

# Targeting major companies



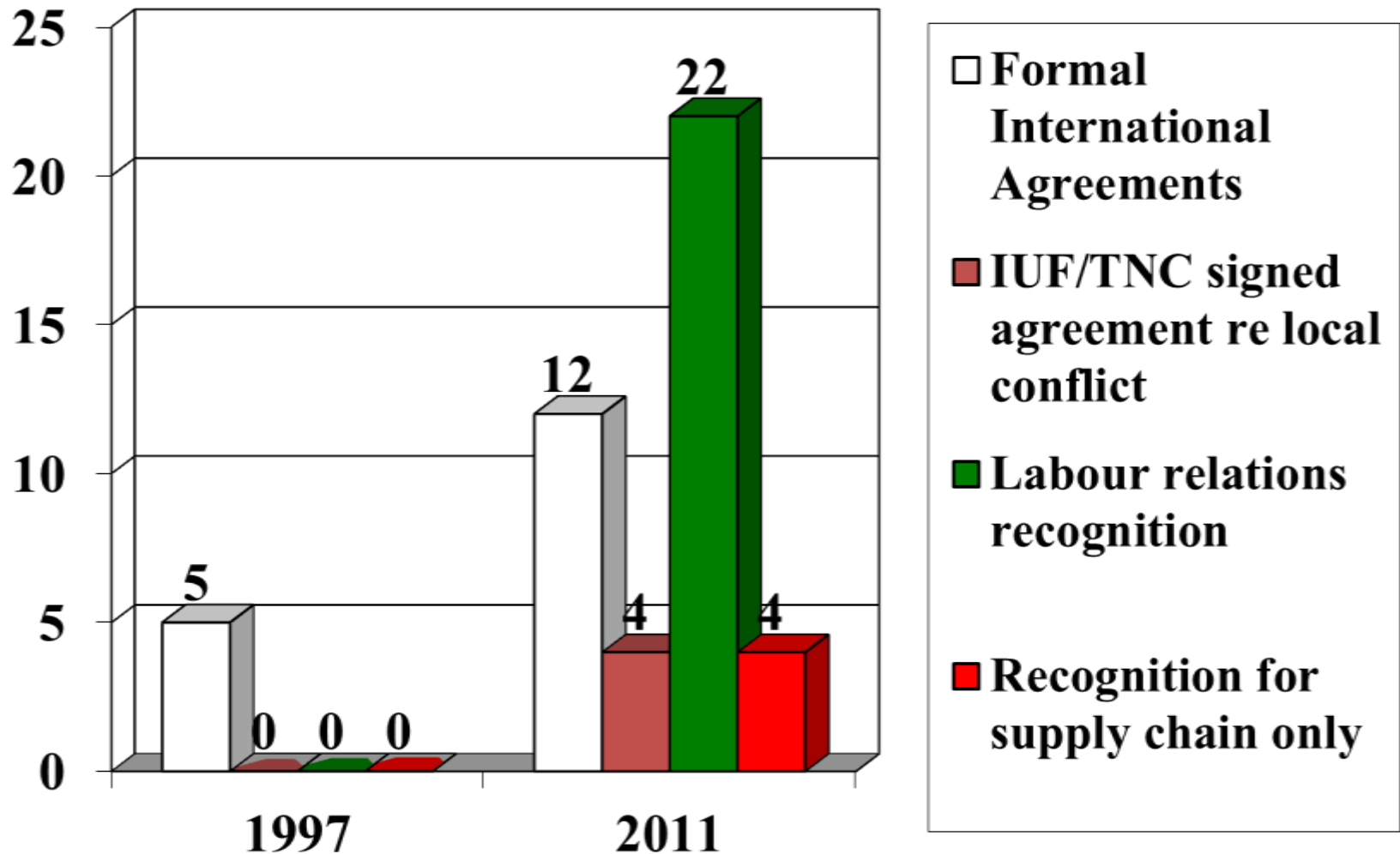
The IUF's Private Equity  
**BUYOUT WATCH**

