



WP2: Interviews & Mapping & Surveys

Second Steering Committee, 07 July 2026, online

General considerations

Digital and green transitions: new opportunities + new risks

The central question is not **WHETHER** to change, but **HOW?**

- changes in jobs' content rather than job loss;
- more diverse skills - multitasking ;
- focus personal capabilities –team work;
- workplace's displacement;

Understanding what is/ will happen and its effects at the company level has become increasingly difficult

TWO main challenges

1. HOW to change without loosing the EWC core identity ???
2. HOW to anticipate properly the changes in the content of work and in working conditions at company/local branch level???

Too many questions

- Digital and Sustainability skills – mostly impossible to find in a single employee;
- Difficult terminologies – even unknown ..
- Concerns, rumours...
- Demands constant efforts, not simply an opinion from the EWC: needs communication + engagement + participation
- TUs have always considered the green and digital transitions as a path to better future for working people....how to proceed now.;

Why to participate

- Trade union involvement provides the guarantee that every aspect that affects workers **will be tackled properly** - from trainings in new skills to ethnicity, gender and disability.
- Without trade union involvement, those processes are going to be unjust – especially **for employees in the concrete MNC !**

The research phase / WP 2/ reflects the reality on the ground

Local branches of MNCs

- In general structures for SD/EWC are establishedculture of partnership, dialogue, I and C..
- Bulgarian employers tend to do as little as possible ...try to have own nomination....HR...
- Tradition of Workers' representations/participation, including Information and Consultation rights at the EU level in Bulgaria are still weak

The research phase / WP 2/
reflects the reality on the ground

Workers Representatives in local branches of MNCs

- Rules are important, but how we use them is crucial
- The EWCs members Election/Nomination procedure
- Information asymmetry between MNC management and employees
- General improvement: coordinators, raising awareness, trainings to EWC members

The research phase / WP 2/

EWC and TWIN transition /green + digital/

- Current level of EWC involvement is perceived **as insignificant**;
- **Management's driven** processes;
- Considerable support from local community and society;
- In general - **young workers** are more interested and active;
- Too many and various topics, too many ongoing activities;
- Very different/unknown impacts at workplace;
- Required proper understanding and technical knowledge;

The research phase / WP 2/

**EWC members = Proactive involvement+ Actions
beyond the ordinary EWC competences**

- can collect workers' points of view;
- monitor difficulties, encountered by local workers in keeping up with new developments ;
- organize informal one-on-one or group talks;
- conduct surveys on the eventual new risks;
- can bring clarity to local workers;
- identify and challenge discrimination practices;
- monitor the processes to guarantee transparency;

The research phase / WP 2/

EWC members = develop capacity

- Language trainings –own efforts
- Online and in-person sessions
- Flexible options – accessibility matters
- Data analysts, develop solutions - complexity and volume
- Practical, real-world training to equip workers representatives with the skills needed to bridge immediate workforce challenges.

The EWC and the TWIN Transition

The EWC member:

- has to initiate or facilitate the conversation on the topic;
- to demand information and to propose common actions;
- try to attract young TU members – not audience/ participants;
- unite all employees/actors from the local branch of the MNCs have to come together in shaping transformations.

The EWC and the TWIN Transition

The EWC member involvement has to become ongoing activity

Activate relations with EWC – the TU structure / confederation

Good practice: EWC Austria Telecom Group

Go beyond the ordinary competences and involvement

In conclusion

The Twin transition involves changes in both digital technology and sustainability.

Those two transitions are reinforcing each other.

By embracing the Twin Transition, MNCs are trying simultaneously to achieve sustainability and to become more future-orientated

In conclusion

For TUs the most important is it to be JUST !

To create decent work opportunities .

Take an inclusive approach to manage changes.

Learn to make use from the collective creativity .

EWC members to becomes actors for change.

No matter how big is the challenge
No matter how rich and powerful are MNCs



We have to continue.. because nobody will do our job

Thanks for your attention!

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Tackling the Twin Transitions through European Works Councils