

SUSODCO

SUPPORT OF SOCIAL DIALOGUE FOR AN EFFECTIVE FUTURE
CONSTRUCTION

In This Edition

Shortly about the
project and SD

A summary of our
past events

Presentation of our
exploitation phase

4th JOINT ACTION

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European social dialogue (SD) refers to discussions, consultations, negotiations and joint actions involving organisations representing the two sides of industry (employers and employees). Social dialogue at all levels is a prerequisite for the functioning of the social market economy in Europe and is crucial for promoting competitiveness and fairness. The construction sector is the basis of the economy in most of our countries. The construction sector provides 13 million direct jobs, equivalent to 6.1% of total employment in the EU27, and contributes to around 9.5% of EU GDP in 2019, according to FIEC indicators. The sector has a multiplier effect on other sectors of the economy, creating new jobs, driving economic growth and providing solutions to societal, climate and energy challenges. SuSodCo partners have already organised three regional Capacity Building Events events, which brought together representatives of employers' organisations and trade unions from Bulgaria, Greece, Cyprus, Slovenia, Croatia, Hungary, Romania and EU umbrella organisations. All events followed the same scenario - the first day was dedicated to interesting presentations and trainings dealing with current aspects of social dialogue. On the second day, employer and employee representatives were involved in interactive sessions to put the newly acquired knowledge into practise.



Due to COVID -19 constraints, the originally planned physical sessions were eventually held online, but this had a major advantage - virtual reality brought more countries and people together. In addition, all presentations of these events supported by ZOOM were recorded so that the content can be viewed by more people.

The main results of our 3 joint actions-capacity building events:

EVENT 1 - DEC 2020 - CROATIA - The Future of Construction Industry

- The future of construction will be determined by digitalization. Digitalization and green economy go hand in hand. The construction site will become increasingly digitalized.
- In 10 years the currently traditional construction sector will be completely changed as a concept and model as new technologies are to be introduced at a much faster pace.
- The current drivers of change, or so-called global megatrends, are digitalization, globalization, demographic change and climate change, which have a significant impact on individual economic sectors
- The modernization of infrastructure, the renovation of buildings and the introduction of new energy efficiency requirements, will increase both the demand for labor and green buildings, as well as for workers with new skills.
- Support between countries and a strong social dialogue at a European level are important in order to overcome the negative aspects of change.
- Modern social dialogue must include workers, because without their input, innovation cannot be complete.
- Paritarian funds offer effective schemes for social protection and deal with the negative social aspects transforming economies have on the labor market.
- The future of construction will be driven by digitalization. Digitization and the green economy go hand in hand. The construction site will become increasingly digitized.

EVENT 2 - APR 2021 - HUNGARY - The Essence of Communication

- The key to successful social dialogue communication is defining goals, objectives, team roles, and accountability for decision making.
- Digital publications are becoming more effective and influential for different audiences.
- Social media channels are becoming increasingly important for businesses today. Twitter is most important for day-to-day communication, LinkedIn for professional communication, and YouTube for sharing short films and video messages.

- Successful companies are those whose results are based on constant communication, effective collaboration and a good reputation.
- The Blue Ocean strategy is an efficient strategic planning tool that can be easily applied to social dialogue.
- Nowadays it is important to think creatively and innovatively, to see differently what others see in the same way, to go beyond traditional thinking, to be brave to succeed without fear of failure!

Increased polarization and inequality?

Percentage point change in share of total employment (OECD average), 1995 to 2015

Skill Level	Change (Percentage Points)
High skill	~3.5
Middle skill	~-4.5
Low skill	~2.5

OECD Employment Outlook 2017

"We're going towards a more divided society"
(Nobel Laureate, Joseph Stiglitz, 2018)

Figure 4 - Net employment change (in thousands) by job wage quartile, EU, 2011 Q3-2018 Q2

Wage Quartile	Net Employment Change (thousands)
Low wage	~1,000
Mid-low wage	~-500
Mid wage	~1,000
Mid-high wage	~1,500
High wage	~3,500

Net 2017 (2018) employment jobs created (2) added in each wage quartile (2) (Source: OECD Employment Outlook)

