

# Ciett & Eurociett Public Affairs Report

May 2012

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## Key Ciett & Eurociett Public Affairs Priorities & Achievements

### Ciett Annual Conference 2012

The Ciett 2012 World Employment Conference “Transforming our Global Brand” held from 23<sup>rd</sup> – 25<sup>th</sup> of May 2012, attended by more than 300 participants from 22 countries provided a great opportunity to network and to discuss latest trends and opportunities for the private employment services industry.

During the Conference, Ciett presented the “Way to work” positioning and strategy, which includes five key pledges to improve global labour markets.

## Ciett & Eurociett Positions

- Eurociett Position Paper on Youth Employment published
- Ciett Pledges adopted and published

## PA calendar

- **6 June 2012:** Eurociett/Uni-Europa stakeholder workshop in the context of the transitions project
- **12 June 2012:** Eurociett to give a presentation at EuroCommerce on agency work regulation
- **28 – June 2012:** Conference organised by CEEMET on Shaping talent

## Ciett Positioning



Table of content		
<b>The way to work</b>	New Ciett Strategy launched at Ciett WEC 2012	2
<b>International Public Affairs Topics</b>	ILO elects new Director General	3
	ILO International Labour Conference	3
	Ciett participates in the OECD policy forum	3
	OECD launches new Skills Strategy	4
	G20 process	4
<b>Ciett Conference 2012</b>	Transforming our Global Brand	5
<b>Eurociett PA Priorities</b>	Eurociett Dialogue with DG Employment: First meeting of 2012	6
	Agency work Directive: Action Plan follow-up	6
	Posting of Workers: Eurociett position paper to be finalised in June	7
	PARES - Partnerships of employment services	7
	Youth employment: Advocacy Work re-enforced	8
	Europe 2020 Strategy: Commission puts forward country recommendations for labour market reforms	9
	Eurociett advocacy in the European Parliament	9
	EU Sectoral Social Dialogue: Transitions project is progressing	9
<b>Further European Affairs News</b>	DG Employment Labour Market Factsheet published	10
	EU Council President calls Dinner for Growth	10
	Commission published Spring Economic forecast	10
<b>National Public Affairs News</b>	Study on the benefit of TAW in the Russian economy	11
	Germany: New CLA for agency workers in the metal sector	11

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## The Way to Work Strategy: launched at the Ciett World Employment Conference

### The Way to Work Strategy

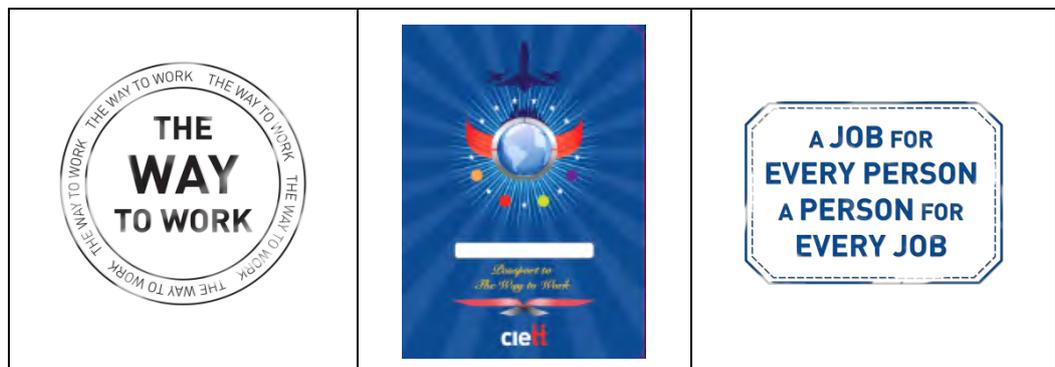
During the World Employment Conference in London, Ciett announced on its ambition to build better functioning labour markets around the world. The commitment will be driven forward through a series of pledges on behalf of the industry. At the global level, over the next 5 years, Ciett members have committed to:

- Support 280 million people in their job life
- Help 75 million young people enter the labour market
- Up-skill 65 million people, giving them more work choices
- Create 18 million more jobs
- Serve 13 million companies with the right talents to succeed

This new vision – ‘The way to work: a job for every person, a person for every job’ - and the industry pledges are the culmination of a global journey to raise awareness of the role of private employment services in facilitating adaption to change for governments, companies and individuals, building better labour markets and providing decent work. The journey began in Geneva in October 2011, with the launch of Adapting to Change and has fuelled conversations with policy makers, trade unions, academics and NGOs all around the world. 21 launch events have taken place until May 2012 with more than 80 panelists and over 1700 conference participants.

