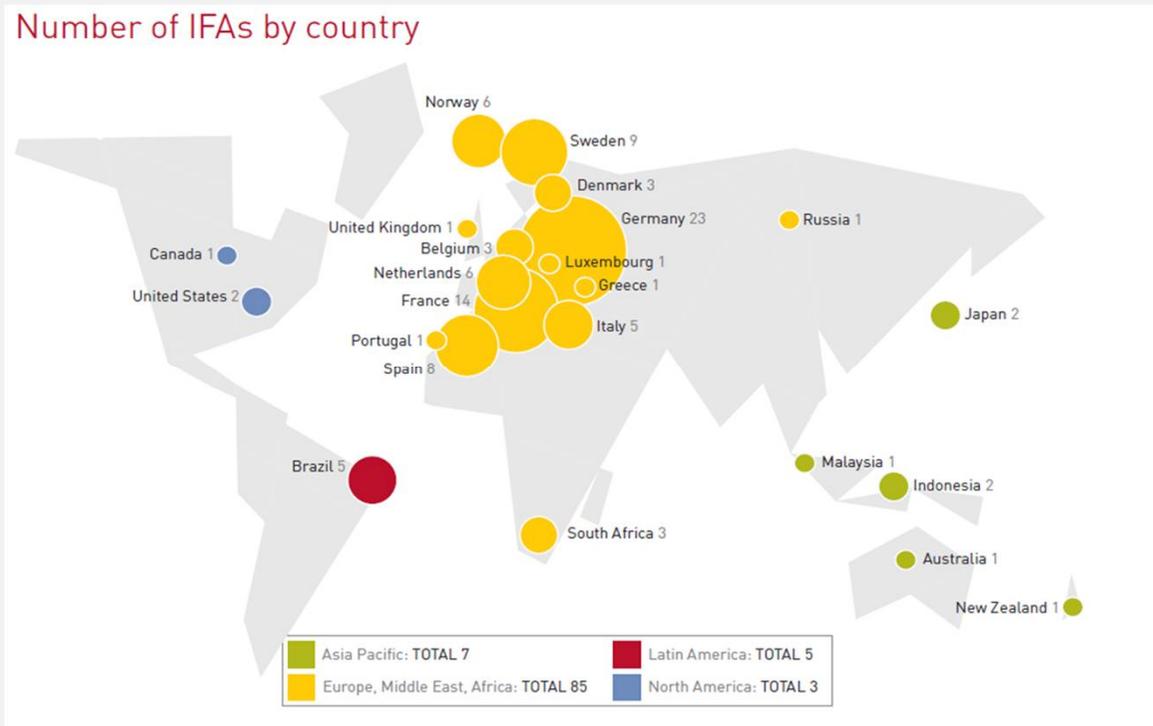


# Panel 1: Compliance Laboral Global y Sindicalismo Internacional



## Panel 1:

### Compliance Laboral Global y Sindicalismo Internacional

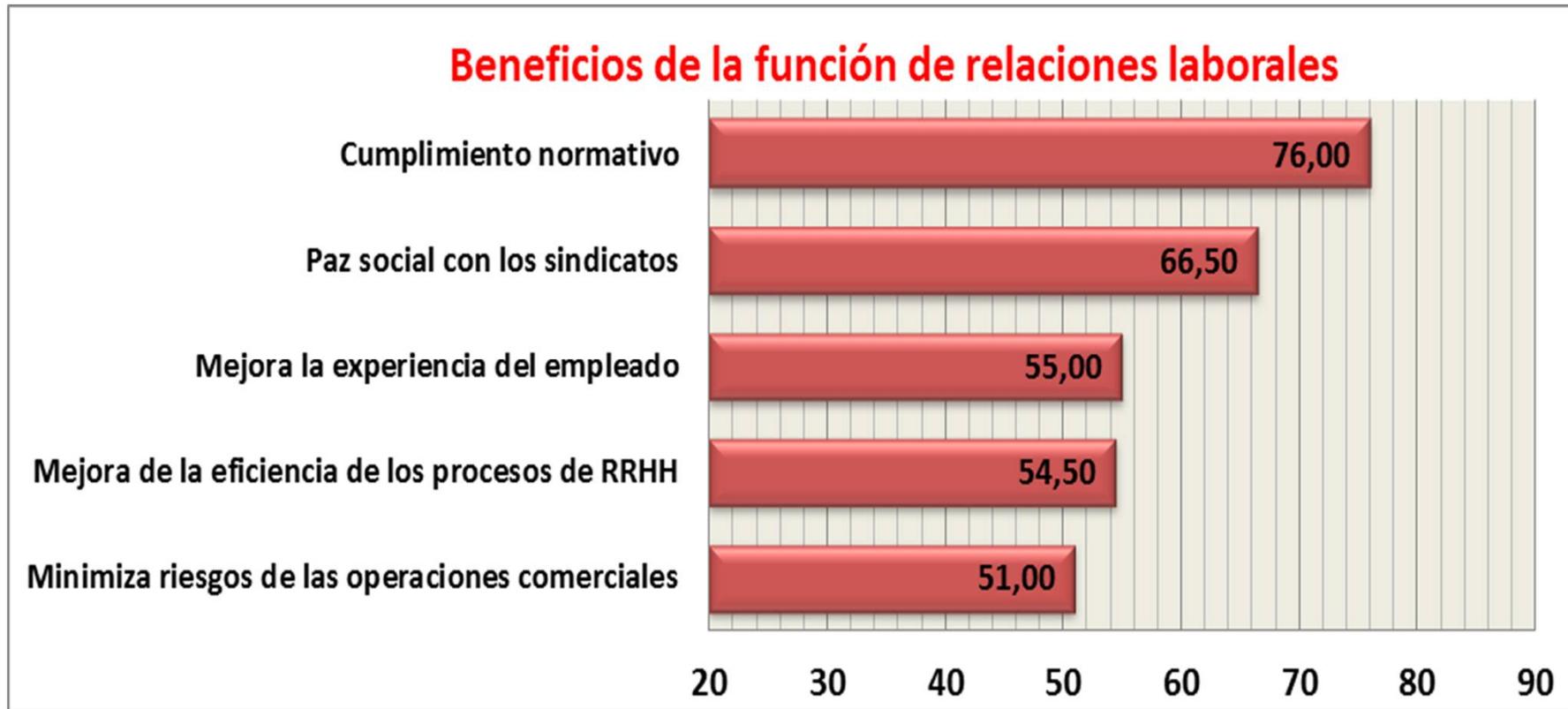
