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Europe's women - all in the same boat (see page 3).

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++ WOMAN'S EUROPE

Women throughout the European Community feel a high degree of solidarity with each other. Their principal desire is to find a job, or keep the one they have. They feel that the way to improve their position in society lies in their own hands. And they believe that women will have more influence at the European than the national level.

These are just some of the findings of a survey conducted by eight leading women's magazines with the cooperation of the information services of the European Commission. Conclusions of the survey are presented in Annex 1.

++ SERVICE SECTOR GROWTH FOR JOBS

Between 1970 and 1975 employment in the service (tertiary) sector has increased by around 3% while the secondary sector has stagnated (+0.5%) and the primary sector has experienced a 4% decrease in available jobs.

The Commission has recently been examining the job potential in the service sector and its conclusions and proposals are outlined in Annex 2.

++ SHOE POLICING SYSTEM INTRODUCED

Faced with economically difficult times Europeans are, naturally enough, quite interested in buying the cheapest shoes available - even if they are manufactured by Asian and not European industry. But what's good for the consumer and low-wage Asian industry is not good for European industry.

In Annex 3, Euroforum examines measures the European Commission is taking to prevent Europe being swamped with cheap imports.

++ UNEMPLOYMENT SHOWS ANNUAL RISE

The number of registered unemployed in the Community at the end of March 1978 stood at 6 million, amounting to 5.7% of the work force as against 5.3% one year earlier. Unemployment is also hitting women hardest and the number of jobless in the female work force rose from 5.9% (March 1977) to 6.5% (March 1978). In the male work force, unemployment rose from 4.9% to 5.3%.

On a month by month basis, the level of unemployed at the end of March 1978 was slightly lower than the previous month : 5.7% against 5.9% (seasonally adjusted). The seasonal drop in unemployment is, however, less than the year before (-4.2% between January and March 1978 against -6.2% for January to March 1977.)

++ QUALIFIED YES TO ENLARGEMENT

The European Commission says "Yes" to EEC entry for Greece, Portugal and Spain - with conditions. The Commission's recommendation has just been made in a report to the Council of Ministers. The problem areas highlighted by the Commission are : agriculture, sensitive industrial sectors, and unemployment.

- Agriculture : the accession of three new countries will increase the size of the agricultural work force (by about 55%), will increase the area of arable land (49%), and will increase agricultural production (+24%). The imbalances that already exist will be amplified particularly in those sectors already in surplus (wine, olive oil, fruit, and vegetable).
- Industry : the three new countries will increase production capacity of certain sensitive products and will increase the disparity in production costs in other sectors.
- Employment : the Nine plus the three new countries will have more than 7.5 million jobless between them. This problem will be amplified by the need for industrial and agricultural reorganisation and by the arrival of a large number of young people on the job market.

All these problems have to be resolved through discussion with the three candidate countries to make a success of enlarging the European Community to twelve.

++ CONSUMER CONFIDENCE GROWS

Things are getting better for European consumers according to the latest 20 000 household survey of the Community. The Dutch are the most optimistic about the future and more than half of the British households interviewed thought that the economic situation had improved over the previous year. The only exceptions are Germany and Italy who are particularly concerned about rising unemployment. Families interviewed in the other Community countries (Luxembourg did not take part) see an improvement on the horizon, particularly regarding jobs, the general economy and their own financial situation.

The Community "confidence index" which stood at 103.7 in January 1977 rose to 109.1 in October 1977 and this confidence was confirmed with January 1978's index of 111.5.

In Belgium a slight improvement in confidence follows a rather gloomy outlook recorded in October last. Families were fairly pessimistic in Holland last year but attitudes appear to have changed remarkably. British families think that the general economic situation is on the up. French families still feel threatened by unemployment and fear further price rises. In Denmark the general feeling is that price rises will continue to slow down. Consumer confidence in Ireland has been stronger since January 1977, encouraging both consumption and saving.

The Germans, by contrast, are somewhat sombre about the economic situation and don't expect a drop in inflation. Sixty-six percent of Italian households interviewed expect unemployment to get worse. But only 25% expect price rises to accelerate.

++ WINE WAR : FINAL JUDGEMENT

The European Court of Justice in Luxembourg has decreed that the tax imposed by France on table wine imported from Italy contravenes Community law.

++ WOMAN'S PRESS

The British magazine Woman's Own (print-run 1.6 million) has drawn one essential conclusion from the replies it received from the questionnaire on women's attitudes to the Community (see Annex 1) : the European "message" is too complicated to interest the public without considerable popularisation by the press, particularly tabloid newspapers.