The strategy “The way to work” reflects that the world of work has changed dramatically and that people are seeking more freedom and choice in the way they work. Organisations are increasingly looking for bespoke workforce solutions. More than ever, intermediaries are needed in the labour market to facilitate access to work. Even though global unemployment is at a record high, millions of job vacancies remain unfilled. The new vision of the industry ‘The Way to Work’ embodies how private employment services offer people hope, providing an entry port to the labour market and offering a stepping stone to permanent contracts. It also reflects the fact that the industry supports people throughout their lifelong career journey by facilitating transitions. Our industry is in a unique position to balance the needs of individuals with the constraints of companies and to drive change.

More information on the pledges, the new Ciett vision and positioning is available at: <http://intranett.ciett.org/> A “Way to work” toolkit will be made available to all Ciett members shortly.



## International Public Affairs

### **ILO elects its new Director General**

On 28 May the International Labour Organization (ILO) elected Mr Guy Ryder as its tenth Director General.

Mr Ryder is a UK national and is currently the ILO's Executive Director for International Labour Standards and Fundamental Principles and Rights at Work. His term will begin in October 2012, after Mr Juan Somavia, the incumbent Director General, will retire. The term is for five years.

Among the other candidates for the position, Mr Ad Melkert from the Netherlands was considered the front runner with Mr Ryder. More information on Mr Ryder [and the other candidates can be found here](#).

**Ciett assessment:** Ciett will closely monitor how the new leadership will change the direction of the ILO. As Mr Ryder comes from the trade unions movement, Ciett expects a tougher stand on the employers' constituency. Ciett will continue to liaise and work with the International Organisation of Employers (IOE) to ensure that the interests of the private employment services are respected.

### **101<sup>st</sup> ILO International Labour Conference**

A Ciett delegation will take part in the 101st session of the ILO International Labour Conference (ILC), which will take place in Geneva from 30 May to 15 June.

Of particular interest is the discussion on youth employment, which will be based on the report "[The youth employment crisis: Time for action](#)". In the report, the contribution of employment services is undervalued and Ciett will highlight the role of private employment services in tackling youth unemployment.

The aim of the session is to have a discussion on youth employment. No policy action will be taken as the ILC already had its resolution on the matter in 2005, which is considered to be still valid.

Other sessions include the discussion on social protection floors, and the issue of fundamental principles and rights at work.

**Ciett actions:** A Ciett delegation will take part in the discussions on youth employment. Ciett prepared a position paper on the positive contribution of private employment services in facilitating their transition into the labour market. In addition, a statement emphasising the pivotal role of private employment services will be made for the records of the session.

Ciett is also prepared to react to the arguments of the trade unions on precarious work, which are expected to come up during the discussion.

Ciett will also ensure its presence in the other relevant sessions of the ILC, while it continues to closely liaise with the IOE to coordinate and strengthen its positions with the employers' delegation.

### **Ciett participates in the OECD Policy Forum**

Sandro Pettineo, Ciett policy advisor, took part in the first day of the OECD policy forum, held in Paris on 22-23 May 2012.

The forum brought together ministers, business, labour, civil society and academia to share policies and ideas on economic governance, employment and skills mismatch, and sustainable growth.

# Ciett & Eurociett Public Affairs Report

May 2012

N° 5/ 2012

The event was opened by Angel Gurría, OECD Secretary General, and by a keynote speech of Queen Rania Al Abdullah of Jordan.

In addition to the various high level panels, the OECD launched its flagship report on economic issues, the Economic Outlook. The key message was that recovery was still slow and the that the Euro crisis was calling for immediate action was needed to find a careful balance between austerity and revenue increases, while reforms should aim at supporting employment, reducing inequalities and protecting the weakest segments of the population.

The forum fed into the agenda of the Ministerial Council Meeting (MCM), the OECD body that brings together once a year leaders and ministers to provide strategic direction to the organisation.

In their conclusions, ministers underlined the importance of promoting inclusive growth and job creation, fighting youth unemployment, through structural reforms, long term investment and regional integration.

**Ciett actions and assessment:** Ciett will keep on working with the OECD through the Business and Industry Advisory Committee (BIAC). It is interesting to note that the issue of inequality is increasing in importance in the OECD agenda, as it received attention both at the policy forum and at the MCM.