The logic of blue ocean strategy

- ✓ The used methods can be changed
- ✓ The quick increase of values offered to social partners for more effective cooperation.
- ✓ Targeting a wide range of partners
- ✓ The emphasis is on exploring similarities between the social partners
- ✓ A way of thinking independent of the current situation: „What would we do, we started everything now?"
- ✓ Thinking in factors providing solution and value to partners by crossing existing boundaries
- ✓ The goal: satisfying needs of social partners on broad scale

EVENT 3 - JUN 2021 - BULGARIA - Digital Revolution and Digital Skills

- The digital revolution has significantly changed the economy of every country. It is also influencing social dialog in the construction sector by changing the rules of the game.
- The European social partners are encouraging their members in their efforts to digitalise the construction industry, which is very labor-intensive and still uses traditional construction methods.
- In recent years, there have been pessimistic scenarios that robots will soon take over jobs, but this trend also has an opposite effect - as a result of digitalisation, atypical jobs and new professions are emerging that are changing the labor market.
- Digitisation will create many new occupations on the labor market, which requires certain responses and actions on the part of the social partners - forecasting changes and analyzing their impact, developing strategies to adapt professional skills to new technologies, developing skills for emerging occupations.
- Robotics in construction would lead to the use of devices that perform repetitive processes, such as lifting heavy objects and placing them at the exact coordinates. These robots can contribute to safer and faster construction, lowering costs while giving people with disabilities a chance.
- The development of artificial intelligence and robotics in any industry raises fears that many people will lose their jobs and be replaced by smarter algorithms or robots, but in the construction industry, these technologies are in demand due to staff shortages, which means higher wages are expected in this sector.
- BIM is a process related to the exchange of data between all parties involved in the construction process and has a significant impact on working conditions during the design, project implementation and operation of buildings.

Newsletter

The primary focus of newsletters from blogs or media sites is usually to drive traffic to specific articles or simply provide value and build up the community.

Make one topic to be the focus of the newsletter: an event, a topic that is currently important, a trending issue in the community. Create it esthetically pleasing and put relevant photos. Pick one primary call-to-action.

What is BIM?

- BIM – Building Information Modeling
- Difference between parametric 3D Building Information Model (BIM) and the geometric 3D CAD model
- Critical points of intersection (Clash detection)

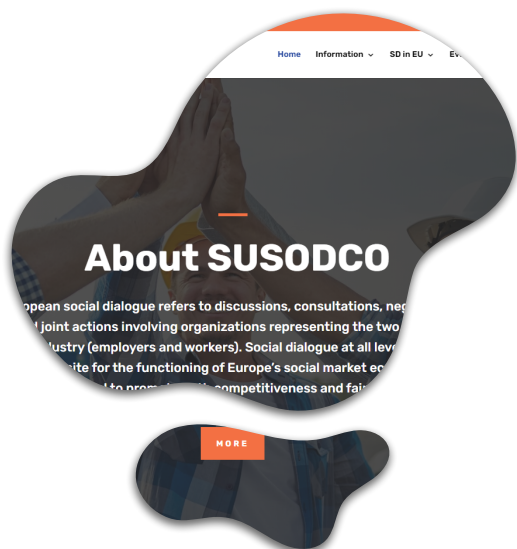
Working conditions

- ORDINANCE No 2 of March 22, 2004
- Federation of Independent Construction Unions - Increased risk in the construction sector
- Risks and hazards in construction

No Notes.

EXPLOITATION PHASE - Promoting social dialogue activities and goals at sectoral level in accordance with Article 154 of the Treaty on the Functioning of the European Union (TFEU)

