

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

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Commerce



Post & Logistic



Transport



Care



ICTS



Finance



Education



# 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

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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!

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- [Amazon - UNI Europa \(uni-europa.org\)](https://uni-europa.org)