With this in mind, the magazine organised a meeting with Britain's Minister for Prices and Consumer Protection, Mr. John Fraser, representatives from the European Commission's information services, and some twenty journalists from television and leading daily papers.

The result of this sometimes heated meeting is an agreement for closer cooperation between the different parties involved to better inform the British people of the realities of European cooperation.

++ ACOUSTIC ILLNESSES INCREASE

In Germany the professional health insurance associations have announced an increase in industrial illnesses caused by acoustic factors during 1976. The 13,371 recorded cases

were 23.1% up on the year before.

These figures have been quoted by Mr. Müller of the European Parliament in asking the Commission whether a similar increase has been recorded in other Community countries and whether the Commission will research the matter and propose ways of combatting the increase.

According to the regular information received by the Commission, acoustic noises are the third most important industrial illness in the Community (after pneumoconiosis and dermatitis) with regard to frequency and compensation payments. The Commission is currently conducting a research programme involving both the Medical Research Committee (and the Scientific and Technical Research Committee), and the ergonomic programme being conducted in the coal and steel industries. The results of this research and an examination of the regulations currently in force will enable the Commission to draw up proposals to help reduce noise-related illnesses at work.

The best method of prevention is to reduce noise at source and a number of proposals are currently being drawn up by the Commission.

++ INDUSTRY AND COMMUNITY POLICY

A memorandum on how European industry views the development of joint policies within the Community has been sent to the European Commission by UNICE, the Union of Industries of the European Community. Current economic difficulties can, in UNICE's view, be overcome by reestablishing stable and durable growth conditions. Private enterprise - the pillars of our market economy - should be allowed to make a profit to enable them to survive and develop and, in consequence, bring back economic growth and high employment levels.

The European employers maintain that the rise in basic wage and social security costs are holding back private investment. Labour mobility needs to be encouraged as well as training and retraining. In addition, UNICE does not agree that a better division of available work will be a solution to the unemployment problem, no more than job creation premiums.

In the environmental field, European industrialists take a view that the effectiveness of pollution control measures have to be considered in relation to their cost. Though they accept the "polluter pays" principle, the pollution reduction costs incurred by industry should, in their view, be considered as production costs which are reflected in prices.

UNICE approves the essential consumer rights as laid down in the Community programme though they think that producer-consumer relations should be based on dialogue. The organisation is in favour of concertation between consumers, producers and administrators in the interest of all.

WOMAN'S EUROPE

The results of a recent survey show that more than eight out of ten European women feel the influence of the European Community in their everyday life. More than two out of every three think that all women in Europe share the same problems, and one in two thinks the female influence will have greater impact at the European than at the national level.

Do women feel more European than men? The results of a European-wide survey of women's views - the first of its kind - would lead us to believe so. Eight leading women's magazines in the Community (only Denmark did not join in the project) agreed to survey the opinions of their readers concerning Europe. The questionnaire set out to discover whether the European Community, despite its complexities and abstract image, had made an impact on Europe's women, and whether women personally felt "European". The Community-wide survey was undertaken with the cooperation of eight magazines and the information services of the European Commission, and the results indicate a positive "yes" to both questions - a fact that Community politicians will seriously have to take into account.

Though the magazines that ran the questionnaire have a total readership of some 25 million, the emerging portrait of the European woman cannot claim to be statistically valid since the survey was not carried out under conditions of strict statistical sampling. The replies do however reflect the views of the readers of these magazines or, more accurately, those readers who were particularly interested in the topic or who were in a position to reply.

1. The European Community has been in existence for twenty years (four year membership for UK, Ireland and Denmark). Have you noticed the effect of its existence in your everyday life (prices, choice of goods, easier travel, etc.)

Verdict : Yes.

More than eight out of ten women replied "yes". The reply

formula (yes, no, don't know) does not reveal whether they regard the effect as positive or negative.

Highest positive response was found in the newcomers to the Community, Ireland and the UK, who recorded 95% and 94% respectively. Germany followed with 87% and Belgium came close behind with 85%. France recorded 83%, Holland 82%, Italy 77% and Luxembourg 75%.

The European Woman's view of the Community is closely linked to age : most positive replies were concentrated in the 26-40 and 41-60 age groups with the exception of Ireland and the UK where women over 60 years were 100% unanimous in registering the impact of the Community.

2. During direct elections to the European Parliament will you vote for:
 - a candidate from the party you usually vote for;
 - a candidate who's keenest on Europe even if he doesn't belong to your usual party;
 - a woman candidate;
 - a candidate whose party you think has the strongest links with a similar party in another Community country.

Verdict : a candidate who's keenest on Europe.

