



**FRANCE STRATÉGIE**  
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# CLOSED SEMINAR

## Building collective groups and action: what does it mean for workers in digital era?

Friday, July 8, 2016 — 09:00 at 13:00

France Stratégie  
18, rue de Martignac - 75007 Paris

PROGRAMME

Collective action can be fraught with difficulty for professionals in the digital era. Workplaces and schedules can be fragmented. Workers are either self-employed or required by the job to work with different people in different places. Moreover, employers can simply choose to outsource the workforce to lower their fixed costs.

Crowd workers, freelancers, independent self-employees and, more traditionally, creative designers, performers and programmers are all seeking ways to collectively organise in order to join forces or share experiences. They are also in search of ways of sharing their risks or defending their interests. But they often lack a framework adapted to their way of working which they can use for collective bargaining and social dialogue.

Organised by France Stratégie in collaboration with Astrees and IRES (co-leaders of the Sharers and Workers network), the seminar will provide participants with an opportunity to discuss and share experience with new forms of collective action in France and elsewhere. French social partners, IT industry representatives, academics and public administrations will be in attendance.

Participants will sketch a theoretical framework and definition of collective action in the digital era and alternative ways of collective mobilisation (e.g. new players or new types of actions, professionally-based organisations and third parties). They will attempt to briefly answer three questions:

- Why is it important to foster collective action for independent workers? And what needs are there?
- How can this be achieved? And what resources can be mobilised?
- Who are the best players and partners (new and old organizations, activism without institutions, on-the-ground partnerships)?

Each session will be followed by a discussion among the participants. The seminar will end with a roundtable aiming to identify the main issues at stake and the next steps to be taken.

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08:45 WELCOME

09:00 INTRODUCTION

09:05 **Building collective groups and action in digital era**

Mark Graham, Oxford Internet Institute

09:15 **SESSION 1**  
**Defending the rights of crowd workers**

**Three experiences from abroad**

**Kristy Milland**, Community Manager of TurkerNation.com (Canada)

**Robert Fuss**, Leader of the platform *FairCrowdWork Watch* of the German union IG Metall

**Sarah Bormann**, "Cloud and crowd" advisor for the German union Ver.di

09:30 Debate

10:15 **SESSION 2**  
**Creating new unions for self-employed workers**

**The US, Italian and Spanish unions of autonomous workers**

**Caitlin Pearce**, Director of Member Engagement, Freelancers Union (États-Unis)

**Claudio Treves**, General Secretary of the Italian sindacato dei lavoratori atipici, NIdiL-Cgil

**César Garcia Arnal**, Vice General Secretary of the Spanish Unión de Profesionales y Trabajadores Autónomos, UPTA

10:30 Debate

11:15 COFFEE BREAK

11:30 **SESSION 3**  
**Alternative forms of organization: The role of third parties and professional bodies**

**A look at the creative professions**

**Christophe Lemaire**, member of the board, French Allianz for Design

**Co-working, and business and work co-operatives**

**Delphine Chenuet**, co-founder of "collectif des tiers-lieux" (co-working collective)

**Stéphane Veyer**, co-leader of Coopaname (Business and employment co-operative)

11:45 Debate

12:10 Recap and next steps

Olivier Mériaux, ANACT, General overview

Roundtable to identify the main issues at stake

13:00 BUFFET LUNCH

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