

# Regulating new technologies through collective bargaining

The role of social partners

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Wouter Zwysen (wzwysen@etui.org)



# Outline

- New technologies and adoption
- Role of social partners – trade unions
- Focus on AI / AM → on the rise
  - Goes beyond automation to changing organisation of work
  - Key point is then how it is implemented
- Forthcoming book – worker-focused regulation and bargaining



# New technologies and adoption

- Adoption of variety of new technologies is growing
  - OECD working paper: 3D printing, AI, big data, internet of things, robotics.
  - Clusters of innovation
  - While overall growing, we still see large variation between countries / sectors / firms
- New shock with generative AI and deeper involvement of new technology in different aspects of work -> algorithmic management
  - Potentially affects very large workforce
  - Recent OECD survey: 90% of companies already use some, 78% in the European countries
  - Not always well understood, also by managers



# How to protect workers?

- Prior waves of technological innovation:
  - Workers' representation can aid adoption of new technologies
  - Better match with production processes by involving workers
  - Reduce displacement at firm-level
- Regulation
  - AI act
  - Platform work directive – rights to your data

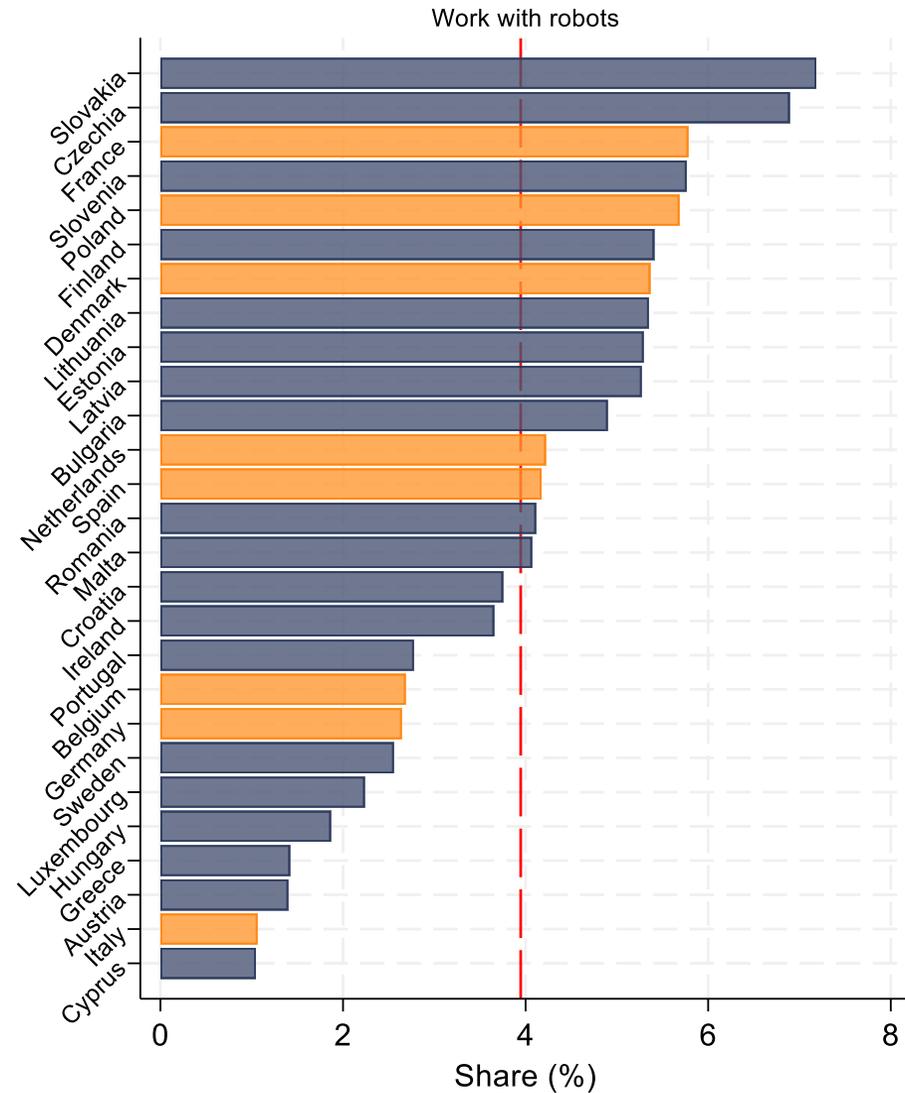
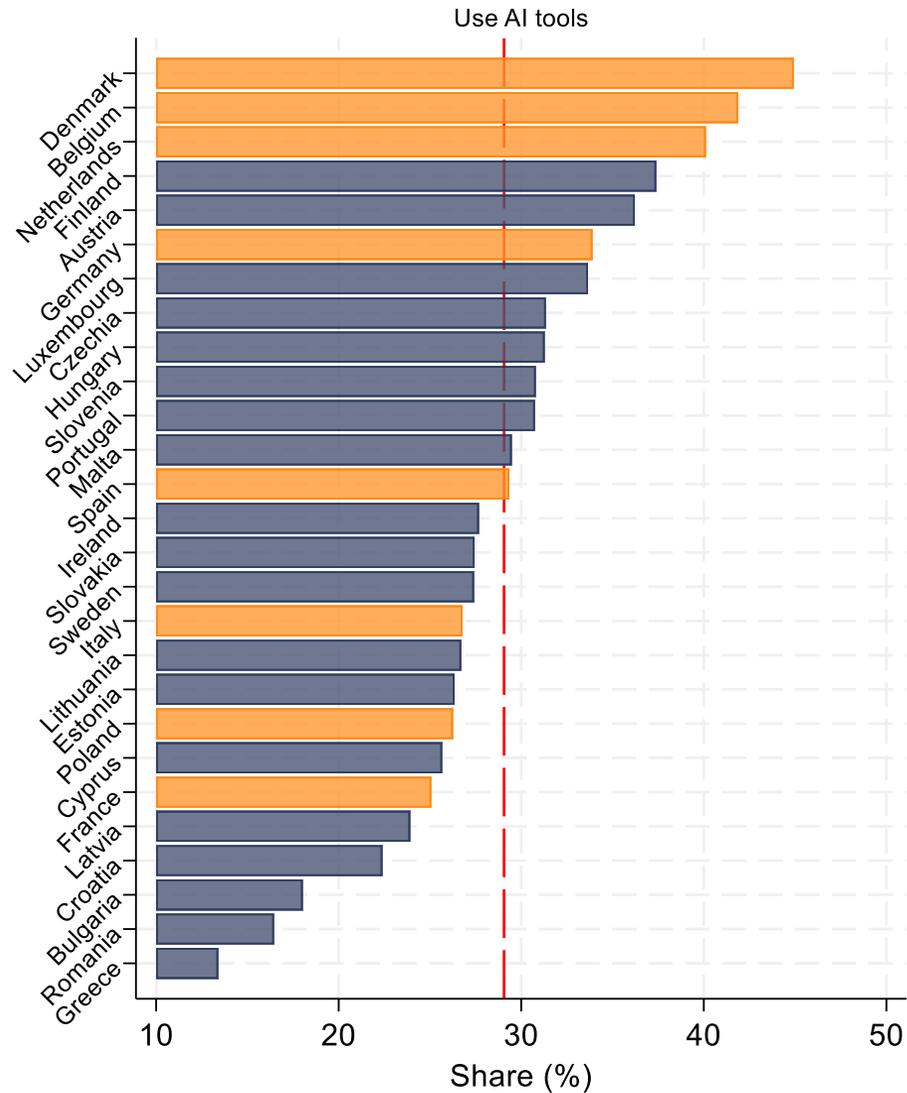