Most votes, with the exception of the UK where readers were split between their usual parties and indecision, went for the most European candidate. Highest scores for the question were recorded in Italy (67%) and lowest (one third) in Belgium and Holland. It also emerged that women in Europe are not putting their faith in other women as far as voting in concerned. Only one reader in three in France, one in four in Ireland, Belgium and Luxembourg, and one in eight in the other four countries want to vote for a women candidate. Women in the 26-40 age group are, by contrast, much more in favour of female Parliamentarians and the trend becomes more marked with age in the UK, Netherlands, Ireland and Germany.

The candidates whose parties would have links with similar parties over the border got second place in Holland, Italy and Germany. Voting for the usual party only received third preference overall. In the UK and France, traditional parties didn't fare so badly and, three out of ten women remain faithful.

Age greatly influences voting intentions. In the UK, Holland, Ireland and Germany, younger women are in favour of the most European candidates. Older women tend to prefer female candidates, and are more inclined to vote for their usual parties (particularly in Italy, France and Belgium).

3. Which three problems should be given priority?

Verdict :

- equal pay for equal work;
- equal work opportunity for men and women;
- consumer protection.

The priority for all readers except in the UK and Italy was equal pay for men and women doing identical work. In the other two countries, consumer protection topped the list. A number of other topics frequently came up : equal vocational training for daughters and sons, training and re-training for a career, and equal access to work. Numerous Italian and Luxembourg women advocated greater safety at work. In stressing equality at work in many fields (from training to pay) readers have, in effect, been demanding full implementation of one particular article of the Treaty of Rome and the Community directives which are based on it. When these directives are fully implemented and change working conditions for women, the Community will have met the wishes of at least half of Europe.

The question of working hours and leisure time did not interest many readers (except French women, mostly divorcees) which was surprising considering the results of other surveys where women have asked for reorganised work hours so they can look after their children and have more time to themselves. Perhaps the wording of the question was unclear.

Consumer protection against commercial fraud and advertising abuses came out as one of the top three priorities. Inflation has doubtless highlighted the problem of making ends meet, but younger women feel much less hard done by as consumers than their elders. Perhaps it is just that they have been better trained to defend their interests.

In addition to these, each group has its own particular problems. Dutch and Irish women are particularly concerned about the division of authority within the home. Older women are greatly concerned about conditions in hospitals

(particularly Luxembourg women) and protection of the aged.

4. Do you think women can play a greater role at the European level than at the national level?

Verdict : Yes.

British women lead the rest of the field (67%) and all the women questioned have faith in Europe with the exception of the French and the Dutch who are still sceptical. In all countries the positive response is much lower among those who belong to organisations, associations etc. (i.e. who are more likely to play an active part in society).

5. How can womens rights be best improved?

- changing the male mentality;
- changing women's attitudes;
- changing national laws;
- through European laws.

Verdict : women's attitudes

Women should first and foremost rely on their own resources in the view of readers from six countries, led by Italian women. In contrast German and particularly British women think that changing the male mentality is a more urgent problem.

This view is held by both younger and older women, widows and divorcees. In all countries, women between 26 and 40 years take the view that their position would change if only their sisters attacked the problem with enough energy.

6. Which problems do you think could be better dealt with by the European Community?

Verdict (in order of preference) :

- relations with the USA and USSR;
- maintaining peace;
- aid to developing countries;
- reducing the gap between regions by assisting under-developed regions.

Out of the nine problems mentioned, only two were regarded as strictly national : creation of job opportunities and the protection of the environment and natural resources.

These results conflict with the findings of earlier surveys. Though pollution and resource-use would appear to be trans-national problems, only Dutch readers looked at ecology from a European point of view. Some readers put their money on Europe to deal with price rises and agricultural problems (55% and 52% respectively on average) and they were unanimous in backing Europe to deal with the five problems mentioned above.

7. Do you think that women in Europe face the same problems?

Verdict : Yes.

More than a third of the women replying affirmed that women in Europe face similar problems in everyday life. Neither differences in age nor region produced any variation in this verdict. The only exceptions are Irish and Italian women who think (four out of every ten) that their situation is unique in Europe. Those women who (in question 4) saw a greater role for women, voted resoundingly in favour of this idea.

8. If your child married someone from another Community country, would you be less satisfied than if he/she married a national?

Verdict : No.

With the exception of unenthusiastic British women (82% do "not mind") the readers accepted the idea of European marriages. Ninety-one per cent of Irish and 78% of Italian women accept the idea of European marriages.

9. If you or your husband had the offer of a better job abroad would you prefer it to be in another Community country or elsewhere in the world?

