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# Existing networks strengthened, new connections forged

At the beginning of July, the second international conference 'International-Solidary-Strong' took place in Berlin, organized by tie together with ver.di's commerce and with the support of the Rosa Luxemburg Foundation and the Friedrich Ebert Foundation. Afterwards, we met for a tie working meeting with core activists from our networks in Frankfurt/Main.

These meetings are central to our work: at them, activists from the North and South meet as equals, discuss their experiences and their efforts to build trade unionism, and develop and deepen approaches to cooperation. The focus was on digitalization and the transformation of entire industries such as retail and wholesale, the automotive industry and garment production, as well as attempts to use tools from health work to build movements and to mobilize in order to achieve changes in the interests of workers. The discussions and planning enabled us to further develop existing networks and working contexts as well as to establish new ones.

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In this newsletter we report about the conferences and experiences of our network work, which we deepened by the common exchange. In doing so, we hope to contribute to a broader discussion.

#### Support our network!

The tie Global newsletter is always about thanking all our loyal friends, donors and supporters, too: Without your support, the tie networks would not be able to act in an independent and self-organised fashion. At the conferences, a multitude of new ideas for the further development of our work emerged. For us to succeed in implementing them, we need your sup-

port. Therefore, we are asking you to continue supporting our work and to help us maintain our independence in the future. Any contribution will be much appreciated, as it will help us to keep alive our international trade union work.

You can directly transfer donations to the account named above or click the donation button on our website www.tiegermany.org.

Feedback and comments on this newsletter are always welcome! Enjoy reading!

In solidarity, tie Bildungswerk e. V.

# Organization, struggle and change

# The tie international conferences give hope





Trade union activists from five continents met in Berlin and Frankfurt for direct exchange. On July 5 and 6, tie and ver.di held a conference together with the Friedrich Ebert Foundation and the Rosa Luxemburg Foundation. The tie Global working meeting was held from July 8 to 10. The conferences were attended by trade union activists from various tie networks, such as the VidaViva and Orange Juice Network with representatives from Brazil, Mozambique and Colombia, the ExChains Garment Network with activists from South Asia and the Wine Network with activists from South Africa.

At the conference in Berlin, the participants, more than 100 works councils and trade union activists from wholesale and retail from all over Germany and the international delegations, had the opportunity to exchange and reflect on their practice and at the same time to identify new perspectives and opportunities for international work. The conference was organized in three parts: Understanding the ongoing transformations, strategic approaches of trade unions and workers, and joint planning. The first main topic was the analysis of the impact of digitalization on value chains. Here, one focus was on the experiences in India and Bangladesh in the garment production and in Germany in garment retail. Above all, the intensification of work and the health hazards for workers were emphasized as areas of conflict. In addition, there is the loss of control over the work process by the workers.

In the second part, focusing on the trade union strategies, successes of the orange juice network in Brazil as well as the first experiences with collective bargaining on digitalization carried out by the trade union ver.di at H&M are to be highlighted. Collective bargaining with H&M is an innovative initiative, as it aims to give employees the opportunity to shape





technology and to decide in advance which technologies will be used in the workplace and how. The aim is to enable changes in technology and organization that avoid negative effects on life and health.

In the working groups it was possible to deepen the exchange of experiences. The strategically used tools for common understanding and mobilization were discussed, as well as the results achieved with the implementation of elaborated measures. The conference also provided a space for active planning to jointly elaborate measures for strengthening international cooperation and to define concrete next steps for mutual support of the struggles in the individual countries.

After this, trade union activists from Germany, Italy, France, Spain, Mozambique, Colombia, South Africa, India, Bangladesh and Brazil participated in the tie conference in Frankfurt. The topic of digitalization was explored more in depth and new forms of regulating class conflicts were discussed as a political framework for trade union work. Another key theme was the growing number and influence of non-governmental organizations (NGOs) on the negotiation of working conditions. These and new forms of state regulation are repeatedly aimed at diminishing the power of trade unions and thus containing the contradiction between capital and labor. These are new strategies of capital that pose new challenges to workers' struggles and push back their role as agents of change.