# “Negotiating” with TNC’s



- IUF work increasingly happens through direct contact with companies
- Concrete results produced using the international recognition of IUF by major companies

# IUF recognition 1998 - 2011





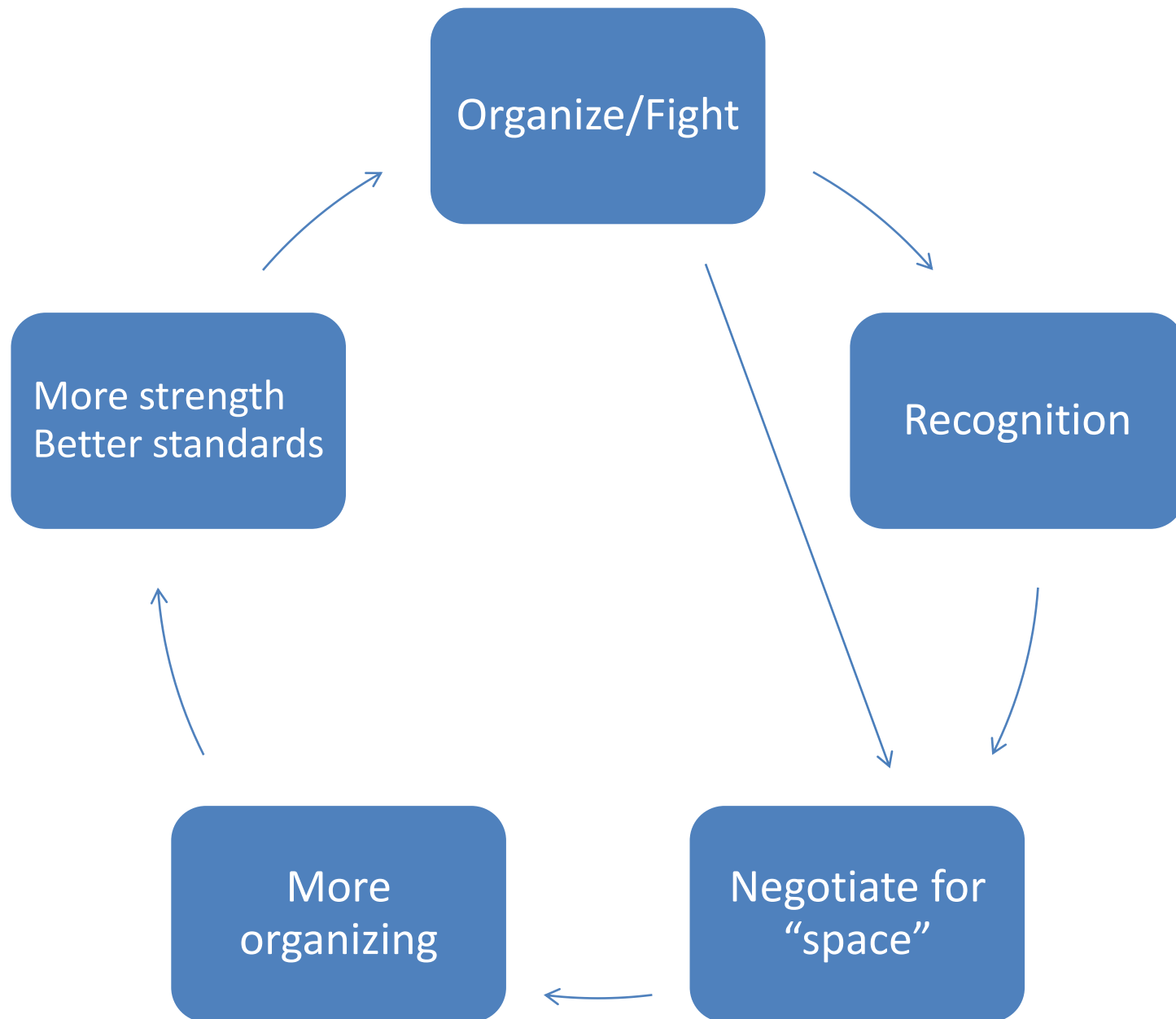
# Closed Door Companies

- The following have refused IUFA contact/recognition:
  - **PepsiCo**
  - **Kraft (global)**

