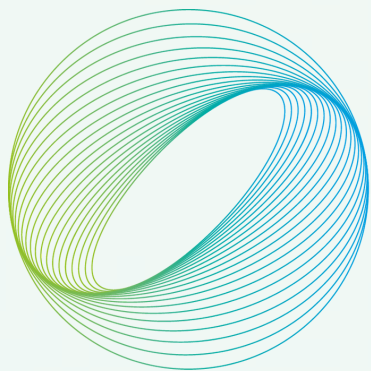




SEEDING - Grant agreement no. VS/2019/0073.
This project has received financial support from
the European Union.



SEEDING

Social Economy Enterprises addressing Digitalisation,
Industrial relations and the European Pillar of Social Rights

FINAL EVENT

SEPT

21

10 AM

DIESIS DIGITAL DAY

HYBRID EVENT BRUSSELS/ONLINE

JOIN US ONLINE!



diesis
network



Fondazione
Giacomo Brodolini

COCETA

FISE>



GRUPPO
COOPERATIVO
cgm



Associazione
nazionale
cooperative
di produzione
e servizi
legacoop
PRODUZIONE
& SERVIZI



Zdrúženje
SOCIALNA EKONOMIJA
SLOVENIJE

SYNDICAT
EUROPEAN
TRADE UNION

innova

Final event

Brussels, 21th of September, 2021



SEEDING

Social Economy Enterprises addressing Digitalisation,
Industrial relations and the European Pillar of Social Rights



SEEDING - Grant agreement no. VS/2019/0073. This project is funded by the European Union.

diesis
network



COCETA
30th anniversary

FISE





About the project / main information

- Project: SEEDING: Social Economy Enterprises addressing Digitalisation, Industrial

Relations and the European Pillar of Social Rights.

- Budgetline: DG Empl. - 04.03.01.04 - Improving expertise in the field of industrial relations (research project)
- Timeframe: 24 months (01.03.2019-28.02. 2021) + 6 months extension
- Participating countries: Germany, Italy, Spain, Slovenia, Poland and Ireland (+ France is covered)

SEEDING

Social Economy Enterprises
addressing Digitalisation,
Industrial relations and the
European Pillar of Social Rights

The digital revolution is a big challenge for Europe.
Recent technological changes started to have an impact on the world of work.
The issue of digitalisation is crucial for social economy enterprises.





Partners, affiliated and associated organisations

Partners:

- Diesis Network: coordinator
- Fondazione Giacomo Brodolini (FGB): partner responsible for research activities

Affiliated organisations (to Diesis)

- *COCETA*
- *Foundation for Social and Economic Initiatives (FISE)*
- *Innova e.G*
- *Gruppo Cooperativo CGM*
- *LEGACOOP PRODUZIONE E SERVIZI*
- *Social Economy Slovenia*

External experts:

- *Method Consultants (Ireland) + individual experts*

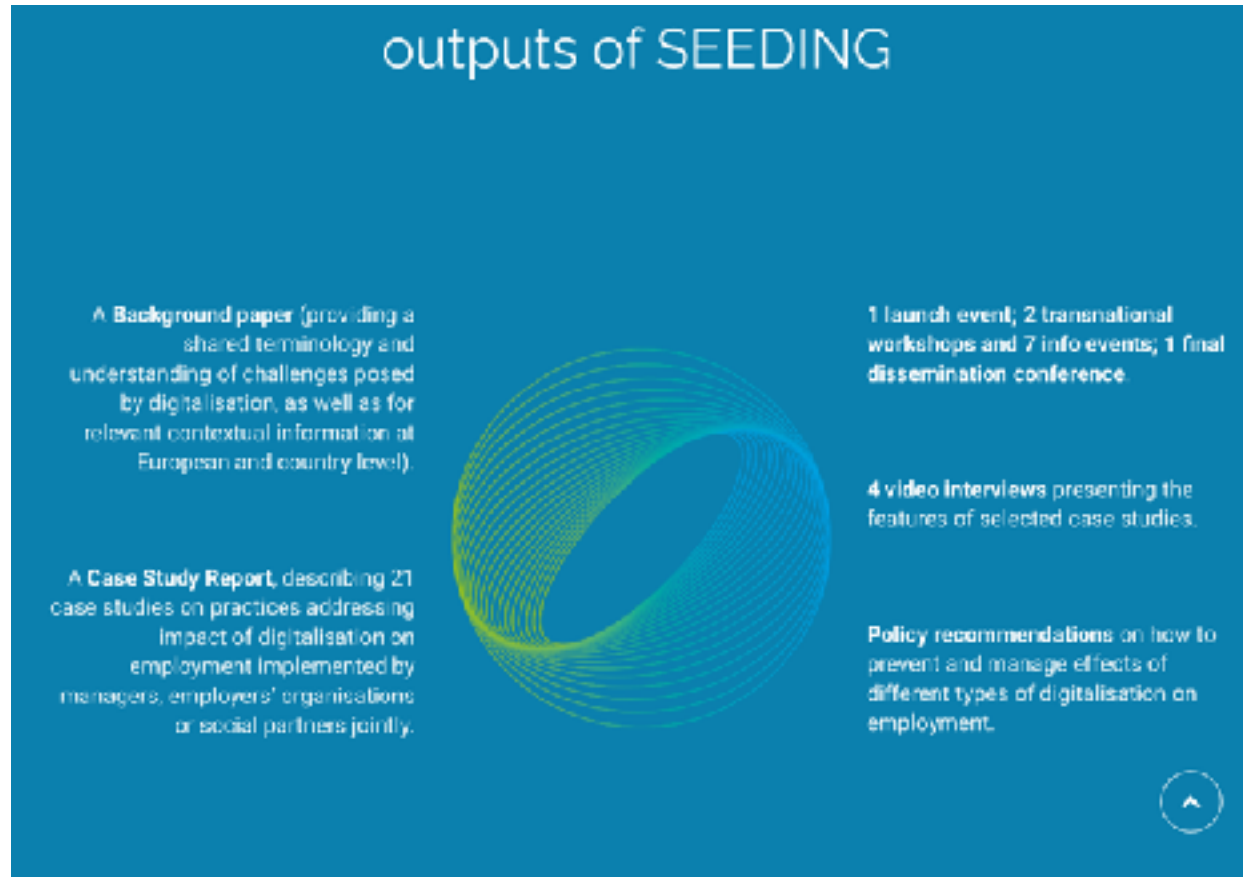
Associated organisations – no financial contribution

- European Trade Union Confederation (ETUC)





Outcomes



- Background report
- 21 individual Case studies
- 1 Case study report
- Policy recommendations
- 6 recap videos
- 1 launch event, 6 transnational online events, 7 local events, 1 final event
- infocard

+promotions (gifs, social media, LinkedIn group), hours of steering committees, many emails, coordination calls,...



Outcomes





SEEDING

Social Economy Enterprises addressing Digitalisation,
INDustrial relations and the European Pillar of Social Rights

Thank you.



SEEDING - Grant agreement no. VS/2019/0073. This project is funded by the European Union.

Seeding Final event

*Outcomes of the research:
digitalisation, working conditions and
employment in social economy
enterprises*

*Feliciano Iudicone
21 September 2021*



**Fondazione
Giacomo Brodolini**

Digitalization of work: main opportunities and risks

- Risk of job polarisation (about one third of occupations at risk of automation according to research conducted in IE and PL)
- Growth expected in care and service occupations BUT risks of precarisation, also due to **platforms**
- Monitoring of employees and privacy issues (e.g. **GPS technologies, wearable devices**)
- **Telework** as a double-edged sword for work-life balance
- Digital divide, both affecting workers and companies in different sectors and of different size

Seeding Recommendations

Innovation and the automation of work are leading to rethink the role of blue-collar workers as 'appendixes' of machines.

Technology may soon facilitate access to completely automated production systems

Introduce a right to **training** for workers and/or a commitment to negotiate training plans via collective agreements, provisions fostering training in public procurement or in funding schemes.