*“El Compliance Laboral como receta para la movilidad internacional”*



## Panel 1:

### Compliance Laboral Global y Sindicalismo Internacional

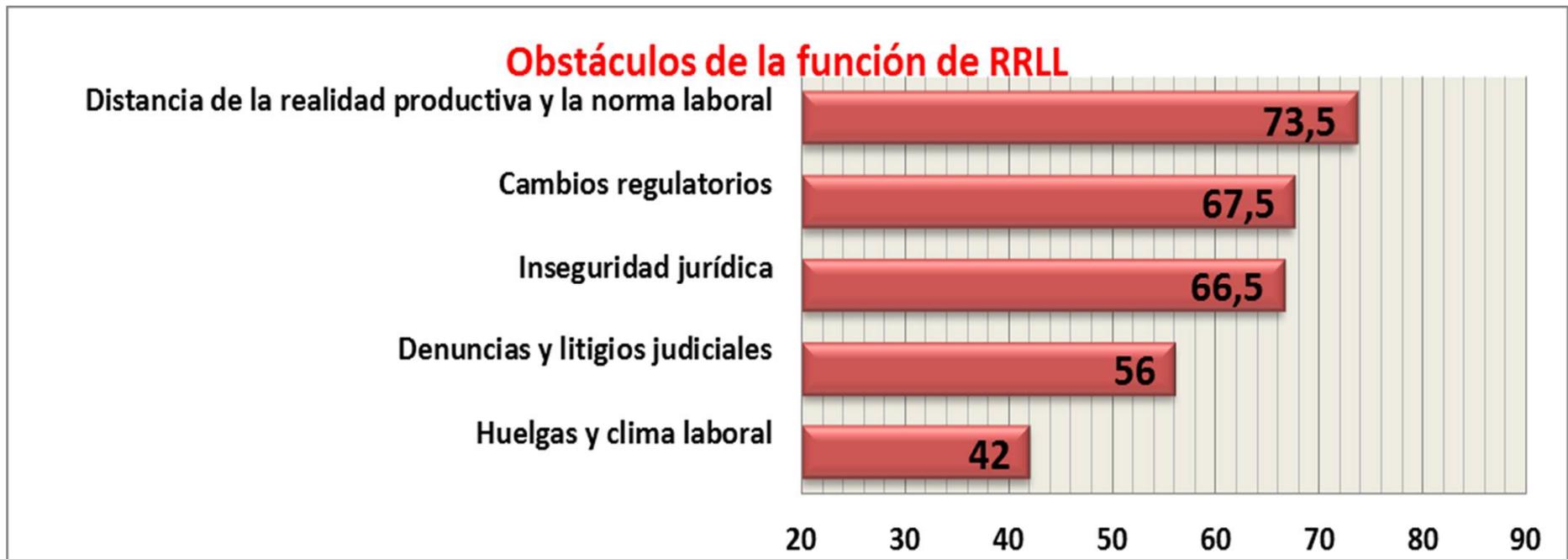
*"El Compliance laboral como principal beneficio de la función de RRLL en las Compañías"*