The different networks of tie (Vida Viva, Orange Juice, Wine, ExChains Garment, the corporate networks such as Freudenberg and Daimler, digitalization) as well as other grassroots unions with which links already exist, such as SiCobas from Italy, SUD from France and the CGT from Spain, discussed

the approaches that unions are using to confront changes in the world of work, the concrete strategies of the networks and what needs to be improved.

The discussions fostered exchanges between countries and activists. Workers are the main actors, and their perspective is central. For the tie networks, it is central to give workers a direct voice. "Moreover, the growing participation of a new generation of activists in organizing and running the conference fills us with pride and hope for the future," a long-time trade unionist from Brazil said happily. At both conferences, it became clear that these meetings are not loose events with no connection to everyday practice, but rather long-term and growing processes. The topics show how important it is for trade unions to be aware of these challenges on all continents of the global South and North and to face them together.

The meetings were full of symbolic power. They took place after two long years of pandemic, during which we could not meet face to face to discuss important issue together, while the

challenges we face grew massively. Now, conditions have been set for further concrete action and international collaboration. "We leave this meeting with a sense of renewed hope and the certainty that we are not alone," the activists agree.



More images from the ver.di conference



#### **ExChains Garment**

The tie network ExChains works on connecting retail workers and garment factory workers along the global supply chain in Europe and South Asia. Mutual solidarity is vital to the worldwide struggle against exploitation and poverty in the industry. In Ex-Chains, tie has been working together with independent regional trade unions since 2002. These are currently: FTZ&GSEU in Sri Lanka, NG-WF in Bangladesh, GAFWU in Chennai/India, GATWU in Bangalore/India, ver.di in Germany, MIT in Spain, and SI-Cobas in Italy.

The network develops joint strategies for supporting workers' self-organisation and building trade union practices along the supply chain. Additionally, the production countries' trade unions work together regionally and develop new approaches towards organising. In German retail, we explore new union approaches facing challenges such as precarisation, company tactics to divide workers, cheap la-

# **ExChains Garment**

# **Understanding Digitisation in the garment industry**

Major changes are taking place in the garment industry on the whole and fast fashion. Digitisation is the order of the day: Global brands want to make fast fashion faster, leaner, and more flexible which will have disastrous implications for workers across the global supply chain. tie Asia held a conference of the ExChains network in Delhi to discuss the transformation and to develop trade union strategies. We interviewed Dithhi Bhattacharya about the meeting.

#### What is digitisation in the global garment industry?

First of all, Digitisation is not a single technology that can be implemented, but it is a wider transformation of work through technological and organisational changes. Both small and big, visible and invisible on the shopfloor. Neither is it just about the introduction of big machines, robots or full automation of work. This can be a part of it but fundamentally digitisation is about small changes towards standardisation, fragmentation and rationalisation of work processes, digital collection and analysis of all data regarding these changes in order reorganise work, minimise costs and increase efficiency.

Secondly, Digitisation of garment supply chain means something else for brands and for manufacturers. Both have separate interests. Primarily, Bands want to know how their suppliers are functioning and digitally control and tighten their grip over them, which they have already started doing. Whereas, for manufacturers digitisation means increased efficiency, productivity and less reliance on 'pesky labour'. But the extent of digitisation will vary and depend on a lot of factors. It will vary from region to region depending on how cheap and abundant the supply of labour is. And it will be uneven across manufacturers depending their size, capital and on how much investment they are willing to make.

#### Can you give examples of digitisation in the industry?

Garment brands have begun using various software programmes for digital planning of production (Fast React Systems), making a digital image of the production floor (ResQ) and standardisation of production planning and processes (GSDCost). Brands are increasingly integrating tracking and tracing technology to tighten their grip on suppliers across the world. Technological developments like the RFID allow brands headquarters to track their products right from when a fabric roll enters a supplier factory till it reaches their shops half-way across the world to be sold. The tightening of brands' grip on suppliers has









bour, and the transformation of labour by digitalisation.