# As always, impact will depend on how it is implemented

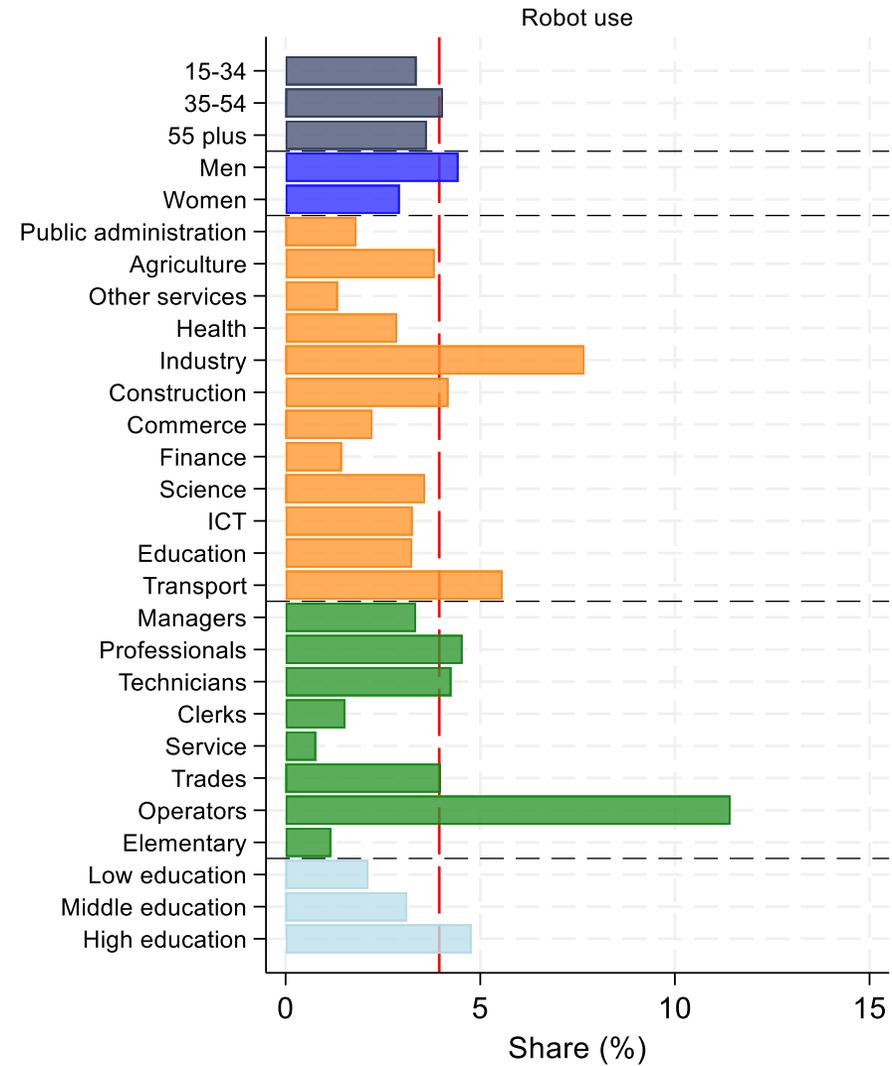
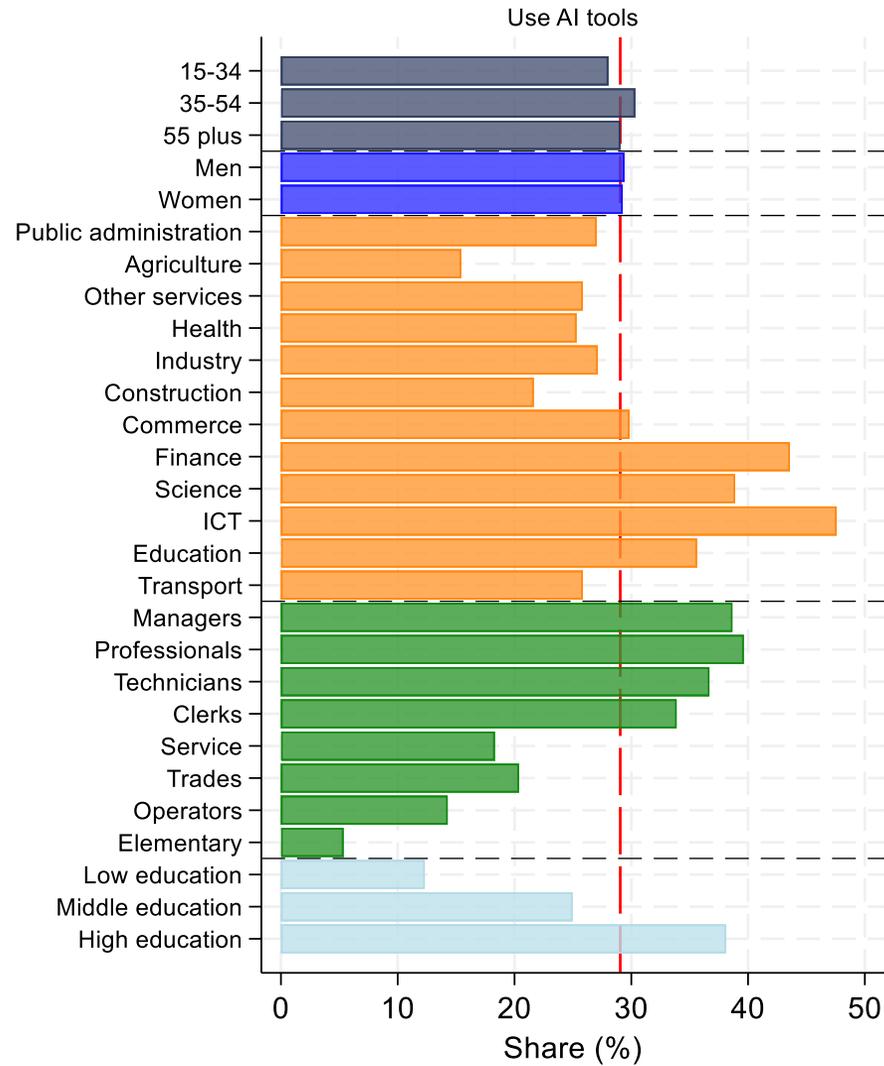
- In what context are these new technologies used?
- Important additional factor: data control and ownership
- Requires workers as partners, and coordination
- Best and most effective implementation, worker buy-in, worker protection



