UNI Europa approaches and strategies to tackle and contrast the market power of a digital platform.

October 29th 2021
How to approach an giant?
Priorities

- Data rights
- Workers rights
- Competition, Antitrust
- Tax
- Climate
Cross sectoral approach needed
Global trade union movement

- Amazon Alliance – 23 Trade unions in 19 countries
- Italian national agreement
- Actions at national levels
- Climate approach
- Strikes in Germany, Italy, Spain and France.
- European trade union federations, global confederations and ETUC
Non traditional coalitions & approaches

# Amazon symposium
# MakeAmazonPay
# Black Friday
# Panopticon report
# Public procurement report
# Investors
# Strategic litigation
Traditional Trade union tools

- Influencing EU legislation
- Work in Sectoral Social dialogue - joint statements
- European social partners framework agreement on digitalisation
- Social dialogue and collective bargaining
- Organizing
- Collect and share good examples from national trade unions
- Help to establish transnational cooperation
- Raise awareness, campaigning, trainings, etc.
Thanks!

- Amazon - UNI Europa (uni-europa.org)