# ExChains Orange Juice

Three Brazilian companies are making up for 80% of production in the global orange juice market, while Germany is the second largest buyer. Workers in orange picking are predominantly labour migrants from poorer parts of Brazil. They often work and live under appalling conditions, and sometimes even slave-like labour relations. This is why tie, together with ver.di union, works council members of German food retailers, as well as Brazilian trade unions, has initiated a trade union network along the global orange juice supply chain in 2015, using experiences from the garment network. The orange juice network aims at organising concrete actions in the workplace and strengthening trade union action along the supply chain in orange picking, processing, and sale. For the first time, Brazilian trade unions of plantation workers and increased the exploitation of factory workers through ever stricter and faster production targets.

Digitisation has already begun changing the work of retail workers in the global north. As we have analysed in the work with work councils in Europe brands are restructuring themselves and their retail concepts and strategies, including their stores. It en-

tails a mix of online retail and physical stores as places for picking up/delivery of the selected products. It completely changes what being a retail worker means.

Similarly, the different kinds of technologies that constitute digitisation have started being introduced in garment factories in the global south. And it is taking place at every step of garment manufacturing right from fabric testing and sampling to cutting, printing, embroidery, sewing and stitching, finishing, packing and shipping. And although, the extent and spread of this digitisation is very uneven and limited as of now, they are only going to increase in the coming days.

## How do you want to respond to these changes?

We arrived at the consensus that first and foremost we need to build and strengthen unions of manufacturing and retail workers in their respective workplaces because that is where workers' exploitation takes place and where they can challenge it directly. However, it was agreed that factory-level unions cannot by themselves bargain with powerful transnational corporations like the global brands H&M, Inditex, Primark etc. To do that union power needs to flow from the factory/shop level to across the entire supply chain of these garment brands. Therefore, building solidarity and common strategies amongst unions across the supply chain is the next most important step. Where unions are strong enough, they need to negotiate with their management regarding the implementation of new technologies in their workplace and only after the union agrees can they be implemented, in the manner which the unions see fit.

# Bangladesh: Layoffs at H&M and IKEA supplier withdrawn

Zaber & Zubair Fabrics Ltd. in Gazipur, Bangladesh, produces for Swedish multinationals H&M and Ikea, among others. Workers at the supplier had begun organizing earlier this year. They joined the National Garments Worker Federation (NGWF) to demand better working conditions. They had demanded holiday bonuses, compliance with the minimum wage, night bonuses and other bonuses that were cancelled by the management. In response to the organizing, the company laid off 84 workers in April 2022. And that was not all: management accused a total of 250 workers of having gone on strike illegally. With drastic consequences: The police arrested the 84 dismissed workers. In addition, there were intimidation attempts by the police and hired thugs against the remaining trade unionists.





industrial workers are now working together across organisational boundaries.

## **ExChains Wine**

The tie ExChains network is currently building a second agricultural network, along the global wine supply chain, based on experiences from struggles of workers on Brazilian orange plantations and in German retail. The rural workers' trade union CSAA-WU whose main area of organisation is the Western Cape province of South Africa, is part of the network aimed at strengthening the struggles of local workers as well as German retail workers. New occasions for cooperation between South African and Brazilian rural workers, and their colleagues in the VidaViva network of Mozambique, shall enable common work within the Global South and along the entire supply chain, ending up in German food retail.

## VidaViva

The tie network VidaViva uses health issues as a trigger to

## Solidarity with the Bangladeshi workers

There was international support for the dispute: the commerce section of ver.di, the ver.di national bargaining committee at H&M in Germany, the central works council of IKEA Germany and workers at H&M supported their colleagues at NGWF. "Trade union freedom of action and safe working conditions are not voluntary benefits that can be boasted about in Sunday speeches but otherwise ignored," the ver.di statement reads. With photo actions and videos, the trade unionists called on H&M and IKEA to put pressure on the management of Zaber & Zubair and showed their soli-



Solidarity message of the general works council of Ikea Germany.

darity with the colleagues in Bangladesh, so that the attacks on the activists are stopped and the demands of the union are met. This solidarity showed success: the management of the supplier has withdrawn the dismissals, dropped the accusations and is now negotiating with the union to implement the demands.