# Cross-national variation – reflects different use



# Not all technology is the same

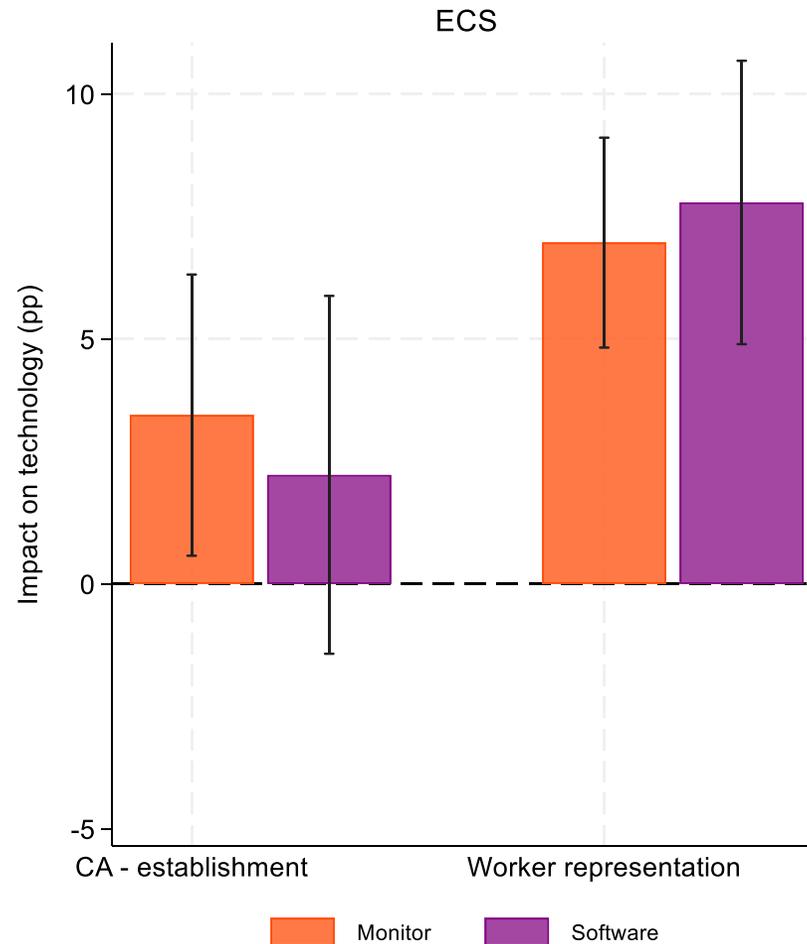
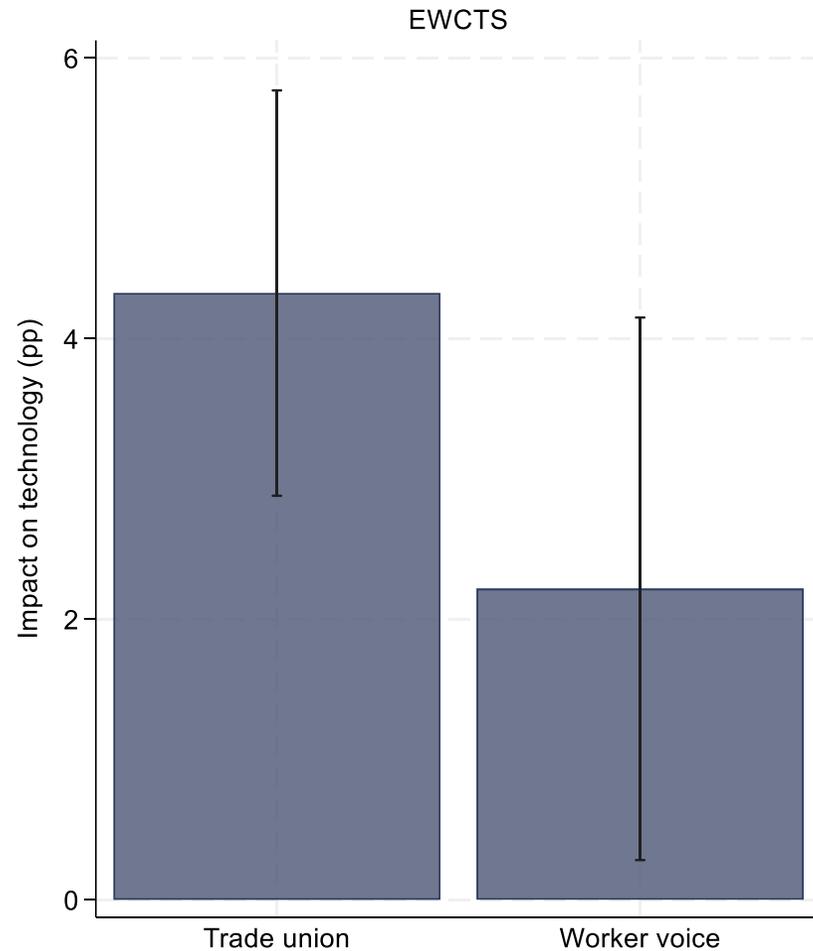


