



Faculty of Social Sciences



## Digitalization of service work and social partner responses

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## Basic facts

- Researchers: Associate Professor Anna Ilsøe and Research Assistant Louise Weber Madsen, FAOS.
- Project period: March 2016 - November 2017.
- Financing: The Danish Chamber of Commerce (Dansk Erhverv), The Union of Commercial and Clerical Employees – Retail (HK Handel), The Union of Commercial and Clerical Employees – Private sector (HK/Privat) and FAOS' programme funding from 2014 to 2018.



## Three sub-projects

1. Sizing the service labour market in Denmark (desk research)
- 2. Social partner responses to the digitalization of service work in Denmark, Sweden and Germany**
3. The digitalization of service work – distribution and consequences (survey via the labour force survey, Statistics Denmark)



## Methods

- 6 interviews among employers' organisations and trade unions at sector level in Denmark, Sweden and Germany
- Supplementary interviews at confederate level and EU level
- Questions on how they define digitalisation of work and how they respond to this development



## Digitalization of work – definition and possible consequences

- 1) Digitalization and automatization of work
  - job content
  - functional flexibility
  - jobs with new tasks
  
- 2) Digitalization and work without jobs
  - online intermediaries
  - numerical flexibility
  - tasks instead of jobs



## Digitalization of service work – definition and consequences

<b>Denmark</b>	<b>Union</b>	<b>Employers' organisation</b>
Digitalization and automatization of work	Job loss, new competences	Securing economic activity, new competences
Digitalization and work without jobs	Securing pay and working conditions	Welcome new business models



## Digitalization of service work – definition and consequences

<b>Sweden</b>	<b>Union</b>	<b>Employers' organisation</b>
Digitalization and automatization of work	Job loss, reskilling	Destroys tasks - not jobs
Digitalization and work without jobs	New ways of organizing work – how unionise and create portable benefit systems?	New forms of aggregating tasks – more employment opportunities, regulation challenges

## Digitalization of service work – definition and consequences

Germany	Union	Employers' organisation
Digitalization and automatization of work	Job loss, new qualification requirements	Job loss, evolution
Digitalization and work without jobs	Freelance work, no employer, no workplace and no employee, digital precariat	Test cases, unfair competition
Digitalization facilitates control and surveillance	Digitalization facilitates employer control and capitalisation of worker tasks	Digitalization questions data security and privacy for firms (SMEs)





## Responses to digitalization of work

Denmark	Union	Employers' organisation
<b>Unilateral arena</b>	<ul style="list-style-type: none"> <li>Analyses/reports, media appearance</li> <li>Political project</li> <li>Dialogue with departments and political parties</li> <li>Responses to EU strategies</li> <li><b>New pension fund for freelancers; freelancer network</b></li> <li>Dialogue with European and international unions</li> </ul>	<ul style="list-style-type: none"> <li>Analyses/reports, media appearance</li> <li>Political project</li> <li>Dialogue with departments and political parties</li> <li>Dialogue with European forums and employers' organisations</li> </ul>
Tripartite arena	<ul style="list-style-type: none"> <li><b>Tripartite cooperation on education and further training</b></li> <li>Roundtable at Copenhagen municipality</li> </ul>	<ul style="list-style-type: none"> <li><b>Tripartite cooperation on education and further training</b></li> <li>Roundtable at Copenhagen municipality</li> <li>Company forum</li> <li>Debate at Denmark's Political Festival on Bornholm</li> </ul>
Bipartite arena	<ul style="list-style-type: none"> <li>Informal contacts to employers' organisations</li> <li>Contact new digital employers</li> </ul>	<ul style="list-style-type: none"> <li>Informal contacts to unions</li> </ul>



## Responses to digitalization of work

Sweden	Union	Employers' organisation
<b>Unilateral arena</b>	<ul style="list-style-type: none"> <li>Analyses/reports, media appearance</li> <li>Dialogue with departments and political parties</li> <li>Dialogue with European and international unions</li> <li>Responses to EU strategies</li> <li>Website on automatization</li> <li><b>Attempt to build a private unemployment office for white collar workers (through a cartel of white collar unions)</b></li> </ul>	<ul style="list-style-type: none"> <li>Analyses/reports, media appearance</li> <li>Think tank which deals with the issues of education in a digital context</li> <li>Dialogue with departments and political parties</li> <li>Dialogue with European forums and employers' organisations</li> </ul>
<b>Tripartite arena</b>	<ul style="list-style-type: none"> <li><b>Digitalization commission (2013)</b></li> <li><b>Taxi commission (2015)</b></li> <li><b>Workplace safety in the new economy (2015)</b></li> <li><b>+ five more commissions since 2015</b></li> <li>Many new tripartite initiatives in the making on platforms, life-long learning and social security</li> </ul>	<ul style="list-style-type: none"> <li><b>Commission on future work (Arbetet i framtiden)</b></li> </ul>
<b>Bipartite arena</b>	<ul style="list-style-type: none"> <li>Informal contacts to employers' organisations</li> <li>Contact new digital employers</li> </ul>	<ul style="list-style-type: none"> <li>Informal contacts to unions</li> </ul>



## Responses to digitalization of work

Germany	Union	Employers' organisation
<b>Unilateral arena</b>	<ul style="list-style-type: none"> <li>Analyses/reports, media appearance</li> <li>Dialogue with departments and political parties</li> <li>Dialogue with European and international unions</li> <li>Responses to EU strategies (Digital single market strategy, Refit strategy)</li> </ul>	<ul style="list-style-type: none"> <li>Analyses/reports, media appearance</li> <li>Dialogue with departments and political parties</li> <li>Dialogue with European forums and employers' organisations</li> <li>Internal political project: Digitalization</li> <li>Responses to EU strategies (Service directive)</li> <li>Participation in High Level Group</li> </ul>
<b>Tripartite arena</b>	<ul style="list-style-type: none"> <li><b>Federal Ministry of Labour: Arbeiten 4,0 (white book 2016)</b></li> <li><b>Ministry of economic affairs: Platform competitiveness (green book/white book) + six other government-initiated processes,</b></li> <li><b>Ministry of education and science affairs: Innovations for the production, services and labour of tomorrow (research funding)</b></li> </ul>	<ul style="list-style-type: none"> <li>Participation in several commissions initiated by ministries</li> <li>Conference 2015: Digital services</li> </ul>
<b>Bipartite arena</b>	<ul style="list-style-type: none"> <li>Informal contacts to employers' organisations</li> <li>Collective agreements to protect the employees from redundancies as a result of technical progress and automatization (Rationalisierungsschutzverträge)</li> <li><b>Telekom agreement (2015): early retirement, reskilling.</b></li> </ul>	<ul style="list-style-type: none"> <li>Informal contacts to unions</li> </ul>

## Conclusions – social partner responses to digitalisation

- Similar definitions of digitalisation and expansion of focus across social partners (automation AND work without jobs). Germany: additional focus on data control.
- Different responses: labour market policy (unions), business policy (employers' organisations)
- Political arenas:
  - Denmark - mainly uni-lateral (pension fund for freelancers)
  - Sweden – uni-lateral and tripartite (5+ commissions)
  - Germany – uni-lateral and tripartite (10+ commissions), bipartite examples (Telekom agreement)



## Discussion and perspectives

- What are the possible consequences for the Nordic (agreement-based) labour market regulation?
- Can tripartite initiatives facilitate an integration of the labour market policy of unions and the business policy of employers' organisations?
- Which forms of bipartite initiatives are realistic (company agreements like Telekom, frame work agreements +/- extension mechanisms)?