# ExChain's orange juice

# Progress despite pandemic

In Brazil, employers are using the pandemic to accelerate changes in the workplace and roll back workers' rights. Despite this, the Orange Juice Network has managed to remain active. It has even grown, from 23 to 41 union organizations. In terms of content, numerous union activities have been carried out with initial successes. Today, the network





organise workers. Work-related health problems are globally on the rise. Companies want workers to believe that all it takes to endure work is a more balanced diet and regular exercise while at the same time work organisation keeps being trimmed for efficiency, and the pressure keeps rising. In the VidaViva network, workers are developing solidarity-based strategies to counteract pressure and gain control over their workday. However, we do not just want to make workplaces healthier, but to organise trade union resistance against ever increasing company impositions on workers' lives. Since 2003, we have developed various instruments for education, selfresearch, risk analysis, worker oriented benchmarking etc. in order to develop workplace strategies. In Bangladesh, Brazil, India, Colombia, Mozambique, Sri Lanka, South Africa, Turkey, and Germany, over 100 unions from various sectors are active within Vida-Viva.

has about 80 trained facilitators to use different tools together with the workers in the workplaces. The most important instrument is the health mapping. And it is bearing fruit. In São Paulo, for example, the unions succeeded in negotiating a change in the production measurement system and ergonomic improvements to protect workers' health. The introduction of a new system for greater transparency in weighing through the participation of unions was also an important subject of negotiation. To further strengthen itself for this work, the network also offers training on negotiation skills, public speaking and leadership.

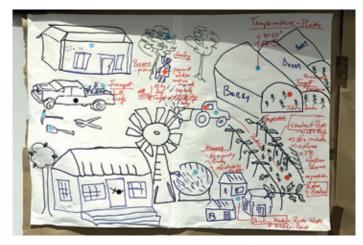
## **ExChains Wine**

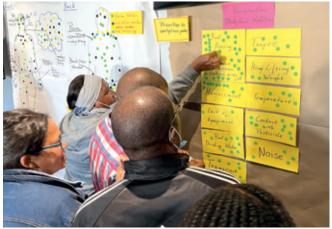
# First mapping experiences in South Africa

In May 2022, representatives of tie Brazil, tie Germany and workers participating in the CSAAWU union form the sectors of wine, orange and dairy met in South Africa. With the support of the Rosa Luxemburg Foundation, the colleagues were trained in the tool of health mapping. First experiences and results from two pilot farms were presented at the international ver.di conference in Berlin in July.

The activists of CSAAWU reported that the colleagues on the farms spoke more openly and in more detail than ever before about the problems at the workplace with the union. Building on this, they hope to make real improvements through the mappings. The collective experience was rated as very mobilizing. "Mappings give us the opportunity practice a new form of union work," said Ryno Filander, president of the union. Mappings will now be applied on all CSAAWU farms. CSAAWU will train colleagues from the farms to do this. In addition to the important wage negotiations in one of the sectors with the lowest wages in South Africa, the protection of farm workers' health is left to the unions. The state labor department is not doing its job.

Another key issue is the advancing digitalization along the supply chain. At the tie conference in Frankfurt, Ryno Filander reported, for example, that GPS-controlled harvesting machines are increasingly replacing farm workers in South African winegrowing. These machines perform several tasks simultaneously, such as weighing and automatically determining the sugar content of the grapes at harvest time. New techniques in the interplay of mechanization and digitalization accurately predict harvest times, and drones are used to spray pesticides. The effect of the many layoffs due to automation is devastating for the workers and their families. One harvester operated by just one driver replaces the work of about 100 farm workers. On average, one agricultural wage in South Africa supports 8 people. The increased use of modern machinery will, according to CSAAWU,









fundamentally change the situation of farm workers and trade unions. A way of dealing with this has yet to be found.