Bank Spółdzielczy w Kruszwicy case study

Introduce a right to training

“Many employees, including managers of individual departments, take part in training in the field of loans, savings, settlements, local government activity, and risk management, organised by the Banking Consultancy and Education Centre in Poznań, which improves the quality and efficiency of customer service. (...)

Employees also undergo additional training in cybersecurity of banking systems, service of the so-called difficult client and detection of suspicious financial operations. Digitalisation reduces watchfulness. The control of digital systems should be strengthened



Digitalisation may worsen working conditions or face resistance to change by workers

Promote forms of discussion and involvement of workers in decision-making, also by appointing dedicated structures or managers with the responsibility to present, discuss, negotiate digital innovation processes in 'cooperation' with workers

Suara case study

Involving workers in decision making

“The company created a Digital Transformation Office to promote the development of the Digital Transformation Plan. It is made up of the IT director, the innovation director, the digital transformation director, and includes a Business area and a Marketing area. Weekly meetings are held, by specific projects and areas for implementation. The office coordinates the activities and evaluates advantages and weaknesses”.



The growing complexity of organisations impacts negatively on their ability to pursue information sharing and discussion with workers/members

Exploit the potential of digital tools to reinforce democratic dialogue and collaborative decision-making processes

OuiShare case study

Exploit the potential of digital tools

- *If a team (...) is about to take a strong position or undertake a significant action (organising a major event, making an important partnership with a private company, etc.), it documents it on Loomio, creating a topic and describing the action, its context and the implications for the community;*
- *For the next two weeks, other connectors can react on the topic;(...)*
- *If needed, a vote is held.(...)*
- *The topic is saved and remains available for further consultation on the platform. This leaves a trace of the decision and the arguments that have been used to justify it. (...)*

Some of the decisions of the community are published through the Loomio/ouishare portal. As Loomio's functionalities evolve, the way it is used changes, but the main objective remains transparency to stakeholders”.



(Platform) companies may make use mostly or entirely of self-employed workers in competition with each other on the basis of price and availability on the platform.

Adopt minimum rates of pay for self-employed above those set for employees

Strengthen prerogatives of social dialogue. For instance, an information and consultation procedure may address: hirings of non-standard workers, contracting of self-employed workers, or outsourcing decisions

4freelance case study



Introduce minimum rates of pay
Strengthen prerogatives of social dialogue

The freelancers themselves decide on their hourly or daily rate, but the cooperative generally does not mediate below an hourly rate of €40 (an annual revenue of €64,000 should not be undercut).

(...)

If they have the relevant qualifications and experience; [members] are the first to be offered or sent project requests from potential customers. If the internal pool of members is not sufficient, the contract is offered to the freelancers in the internal data pool

Speedpak case study

Strengthen prerogatives of social dialogue

“The traineeship is delivered through (...) the Community Employment (CE) scheme and TÚS. These schemes provide an opportunity for unemployed people to achieve an educational qualification and so increases their chance of securing employment. However, the company is required to seek annual approval from unions as part of the conditions of operating its CE Scheme. Unions ask to meet CE trainees and invite them to become union members”



Algorithms may hide directly or indirectly discriminatory decision-making systems

Ensure a transparency of algorithms, disclosing the criteria for final decision making within the network and making algorithms and their decisions challengeable via an impartial dispute resolution mechanism.

Consider the adequacy of algorithms, assessing jointly with workers' representatives/unions if and how they shall affect work organisation.

Panato case study

Ensure transparency of the algorithms

“PANATO proposes (...):

- internal transparency of offer and commercial processes in order to reassure partners that no activities and orders are being carried out in hiding, to the detriment of some of them,*
- creating a common contact database - (...)PANATO recommends the option of reporting contacts with a reservation of exclusivity for servicing these clients;*
- different partners within the network may propose different prices constituting the basis for internal settlements - the cooperative suggests that a joint discussion should be held to negotiate and harmonise internal settlement price lists.”*



AppTaxi case study

Consider if and how algorithms shall affect work organisation

“From the client’s side, the practice provides an easy way to book a taxi, as an alternative to making a reservation via a call-centre or other system. (...)