## **OECD launches the new Skills Strategy**

The Ministerial Council Meeting endorsed the OECD skills strategy at its last meeting on 23-24 May 2012, in Paris.

The strategy aims to help governments build economic resilience, boost employment and reinforce social cohesion by fostering investing in education and skills.

In particular, it puts forward specific recommendations to individual countries on helping youth acquire the skills required by the labour market.

Involving employers and trade unions in the design and delivery of education and training programmes, facilitating the internal and cross-border mobility of skilled worker are few of the key recommendations put forward in the report.

**Ciett actions:** Ciett has contributed to the OECD skills strategy by providing input and comments to the draft text. Ciett was successful in advocating for the removal of any reference to the concept of precarious work, which was heavily present in the previous drafts of the executive summary and of the report.

## **G20 process**

Ciett took part in the G20 labour ministers' consultations with the social partners on 17 May in Guadalajara, Mexico.

Through AMECH, the Mexican Member of Ciett, Edmundo Escobar was part of the employers' delegation, coordinated by the International Organisation of Employers (IOE) and the Business and Industry Advisory Committee (BIAC).

The employers underlined the need for economic stabilisation and structural reforms to foster economic growth and stimulate job creation. Flexible forms of work were identified as key to boost employment, especially for youth. In particular, Mr Peter Clever, Deputy Director General of the German Employers Federation BDA, stressed the role of agency work and its benefits in the German labour market. This position was criticised by Sharan Burrow, Secretary General of International Trade Union Confederation (ITUC).

**Ciett actions:** Ciett has provided input in the IOE-BIAC Business statement to the G20 labour ministers. Ciett will continue to liaise with the IOE and BIAC to stress the positive role of

# Ciett & Eurociett Public Affairs Report

May 2012

N° 5/ 2012

agency work in the final recommendations of the Business community, organised in the B20, to the G20 Leaders. The role of Manpower CEO, Jeff Joerres, as co-chair of the B20 employment working group will facilitate the positioning of the industry.

The conclusions of the G20 labour ministers will feed into the agenda of the G20 Summit, which will take place on 18-19 June in Los Cabos, Mexico. On that occasion, both the recommendations of Business and Workers (B20 and L20) will be presented to the G20 leaders.

## Ciett 2012 World Employment Conference



## Top European Public Affairs Priorities

### **Eurociett Dialogue with DG Employment**

In the framework of the Eurociett Dialogue with DG Employment / Employment Services Unit the first high-level meeting of 2012 was held on the 4<sup>th</sup> of May 2012. The discussion during the meeting focused on the EU Employment Package “Towards a job-rich recovery”, the Youth Opportunities initiative and the contribution of private employment services to reduce youth unemployment and to provide a stepping-stone to the labour market as well as an overall assessment of the Dialogue between Eurociett and DG Employment. During the meeting, it has been agreed that a special focus in 2012 shall be laid on the priorities and actions included in the Employment Package.

#### **Eurociett actions:**

- A high-level delegation composed of Annemarie Muntz, Hans Vink, Bettina Schaller, Denis Pennel and Michael Freytag attended the meeting.
- Eurociett presented during the meeting the newly published position paper on the contribution of private employment services to reduce youth unemployment and to offer labour market opportunities for young people.
- Following a presentation given by DG Employment, Eurociett gave a first assessment of the Commission’s Employment Package, focusing on key messages included in the [Eurociett Press Release](#).
- A detailed report on the meeting with DG Employment / Employment Services Unit is available on the Eurociett intranet.

### **Agency Work Directive: Follow- up of the Action Plan**

While some countries are still working on the transposition of the Directive or on the report to the European Commission on the review of restrictions, Eurociett has been progressing in its action plan to ensure a full transposition of the Directive. Based on the comprehensive Eurociett assessment carried out in February and March 2012, a list of potential countries to consider legal action as been identified and endorsed by the Eurociett Board. For these countries, a more detailed, legal analysis is currently being conducted, assessing the results of the transposition phase, as well as opportunities and potential risks linked to (legal) follow-up actions.

**Eurociett Actions and next steps:** The following Eurociett actions have been taken in April and May to ensure a full transposition of the Directive:

1. Eurociett continued to gather information on the transposition process from its member federations, particularly with regard to the government reports on the review of restrictions.
2. The Secretariat provided advice to national federations that are currently still discussing transposition legislation and prepared a letter to be sent to the European Commission on the problematic transposition process of the Directive in Austria.
3. Eurociett started to work on a format for gathering more detailed information on key countries, which shall be considered for legal action.
4. On 12 June, Eurociett Policy Advisor Michael Freytag will give a presentation on the transposition of the Directive to EuroCommerce, the European employers’ organisation of the commerce and retail industry.