Meaningful answers to the challenges can only be found together along the supply chain and in the exchange of farm workers worldwide. At the tie conference, the union activists decided to expand their cooperation between farm workers from Brazil and South Africa as well as Mozambique and to support each other in questions of mobilization, organizing and health work. At the conference in Berlin, the CSAAWU colleagues also met for the second time with retail workers from Germany from the retail brands REWE, Kaufland, Edeka and real and talked about their situations on the ground and how to support each other. Along the wine supply chain, there will soon be a first visit of ver.di activists from Germany to South Africa.

## Rail sans Frontière

Workers and activists from Morocco, Senegal, Benin, Burkina Faso, Mali, France, and Spain are joining forces in the network Rail without Frontiers. Existing contacts are also reaching out to North and South America, among others. Founded in Casablanca in 2010, the network supports and coordinates struggles against railway privatisations and for public services accessible to everyone. The activists exchange experiences from their mutual countries and support each other in labour struggles against repressions frequently occurring in the course of privatisations. The network wants transport companies to remain or to be reconverted to public property, in order to safeguard transport workers' rights and to guarantee accessible transport and mobility to everyone.

## **VidaViva**

# Expansion and exchange in the network

The pandemic has had a massive impact on the work of the VidaViva network in Brazil, so it is now in the process of renewing the formation of the member unions. A meeting will be held in São Paulo in August to give new unions the opportunity to learn about VidaViva's work and the tools it uses, and to expand the platform. Currently, the network is also



working on implementing an app for documentation of the mapping tool. It aims to help unions collect and share data and information about workers' health impairments, problems in the workplace, and solutions proposed by the workers themselves to the problems encountered.

#### Strengthening also in Colombia

The VidaViva network in Colombia is in a phase of expansion. During the pandemic, activists distributed 10,000 leaflets to workers. Themes included the Corona pandemic and how employers are using the crisis to intensify the introduction of new technologies and curtail workers' rights. In June, the network also produced a plan for expansion, starting with the transport sector. Cooperation is being established with the sector's national union. The strategy is to become active in all federal states where unionists are present. In August, it is planned to train 40 multipliers from this union so that they can become active in the workplace in September. The network in Colombia is also investing in a strategy for the team of multipliers to have more capacity to train further activists in different sectors.





# Building New Forms of Movement

Trade unions and workplace initiatives are facing huge challenges in practically each sector and country. Precarisation, global production networks, and new forms of work organisation have drastically changed the field of wage labour. Therefore, workers are coming up with new needs and demands, while trade unions are hardly able to supply them with possible answers or strategies. Our network, too, is confronted with new guestions. In discussion with other initiatives, grassroots groups, and union activists, we are searching for escape routes from the crisis of the labour

# Mozambique: Strength with young union leaders

The promotion of social justice and respect for the fundamental rights of workers continues to be a major challenge in Mozambique. They are aggravated by the effects of the Covid-19 policies and the current economic crisis resulting in a high rate of inflation. This suffocates workers and their families. tie Mozambique therefore has developed a series of activities to improve workers' health conditions as well as to foster efforts to improve social conditions at the companies' level resulting from the negotiation of more and better collective work agreements.

For a better intervention, tie Mozambique revitalized the VidaViva platform with a constitution of 19 young leaders from different sectors of activity. These young activists have on the one hand carried out a research and mobilization program through health mappings with the aim to identifying occupational diseases, their causes and strategies to overcome them. Further they have given a great contribution to the negotiation of better conditions for workers.

Some current examples of the social benefits resulting from the collective agreements are: Maintenance of jobs and non-restructuring of companies in times of Covid-19, increase in salary levels by an average of 8%, payment of vacation allowance, medical assistance in case of illness of the worker and the members of his household and the creation of hygiene, health and safety at work committees.

# Some results from the mapping and research process

Insurance companies: The biggest health problems identified are headaches, stress and back problems. The insurances are ill equipped to deal with the high number of cases e.g. repairing or replacing insured cars in case of damages. Clients then complain about the bad service. This causes a lot of stress to the workers that are not in charge of these conditions.

