



European TransFormWork Project

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Social partners together for digital transformation of the world of work. New dimensions of social dialogue deriving from the Autonomous Framework Agreement on Digitalisation – TransFormWork - VS/2021/0014

TransFormWork EU Project

**Social Partners from seven
EU Member States**

- Bulgaria
- Cyprus
- Estonia
- Ireland
- Malta
- Romania
- Sweden

Fourteen Project Partners

CITUB } Co-ordinating partners
BIA }

SEK (TU) & OEB (Employers)

ETKL (Employers)

SIPTU & IBEC

Chamber of Commerce & GWU

Concordia Employers' Confed.

LO & Confed of Swedish Enterprises

Plus: BusinessEurope and ETUC

Framework Agreement – 4 Pillars

- ❖ Digital Skills and Securing Employment
- ❖ Modalities of Connecting and Disconnecting
- ❖ Artificial Intelligence (AI) and Guaranteeing the *Human in Control* Principle
- ❖ Respect of Human Dignity and Surveillance

Research through 4 questionnaire



TransFormWork

Irish Report

- ❑ Digitalisation since 1950s – IDA strategic targets since 1960s
 - IBM since 1956; DEC since 1971; Apple since 1980; etc., etc.
 - Spin-off software enterprises – i.e. Iona Technologies; Stripe; etc.
 - Social media: i.e. Facebook since 2008
 - Over 1,000 enterprises, both MNCs and national (IDA estimate)
- ❑ Estimated total employment - 210,000 (Irish Times Top 1000 companies, 2022)

Apple 6,000

Google 7,000

Meta 6,000

Dell 5,000

Microsoft 2,000

Oracle 1,400



Irish Report

Government Policies

- ❖ Enterprise Ireland – i.e. Developing new markets
- ❖ Emphasis on building a skilled workforce –
 - ❖ i.e Institutes of Technology, since 1960s; Technology Universities
- ❖ Science Foundation Ireland – Digital Research Funding
- ❖ Challenge of Cyber Security – EU role of DPC
- ❖ Programme for Government, 2020 – *National Digital Strategy; National AI Strategy, 2021*
- ❖ **Skillnet Ireland**



TransFormWork – The Irish Experience

Poor response to ALL 4 questionnaires!!

Digital Skills and Secure Employment

- Generally, new technologies have been introduced into workplaces in past 5 years
- Only technology related training provided
- In some enterprises, no OHS policies provided for, so growing H&S concerns
- In manufacturing responses, changes introduced to
 - Production systems,
 - Work organisation and job rotation



TransFormWork – The Irish Experience

Connecting and Disconnecting

- Code of Practice and New legislation – ICTU and IBEC consulted on drafts
- New working-time arrangements for many respondents
- Note: IT enterprise respondents said that there are NO rules or controls regarding working-time



TransFormWork – The Irish Experience

Human Dignity and Surveillance

- Some respondents or trade unions say they had not been consulted about:
 - *work monitoring*
 - *surveillance*
 - *data privacy*
 - *use of personal data by employer*
- HR manager respondents said that (in their enterprise) employees and trade unions are consulted on these issues



TransFormWork – The Irish Experience

Artificial Intelligence

- Respondents in the pharmaceutical and manufacturing enterprises use AI tools, resulting in:
 - Changes to work tasks
 - H&S rules relating to AI introduced
 - Ensuring that final decisions are taken by the ‘human’ operator!!
- All respondents agreed that the rules for the use of AI comply with GDPR and IE legislation

