protocol offers clear guidance for correcting current imbalances between economic and social rights. The revised public procurement directive with its mandatory social clause is a first step into the right direction which now faces the test of consistent implementation.

Assure the quality and availability of services of general interest

UNI Europa insists that the definition and provision of services of general interest is a matter for Member States. We reject in particular the planned liberalisation of the awarding of services concessions. Competition cannot be an end in itself. Past liberalisation exercises that have, for instance, deprived rural populations of satisfactory access to postal services illustrate this fact and must therefore be reversed.

Liberalisation Has Failed!

The Post and Logistics sector is a shining example of the failure of the European liberalisation agenda in services (of general interest). Liberalisation in this sector that used to be in the hands of national monopolists has failed to deliver on the European Commission's promise of 'better services at lower prices': former monopolists still enjoy concentrated market power but are no longer bound by considerations of public interest. This has led to the situation where big business customers can get all the services they need while ordinary consumers have to queue up in the few remaining post offices to get access to the most basic (but still expensive) postal services. For post workers, too, the effects have been disastrous. A recent study commissioned by UNI Post & Logistics shows that, on average, liberalisation has led to less jobs in this sector and the remaining workforce suffers from precarious work and atypical employment, such as part-time or self-employment.

Skills and qualifications for quality and innovation in services

Quality services and successful innovation in services are a result of knowledgeable work in services. Addressing skills and qualifications needs is crucial for a strong services industry. This must be underpinned by a consistent European Qualifications Framework for the cross-border transferability of competencies. Related measures must be taken as a matter of urgency: The currently discussed youth guarantee schemes typically bring most participating youth into work in services. This emphasises the need to develop excellent vocational education and training (VET) policies in services.



Enhance cooperation for skills in services

Services-specific skills, such as interactive or caring skills, are essential for the quality of many services. Nevertheless, their recognition as formal competencies is often lacking in national VET systems. European cooperation to mainstream best practices in this field is of utmost importance to address related skills needs. Social partners, for instance in the form of sector skills councils, can offer valuable guidance concerning most pressing challenges and adequate responses.

Sector Skills Councils

Sector skills councils are platforms where stakeholders, including the social partners, seek to gain insight into the likely developments in skills needs in their sector. Based on detailed analyses of ongoing and expected transformations, skills councils develop guidelines which assist policy-making within and for their sectors. If conducted in close cooperation with social partners, this practice helps to avoid bottlenecks and skills mismatches and should therefore be adopted across all sectors of the European services industry.

Assure access to lifelong learning in services

Careers in services are becoming increasingly long. At the same time, skills needs are transforming at an unprecedented pace. Service workers therefore need an enforceable right to lifelong learning to enable them to develop individual competencies. This includes a right to paid training leave. Ensuring excellent lifelong learning in services is of particular importance: it is usually employment in services that (re-)integrates vulnerable groups into the labour market. Additionally, the European Social Fund, in cooperation with social partners, must finance programmes supporting the employability of workers in cases of restructuring.

Strengthening the relationship between workers and consumers

A consistently high quality of services is of essential importance for a well-functioning economy and a liveable European society. Customers have a right to get good services. Yet, this right is meaningless unless employees do in fact work under conditions that allow them to provide quality services. The EU must therefore strengthen synergies between customer and worker rights.

Services standardisation for consumers and workers

European services standardisation must adequately reflect the interdependence between working conditions and service quality. Standards that deteriorate working conditions are therefore not admissible. European standardisation agencies must be made fully accountable and involve social partners.

Eliminating trade-offs between workers' and customers' interests

Performance management systems at company level, for instance in the form of variable pay schemes, may bully employees into maximising companies' profit instead of giving customers a good deal.

To ensure that quality advice stands at the heart of the relationship between service workers and customers, the EU must support social partners in eradicating unreasonable sales pressure or take own legislative action.

Globalisation and international trade in services

The volume of international trade in services is growing, not least as a consequence of trade agreements that are negotiated and signed by the EU. Such agreements may have strong effects on working conditions and employment in services if they stipulate the removal of 'trade barriers' through liberalisation, deregulation, and privatisation measures. The EU must defend the aim of creating quality employment in services, especially when negotiating the envisaged Transatlantic Trade and Investment Partnership and Trade in Services Agreement.

Refrain from compromising social progress in intransparent negotiations

Trade negotiations must be conducted in a way that allows for comprehensive public scrutiny. Agreements stipulating liberalisation under WTO mode 4 (free movement of workers) without assuring the applicability of host country rules are unacceptable. We equally oppose further privatisation measures and liberalisation of services of general interest. The preservation of cultural diversity, as foreseen by the UNESCO convention of 20 October 2005, further demands that audiovisual media and cultural undertakings are exempted from trade deals.

Improve working conditions worldwide through international trade

Trade agreements must contain social safeguard clauses and be used to promote decent work. For this reason, the EU must not conclude trade agreements with countries violating worker and trade union rights. Under no circumstances must trade agreements establish dispute settlement procedures that privilege investors' interests over worker rights.

Limit the Scope of Dispute Settlement Procedures

Trade agreements typically include chapters on investor protection. Not uncommonly, these contain clauses which grant the right to appeal before international arbitration bodies if investors allege that the value of their investment is reduced by changes in applicable country legislation. These arbitration bodies typically lack transparency, bypass national legal systems, and privilege investor rights over considerations of public interest. Such arrangements have led to situations in which investors have been granted compensation for changes in public health or labour laws. This is unacceptable from a trade union point of view.

Services research for a systematically governed and strong services industry

A successful EU services policy for a quality - and innovation - centred services industry must be based on scientific evidence. This requires policy-oriented research programmes bringing together the various strands of excellent research, for instance, on working conditions, business models, or innovation in services.

Ensure adequate funding for services research

Establishing the EU-level governance of services as a research theme is crucial for an evidence-based and successful EU services policy. Adequate funding for such necessarily transnational research must be made available under the new Horizon 2020 framework.

Improve the take-up of research results in services through stakeholder dialogue

A robust development of the European services industry requires stronger ties between scientists, policy-makers, and social partners. EU funding for services research must hence be targeted specifically toward more effective stakeholder dialogue.

Following the broad lines set out in this manifesto gives the European Parliament and Commission the opportunity to embark on a viable path of social and economic recovery in Europe. Only a well-governed services industry can make full use of its potential for lifting Europe out of the current crisis and ensuring Europe's future.