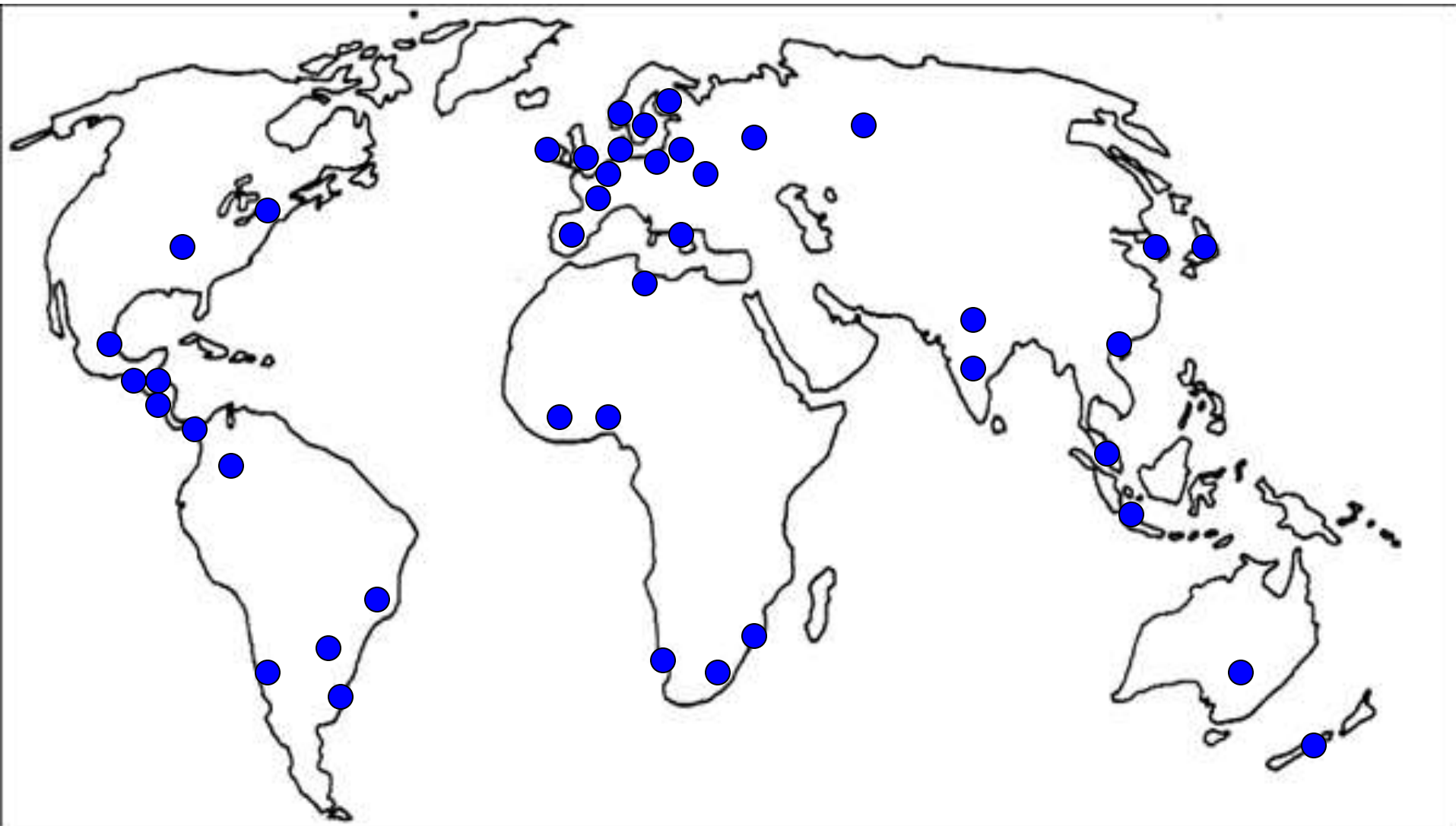
# Beyond Recognition...