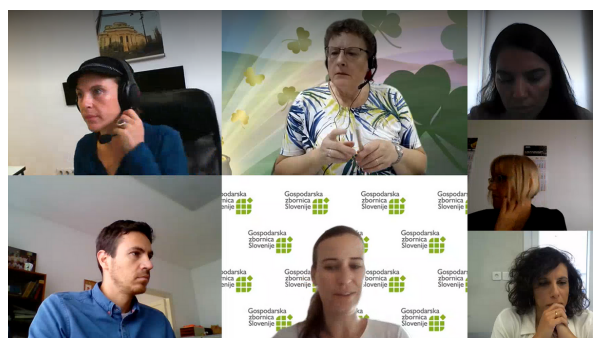
As part of the exploitation phase of the project, SuSodCo partners are in the process of developing and implementing 6 national sectoral Social Dialogue (SD) campaigns aimed at raising awareness, visibility and recognition of sectoral SD organisations, as well as addressing the key identified priority SD issues in the construction industry at national level. The priority SD areas were discussed and highlighted by all national SD partners in all six countries involved in the project (Slovenia, Greece, Bulgaria, Hungary, Croatia, Cyprus). The topics ranged from digitalisation (job creation, job matching, digitalisation of economy and society), parity funds, lifelong learning, VET (modernisation of the labour market, flexicurity and skills), EU Green Deal (greening the economy), membership (flexicurity and skills) etc. These targeted national campaigns will help social partner organisations to contribute to addressing the EU's overarching employment and social policy challenges. PR and MEDIA experts have contributed with national tailored sectoral social dialogue strategies and plans, as well as media promotion support (raising awareness and interest, spreading good storeys, etc.) and the production of informative video clips. Each project country will undertake joint media actions during the project period. In parallel, the new [SUSODCO Social Dialogue Platform](#) has been developed to facilitate national sectoral social dialogue organisations to collaborate effectively and efficiently on social dialogue, raise awareness on key sectoral issues, promote training, attract members, invest in capacity building, create synergies and ultimately promote social dialogue in the future. The platform will be for our negotiation-informative discourse on past and ongoing SD sectoral activities and strengthen knowledge transfer in the field. Outstanding specific joint or separate campaigns and initiatives of the social partners at national or European level, usually lasting several years, are embedded in the new web platform.



They aim to improve the capacity of social partners, prevent shadow economy, unfair competition, or social dumping, protect the rights of posted workers, promote the image of the construction industry and the media, increase the attractiveness of construction activities for young people, introduce digitalization and increase the digitalization rate, reduce the carbon footprint, pursue European and domestic policy objectives, support the free movement of workers in the construction sector in the internal market, analyse the impact and consequences of worker migration, the impact of self-employment in the construction sector. On the online platform, we have summarised some of the most recent and resounding results. Learn more about regional activities to support social dialogue in Slovenia, Croatia, Hungary, Bulgaria, Cyprus, and Greece at [SUSODCO](#).

Project partners meeting in September 2021

The project consortium held a regular review of the work done at a partnership meeting at the end of September and outlined a plan to achieve all set targets by the end of the project at the end of May 2022. It was particularly interesting to compare the joint work of social partners and media / PR experts in 6 countries. During this cooperation of several





months, discussions and consultations were held on how to present the mission of social partnership and the power of joint actions to the audience. The representatives of the participating countries of Southern and Eastern Europe were very satisfied with the proposed way of working, focusing more on thoughtful internal communication and then on well-planned and targeted communication with the interested public. We are also in the process of developing and finalizing a new online platform, a search engine for successful social partner campaigns and projects over the last decade, which will help in finding solutions for social negotiations in the construction sector in the European CEE region. We designed joint media national and international campaigns for the spring of 2022 and set a goal of greater visibility and influence of ESD In our countries.

Joint Action No 4, organized by the Cypriot social partner

The fourth Capacity Building Event (CBE) for social partners of the project is divided into two sessions - a seminar and a workshop. The 4th CBE is planned in hybrid form, face to face and via ZOOM, due to an ongoing pandemic and limited travel possibilities within Europe. **The seminar is planned for 2 November 2021 from 9:00 am until 13:00 pm (CET), and the workshop— for 3 November 2021 from 9:00 am until 12:00 am (CET).**

On our 4th CBE we will present social dialogue today in Cyprus and Good Practices, which skills are needed for effective collective bargaining: communication, content knowledge, negotiations, how to successfully apply for EU funding for social dialogue. At the end of the first day, there will also be a presentation of SD Platform: exploitation of previous and ongoing SD projects and initiatives.

On the second day we will work on common SD EU project ideas already identified as fit for Central and Eastern European Countries (CEECs). There will also be group work to come up with ideas for common next action addressing social dialogue theme.



Join us on our 4th CBE event and follow our next step

BENEFICIARIES INVITED TO PARTICIPATE ON CBES

1st target group: (sectoral) social partners of the construction industry of the concerned countries

2nd target group: country representatives of the social dialogue committee for the construction industry

3rd target group: social partners' organisations also representing services, umbrella organizations.

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