The platform does not entail any rating system nor affect the relationship between the taxi driver and the cooperative in any way.

The driver remains subject to the cooperative’s rules and to the legal provisions concerning taxis as a public service.”



For-profit platforms risk suppressing untapped potential for cooperation

Exploit the potential of app-based services to create 'communities of users', helping citizens and businesses to join their forces to solve common problems and, inherently, creating social cohesion.

Som Mobilitat case study

Exploit the potential of app-based services to create ‘communities of users’

“Members may be individuals, corporate bodies and city councils, which, under the umbrella of SOM Mobilitat, organise themselves into local groups to accelerate the arrival of sustainable mobility in the neighbourhood or municipality. (..)

The practice is promoted through: a programme of school activities, open activities (fairs, talks, driving tests), open discussions (e.g. hackathons), talks and congresses.”



The digital divide may exclude small companies and workers from benefits of new technologies

Develop publicly accessible innovation centres, where citizens and companies can 'dirty their hands' with new technologies with the help of tutors and mentors, this way exploring the related potentials and testing small scale solutions.

Ease access to finance for innovative projects and adoption of new technologies, possibly via measures pursuing as well fairer taxation in the digital economy.

WeCreate case study

Develop publicly accessible innovation centres

Ease access to finance

“Digitalisation has had a few employment impacts in the Cloughjordan area. These include:

- providing access to low-cost shared office space (...) with high speed Broadband;*
- developing digital platforms for a number of businesses based in the Cloughjordan area which has strengthened their financial sustainability, (...)*
- providing, a laser cutting, engraving, and 3D printing services”*



Thank you for the attention!!!



Digitalisation and social economy in Poland

21.09.2021

Julia Koczanowicz-Chondzyńska

Foundation for Social and Economic Initiatives (FISE)

FISE>



Registered unemployment rate

Statistics Poland – public research body:

Oct. 2019 – 5%

Mar. 2021 – 6,4%

Harmonised unemployment rate (Eurostat, Mar. 2021):

EU – 7,3%

PL – 3,1%

GDP QII 2020 to QII 2021 – 1,9% (rise)



After one year of COVID-19 epidemic outbreak:
65% of NGOs report deterioration of their condition
57% reported lower income

But also:
39% undertook new activities, had to innovate
52% observe positive consequences out of epidemic crisis

* According to Stowarzyszenie Klon/Jawor research, March 2021



Social enterprises in Poland had to face and struggle with two types of phenomena:

- market crisis common for all the national economy (lack of clients, closed branches, other difficulties)
- problems similar to those which were reported by the NGOs (lack or limitation of public and private financing, much harder conditions of running everyday activities)



39% of NGOs and social enterprises had to innovate to stay active on the market.

- 61% of them ran activities online
- 16% fought digital exclusion
- 14% created new programmes and apps

Case study

The World of the Deaf People Foundation

www.swiatgluchych.pl



świat
głuchych

- sign language translations on demand in public offices
- WCAG PLAYER – online tool to make multimedia materials and meetings accessible live (sign language, audidescription, subtitles, translations)
- Sign language translations for meetings held live and online
- Accessibility audits



Thank you!

Julia Koczanowicz-Chondzyńska

julia.chondzynska@fise.org.pl

www.fise.org.pl



Bringing cooperatives into the digital age

5 demands

innova eG

Hans-Gerd Nottenbohm

1. Digital co-operative membership

Because today in Germany you can only become a legally secure member of a cooperative with a paper printout - while only 1/3 of households still have a printer, but almost everyone has a smartphone.

2. Digital incorporation, auditing and registration

Because the bureaucratic process in Germany from the founding meeting to the legally binding entry in the cooperative register today takes several months and can only be done analogously.

3. digital and hybrid general assemblies

Because digital general meetings today are only possible with special provisions in the articles of co-operatives and hybrid general meetings with participation of members cannot be implemented with legal certainty. Only by amending the Covid 19 Measures Act legal certainty for virtual general assemblies are provided.

4. digital crowdfunding

Because attracting members through crowdfunding and investing and member loans are not practical in Germany.