- **Our Organizing Agenda:**
  - **Helping affiliates build membership**
  - **Organizing circle:**
    - **Recognition from TNC**
    - **Open “space” for organizing**
    - **Organize members**
    - **Use strength to open up the “space”**
    - **More members**







# Recognition of IUF by Coca-Cola



- 2005 Joint IUF/Coca-Cola Statement
- Twice-yearly meetings – IUF team vs Corporate in Atlanta
- **OUR** agenda:
- Mainly rights but increasingly precarious employment and abuse of contracting and outsourcing





## The Alliance leadership

- Affiliates from:

Argentina  
France  
Guatemala  
Norway  
Russia  
Spain  
USA

Canada  
Germany  
Japan  
Pakistan  
South Africa  
Tunisia



## Atlanta “Contact Group”

### Affiliates from:

Argentina  
Germany  
Japan

Canada  
Guatemala  
USA

# Results of the “Atlanta process”

## 2005-2011



### **Reinforced union recognition and protection:**

- Russia
- South Africa
- Pakistan
- India
- Philippines
- Guatemala
- Uruguay

### **Membership growth/Outsourcing and contract work rolled back:**

- Pakistan
- India
- Philippines
- Uruguay
- Turkey
- Tunisia
- Morocco
- Poland

Talk does not always work! Coca-Cola Pakistan campaign:  
***2010: Atlanta process backed by action.....***



# A “branded campaign”: *“Open Misery”*





# All 6 Coca-Cola Pakistan Plants now union.....

- [Comprehensive Agreement Ends Long, Bitter Conflict at Coca-Cola Pakistan](#) 26-07-2010
- *“CCBPL recognizes the People's Employee Union (PEU) as a legitimate representative of workers at Coca-Cola Multan and will ensure that regular meetings between local management and PEU are held, to engage in constructive negotiations. CCI/CCBPL guarantees there will be no harassment or victimization of any union officers or members “*
- [Another new union organized in Coca-Cola Pakistan, this time in Faisalabad](#) 12-08-2010
- [New union organized at Coca-Cola Gujranwala bottling plant in Pakistan](#) 26/05/2011
- [Coca-Cola unions in Pakistan coordinate national bargaining, sign collective agreements for the first time](#) 28-07-2011
- [Progress in Pakistan: 75 more casual workers made permanent as unions open offices for the first time](#) 23-08-2011



# Recently won this global fight with *Unilever*



- Won recognition - on the back of a long and tough campaign: *“Casual T”*



# Recently won this global fight with *Unilever*



- Hundreds of new permanent jobs – union jobs
- Unions growing in Unilever in India and Pakistan
- Impact of the agreement now reaching beyond South Asia



# What Unilever said.....

- “Unilever regards industrial relations as a matter for individual operating companies and national managements. It has no wish for wages to be compared between countries, or for workers in one country to support those elsewhere, or for unions to negotiate internationally. It is a **corporate priority** to make sure that trade unions *never* feel that they could negotiate above the heads of national managements outside their own countries.” *Attitude Towards International Trade Unionism - Unilever Guidelines since 1970's*