## Panel 1:

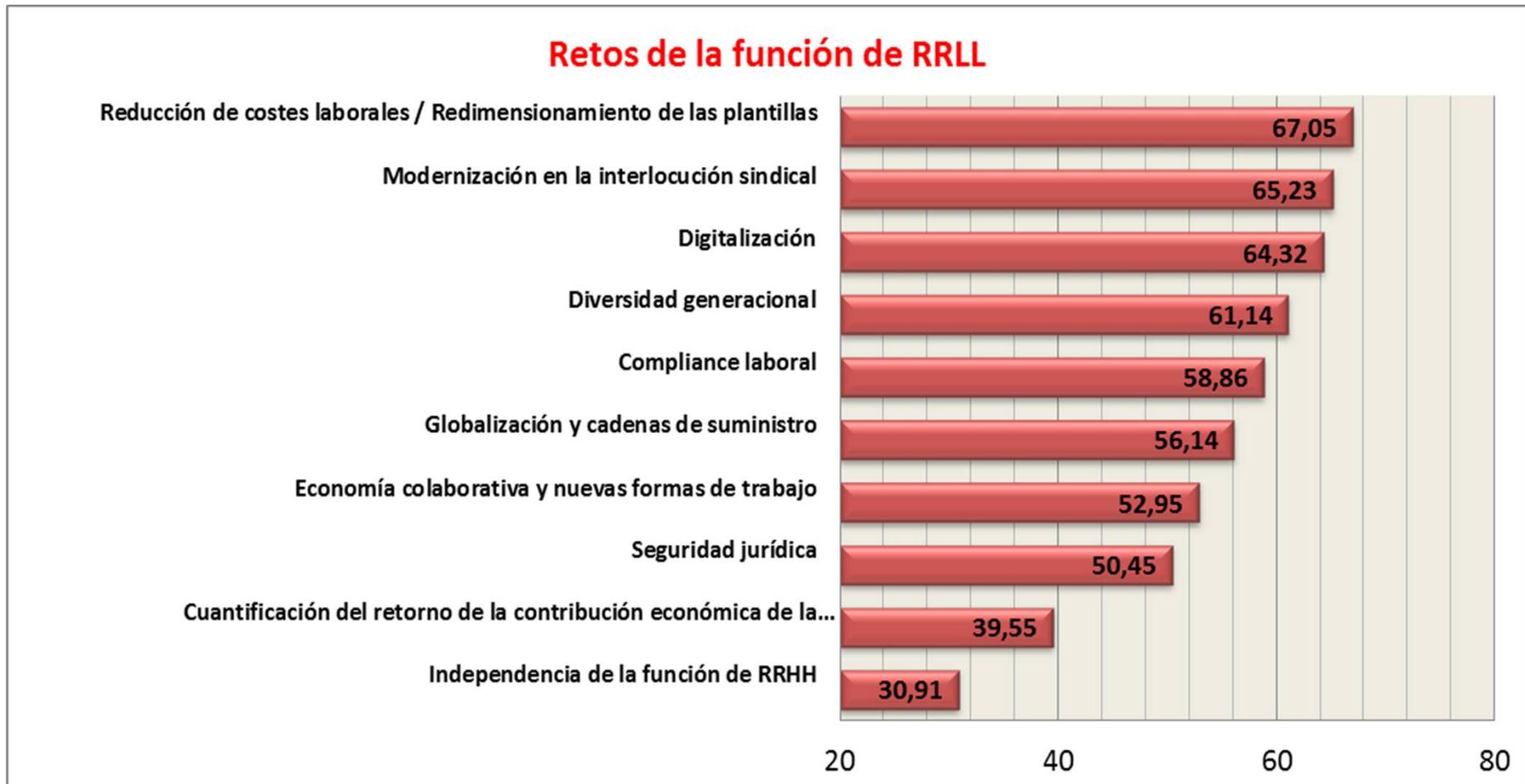
### Compliance Laboral Global y Sindicalismo Internacional