Agriculture: In Mozambique, sub-





movement, and for ways of confronting the challenges caused by the current disruptions. Within a joint initiative of precarious workers' groups from many European countries, we are looking for new ways of labour organisation. Additionally, within the Lab of Precarious Workers (PrekärLab), Frankfurt/Germany, we are establishing a common local practice between precarious workers and activists in the fields of jobless workers' initiatives, social services, retail, and others.

Grassroots Unions in Europe and Worldwide

Within the PRéseau Européen des Syndicats Alternatifs et de Base", grassroots unions and organisations from Spain, Greece, Switzerland, France, Germany, Poland, and Belgium have been working together continuously since 2003. The trade union activists of the network are working to counter the impo-

sistence agriculture is practiced, most agricultural companies privileging manual labor which causes numerous diseases in the whole body. The VidaViva Network encourages a discussion about necessary changes in the routines of agriculture and the use of new means of production.

# **Grassroots Unions in Europe and Worldwide**

# Meeting in Dijon strengthens international exchange

The 4th meeting of the 'International Labour Network of Solidarity and Struggle' took place in the End April 2022 in Dijon in France. It was a good opportunity to revitalize and strengthen the international exchange and practices amongst rank and file unions after more than two years of very limited possibilities of international meetings.

The meeting was composed of plenary discussions with the topics of the overall economic situation, new forms of exploitation and a report on the war on Ukraine. There were also workshop meetings by professional sectors including an exchange on the state of play of organizations, a collective reflection of the common work and a search for common answers and tools to the challenges. It was also an opportunity for the tie network to make new contacts and to renew already existing ones. The meeting also contained a collective cultural evening for exchanging on an informal level and knowing that one does not fight alone.

# New forms of movement building

# Strike days in light of health & safety at Amazon: Workers use mapping

In early May, Amazon fulfillment centers across Germany went on strike to fight for the collective bargaining agreement for retail workers. The timing was tactical: It was a holiday in Poland. As a result, there was limited capacity to reroute lost work to the neighboring country, as Amazon usually does. At the Leipzig site, the works council, store stewards and ver.di decided to use the day to address the issue of health at the workplace in a new way. Together with tie, a health mapping event took place. On the meadow behind the union

building, more than 100 employees participated in the activity in four groups by department. "With the mapping we mobilized the workers today and want to use the results of the discussion to win more of them for the union struggle and to build up pressure on the employer for healthy working conditions," explains the union secretary in charge. The mapping was decided as a pilot at a nationwide meeting and might be extended to other sites after discussion.

Workers discussed the first steps of the health mapping: body mapping, 'Our World' and the workplace analysis. "We see that work is becoming more and more dense and employees are reducing to part-time because the pressure is far too high. That's why we need to look more at everyday working life," explains one of the shop stewards. The results are alarming: the "stress level is too high," the "body hurts from the head, to the shoulders, back and hands, to the feet," "standing for long periods of time or a lot of walking" and the "heavy packages that







sitions of transnational capital with joint resistance. The network is fighting for the preservation of accessible public goods and services, for workers' rights, for a just distribution of social wealth, for social transformation replacing the domination of global corporations and financial markets. The participating unions and organisations are committed to the principles of independence, self-organisation, grassroots orientation, and they deliberately question the capitalist system. The grassroots unions are also working together with unions and activists beyond Europe in the "International Labour Network of Solidarity and Struggles" (ILNSS), see www.laboursolidarity.org.



have to be handled without or with inadequate aids" leave clear traces. These efforts in combination with a high monotony of the work as well as the complete external determination by algorithmically controlled sequences of activities lead to a high psychological stress. The effects are described as "constant exhaustion," "listlessness," "anxiety," "sleep disturbances" or "a feeling of meaninglessness". Colleagues do not leave this stress behind at work, but take it home with them: arguments with the family, withdrawal from friends and high consumption of painkillers are some of the consequences mentioned. "For the first time in a long time, colleagues have talked about their

working conditions and openly named health problems at work. That was a great experience," said one works council member.

