



EUROPEAN COMMISSION  
Employment, Social Affairs and Inclusion DG

Employment and Social Governance  
**Social dialogue**

**SECTORAL SOCIAL DIALOGUE  
COMMITTEE  
GRAPHICAL INDUSTRY**

**MINUTES  
PLENARY MEETING  
17/09/2018**

**Chair:** Simon Dubbins (UNI Europa Graphical) & Fons Bakkes (Intergraf)

**1. Opening of the meeting**

The draft agenda was approved.

**2. A) Presentation, discussion and approval of Work Programme 2019-2021**

The work programme for the next 3 years, containing two new chapters on digitisation and demography, has been discussed in the preparatory meetings. Social partners agreed on the proposal with one slight reformulation of item 4 on demographics (VET) and the addition of a reference to certification systems.

**2. B) Joint Paper on Skills**

Social partners adopted a joint paper on skills which aims at providing directions to the work of the committee and to tackle the challenges faced by the industry. The paper focuses on the critical role for skills and training in maintaining a solid European industrial base (apprenticeships, VET, STEM, life-long-learning).

**3. Employee engagement in the printing industry following the 2010 project: The Future of the European Print Industry – In Our Own Hands**

Mike Hopkins recalled (see **annex**) the 2010 project which had resulted in a toolkit and a roadshow in 7 Member States. The project explored the topic of socially responsible restructuring and how to manage change. Key themes were the different building blocks of employee engagement and the importance of effective partnership and communication.

Participants discussed the issue of engagement in the industry (e.g. engagement for workers doing non-standard working time; work-life balance, difficult for SMEs) and the role that social partners can play in this regards (partnership, joint responsibility).

Social partners agreed to review and update the toolkit. This will be discussed further in the steering group.

#### **4. Seeking a stronger EU industrial policy**

Dirk Fincke presented (see [annex](#)) the initiative and work of the Industry4Europe Coalition which represents 130 associations and 52 million jobs in the EU. Supported by Council Conclusions calling to strengthen the EU's industrial base end 2016, the Coalition signed a [Joint Declaration for an Ambitious Industrial Strategy](#) in February 2017 which called on the European Commission to adopt an Action Plan to tackle the challenges that the industry is facing.

It was followed by a European Commission communication on a [renewed EU industrial policy agenda](#) (September 2017) which put industry back to a high position on the political agenda. The signatories of the joint declaration provided further input as regards the key objectives and measures that should be at the heart of a longer-term, ambitious and impactful EU industrial strategy ([Joint Reaction Paper](#) in October 2018).

Dialogues with the European Commission, the European Parliament, the Estonian/Bulgarian/Austrian Presidencies, the European Economic and Social Committee and the Committee of Regions have been initiated. Upon request of the Austrian Presidency, the coalition drafted two joint input papers on: (1) [indicators](#) to assess the health of the European industry and monitor the progress by EU on the implementation of its industrial strategy (April 2018); and (2) on [governance structure](#) for an informed and permanent dialogue between the industry and policy decision-makers (July 2018).

#### **5. Presentation, discussion and approval of Joint Paper on Industrial Policy**

Work is ongoing to draft a joint paper on industrial policy.

#### **6. Economic developments and outlook for the coming months:**

Philippe Ledent (see [annex](#)) provided an overview of the economic situation in Europe. In a nutshell, he explained that Europe's growth is experiencing a deceleration in 2018 compared to 2017 but that this is actually returning to a more normal growth rate (currently 1.5%). He underlined some positive aspects such as a rather strong labour market, a high capacity utilisation rate which would support investment and low financing costs. He also highlighted a few risks that might hamper growth such as the scarcity of qualified labour, Brexit or the US economy.

#### **7. Campaigning for the image of print**

##### A) Two Sides

Beatrice Klose (BK) presented (see [annex](#)) "[Two Sides](#)", an initiative by companies from the graphic communications supply chain to promote the responsible production and use of print and paper and dispels common environmental misconceptions by providing users with verifiable information on why Print Media is an attractive, practical and sustainable communications medium. This initiative was created in 2008 in reaction to major decline in printing quantities.

Concretely, it launched a massive campaign "No wonder you love paper" in newspapers across Europe and beyond and published a "Print & Paper Myths and Facts" in other media. It also launched an EU 2019 election mailing campaign to raise awareness of future MEPs.

##### B) Keep Me Posted

Laetitia Reynaud presented (see [annex](#)) the "Keep Me Posted" campaign which advocates the rights of citizens to choose between printed and digital information. This

initiative is supported by NGOs, unions and the industry. Advocacy actions are ongoing (e.g. collect support from the MEPs; recognition of initiative in EP report on the postal directive; support national campaigns).

## 8. Conclusions

This meeting led to the adoption of the work programme and the joint statement of skills with some minor changes to be implemented.

Social partners agreed to follow up on the work of the European Commission (drafting a new European industrial strategy) and to update the toolkit on employee engagement.

### Annexes

- Point 3 – Employee engagement
- Point 4 – Industry4Europe
- Point 6 – Economic development
- Point 7 – Keep me posted
- Point 7 – Two sides

### Annex: List of participants 17/09/2018

<u>Employers</u>	<u>Workers</u>
Mr Fons BAKKES (NL) Ms Beatrice KLOSE (EU) Ms Laetitia REYNAUD (EU) Mr Alessandro RIGO (IT) Ms Teresa BORBA (PT) Mr Dirk FINCKE (BE) Ms Anna FREIJ (SE) Ms Alison GRACE (EU)	Mr Simon DUBBINS (UK) Ms Veronique ERNOULD (EU) Mr Nicola KONSTANTINOU (EU) Ms Riitta KOSKINEN (FI) Ms Joaquina RODRIGUEZ (ES) Mr Marko ROSQVIST (FI) Mr Alfredo SANCHEZ (ES) Mr Hans Joachim SCHULZE (DE) Mr Pier VERDERIO (IT) Mr Jan FRANCO (BE) Ms Louisa BULL (UK) Mr Manuel FERNANDES (PT) Mr Kenneth JOHANSSON (SE) Mr Niels KILI (NW)
<b>8 employer representatives</b> <b>(5 women, 3 men)</b> <b>(3 EU, 5 EU-15)</b>	<b>14 worker representatives</b> <b>(4 women, 10 men)</b> <b>(2 EU, 8 EU-11, 1 Non-EU)</b>
<u>Other participants</u> Philippe LEDENT (ING) Mike HOPKINS (Hilltop Consulting)	
<u>European Commission</u> Ms Isabelle Laurent (EMPL.A.2)	