*"El desfase y la incertidumbre normativa, obstáculo clave para la función de RRLL"*



## Panel 1: Compliance Laboral Global y Sindicalismo Internacional

*"Redimensionar plantillas, modernizar la interlocución sindical y la adaptación al modelo tecnológico global, los retos de la función de RRLL del siglo XXI"*





### REGULADORES LOCALES



### ORGANISMOS INTERNACIONALES



### ASOCIACIONES EMPRESARIALES



### SINDICATOS LOCALES



### SINDICATOS GLOBALES



ONGs



# BUSINESS



### INVERSORES & PROXYS

## Con la entrada en escena de las Federaciones Globales de Sindicatos

- **¿Quiénes son?**
  - UNI Global, IndustriALL, IUF, ITF, BWI, ITUC
- **¿Qué buscan?**
  - Firmar acuerdos marco globales con multinacionales
  - Construir sindicatos más fuertes y aumentar la afiliación sindical
  - Promover la política industrial y la sostenibilidad
  - Promover la justicia social y la globalización
- **¿Cómo se financian?**
  - Promoción de afiliación sindical
  - Aportaciones privadas
- **Su presencia al nivel mundial esta aumentando**
  - Foro Económico Global (Davos)
  - UN Global Compact
  - Comité Libertad Sindical OIT





### How do we get there?

- Identify target companies
- Create living networks: trade unions, EWC, employee reps
- Create Global Trade Union Alliances
- Initiate globally coordinated campaigns
  - Recognition, organising, union building,....
  - Customer action, shareholders, media, community/political support,....
- Become a globally relevant counterpart to the company



### A global agreement is just the first step



UNI Management Committee in Vienna reviewed progress in the campaign for global agreements with the multinationals

Getting a multinational to commit itself to labour rights and environmental good behaviour is a major step forward. But it is only a first step. The agreement is a base for national unions to build upon - and to monitor.

Unions and top management in Telefónica meet to review the workings of UNI's first global agreement. Discussions are currently underway to revise the agreement.

A key issue for the implementation of the agreement is the global communication chain of the company. Not all local managers know of the agreement (or maybe they know but just don't approve). So, when a national union knocks on the door to organise the door can be slammed hard in their face.



Equally a commitment to allow unions and to bargain with them does not necessarily mean that access to members and potential members will be meaningful.

That's why the agreements generally provide for regular meetings (usually annually) between the company and the unions and UNI.

That allows for problems to be raised with global management and for the working of the agreement to be monitored.

That's also why increasingly UNI and affiliates seek to spell out the practicalities of some of these important global commitments.

So, the Securitas agreement signed in April 2006 provides for:

- Joint monitoring of the agreement with a global implementation team and local monitoring to include local management, unions and health and safety representatives.

- The agreement recognises that unions need access to workers in order to organise effectively and

recruit members. The company agrees to recognise unions nationally under the easiest process available.

- The Securitas agreement incorporates the company's Code of Conduct (itself negotiated with unions and works councils) and commits the company and employees to ethical behaviour.

