

NEW INDUSTRY/SERVICES RELATIONS IN THE DIGITAL AGE

Driven by the digital revolution, the interconnection of industry and services, which is already breaking down boundaries between the two sectors, is also restructuring the entire economic fabric, despite the fact that it has met with some resistance from the vertical aspect of the sectors concerned.

Nowadays, an increasing number of services are becoming associated with manufactured products and the 'solution-based' concept is playing an increasingly central role in all areas. The paradigms of the production system are being reversed. The conveniences offered by the digital sphere are putting the client in an unprecedented position - they are no longer a mere consumer but are instead going into the factory and taking on an advisory role. We are moving away from mass production in favour of individualised mass production.

The digital sphere is therefore profoundly altering the field of work and employment, as well as the way in which it is structured and the associated qualifications.

This presents companies with a number of formidable challenges by radically transforming all sectors of the economy and imposing significant changes in terms of the ways in which they operate. Globalisation is gaining speed and players such as GAFA (Google, Apple, Facebook and Amazon) are developing new economic models on an international scale that clash with the rules of free and undistorted competition and regulated professions.

France has a number of assets to help it deal with such changes, which are happening at a more rapid pace than any other industrial revolution in history.

It ranks among the leading countries for launching innovative start-ups, although these are still vulnerable in the face of large groups and struggle to achieve the critical size that would enable them to fully express their creativity and truly contribute to the

number of businesses nor that of ISEs - which appear to be stagnating in number -, and to start to create assets and develop unprecedented industrial models.

Indeed, new societal aspirations are establishing themselves within our society, such as the need to manage the increasing scarcity of natural resources and the challenges presented by climate change. These reflect a need for "different production and consumption" behaviours that promote the rise in the circular economy and joint consumption.

It is important, now, that we highlight new approaches to competitiveness that do not pit industry and services against one another, and that standardise relations between ordering parties and sub-contracting companies and coordinate technological, economic and social progress. Work is under way in the field of lifelong education and raising qualifications.

The factory of the future will require all players to consider new social relations and the State to implement a valuable strategy that should also be

deployed at local, regional and European levels if it is to be a success in terms of its economic, social and societal aspects.

As far as the ESEC is concerned, it is a matter of re-industrialising France since, on this new basis, there can be no development without industry. This major concern is something that should spur the country's political, economic and social leaders into action.



Marie-José Kotlicki

is the Chief Tax Inspector and Secretary-General of the UGICT-CGT.

She is a member of the ESEC within the Section for Economic Activities where she represents the CGT Trade Union Group.

Contact:

marie-jose.kotlicki@lecese.fr
+33 (0)1 44 43 60 37

- Transforming managerial approaches
 - Basing HRP on an overall raising of qualifications.
 - Rethinking evaluation based on working groups.
 - Taking remote working and exchange platforms into account.
 - Introducing a right to digital disconnection for employees.
 - Introducing a corporate law recognising a company's collective creative mission.
- Coordinating regional policy with the industrial sphere
 - Cross-referencing the vertical and horizontal aspects of the sectors concerned and of regional pilot projects between private and public research.
 - Diminishing telephone 'white zones' and rolling out very high-speed broadband networks.
- Developing education
 - Introducing all primary school pupils (girls and boys) to IT and digital tools as a matter of routine.
 - Providing the National Education system with suitable IT equipment and ensuring that training is provided in for new digital professions.
 - Breathing new life into regional HRP and encouraging cooperation between large companies and SMEs where learning and work-based training is concerned.
 - Calling upon branch observatories, OPCAs (Joint Commissions for Collective Training) and the FPSPP (Joint Fund for Rendering Career Paths Secure) to take action with regard to the digital transition.
 - Encouraging alternative educational initiatives and helping to develop these into training programmes leading to qualifications.
- Ensuring the growth of SMEs and start-ups
 - Improving the way in which the implementation of the law (payment time frames, legality of contracts, etc.) and the tools for ensuring that it is upheld (DGCCRF) are evaluated.
 - Promoting the employer's commitments to their sub-contractors in the framework of CSR agreements.
 - Considering increasing the number of players authorised to refer matters to the inter-company and innovation mediator, including employee representatives.
 - Highlighting good practices on the part of competitiveness clusters with regard to intellectual property.
 - Publishing mediation outcomes in terms of employment and securing partnerships.
 - Encouraging the targeting of investment capital towards SMEs and VSEs.
 - Extending tax reductions to VSEs that invest cash in other companies.
 - Using the expertise developed by Regional Departments for Business, Competition, Consumption, Labour and Employment (DIRECCTEs) for the purposes of sharing the risks associated with sub-contracting. The State should behave in an exemplary manner with regard to its public procurement procedures.
 - Creating venture capital borne by a number of companies for investing in start-ups and the creation of a collaborative platform.
 - Supporting the growth of start-ups on a more frequent basis by means of equity and via the BPI.
- Regulating with regard to the risks of dumping
 - Ensuring tax contributions on the part of digital platforms.
 - Making low-cost operators subject to the same laws as all companies in their respective sectors.
 - Providing for the declaration of all forms of income.
 - Increasing the obligations on the part of digital players with regard to protecting privacy and the right to be forgotten.
- Encouraging new methods of production and consumption
 - Introducing a sector-specific assessment of product quality, usage costs and consumer information procedures.
 - Extending product guarantees and introducing a service continuity guarantee.
 - Enabling low-income populations to adopt new methods of consumption by means of special transfers.
 - Encouraging the eco-friendly design of objects and the development of a sector focusing on extending the life spans of objects.
- Establishing new social relations
 - Uniting social partners with a view to ensuring that the digital revolution is a source of progress for all. Initiating negotiations regarding worker mobility.
 - Introducing a status for independent contributors that would give them access to social protection.
- Revitalising the role of the State
 - Summoning a major conference on industry and the digital sphere.
 - Stepping up scientific and technological education and research.
 - Supporting the development of the circular and functional economies.
 - Encouraging reflection on the possibility of using some of the productivity gains stemming from the digital sphere to promote regional HRP and training.