# ***What Unilever now does.....***

- **Twice-yearly meeting between senior corporate leadership and IUF team of affiliates**
  - Argentina, USA, UK, NL, Germany, South Africa, Asia/Pacific
- **Meeting agenda, November 2010 with CEO Polman:**
  - **Rights Issues (updates and follow-up):**
  - Pakistan Doom Dooma (India) Nasik (India) Pune (India)
  - **Employment issues:**
  - Policy around the use of non-direct employment and restrictions to excessive use
  - Influencing over their co-packers/3rd party producers in this area
- **Employment Working Group**

***Unilever learnt the hard way....***



**Never say never!**

# Danone/Dannon USA



**2008:**

**4 US plants – 1 union (IBT)**

**2011:**

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**4 US plants – 3 union (IBT and 2 with BCTGM)**

**2012:**

**4 US plants – *ALL* union?**



# Danone/Dannon Turkey



**2008:**

**2 Dairy plants – 0 union**

**2 Bottling plants – 0 union**

**2009:**

.

**2 Dairy plants – 2 union**

**2 Bottling plants – 0 union**

**2012:**

**2 Dairy plants – 2 union**

**2 Bottling plants – 2 union?**

# Food sector – one major missing link



- ***KRAFT:***

- Struggling to get traction....
- Danone biscuit acquisition - Lu – political minefield for Kraft
- Cadbury acquisition – political minefield for Kraft
- Missed opportunities?
- One global meeting (NYC) and current global conference calls
- ***But*** at present no coherent strategy or plan to speak of....

# Nestlé:

*Arrogance, anti-union but not unbeatable*



**STOP  
NESPRESSURE**





## Nestlé European Unions Demand Halt to Trade Union Rights Violations at Nescafé Indonesia 03-06-2010





# May Day Moscow



02/11/2011

Meat Conference, Omaha

# South Africa Union Executive





# The streets of Johannesburg



02/11/2011

Meat Conference, Omaha

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# Linking with affiliates' own campaigns



02/11/2011

Meat Conference, Omaha



# London in October



# May Day Panjang – still fighting





# Nestlé event Jo' burg



# Sydney, Australia





# George Clooney in Geneva....



# Dominican Republic





# In Indonesia – the fight goes on...



# In “The Big Apple” - New York



# IUF pressure starts to work....



- **In Panjang Nestlé management concedes**
- **Agreement initialed by IUF and signed locally**
- **Management accepts SNBIP and agrees to negotiates a CBA**
- **Nespressure campaign called off by IUF**



# And globally Nestlé corporate makes major concessions.....

- For over 20 years recognition of IUF limited to Europe
- Nespressure campaign moves Nestlé corporate
- Proposal is to discuss a ***“global dialogue”*** which represents.....

***A major backdown by Nestlé Corporate and notably Nestlé USA***



# BUT.....



**There are no permanent victories**

**CAMPAIGN RESTARTS 10-2011**





# Nestlé strikes back!



- Negotiations stall/union strikes Sept. 21
- Mediation ongoing with meeting scheduled for October 5 – outstanding issue is “wage spread”
- Union ends the strike October 5 at 1pm
- **October 5 at 10pm Nestlé fires 53 of 80+ union members including all union leaders**

# You can help!



**[www.iuf.org](http://www.iuf.org)**

# Where next for a Meat Division?



- **Build a functioning “Meat Division”?**
  - Web site?
  - List of coordinators?
  - Email addresses
  - Who does/contributes what?
  - Leadership team/Steering group
- **Work on more union “mapping”?**
- **Identify priority issues?**

# Where next for a Meat Division?



- **Take on a corporate target?**
  - Danish Crown?
  - JBS?
  - Or alternatives – max two major players
- **Objectives?**
  - Danish Crown – open “space” to organize USA, UK and Germany
  - JBS – open “space” to organize  
**100%?**

# Where next for a Meat Division?



**Comes down to this.....**

**Are we just going to observe the meat sector internationally?**

**OR**

**Are we going to change it?**

**One is real easy.....the other is a real hard**

**It's your call!**