**Posting of  
Workers: Eurociett  
Position Paper to  
be finalised in June**

Following the publication of the two Commission proposals on the Posting of Workers (Enforcement Directive and Regulation on the freedom to provide services and the right to strike), both the European Parliament and the Council have entered into the preparatory phase of the discussion on the proposals.

For the enforcement Directive, Danuta Jazłowiecka (MEP / EPP / PL) has been appointed as rapporteur, while Steven Hughes (MEP / S&D / UK) will have an influential role as shadow-rapporteur for the Socialists & Democrats Group in Parliament. The EP Employment Committee will take the lead in EP debate on this dossier, while consulting especially with the internal market committee. Formal debates at committee level are not expected to start prior to the summer break.

At the Council level, national governments have started to prepare their positions on the two legislative instruments. A first exchange of views took place at an informal Employment Council meeting on April, 23<sup>rd</sup>.

The European, cross-industry employers' organisation BusinessEurope has finalised its position papers on the Enforcement Directive and the Monti II Regulation in May. Based on a close coordination and exchange with BusinessEurope, all main points of interest to the agency work industry are also reflected in the BusinessEurope position on the Enforcement Directive, resulting in an aligned and coordinated PA/PR Strategy on this dossier of BusinessEurope and Eurociett.

**Eurociett PA Actions and next steps:**

1. Throughout the month of May, Eurociett liaised closely with BusinessEurope to coordinate public affairs and lobbying actions on the posting of workers.
2. A Eurociett position on the Posting of workers Directive has been prepared by the Secretariat and will be finalised and approved by the Eurociett PA Committee on 15<sup>th</sup> June 2012. The Eurociett position will be very much consistent with the one taken by BusinessEurope.
3. Eurociett will actively advocate its position in the debate on the EU Enforcement Directive on the Posting of Workers in the European Parliament and implement meetings with the key players and opinion leaders.

**Partnerships of  
employment  
services:  
Recommendations  
to develop and  
strengthen  
cooperation**

As a follow-up of the PARES Strategic Dialogue meeting on Fields and forms of cooperation, Denis Pennel as chair of the workshop, together with the co-chair and representatives of DG Employment has finalised a set of recommendations to employment services on how to develop fields and forms of cooperation in Europe. The recommendations take stock of the policy background at European and international level, put a strong emphasis on the fact that countries should not discuss the "why" (to cooperate), but the "how" and calls for setting up a platform to discuss fields and forms of cooperation. Furthermore, the concluding points of the workshop calls for building a common understanding and for formalising agreements between public and private employment services. As a good tool to do so, memorandums of understanding have been particularly highlighted.

With regard to the areas of cooperation, the consensus document states that cooperation should be based on a solid foundation and include the exchange of information and be expended from there. Finally, a set of resources to promote and support cooperation have been highlighted, namely case studies, Guidance on how to establish cooperation, template memorandums of understanding and statistical material.

Information should be made available online to ensure an effective and efficient dissemination.

A further set of recommendations has been drafted as follow-up of the second workshop on partnerships at regional and local level. This Workshop was chaired by a representative of the public employment service.

**Eurociett actions:** The Secretariat worked closely with DG Employment / Employment services Unit on the follow-up of the strategic dialogue and to finalise the recommendations. As next step, a second edition of the PARES Annual Stakeholders Conference will be held in Autumn 2012.

**Youth  
employment:  
Advocacy Work re-  
enforced**

National and European policies to fight youth unemployment continue to be a central priority on the EU policy agenda. Following the setting up of several youth employment task forces for countries most affected by youth unemployment. Youth employment has also been addressed in many of the Europe 2020 country recommendations published on 30<sup>th</sup> May. In the European Parliament, the EP Employment Committee will discuss a major report on youth employment in the coming months.

**Eurociett actions and next steps:**

1. The Eurociett Position Paper on Youth Employment and the European Commission's Youth Opportunities initiative has been finalised and published on the Eurociett website.
2. The Eurociett position and main demands have been put forward in a meeting with DG Employment/Employment Services Unit on 4<sup>th</sup> May 2012, as well as during meetings with the Members of the European Parliament Ole Christensen (S&D / DK) and Heinz Becker (EPP / AT).
3. In the coming months, Eurociett will continue to embark in a pro-active PA/PR campaign on youth employment, focusing particularly on the debate in the European Parliament's Employment Committee and related events organised by the European Commission or the EU Council Presidency.

