



EUROPEAN COMMISSION
Employment, Social Affairs and Inclusion DG

Employment and Social Governance
Social dialogue

**SECTORAL SOCIAL DIALOGUE
COMMITTEE
GRAPHICAL INDUSTRY**

**MINUTES
WORKING GROUP MEETING
30/06/2021**

Chair: Monica Scorzino (Intergraf) & Daniel Fernandez (UNI Europa Graphical)

1. Opening of the meeting

The draft agenda was approved.

2. Print and digital

- a) Information on latest OECD report: “21st-Century Readers – Developing Literacy Skills in a Digital World”

Beatrice Klose (Intergraf) gave a presentation on the recent OECD report on the literacy skills in the digital world. The study focused on young students (generation Z, digital natives) and on reading, science and mathematics. Thinking critically is a key skill, including reading comprehension to identify fake news. Reading became less popular. Students who read printed material perform better, reading on digital devices has negative impact on reading performance. In a summary, students read less today than 10 years ago. Students who reported reading books more often in paper than digital format perform better in reading and spend more time reading for enjoyment in all participating countries/economies in PISA 2018.

It was concluded that paper still needs to play fundamental role in schools.

- b) Update from European Commission about their work/research on print and digital skills for education

Simona Petkova (DG.EAC – Digital Education) stressed that COM puts great emphasis on literacy in the 21st century. It is important to bring digital tools in education where they bring value. She focused on current developments related to the Digital Education Action Plan (adopted September 2020, implementation timespan of 7 years, 13 related actions in the Action Plan). Planned Council Recommendation to promote so called blended learning – lessons learned from Covid-19 crisis. Efforts into closing digital gaps and address disparities – also through the Recovery and Resilience Plans. Exploring the

need and usefulness of digital platforms – provided by the Commission. Importance of teacher training – support through Erasmus+; specific tool – Selfie for teachers. Work on ethical guidelines for teachers and educators, to be more acquainted with AI, development of digital literacy, including critical thinking (envisaged in autumn 2022). Also work on update of the European digital competence framework for citizens. Also mentioned the gender digital gap and divide. Digital Education Hub – provide better links between different existing initiatives at EU and national level, further promote research.

Beatrice Klose (Intergraf) stressed the importance of using digital tools in education only where they can bring value and asked how the Commission is going ensure that.

In her answer, Simona Petkova confirmed that Indeed the Digital Education Action Plan focuses on digital, but the Commission has much broader attitude the digitalisation – it is also part of the European Education Area 2025 – there are number of initiatives focused on developing literacy, reading skills etc. Also a running open public consultation – pathways to school success – holistic approach for skills development at schools – to be launched in 2022.

Daniel Fernandez (UNI Europa) asked about critical thinking – sustainability of newspapers in the digital environment – what is the state of play of related discussion within the Commission. IN her reply, Mrs. Petkova stressed the collaborative work of DG EAC and DG CNECT – dealing with media regulation and digital services and digital markets. But she cannot provide further details related specifically to ownership of newspapers.

3. Work Programme 2022-24

Social partners discussed the future Work Programme of the SSDC for Graphical industry 2022-2024.

Daniel Fernandez (UNI Europa) presented the main points of the current SSDG in Graphical industry work programme (2019-2021). He suggested to certainly keep technological developments and digitalisation. As regards demographics – difficulty to recruit young workers in the industry + skills – remains relevant. It is also important to continue to focus on best practises in socially responsible companies, also in connection with ongoing restructuring within the sector, also in relation with the Covid-19 pandemic. He further suggested to continue monitoring the state aid and un/fair competition practices and the work on the topic Image and environment.

Beatrice Klose (Intergraf) expressed an agreement. Indeed technological developments and digitalisation remain essential. Demographic trends, also vis-à-vis skills, are also important – availability of (continuous) training. State aid and unfair competition is an extremely difficult topic – difficult to clearly identify criteria, in general it is possible to leave it in the WP, but as a monitoring activity, could be also an ad-hoc toic.

Daniel Fernandez (UNI Europa) further suggested to explore the possibility of a project focused on research of working conditions within the social dialogue Call for proposals. He further added the topic of cash availability, also within the context of Security printing project. Likeminded coalition could prepare a common statement. Would like to keep focus on the topic of newspapers, link with democracy and also interest of the industry. Another topic – packaging – suggested to add graphical packaging element in

the WP. Another utmost important topic – health and safety. He also mentioned the trade unions effort to develop global dialogue – include this as a topic.

Beatrice Klose (Intergraf) in general supported the suggested topics, however expressed some doubts about the level of detail of the work programme and about the topic of health and safety, because this topic is very much in the competence of their national members – sensitivities.

Secretariats will continue discussing the new work programme in order to approve it at the November Plenary meeting.

4. Next steps - Preparation for Plenary on 4 November

Social partners discussed individual relevant topics for the November Plenary meeting.

5. Recruitment - Print Your Future project update and next steps

Alison Grace (Intergraf) updated participants about the current development of the Print Your Future project implementation. Focus on image problem of the sector, provision of solution to help recruitment in the sector. Printed products will be needed long in the future, therefore young recruits too are important – key question how to best communicate that and provision of tools to help recruitment in the sector – new sectoral identity, various career paths across the industry, schools and courses, interview and testimonials of young people, work on the Best Practice Toolkit. Promotion of the industry in relevant events. Final project conference is going to take place in November 2021.

Annexes

- Point 2 –
 - Information on latest OECD report: “21st-Century Readers – Developing Literacy Skills in a Digital World”;
 - Update from European Commission about their work/research on print and digital skills for education;
- Point 5 – Print Your Future project

Annex: List of participants 30/06/2021

<p><u>Employers</u></p> <p>Teresa BORBA (PT) Alison GRACE (EU) Beatrice KLOSE (EU) Katalin PELLER (HU) Katre SAVI (EE) Ms Monica SCORZINO (IT)</p> <p>6 employer representatives (2 EU, 2 EU-15, 2 EU-13)</p>	<p><u>Workers</u></p> <p>Debra BELLE (UK) Tony BERGGREN (SE) Simon DUBBINS (UK) Daniel FERNANDEZ (EU) Manuel Angel FERNANDEZ BALANZA (ES) Catherine GRAUWELS (EU) Thomas HAGENHOFER (DE) Nicola KONSTANTINOOU (EU) Joaquina RODRIGUEZ TORREJÓN (ES) Valentin SÁNCHEZ-BERMEJO (ES) Ann VERHELST (BE)</p> <p>11 worker representatives (3 EU, 6 EU-15, 2 non-EU)</p>
<p><u>Other participants</u></p>	
<p><u>European Commission</u></p> <p>Jitka HRUDOVIÁ (DG.EMPL – Social Dialogue) Simona PETKOVA (EG.EAC – Digital Education)</p>	