# What can we say about the influence of unions?

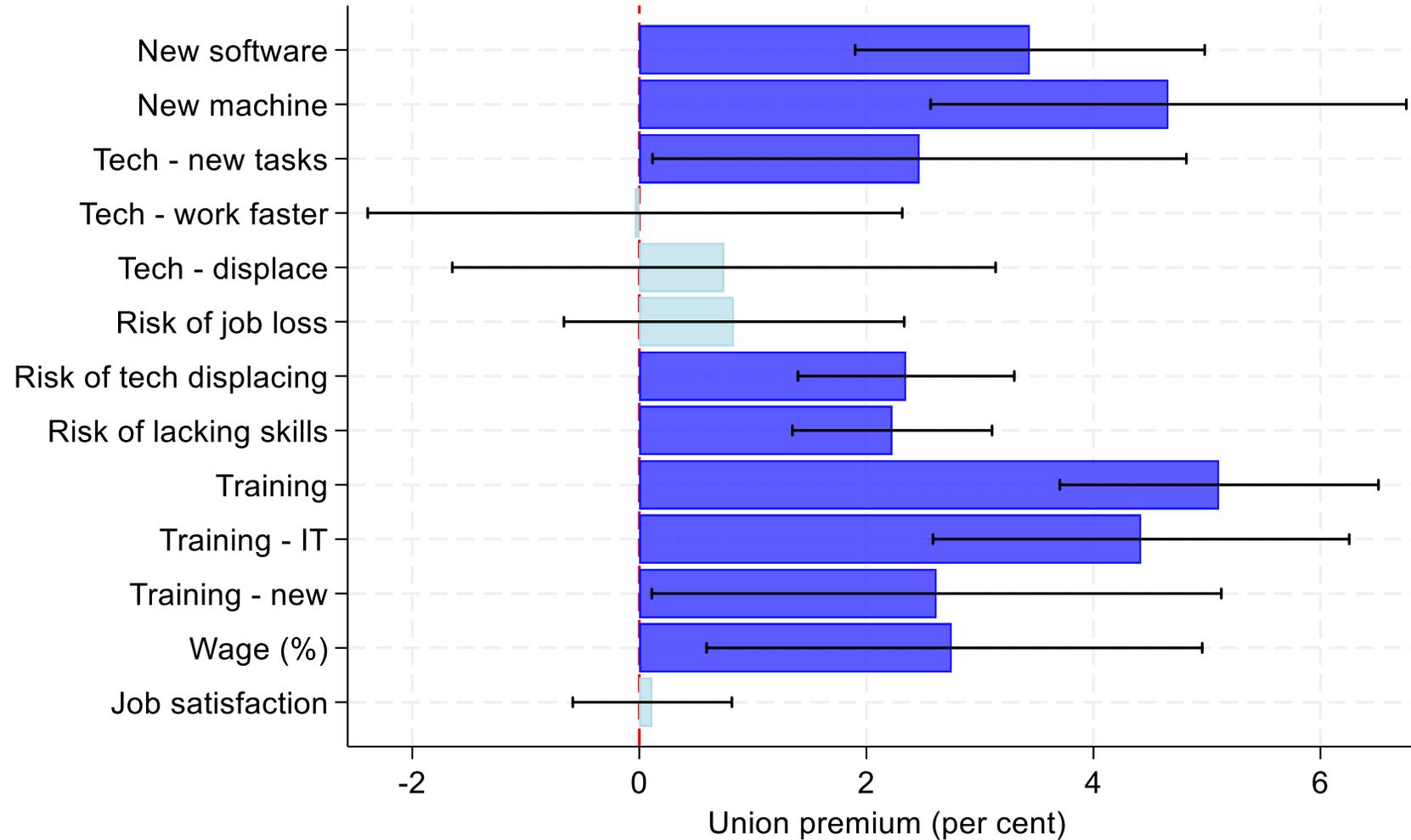
- Question 1: Is a works council or worker representation a hindrance to invest in new technologies, or a boon?
- Question 2: is there variation in the outcomes?