**Europe 2020  
Strategy :  
European  
Commission puts  
forward  
recommendations  
to Member States  
for reforms**

On 30<sup>th</sup> May, the European Commission has published the country specific recommendations on economic policy and labour market reforms, which form each year part of the European Semester of the Europe 2020 Strategy and the national reform programmes submitted by the Member States. The country specific recommendations aim at supporting reform processes at national level, which contributes to reaching the Europe 2020 targets, especially the employment rate target of a participation rate of 75%. The country specific recommendations include a focus on macroeconomic policy and fiscal consolidation, economic policy, structural reforms as well as employment policy and labour markets. In the employment policy dimension, a special focus is being laid on addressing the challenges linked to youth unemployment, the need to strengthen the investment in developing skills and the overall objective of raising labour market participation and to enhance transitions in the labour market.

For the private employment services industry, the country specific recommendations provide an important opportunity to link national debates to calls for a better regulatory environment for the industry and for a better recognition of the role the industry plays in offering a job for every person and a person for every job.

# Ciett & Eurociett Public Affairs Report

May 2012

N° 5/ 2012

The 2012 country specific recommendations are available on the following website:

[http://ec.europa.eu/europe2020/making-it-happen/country-specific-recommendations/index\\_en.htm](http://ec.europa.eu/europe2020/making-it-happen/country-specific-recommendations/index_en.htm)

As next step, these recommendations will be discussed at the level of the EU Employment and Social Affairs Council, thus among the national Labour Ministers. In June 2012, the Council is expected to approve the country-specific recommendations, which will then form guidelines for national policies.

**Eurociett actions:** In reacting to the country-specific recommendations, Eurociett issued a statement, stressing that private employment services have a critical role in supporting Member States to implement the recommendations. Eurociett stressed that, at the global level, the industry is committing to helping 75 million young people obtain a job in the next five years and that private employment services critical entry point into the labour market people and has a strong record of upward transitions. To enhance this role further, Eurociett advocated that private employment agencies should be able to offer a full range of contracts including apprenticeships across the EU.

In the coming weeks, the Secretariat will carry out a more detailed assessment of the country-specific recommendations and prepare a comparative overview covering all Eurociett/EU members.

## **Eurociett Advocacy in the European Parliament**

Two meetings with influential members of the European Parliament's Employment and Social Affairs Committee have been implemented by Eurociett in May 2012.

Ole Christensen (S&D / DK): The meeting was a follow-up of the Eurociett/Dansk Erhverv Conference on Adapting to Change. Mr. Christensen very much welcomed the well organised event and the constructive debate during our conference. He stressed that he would like to continue working closely with Eurociett on several key issues, namely Youth employment, the Employment Package, which will be subject to large debate in the EP Employment Committee after Summer, the relaunch of Flexicurity and the debate on the Posting of Workers. Mr. Christensen was very interested in the Eurociett/Uni-Europa project on transitions in the labour market, which was presented during the meeting by Eurociett. Commenting on the uneven progress in labour market reforms and the stepping-stone function of our industry, Mr. Christensen would welcome input from us on the conditions that must be put in place to fully unlock and further develop the stepping-stone function of temporary agency work.

Heinz Becker (EPP / AT): The meeting focused on two main issues, namely a presentation of the Adapting to Change Report and a discussion on agency work regulation in Austria linked to the current debate on the Agency Work Directive transposition. Mr. Becker strongly welcomed the input provided by Eurociett and the recommendations of the Adapting to Change Report. With regard to the debate in Austria, he considered the proposals for the transposition of the Directive as problematic (as they could reduce the positive contribution of the industry to the labour market). In his view, the problematic of the Agency Work Directive transposition has not yet received sufficient public/media attention in Austria, while the transposition process will most likely continue up to after summer.

## **EU Sectoral Social Dialogue: Transitions project**

On 6 June, Eurociett will organise a half-day consultation with key EU stakeholders to get input and feedback for the on-going field research on temporary agency work and transitions in the labour market.

EU experts from academia, employers' organisations, and European Institutions will have

a preview of the preliminary results of the report and will have the chance to offer their views. Members of the Steering Committee will be also present in the consultation.

The objective of the meeting is to extend participation of other European stakeholders in the project. Broader interaction with external experts will further enrich the content of the research and will add value to its findings.