5. Digital platform cooperatives

Because global commercial platform corporations are monopolizing our markets and we need alternatives that serve a social-oriented digitalization.

More information about the demands, concrete proposals for solutions and the possibility to sign up can be found on the campaign page:

<https://www.genossenschaften-digital.jetzt>

SEEDING

Social Economy Enterprises addressing Digitalisation,
Industrial Relations and the European Pillar of Social Rights

Digitalisation and social economy – national perspectives

Final event

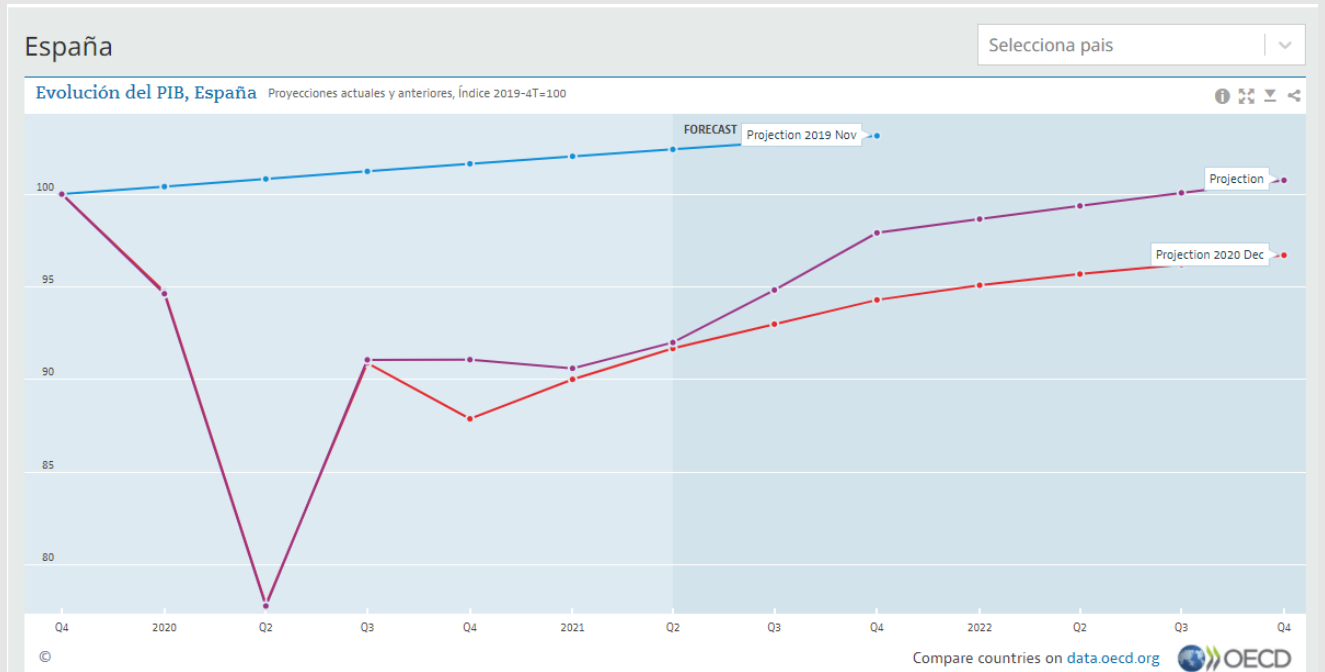
Tuesday 21th of September 2021 (10:00-16:30 CET)



COCETA

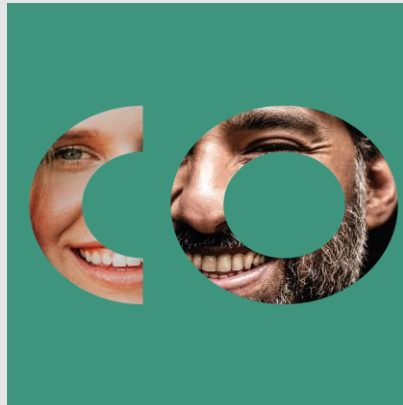
Confederación Española
de Cooperativas
de Trabajo Asociado

