

IndustrialAll Europe

Good Industrial Jobs Campaign



industrial-all-europe.eu

What do we want?

Good Industrial Jobs
secure. well-paid. sustainable



Campaigning for Good Industrial Jobs in Europe

- **Context – the ‘polycrisis’**
 - Falling share of labour (latest dividend report: 14% increase in profits – 4% increase in wages)
 - Half of households struggle to make ends meet
 - EU struggling with energy prices structurally higher than US and global prices
 - EU trade deficit reached historic record - €432 billion in 2022, partly explained by rising prices of imported energy commodities
 - FDI in Europe has been declining for the last two years
 - Climate crisis intensifies – race for clean tech
 - IRA extends US competitive advantage to clean technologies
 - China’s 5 year plan: CRMs, EVs, RES production dominance
 - Fiscal rules – return of austerity
- **ETUC campaign ‘A Better Deal for workers’**
 - 1st quarter 2024 with an industrial policy focus
- **European elections in 2024**



Campaigning for **Good Industrial Jobs** in Europe



A campaign in two parts:

- Campaign for a proactive industrial plan capable of delivering good industrial jobs (eight solutions) – launch 21 November 2023
- European election campaign: our key demands for the next Parliament (5 wins/5 demands) – launch spring 2024

Campaigning for **Good Industrial Jobs** in Europe – **autumn 2023**

How to create and sustain good industrial jobs? Our solutions:

1. Rule of law must mean the respect of workers' and trade union rights
2. All policy making to be guided by a good jobs compass
3. Training for employment security
4. A real industrial investment agenda for all regions with no blank cheques
5. A right to energy for all, at home and at work
6. A level playing field internationally with good jobs along the supply chain
7. Policy coherence for decarbonisation without deindustrialisation
8. Nothing about us, without us: social dialogue and worker participation





Campaigning for Good Industrial Jobs in Europe – EP election campaign, spring 2024

Five wins – Five demands for good industrial jobs in Europe

5 wins	5 demands
<ol style="list-style-type: none"> 1. Industrial policy back on the agenda (GDIP) 2. A collective response to the crisis and transformation (the creation of RRF and Just Transition Fund) 3. Strengthening of collective bargaining (European Minimum Wage Directive) 4. Steps forward for equality (Pay transparency directive) 5. A new agenda for shopfloor rights (due diligence legislation/revision of EWC directive) 	<ol style="list-style-type: none"> 1. A good industrial jobs compass for a Just Transition: right to training 2. An investment and industrial plan for good industrial jobs in Europe (Social conditionalities on all public funds and support) 3. Democracy at work for good industrial jobs (trade union rights, revision of EWC directive) 4. A right to energy for good industrial jobs and good lives 5. Good industrial jobs guarantees along the global supply chain (LPF, HREDD in practice)

Campaigning for **Good Industrial Jobs** in Europe – **materials**

The campaign will be supported by:

- a logo
- a slogan
- the 'good industrial jobs' [call to action](#) (8 solutions)
- a [video animation](#) of our demands (subtitled)
- an animation of the 5 wins/5 demands towards the EP election
- social media visuals (see next slide)
- campaign hashtag [#GoodIndustrialJobs](#)
- photo frame for a photo action at the Executive Meeting



Social Media Visuals

Hashtag #GoodIndustrialJobs



For Good Industrial Jobs in Europe: activities/timeline

**iAE**

Autumn 2023

- Op-ed SOTEU
- VP meeting
- Op-ed fiscal rules
- ExCom
- materials launch

First half 2024

EP campaign
materials/ EP
launch event

**ETUC**

Autumn 2023

- 13 Oct: presence at
ETUC Paris demo
- Tripartite Social
Summit (IB)
- mobilisation on 12
December

First half 2024

1Q24 IP focused
campaign

**EU**

Autumn 2023

- 13 Sept: SOTEU
- Oct: Tripartite
Social Summit
- Presidency events
(JT, social
conditionality)

First half 2024

June: EP elections

With and for **YOU!**



How can you get involved?

- Share our social media posts
- Use our Hashtag #GoodIndustrialJobs
- Promote the campaign in your organisations (articles, short video messages),
- Target national policy makers and EP election candidates
- Photo action in industriAll Europe networks/committees

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