In Australia our affiliate LHMU has built on the global agreement signed by UNI with ISS in 2003 to provide for regular and meaningful access for the union to workers. The company will also communicate to managers and employees a positive view of joining the union.

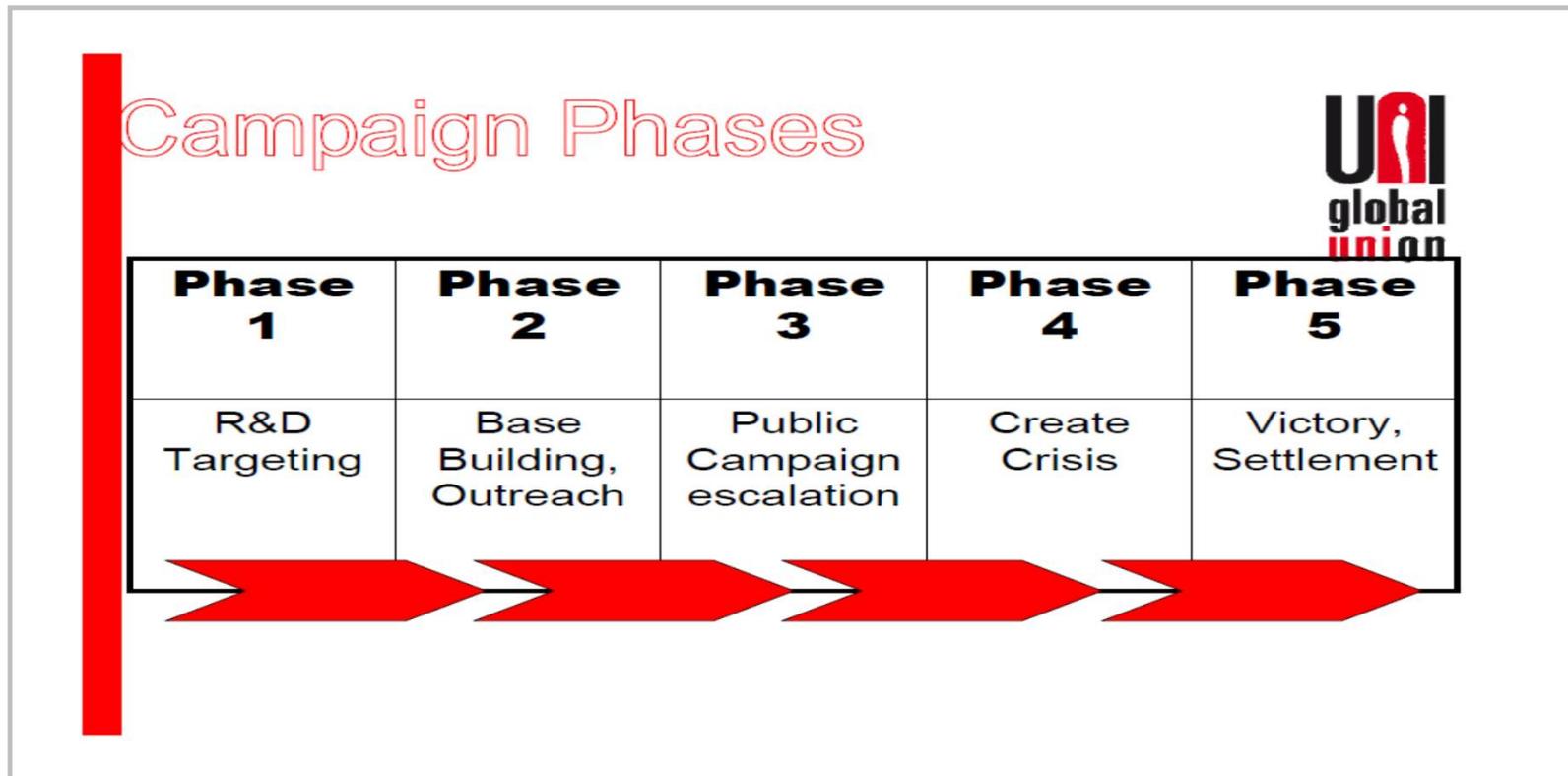
"Our aim is to open doors for national unions, now and in the future, to these companies," explains UNI General Secretary Philip Jennings. "Unions need to be fully involved in the negotiations and need to take up

their rights to organise. This is an important avenue for reaching workers and helping them to improve their working lives."