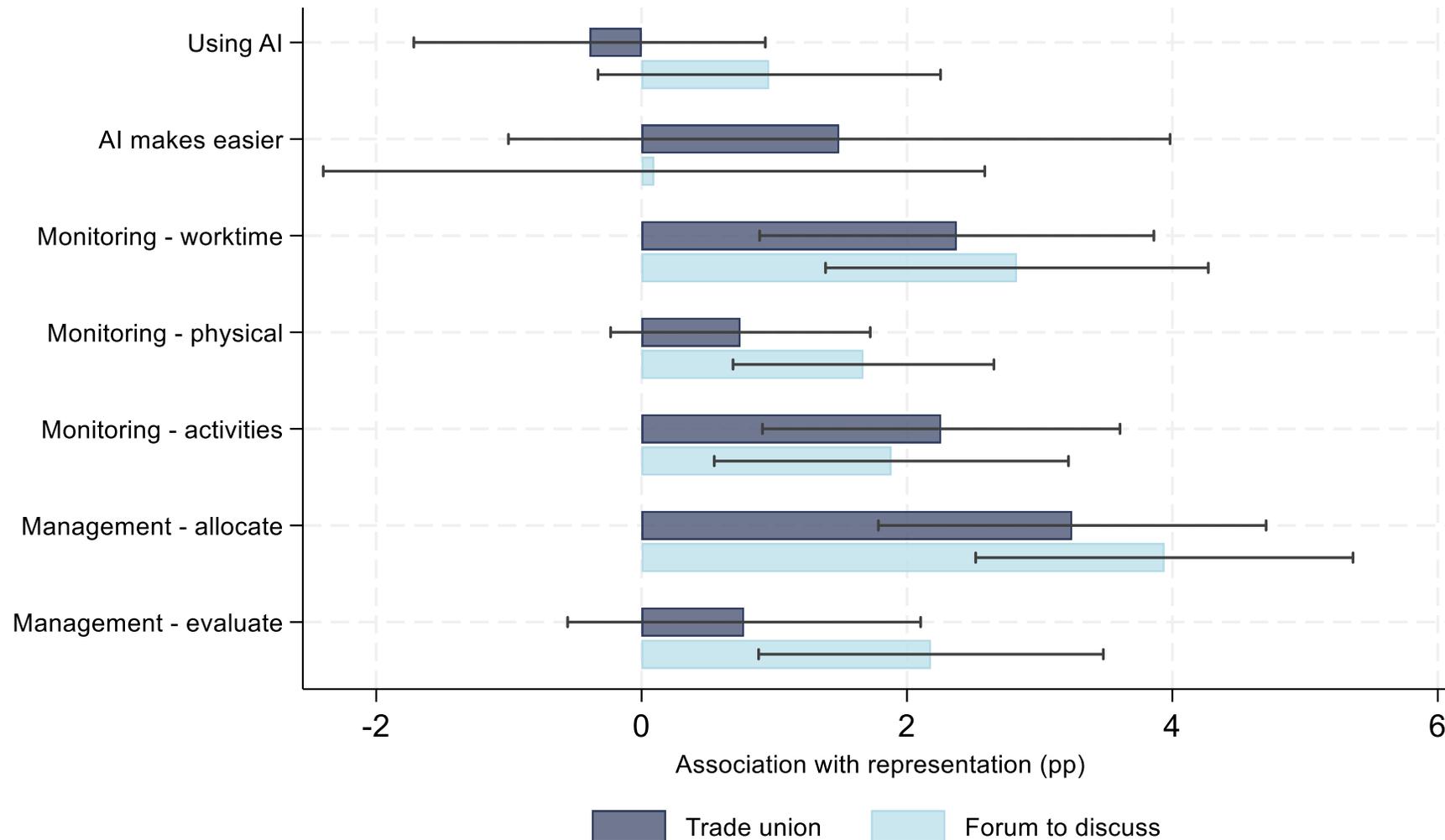
# Well-placed: unions are often present



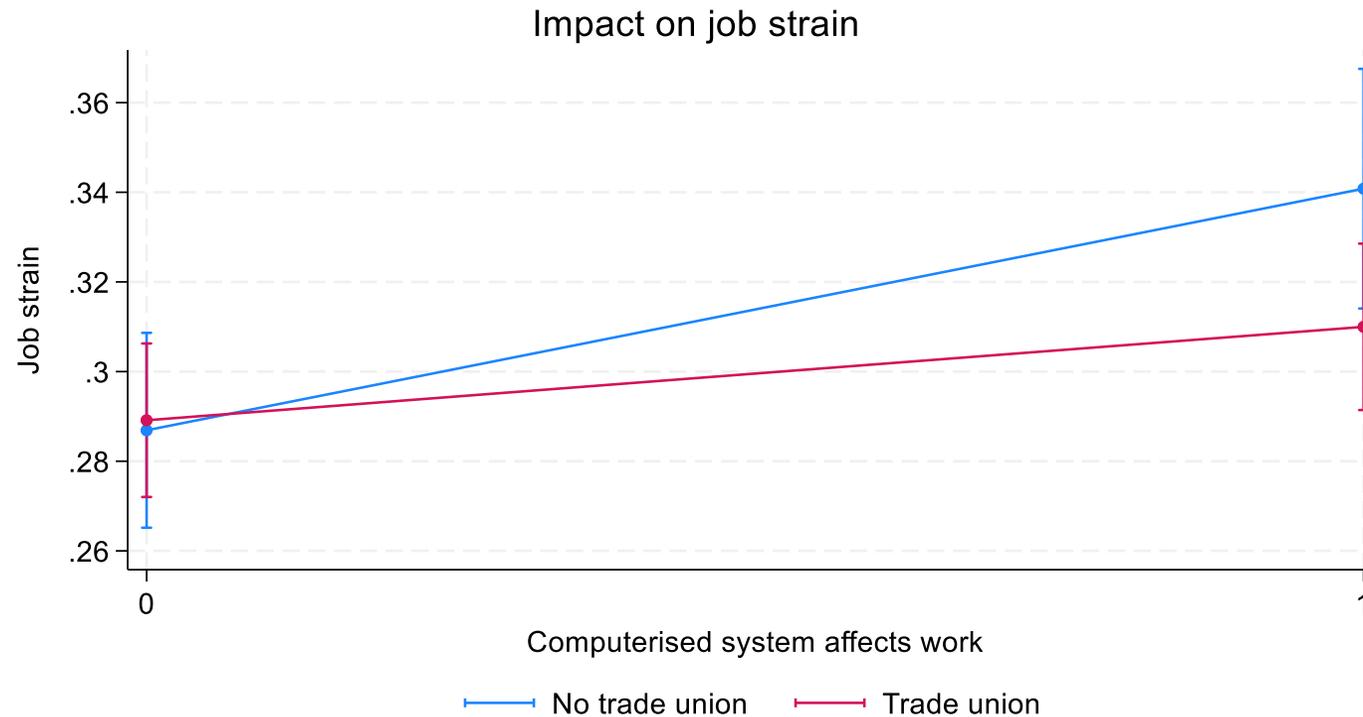
# Potentially beneficial impact through training



# Most recent: high presence of unions where new technologies implemented



# Potential negative impact can be shaped (2021)



Predicted margins and 95% Confidence interval, estimated from binary logistic regression, weighted, controlling for sex, age, qualifications, urbanity, public sector, occupation, industry and country fixed effects



# Collective bargaining and AI

- Large cross-national ETUI project, with Silvia Rainone
- What is visible in collective agreements at firm or sectoral level, particularly on algorithmic management
- Case studies
  - France, Belgium, Spain, Italy, Germany, Poland, Denmark, Netherlands
  - Particularly IT, finance and banking, logistics/transport
- Cross-national overviews: mapping extent and impact



# 8 case studies

	Union density	Adjusted bargaining coverage rat	Employer density	level of bargaining	prevalence (eurobarometer)	collective bargaining on AI
Poland	13.40%	13.40%	55.60%	Local or company	24%	no action
Germany	16.30%	54%	67.90%	Industry	9	some through works councils
Netherlands	15.40%	75.60%	85%	Industry	22	active, mainly company level
Spain	12.50%	80.10%	77%	Industry	26	top-down activity
Denmark	67%	82%	68.30%	Industry	22	some company and sectoral
Belgium	49.10%	96%	83.80%	Central and industry	29	limited, and top-down
France	10.80%	98%	79.20%	Industry	21	growing activity
Italy	32.50%	100%	78.30%	Industry	30	growing activity, but still limited

# Key dimensions

- Extent to which AI/AM (or wider digitalisation) is addressed in social dialogue
  - Hardly at all: Poland
  - Limited: Belgium, Denmark,
  - Some more activity: Italy, Spain, Netherlands, Germany, France
- Level at which there is bargaining
  - Sectoral or national: Belgium (a bit), France, Italy
  - Mainly company: Netherlands, Germany,
- Direction (and push from regulation)
  - Bottom-up: Denmark, Germany, Netherlands
  - Top-down: Spain, Italy, Belgium
- Themes
  - Traditional themes: wage, working time, working conditions
  - Emerging themes: privacy, data rights, disconnect
- Generally a bit slower



Thank you

# Platformisation of work – AM