Social Economy Enterprises and Cooperatives in Spain



73%

40%

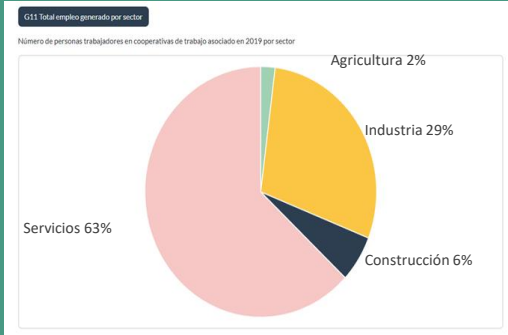
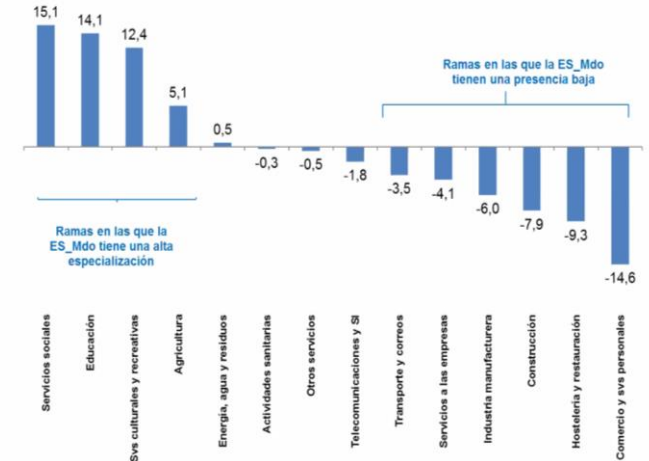


CHANGE FACTORS FOR DIGITALIZATION

Empresas por tamaño	Nº de empresas	% de empresas	% empleo empresarial
Sin asalariados	1.588.443	55,25%	10,02%
Microempresas (1-9)	1.109.769	38,60%	20,93%
Pequeñas (10-49)	147.550	5,13%	18,13%
Medianas (50-249)	24.334	0,85%	15,10%
Pymes (0-249 asalariados)	2.870.096	99,83%	64,18%
Grandes (250 o más asalariados)	4.783	0,17%	35,82%
Total empresas	2.874.879	100%	100%

Tabla 1. Distribución de empresas por número de trabajadores
(Fuente: Datos del portal ipyme.org, actualizados a octubre de 2020^[1])

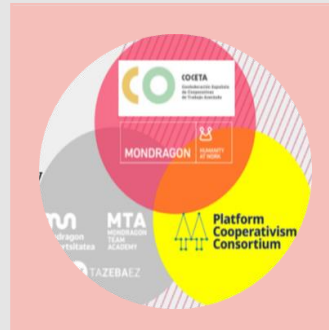
Gráfico 1. Especialización sectorial de la economía social frente a la de la economía mercantil. Año 2018. Diferencia en puntos porcentuales entre el peso de cada sector en el empleo total de la economía social y de la economía mercantil



- Social values and principles
- Productive Sectors and Productive Specialization
- Size of companies in the Social Economy (SMEs and micro-SMEs)
- Competencies and Reskilling



IMPORTANCE OF COOPERATIVE ORGANIZATIONS



- ❑ Support for the generation and maintenance of employment and the competitive improvement of work cooperatives by promoting the digitization of their management, production and marketing processes.
- ❑ Digital skills in work cooperatives, through personalized advice to enterprises by qualified technicians in digital skills and the implementation of appropriate technologies for their competitive improvement

España Digital 2025
Plan de Digitalización de Pymes (5000 millones € hasta 2023)
Plan de Digitalización de las Administraciones Públicas (2600 millones de €)
Plan Nacional de Competencias Digitales (3750 millones)
Real Decreto-ley 28/2020, de 22 de septiembre, de trabajo a distancia



GOOD PRACTICES

People must be the basis and end of the success of these digitization processes



Thank you!!!

www.coceta.coop

confederación@coceta.coop