**Eurociett actions:** After the EU stakeholders' consultation, the Steering Committee will convene in October for the final comments before finalisation of the research. The final report will be presented at a pan-European conference bringing together over 100 participants, including Eurociett and UNI Europa members, representatives from the European Commission, European Parliament, Academia, NGOs, media, etc. The conference will take place at the end of 2012, or beginning of 2013.

## Further European Public Affairs Priorities

### **DG Employment published labour market factsheet**

The European Commission's DG Employment has published its [May 2012 Labour Market Factsheet](#), showing that the number of unemployed people in the EU continues to grow in March 2012, with the unemployment rate having reached 10.2% and with divergences between countries still growing. The factsheet furthermore shows that youth the unemployment rate is rising faster than for adults and reached 22,6% in March. Furthermore, long-term unemployment remains high with an EU average of 4.3%. The factsheet also indicates that the demand for temporary agency work is declining, using data provided by Eurociett based on the Eurociett Business Indicator.

### **EU Council President calls Dinner for Growth**

The EU Council President has called EU leaders for a Dinner for Growth, which was held on 23 May 2012 in Brussels. The main focus of the dinner was to prepare the next European Council meeting scheduled for 28 and 29 June and to discuss how to best combine economic stimulus measures with fiscal and budgetary consolidation. The dinner has been convened against the background of the low growth rates in Europe and the persisting high levels of unemployment. EU leaders also discussed how to best strengthen the investment in skills and qualifications to improve the matching of demand and supply in the labour market.

### **European Commission published Spring Economic Forecast**

Based on the [Spring 2012 Economic forecast](#) of the European Commission, output contractions in late 2011 have led to a mild recession in the EU. While uncertainty about the economic and financial prospects remains high, policy actions at EU level have helped to ease financial market tensions according to the European Commission. Business confidence is stabilising and expected to be further strengthened in the coming months. The Commission expects that economic recovery will set in slow from the second half of 2012. GDP is projected to stagnate in the EU and to contract by -0,3% in the euro area. For 2013, growth is forecast at 1,3% in the EU and 1,0% in the euro area. Unemployment is expected to remain high at 10% in the EU and 11% in the euro area.

## National Public Affairs News

### **Russian study on the benefits of temporary agency work**

In April, the Russian Information Agency “Novosty” High School of Economy presented the results of the research named «Temporary staffing: pro or contra». This research was conducted by request of Government Initiative “Russian social and economical strategy 2020”, as a part of suggestions within the expert group № 7 which is responsible for labour market, professional education and migration. Associations of Private Employment Agencies (APEA) employees were invited to take part in research as respondents.

The study was based on a survey conducted at the end of 2011 with a focus on employee’s social characteristics, motivation for temporary employment, working conditions (social guarantees, salary, insurance, trainings), and overall satisfaction.

The study found that temporary staffing is essential for Russia as it allows companies to fit the ups and downs of the demand, and covers increases of the production volume. Temporary staffing creates new jobs reduces unemployment and helps young people to start their career. Temporary staffing helps to find jobs for older generation with lack of experience, and also for those who are not interested in permanent employment for any personal reasons.

### **Germany: New Collective Agreement signed with IG Metall**

In May 2012, the German Eurociett member BAP and IG Metall have signed a new collective labour agreement for the agency workers assigned to the metal and electrical engineering industries.

As of November 1<sup>st</sup> the new collective labour agreement will be in force and provide for “sectoral bonuses” amounting to 15-50% of their salary, depending on the length of the assignment in the company. The new collective labour agreement foresees that workers receive a sectoral bonus amounting to 15% of their salary after 6 weeks, 20% after 3 months, 30% after 5 months, 45% after 7 months and 50% after 9 months of assignment at the user company. In commenting on the agreement signed, Thomas Bäumer, BAP executive negotiator, said that the agreement closes the gap between temporary and permanent workers, while at the same time making temporary agency work more expensive in Germany. He also stressed that social partners have fulfilled the task assignment to them by the German Employment and Social Affairs Minister, which urged social partners last year to sign a collective labour agreement to improve the agency workers’ pay conditions.

## Abbreviations

BIAC	Business and Industry Advisory Committee
DG	Directorate General (Department of the European Commission)
EPP	European People’s Party
EU	European Union
GDP	Gross Domestic Product
ILC	International Labour Conference
ILO	International Labour Organisation
IOE	International Organisation of Employers
ITUC	International Trade Union Confederation
OECD	Organisation for Economic Cooperation and Development
S&D	Socialists and Democrats Group in the European Parliament