

# **THE EUROPEAN FEDERATION OF CLEANING INDUSTRIES**

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# I. The professional organisation representing the contract cleaning industry at EU level

- Created in **1987** (operational since 1989)
- 2 permanent staff members in Brussels
- **20** member associations
  - EU-15 States (-Greece) + Czech Rep. + Norway + Poland + Slovakia + Slovenia + Switzerland
  - Progressive enlargement to associations in new member states (at their rhythm)
- Recognised as representative of the industry and formally consulted by the EU Commission

# 3 strategic missions

- ❖ Definition of a **professional policy** and defense of cleaning contractors' **interests**
- ❖ Promotion of **professionalism** in the industry (training, standards, etc.)
- ❖ Better knowledge of the industry and promotion of its **image**

# Why is an EU-representation important ?

- ❖ **75 %** of national legislation is defined at EU level
  - ❖ Social (working time directive, posting of workers directive, TUPE directive, health and safety at the workplace, etc.)
  - ❖ Economic (public procurements, services directive, company law...)
- ❖ **Specific situation** of the Cleaning Industry
- ❖ **Union makes strength**: find common answers to common challenges
  - ❖ Best value (against price based competition)
  - ❖ Market developments (facilities management / multi-services)
  - ❖ Professional training, Human Resources Management
- ❖ **Mutual enrichment**
  - ❖ Exchanges of experiences
  - ❖ Establishment of contacts

# Working methods (1)

- Active **Lobbying** at the EU-Institutions through regular meetings with EU-representatives and the launch of position papers
  - Still big influence of an „industrial“ culture
  - Too much importance still given to the „New Economy“
  - High Tech Services / Labour Intensive Services
- **Participation in Consultations** of the European Commission
- **Social Dialogue** at European level, as common positions are of higher influence

# Working methods (2)

- **Collaboration** with other European employers' organisations
  - European Employers' Association ([www.businessseurope.eu](http://www.businessseurope.eu))
  - European services' associations (catering, security, temporary work etc.)
- **Bottom-up** approach (consultations among the members)
  - Transparency and Confidentiality
- Rather **compromise** than vote

## II. Weight of the industry in Europe – last statistical survey 2008 (data 2006)

- Statistical survey since 1989
- Based on questionnaire sent to all member associations
- Responses are based on data provided by national Statistic Offices and:
- If available, member associations provide results from internal members' surveys
- Synthesis of the answers by the EFCI Secretariat



# Methods of gathering information

- National statistics and members' surveys
- Industry' statistics very often not available
- Specific situations (examples):
  - France: survey on the branch carried out by the French cleaning association (FEP)
  - Belgium: Exact statistics through Social Fund
  - allows to compare with figures from the respective Statistic Office

# Results since 1989 until 2006

- 15th Edition (last from 2008 - data 2006)
- 5 big chapters including
  - **market developments** (turnover, market penetration, market segments)
  - **the contractors** (number of companies, breakdown by size, turnover per company)
  - **the people** (employment, productivity, work organisation, part-time work, proportion of women, structure of the workforce)
  - **market leaders per country**

# Weight of the sector in Europe – key figures 2008 (data 2006)

- Turnover: 54,7 billion €
- Market penetration: 62%
- Cleaning contractors: over 131.000
- Employees: over 3,5 million
- Part-time work: 70%
- Average duration of work per week: 23 h
- Proportion of women: 77%

# III. The challenges to be faced

- Professionalism of the sector
- Best Value – fair competition
- Globalisation of markets – facilities management / multi-services
- Retention of employees – **manque de personnel** – daytime cleaning
- Demographic change

# IV. European social dialogue

- Since 1991-1989:  
Informal social dialogue between EFCI and UNI-Europa
- 18 December 1998:  
Official demand to establish a European sectoral social dialogue Committee
- 19 February 1999:  
Establishment has been formally confirmed by the European Commission
- 12 October 1999:  
1st official social dialogue Committee meeting organised by the European Commission services

# IV. European social dialogue – methods and frequencies

- One plenary meeting per year: evaluation and follow-up of the work of the year, adoption of working programme, eventual signature of joint texts (10-15 EFCI representatives)
- Two working group meetings per year (about 5-10 EFCI representatives): each meeting is dedicated to three precise pillars (new activités / ongoing activities / follow-up and implementation) with experts intervening (specialists and/or representatives of European Institutions)
- Preparation of joint declarations: one or the other delegation (employers - unions) prepares a draft that is then transmitted to the other side for comments, amendments, etc. After agreement, these declarations are normally signed during the plenary meeting
- Adaptation of working programme according actual European developments

# IV. European social dialogue – main objectives

- Development and promotion of vocational training:
  - creation of practical tools regarding the activities or the specific functions in the cleaning industry
  - anticipation of industry' needs regarding professional competences
  - clients must recognize the professionalism of companies and the skills of their employees
  - promotion of vocational training at all levels
  