A few weeks later during an active lunch break, ver.di and the shop stewards presented the comprehensive results to other workers and mobilized for the second part of the mapping process in mid-July. This time, workers from the Receive, Stow, Pick, Pack and Ship departments came together for a strike meeting directly in front of the fulfillment center. After a joint prioritization of the analyzed problems, the workers discussed together what remedies for the problems are and how to present and enforce them. At the end of the day, the workers left the strike with concrete lists of demands, ranging from new work shoes to proposals for changed routes for stowing and picking, new packaging models to training for better management. It was not yet possible to discuss all the problems named, but the measures for the most urgent ones can now be claimed in a planned manner. "So far, there has been a lack of will on Amazon's part to shape working conditions in a way that promotes health. We say: health protection is appreciation!", the participants agree. They are convinced that the joint discussion will strengthen the workforce in asserting their demands. If the first improvements can be implemented in this process, the demand for the larger goal, a collective agreement on "good and healthy work," will also come closer.

# **Topic Digitalization**

# Pioneering work at H&M and in industry: "Digitalization in your hands".

Since March 2022, colleagues at H&M in the ver.di Federal Collective Bargaining Commission have been negotiating a collective agreement on digitalization with the company. In union terms, this is a major breakthrough and a novelty: since the beginning of the first Corona lockdown in March 2020, H&M had been keen to introduce new digital technolo-









gies and change work processes but was not ready for the negotiations on this as proposed by the union. Only after numerous strikes and great persistence by workers and ver.di did management agree to start negotiations.

# Technology should support employees instead of burdening or replacing them!

A central demand is to design technologies in the interests of the workers . In the meantime, ver.di and H&M have agreed on important milestones for digitalized commerce. The basic principle is that digitalization must be designed with users in mind. To this end, new technology is to be evaluated in advance on the basis of defined questions on human centered design, tested in pilot stores if necessary according to the union's position, and designed by means of a specification dialog.

The position of the collective bargaining committee is that workers have a say and an influence to shape technology and work systems. Bargaining should no longer be restricted to monitoring behavior and performance control. It is also important that it is not just a question of shaping technology, but that the broad transformation of the retail sector is taken into account. Therefore, "protection of wage classification," "job security," "qualification," and a strengthening of customer service are also part of the demands. The goal is to enable "health-promoting work."

## **Negotiating the transformation**

The background to the collective bargaining is the far-reaching transformation of the retail sector, which is often dealt with under the buzzword digitalization and encompasses all stages of the value chain from the production of goods to sales. Companies are introducing new technologies to reorganize individual work procedures to entire value chains and to control and regulate them via digital images. This exacerbates existing contentions in the workplace and raises new areas of conflict such as the transformation of tasks or the systematic, further compression of work.

The fact that the union attempts to create new norms through collective agreements is a real break with the ideology that new technologies generally mean progress and that one must adapt to them. What technologies can do, for what purpose they are used and how employees work with them will be the result of trade union and company disputes. This is why collective bargaining at H&M has a special role to play. It is a trade union attempt to fundamentally negotiate the transformation of the industry and not just to mitigate the consequences.

#### Other examples in the industry

Workers' representatives from the Freudenberg group are also trying to gain similar experience. They are trying to enter into negotiations with the company on the development of assistance systems in production. To this end, cooperation is being sought with the Fraunhofer Institute and Darmstadt Technical University. The aim is to develop assistance systems that make work easier and do not turn workers into appendages of technology. The workers want to evaluate the experience with pilots: Is it possible to build up mobilization and negotiating power by designing technologies in the interests of the workers, or does it ultimately lead to being integrated into the company's rationalization strategy?

## A new start for Daimler coordination?

The Daimler Coordination in Germany as well as the Daimler Network internationally have been one of the main networks in which tie has been actively involved since the 1980s. The network, as well as comparable networks in the automotive industry, grew mostly out of various grassroots-oriented factory groups, which increasingly disappeared in the last decade.

For years, the transformation of the automotive industry, the product and digital corporate and production management, as well as the ecological crisis have led to new challenges for plant and trade union groups worldwide. Active colleagues from Daimler have therefore decided to exchange information about these changes as well as company and trade union ways of dealing with them and strategies and to organize new network meetings. We will inform about this in future newsletters.