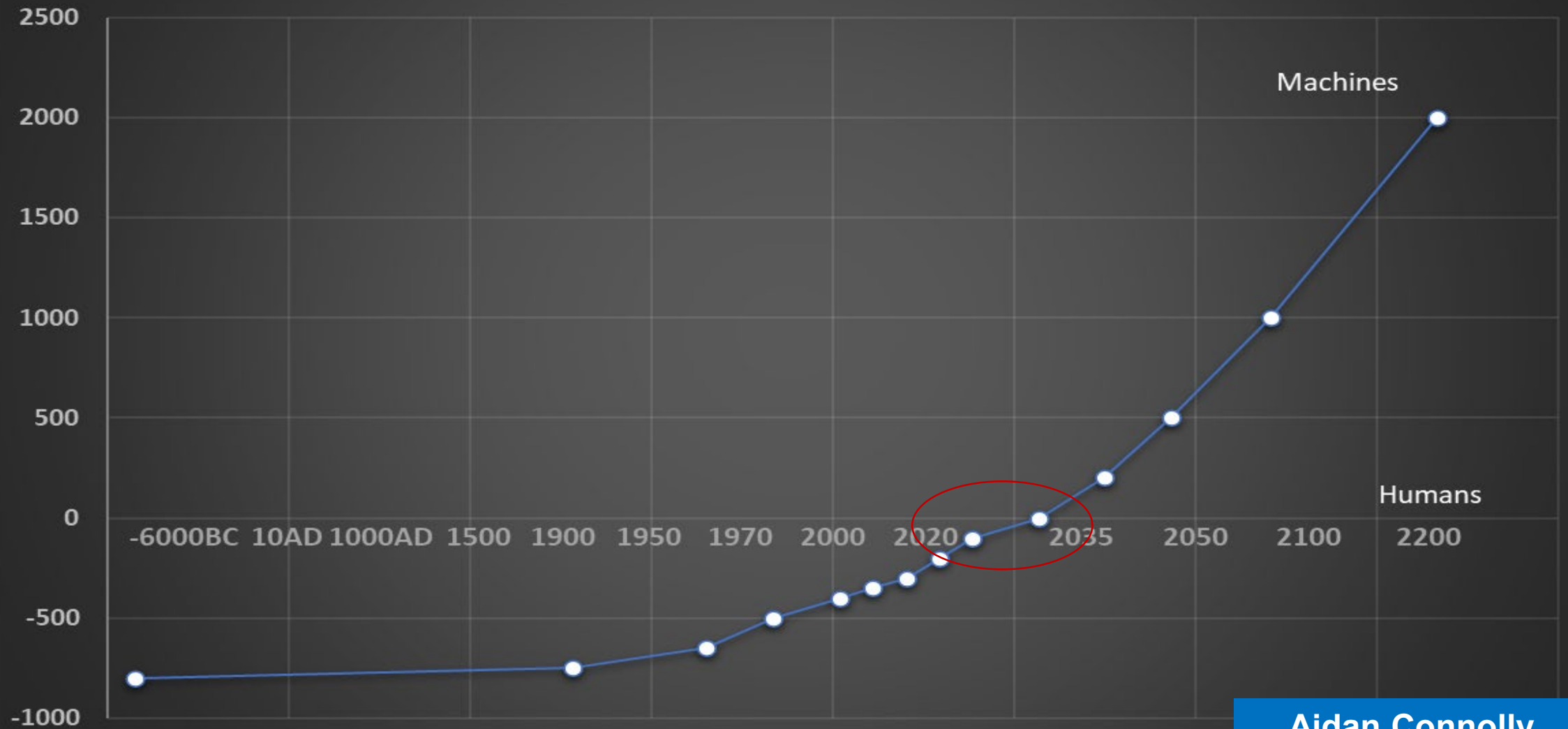


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Robotics and Artificial General Intelligence (AGI)

- AGI referred to in the business as *God-like AI*
- Two companies competing to develop AGI – OpenAI and DeepMind
- Biggest technological development in history
- Romanian Government
- European Commission Translation Service
- Transport sector

Humans v Machines



Aidan Connolly
idiro Analytics

NERI Labour Market Conference,
23 May 2023

Top 20 job roles in increasing and decreasing demand across industries

1. Data Analysts and Scientists
2. AI and Machine Learning Specialists
3. Big Data Specialists
4. Digital Marketing and Strategy Specialists
5. Process Automation Specialists
6. Business Development Professionals
7. Digital Transformation Specialists
8. Information Security Analysts
9. Software and Applications Developers
10. Internet of Things Specialists
11. Project Managers
12. Business Services and Administration Managers
13. Database and Network Professionals
14. Robotics Engineers
15. Strategic Advisors
16. Management and Organization Analysts
17. FinTech Engineers
18. Mechanics and Machinery Repairers
19. Organizational Development Specialists
20. Risk Management Specialists



1. Data Entry Clerks
2. Administrative and Executive Secretaries
3. Accounting, Bookkeeping and Payroll Clerks
4. Accountants and Auditors
5. Assembly and Factory Workers
6. Business Services and Administration Managers
7. Client Information and Customer Service Workers
8. General and Operations Managers
9. Mechanics and Machinery Repairers
10. Material-Recording and Stock-Keeping Clerks
11. Financial Analysts
12. Postal Service Clerks
13. Sales Rep., Wholesale and Manuf., Tech. and Sci.Products
14. Relationship Managers
15. Bank Tellers and Related Clerks
16. Door-To-Door Sales, News and Street Vendors
17. Electronics and Telecoms Installers and Repairers
18. Human Resources Specialists
19. Training and Development Specialists
20. Construction Laborers

*Source Future of Jobs
Survey 2020, World
Economic Forum

Prof Alexiei Dingli
University of Malta

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This technology which ought to be wonderful is being developed in a society that is not designed to use it for everybody's good ... my worry is that it will make the rich richer and the poor poorer.

Geoffrey Hinton, May 2023

AI will threaten white-collar workers and create a serious number of losers over the next decade

Mustafa Suleyman, DeepMind, May 2023

TransFormWork – Recommendations

- 1. There is an urgent requirement for the European Institutions to update and bring the 1989 Occupational Safety and Health Framework Directive (89/654/EEC) in line with the expected impacts of automation, robotics and AI on the EU workplace**

**The EU AI Act will be debated in the
European Parliament on 2 June**



TransFormWork – Recommendations

- 2.** Surveillance of employees by their employers is illegal under the GDPR. However, there are a growing concern, with the increase in remote/hybrid working, about the increased electronic surveillance of workers. This is happening already in the USA.

We recommend that specific EU-level legislation be enacted to deal with the use of workplace surveillance that new technologies, such as AI, now makes possible.



TransFormWork – Recommendations

3. The monitoring of the implementation of this *Framework Agreement* should be formalised within a joint Labour, Employer Economic Forum (LEEF).

LEEF could have the responsibility to report back to the European Social Partners *Joint Monitoring Group* and continue to support and encourage its implementation across Irish workplaces



TransFormWork EU Project

Go raibh maith agat

Thank you