- Health & Safety at work:
  - creation of practical tools for occupational risk prevention and the fight against accidents at work
  
- Development et recognition of the industry:
  - Clients' recognition of professionalism of companies and of skills of their employees

# IV. European social dialogue – main objectives (follow)

- Anticipation and management of change:
  - companies' activities are diversifying (multi-services), market forces and structures change and companies are looking for more flexibility
  - real opportunities in terms of development and of diversification of activities for companies and their employees
  - better understanding of expectations and needs of each of the parties concerned
  
- Encouraging the development of a healthy competition
  - elaboration of Best Value guide to fight against awarding of public contracts solely based on the lowest price offer
  - this phenomenon is strongly harmful to all efforts developed by cleaning companies to provide quality services (starting with training of their personnel) and to respond in an adequate manner to the clients' needs
  - furthermore, it puts cleaners (more and more often directly confronted with the enduser of the service) in a very difficult situation



# IV. European social dialogue – main objectives (follow)

- Employee retention and rendering the sector more attractive
  - the cleaning sector is experimenting recruitment difficulties and is not particularly attractive for young people. It is also characterised by a high level of employee turnover. In the long term, this could damage efforts to develop the sector
  - promotion of daytime cleaning, as the change to daytime work is revealed as positive on the whole for employees as for companies
  - concertation with the clients and developing a policy of communication and awareness raising
  
- Improvement of the knowledge of national systems:
  - allows a better understanding of each national situation and thus facilitates the debates at EU level

# IV. European social dialogue – main objectives (follow)

## ■ Promoting social inclusion

- through ongoing vocational training, in conjunction with the motivation of the employees in question, career opportunities are offered more easily in the cleaning sector than in other sectors to persons who experienced prior difficulties on the labour market
- realising the potential the sector offers in terms of social integration at local, national and European level
- better co-operation between social partners and the public authorities responsible for employment, particularly on a local level

## ■ Fight against discrimination

- special attention to a series of phenomena, such as discriminatory pressure (indirect) by certain clients on cleaning companies, discriminatory attitudes by end users of services vis-à-vis the cleaning personnel

# IV. European social dialogue – remarkable achievements

- Remarkable results after 17 years of social dialogue (informal et formal) at European level:

## Joint position papers on:

- working conditions (17.12.1993)
- professional training (06.12.1994)
- undeclared work (04.12.1998)
- employment (19.12.1996 et 20.02.2001)
- enlargement (31.01.2001)
- public procurements and against electronic auctions (17.09.2004)
- youth employment (14.03.2005)
- daytime cleaning (02.03.2007)
- responsible public procurements (18.04.2008)  
(with the social partners from private security, the catering and the textile sector)

# IV. European social dialogue – remarkable achievements

- Remarkable results after 17 years of social dialogue (informal et formal) at European level: :

## Reports, guides and other pedagogic tools:

- new sources of employment (October 1997)
- training kit – office cleaning (October 2001)
- selecting Best Value (June 2003)
- health & safety – office cleaning (June 2004)
- ergonomics in cleaning operations (June 2007)
- better knowledge of national systems - modernisation of work organisation (December 2008)
- implementation and follow-up of European social dialogue (under preparation)

## IV. European social dialogue – priorities for 2009 / 2010

- Implementation and follow-up of European social dialogue (under preparation)
- Undeclared work: project of joint compendium of best practices based on examples from national / regional level (under preparation)
- Multisectoral approach on Best Value with private security, catering and textile sectors (follow)
- Eventual joint actions with a view to European policy evolutons and legislative developments

# V. Demographic change

- **European Commission Communication of 12.10.2006 on demographic change in Europe (from 2005 to 2030):**
  - The number of **older workers** (aged 55 to 64) will increase by 14 million between 2005 et 2030
  - the number of **people aged over 80** will rise from 19 million today to 34 million in 2030
  - The EU's **total working age population** (15-64 years) will fall by 20 million between 2005 and 2030
- There are three different factors behind demographic ageing:
  - a significant fall in fertility
  - a significant increase in life expectancy
  - the ageing baby-boomer generation

# V. Demographic change

- **The populations of some Member States are already falling:**
  - It's the case in Hungary, Latvia, Lithuania, Estonia, Slovakia and Czech Republic
  - Of the six most populated EU Member States, only the UK and France will see their populations increase between 2005 and 2050 (with the UK population projected to increase by 8 % and the French population by 9,6 %)
  - In some countries, however, falling birth rates are being offset by immigration (in Germany, Italy and Spain)

# V. Demographic change

- **The European Commission presents five concrete measures to face the effects of ageing:**
  - to help citizens to combine professional and private life in order to allow them to have as many children as they like
  - to increase the employment perspectives for older workers
  - to increase productivity and competitiveness through a better contribution of older workers as well as young workers
  - to tackle sustainability of public finances to be able to guarantee a social protection on the long term
  - to exploit the advantages of immigration for the labour market





Thank you for your attention

Remarks...  
Questions...

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