In Brazil our affiliate SINTETEL has made considerable progress organising call centre workers in Atenio - the call centre subsidiary of Telefónica. The global agreement was of great assistance to the union in launching this campaign.

However in Puerto Rico, where US-style labour laws and management mindsets prevail, the CWA met strong resistance from local Atenio bosses who ran a union-busting programme. The result was that CWA lost the recognition vote.

Undoubtedly the issues of management chains and communication will be an issue in the review of the Telefónica agreement that is currently going on. It will also be a key issue in all new global agreements.



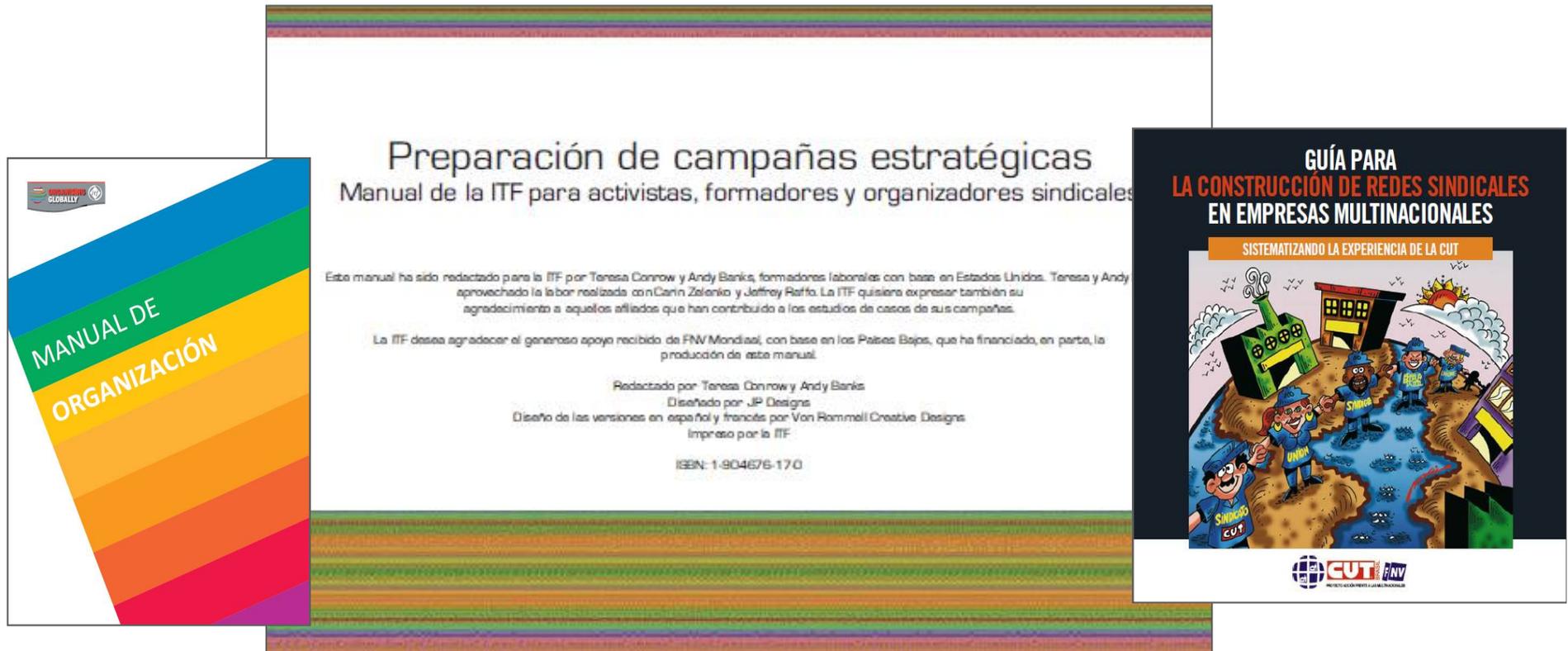
A corporate campaign is an organized assault on the reputation of a company that has offended some interest group. Although corporate campaigns often involve political, economic, and legal tactics, they are centered around the media, where protagonists attempt to redefine the image--and undermine the reputation--of the target company.

