

1 The best service comes from people

Service professionals are experts who understand the interface with the customer better than anyone else in the company. With new technologies becoming more widespread, good service with a human touch helps companies to stand out from the crowd. This helps to make service work and employees more appreciated, and should also be reflected in their pay. In future the professional skills of PAM members will be put to greater use in developing companies' products and services and in decision-making.

As the world of work changes, service work will become multi-channel and evolve, not disappear. Companies won't exist if there's no service, but not everyone has service skills. Since the same technology will be available to everyone, service will be more important in giving companies a competitive edge.

PAM's priority is to increase understanding and appreciation of service work and those who perform it. In particular, we want to get PAM members themselves and companies in the sector to realise the importance of good service for the customer experience and for business.

PAM's priority is to improve working conditions for people working in service sectors. We also help employees to upgrade their skills and to navigate through a world of changing job descriptions, tasks and equipment and changes in the way work is performed and made available.

PAM's priority is to enhance the ability of service sector professionals to influence their own work and decisions and developments at their workplace.

2 Reforms to the agreement system

As work diversifies, or is even being redefined, employment relationships are taking on a different nature and are partly being replaced with other structures, and job descriptions are becoming blurred. So the agreement system also has to be reformed, and PAM is active in developing it and seeking agreement. The purpose of new employment ground rules is to give people security, well-being at work and opportunities to plan their future.

Digitalisation and the global competition that it enables are having a greater impact on collective regulation and are changing the conditions under which is performed. Flexible forms of using

labour are becoming common: for example the numbers of part-time workers have grown throughout the 2000s. The platform economy is creating completely new types of employment relationships that threaten to pass the entrepreneurial risk and responsibility for well-being at work and wage-related social security on to employees themselves.

As the world of work changes, PAM has an active role and its own view, which encourages and is inspired by the new world of work. PAM's point of departure is that regardless of employment type, minimum working conditions, decent working environments and well-being at work must be ensured in future too.

PAM's priority is that collective agreements set out a minimum level of working conditions that guarantees employees income and a decent working environment. For companies and organised workplaces, achieving better packages means using different types of agreement, like local agreement.

PAM's priority is to be part of defining agreement mechanisms that recognise the new forms working.

3 Social responsibility is a success factor for companies

Responsible companies understand that for good financial results they need employees who are looked after and committed to their employer. The recipe for coping with tougher competition is not cost-cutting but improved service, finding new ways and making sure that the products and services offered to the customer are backed up by decent and fair operating methods that respect human rights. PAM develops social responsibility and the associated ground rules together with companies.

With labour market deregulation and new ways of working become common, more attention has to be paid to companies' social responsibility. For example, the rise of globalisation, digitalisation and the platform and sharing economy must not lead to a situation where regulation or collective agreements are non-existent or where the same work is done on different conditions.

PAM actively promotes and develops regulation and collective agreements so that the benefits of globalisation and technological progress are shared equally between companies, employees and society.

PAM does extensive international collaboration and supports trade unions in developing countries so that as many employees as possible get, at the very least, the right and the opportunity to organise and work in decent conditions.

PAM's priority is that responsibility-related branding by companies should be based on facts, enabling decisions to be made based on reliable information. Information related to the production of products and services should be understandable and available to all in an open and transparent manner.

PAM's priority is that companies understand that profitable and sustainable business is based on socially responsible activities and use this as a competitive advantage.

4 Developing an educational basis and lifelong learning

High skills levels are the strength of Finnish working life and the foundation of equality. Demands are ever-increasing, with the nature of working life undergoing sweeping changes: job descriptions are becoming blurred, work is disappearing and being created in different sectors and work is being redefined. Developing skills is a lifelong process that has to be resourced in working life too.

Education and basic skills create the basis for continual skills development and lifelong learning. Studies show that hundreds of thousands of working-age Finns suffer from poor basic skills (reading and writing skills, mathematical skills, ICT skills). Without basic skills individuals cannot develop more sophisticated skills, without which they are defenceless in working life.

PAM's priority is to actively enhance and maintain workers' basic skills so as to be able to develop core professional skills.

PAM's priority is to develop key working life and civil skills comprehensively throughout the education pathway. Particular attention needs to be paid to this in secondary vocational education, which is where half of young people in Finland enter working life.

PAM's priority is that, regardless of their educational background or gender, workers are offered equal opportunities to respond to the changes in working life by making sure that their skills are kept up to date.

Employers should bear more responsibility for maintaining and developing the skills of their workforce and should see developing employees' skills as an essential investment in the future.

The financing model for lifelong learning should be constructed in such a way that it is worthwhile for all employers to train their employees at all levels. The model should also accommodate persons who are not in permanent or full-time employment.

PAM wants to be an active expert in working life skills requirements and a responsive communicator of working life needs.

5 Building a humane society

The welfare society safety net should be reformed so that people never fall through it. It should function even if the world and people's lives change. The safety net should be reformed comprehensively, and PAM is involved in reforming it on behalf of people. Basic security and labour market regulation must be developed as a whole. Public services increase equality and social inclusion, and they should respond to the challenges posed by the changes in working life.

PAM participates in developing society's safety net by setting out its own vision of a humane society and lobbying policy makers together with SAK, the trade unions and other stakeholders. PAM actively participates in the debate on the evolving reform of basic security. Advocacy also takes place at the negotiating table: agreement policy, labour market policy and social security should be seen considered as a whole and on an integral basis. The tripartite system is a key tool in building a humane society.

PAM's priority a social safety net that ensures a livelihood if life changes, allows people to focus on looking for new opportunities and does not humiliate those who need help. PAM creates its own overall vision and participates actively in social security and labour market reforms.

PAM's priority is high-quality social services that are available to all, that enable equal participation in the labour market, a high quality of life, personal development and a dignified old age.

PAM's priority is that all work is done in a way that guarantees people security in unemployment and their pensions. The rights of persons who fall outside the current strict categories of employment and unemployment should be defined.

PAM's services help its members to participate in working life and provide support and security at different stages of life. PAM's priority is that PAM members are active members of Finnish society.

6 A diverse membership and an evolving lobbying organisation

PAM is a lobbying organisation that develops working and living conditions for service sector workers, influences decision-making in society and helps its members in matters related to employment, the working community or unemployment. By interacting with its members PAM strengthens a sense of community and makes its organisation more efficient and approachable.

The diversification of work means job descriptions and the nature of employment relationships are changing, and there are even moves to replace employment relationships with other structures. Immigration and urbanisation are also increasing. These phenomena have far-reaching impacts on employees, working communities, PAM's members and the services they need, the backdrop for lobbying and activities at the workplace.

In PAM's sectors the organisation of immigrants is at a relatively good level, although much lower than the rest of the population. The organisation of immigrants should be improved, for example by contacting them at an early stage and interacting in various ways, and local activities should be developed to make them more approachable and so that they offer immigrants genuine added value. For example, PAM's activities could provide opportunities to speak Finnish and create networks.

PAM's priority is to take better account of the diversity of its members in its activities. The priority is that PAM's own services should offer an outstanding service experience.

Without neglecting face-to-face meetings, emphasis will be placed on digital services and participation and ways of creating communities to deliver easily accessible services for all members and improve efficiency and members' relationship with PAM.

PAM's priority is that more service sector workers have an active shop steward and that shop stewards have better operating conditions than at present.

PAM's priority is that the branches are strong community actors and active local influencers.

So as to deliver excellent service to a diverse membership and quality lobbying work, PAM also emphasises continual skills development and well-being at work for its own employees.

Administrative improvements deliver better decision-making, which also creates better working conditions for the union's staff and better conditions for lobbying for members.