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From the European Social Pillar to Corporate Family Responsibility: new tracks for collective bargaining

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“Corporate Responsibility towards Employee's Family through Industrial Relations”

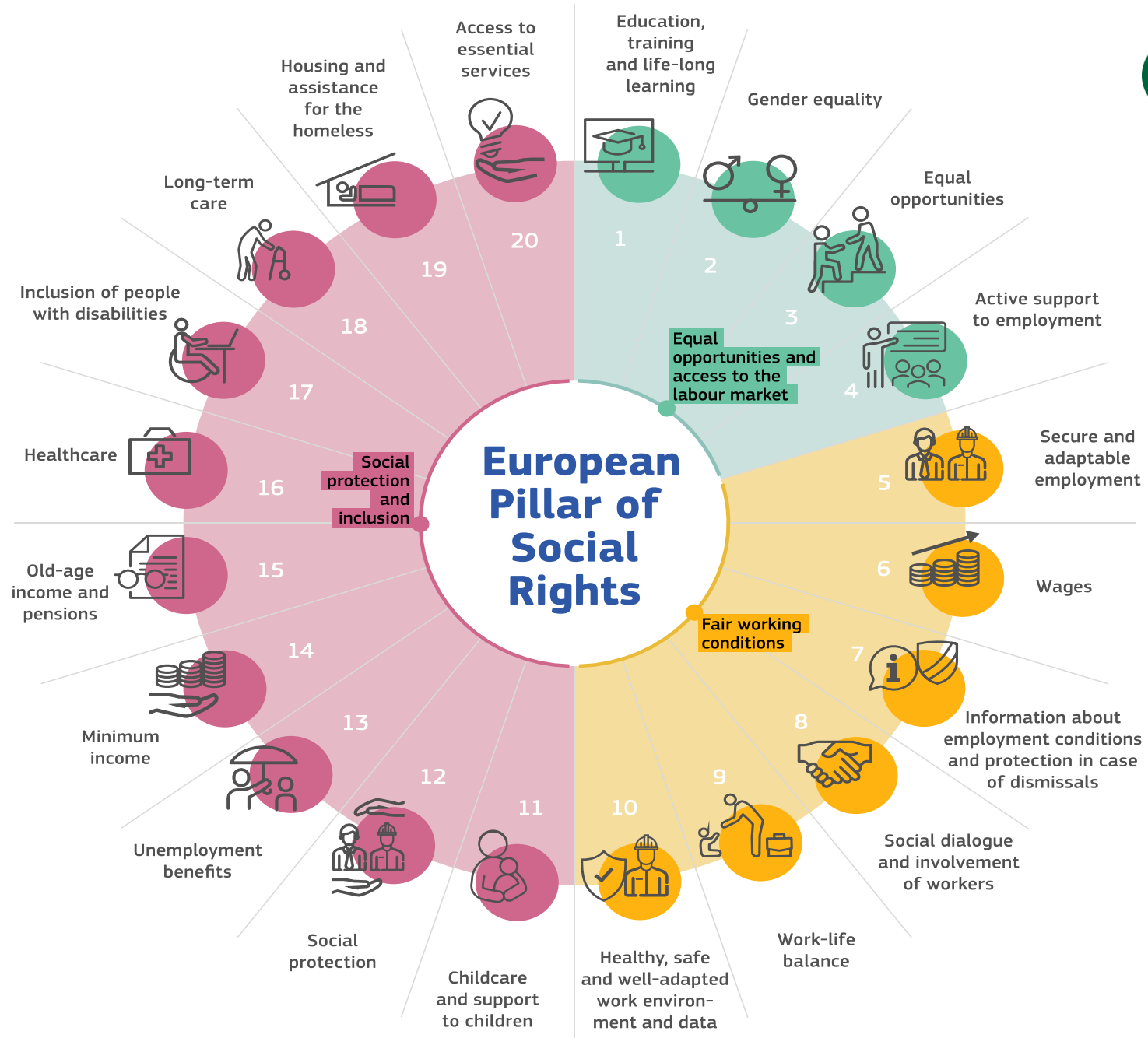
The European Community Acquis



The European Pillar of Social Rights enshrines 20 fundamental principles and rights, which fall into three categories :

- 1) equal opportunities and access to the labour market;
- 2) fair working conditions;
- 3) social protection and inclusion.