### Elements of a Comprehensive Campaign



#### **Creating External Pressure**

- Shareholders/investors
- Politicians
- Customers, clients, suppliers
- Regulatory Agencies
- Legal
- Community
- Media
- “Brand damage”



1. Todo comienza con los trabajadores.
2. Investigar y desarrollar una imagen global de la compañía u organización. Pensar como el jefe.
3. Expresar los temas y objetivos de la campaña como una lucha a favor de la justicia social.
4. Incluir elementos importantes de la comunidad más amplia.
5. Preparar una estrategia que ejerza impacto sobre la imagen pública de la compañía u organización.
6. Crear costes financieros o electorales reales.
7. Las tácticas comienzan en pequeña escala y van aumentando en intensidad.
8. Nunca cejaremos en nuestro empeño. Mantener la presión constante y cambiante.

### SO 1: Global Companies – Work Plan 2010

*NB: should be completed for each target global company*

**TARGET GLOBAL COMPANY: Deutsche Telekom**

GOALS 2010	TASKS 2010	RESPONSIBLE	TIMELINE	RESOURCES	ACHIEVEMENTS
Draft mutually agreed text for global agreement	Analysis of text proposed Meeting with DT to negotiate Communications / feedback with unions	Marcus / Claire Marcus Marcus / Claire / UNI affiliates	Ongoing	DT HR policies Other UNI agreements U.S. organising language requirements	Meeting in July 2009 with DT
Investors to contact DT and demand global agreement with UNI	ID key investors Research labour rights abuses Communicate risks to investors	Claire Claire / UNI affiliates Claire / Marcus / UNI affiliates	July – Sept 2009 On-going On-going	Investor research Research / documents from CWA CSR instruments eg Global Compact; OECD Guidelines; ILO conventions	Contacted investors in Sept 2009 Numerous investors have contacted DT
Investors to contact DT and demand global agreement with UNI	Research on call centres Strategy for engagement at shareholder meeting May 2010; CWA delegation Contact Norwegian government	Claire CWA / UNI / ver.di Tove / Marcus	Mid-2010 May 2010 Early 2010	Call centre project CWA staff expertise / experience; recommendations from Michael Laslett Political relationships	Call centre grant approved Tove has contacted political allies
U.S. politicians to put pressure on T-Mobile USA	Hearings with U.S. Congress people Public communications regarding labour rights at T-Mobile Lodge complaint under OECD guidelines in Germany and U.S.	CWA CWA / UNI CWA / ver.di / UNI	Late 2009 Late 2009 and on-going Mid 2010	Political relationships Research on labour rights (ARAW report; Human Rights Watch report; documents from CWA)	Meetings held 2009 Research released 2009
German politicians to put pressure on Deutsche Telekom / public pressure on DT in Germany	Research on labour rights at T-Mobile Poll of German public opinion re labour rights and German companies in the U.S. Lodge complaint under OECD guidelines in Germany and U.S.	CWA / UNI UNI CWA / ver.di	On-going Early – mid 2010 Early 2010	Research on labour rights (ARAW report; Human Rights Watch report; documents from CWA) Poll data Research on labour rights at T-Mobile USA; explanatory paper	Research released 2009 Poll questions developed Complaint drafted; ready to be lodged
Public pressure on DT in Germany	Research / ID possible allies eg consumer federations, shareholder associations Monitor T-Mobile political contributions in the USA Press conference in Bonn 9 April 2010	UNI / ver.di Claire Marcus / CWA / ver.di	Mid 2010 On-going April 2010	Poll of public opinion in Germany www.opensecrets.org	2009 contributions monitored
Use ARAW report to put pressure on DT in Europe	Send ARAW report to key MEPs MEPs to contact company	UNI / ver.di	Jan – Feb 2010	ARAW report Political relationships	Report drafted and released Dec 2009
Norwegian government pension fund to contact DT	Tove communicate with fund via political allies in Norway	Tove / Marcus	Early 2010	ARAW report and other research on labour rights at T-Mobile Political relationships	Research released Contact with fund and political allies