WHO IS RESPONSIBLE FOR IMPLEMENTING THESE PRINCIPLES? THE EUROPEAN UNION? THE INDIVIDUAL STATES? OR ALSO THE COMPANIES? AND IN INDIVIDUAL COUNTRIES OR, FOR TRANSNATIONAL ONES, UNIFORMLY THROUGHOUT THE EU? AND IN WHICH WAY? CAN THEY OR SHOULD THEY? UNILATERALLY OR BY CONTRACT? WHAT IS THE ROLE OF COLLECTIVE BARGAINING? ARE THERE OTHER INSTRUMENTS FOR INVOLVING WORKERS IN WELFARE/RECONCILIATION DECISIONS? WHAT REWARD LEVERS CAN BE USED FOR THE OBJECTIVE OF INCLUSIVE AND SOLIDARITY-BASED WELFARE? **WHY ARE WE TALKING ABOUT C.F.R. TODAY?**



The 20 principles are practiced... mutually



Each principle plays an ancillary role and is preparatory to the development of the other, even across categories. E.g.: **social dialogue/employee involvement** (category: **fair working conditions**) promotes **contracted health care** (category: **social protection and inclusion**)

Corporate welfare 'negotiated with trade unions' already stands, historically, in a **hybrid zone between public flexicurity and private inclusive solidarity**.... It is a 'no man's land' that needs to be occupied, because the dimension of social distress and insecurity and the chasm of public budgets demand this effort to address the social function of companies.

'Nemo ad factum cogi potest': **companies are not forced by law to pursue social ends, but they can be incentivised to do so**. This needs to be addressed in this project, because the often transnational dimension of enterprises favours this public-private 'osmosis' and trade union action can virtuously direct industrial relations towards this goal.

All surfaces in traditional geometry have two faces, an inner and an outer face. To go from one face to the other, one must pierce the surface or step over its edge.

In mathematics, the **Moebius strip** is a surface with only one face. It is obtained by joining the two ends of a tape, but after giving it half a twist.

Out of metaphor, **there is a need to revise, to 'twist' the relationship between public welfare and private welfare by using collective bargaining in companies** in an inclusive solidarity key



Corporate Family Responsibility is the company's policy to ensure family welfare, starting with the search for work-life balance for both male and female workers. This is a crucial issue, as the possibility to reconcile family and professional life affects motivation and thus professional performance, as well as the perception of social security.

Families often find themselves in the position of having to care for elderly parents and young children: this has a negative impact on employment, especially among women.

Long-term care also requires significant family financial investments and affects people's perception of security, in and out of work.

These initiatives are necessary, but they are also costly, collective and long-term. The partners to be involved and the tools to do so need to be identified.

We need to overcome an individualistic and utilitarian vision of work and welfare for consumption

A CFR 'indicator': why?



Corporate Sustainability Reporting (EU Directive 2022/2464), on non-financial reporting obligations (i.e.: on sustainability and social initiatives and actions taken by companies) requires **UNDERSTANDING, HOMOGENEITY, COMPARABILITY AND MEASURABILITY** of the commitments declared and undertaken by companies.

Today, the non-financial information provided by companies is self-referential and lacks these characteristics.

The creation of a CFR indicator, which is the objective of this innovative project financed by the European Commission, **would make it possible to measure the commitments of a company and to compare them, from a qualitative/quantitative point of view, with those undertaken by another company**; it would make it possible to construct a reference benchmark for a sector or a product category; it would make it possible to measure the value of collective bargaining, understood as the way in which CFR commitments are constructed

The qualitative/quantitative indicator can make it possible to 'recognize' the recurrence of legal criteria for 'advantageous taxation' for companies responsible for CFR policies, especially if collectively bargained (at national or transnational level, within the EWC or by European sector federations).