Verdict : in the Community.

Certain readers prefer to stay at home. In Holland, the UK and Belgium, many women decline the alternatives, and prefer to stay at home. For the Community as a whole, women prefer to stay within the Community if they have to move. The taste for travelling is far more prominent in Italy, France and the UK, particularly among young people (except in the UK) and women in rural areas (except Holland).

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SERVICE SECTOR GROWTH FOR JOBS

Between 1960 and 1975 employment in the service sector increased by 3% per year whilst agriculture and mining experienced a 4% increase. In industry, employment only rose 0.5%. Those services which saw the greatest expansion were linked to health, education, commerce, banking and public administration (in retailing, the job expansion rate was much lower at 0.5%).

On the other hand, the growth rate recorded in the service sector during the same period only amounted to half the overall economic growth rate.

The leading role of the service sector in providing jobs has been detailed in a working document which the European Commission will shortly be forwarding to the Standing Committee for Employment. This is the first time that the development of this sector has been examined at the Community level.

The relatively imprecise notion of the "tertiary sector" encompasses all those economic activities whose objective is neither the exploitation of natural resources (primary sector) nor the production of processed goods (secondary sector) but covers non-material goods (i.e. services). This sector covers commerce, banking, insurance and other saleable services, plus non-saleable services (education, health, defence and administration as well as services (legal, accountancy) used in the secondary sector. Transport and communication, however, are not included in the service sector as far as national accounting and available statistics are concerned. Their job creating potential should not, however, be underestimated.

Future of services

The question is whether the service sector - both private and public - can grow sufficiently to meet the demand for jobs. Four elements need to be considered:

- the current expansion of the working population. Through demographic factors, a massive increase in the number of people entering the work force can be expected in the order of one million per year (see Euroforum 12/78);

- the continual decrease in jobs in the primary sector;
- the limited job creation outlook in the secondary sector, which is particularly marked by increasing productivity and low increase in demand;
- the growth of services required in the public service sector.

Between 1960 and 1975, the average annual increase in employment in the Community was:

<u>Primary sector</u>	: Agriculture	- 3.9%
	Mining	- 4.4
<u>Secondary sector</u>	: Industry	+ 0.3
	Construction	
	Water, gas, electricity	- 1.3
	Transport, communications	+ 0.3
<u>Tertiary sector</u>	: Commerce	+ 0.6
	Banking, insurance	+ 3.7
	Other services	+ 2.1
	Public services	+ 3.4

Though the lack of statistics covering the tertiary sector and its diversity make analysis difficult, initial reflections indicate that there is large job creating potential.

Judging by recent forecasts, the areas where jobs are most vulnerable are banking and commerce. The outlook appears better in areas such as tourism, leisure activities, environmental improvement, household services, those services involved in improving conditions at and away from work, and finally the technical and commercial services within companies. The growth of a large number of these activities will result from the work of small companies or groups of interested parties.

Service cost and efficiency

The European Commission takes the view that job prospects cannot be improved without expanding the tertiary sector and this is subject to two conditions:

- the cost of new services. Small and medium sized enterprises who play a major role in the private services sector often see their reorganisation and innovation efforts held back by a number of handicaps (heavy financial burdens, difficult access to markets and credit etc.). Public sector services face other problems : how to divide costs between beneficiaries and the authorities equitably, while taking account of social alternatives (unemployment payments, etc.)
- effectiveness, particularly in the public and non-saleable sector. The question is, how this area can be managed to please both users and public authorities. The concepts of productivity and profitability are not necessarily appropriate to gauge which units of measurement should be adopted to assess the performance of the non-saleable service sector and also convince the public who foot the bill.

With these considerations in mind, the Commission has suggested a number of approaches to the Standing Committee on Employment:

- better analysis of trends in the tertiary sector regarding employment, training and working conditions;
- studying ways of assisting small and medium sized companies and helping them overcome these handicaps to expansion;
- re-examining national policies to eliminate discrimination which tends to encourage production of material goods to the detriment of services;
- comparison of financing methods (public or private and the management of collective services);
- developing methods to overcome budgetary constraints, with the aim of providing greater access to services, particularly for underprivileged social groups;
- identifying financial obstacles to the future growth of public services (which have been a major source of growth over the last ten years);
- examining the effects of investment and rationalisation on employment in the tertiary sector. For example, the introduction of computers and automation in offices has eliminated numerous jobs whilst creating others as well as a pressing need for vocational training.

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SHOE POLICING SYSTEM INTRODUCED

When times are hard and when the household budget has to be carefully trimmed, it is rarely the basic expenditures - rent, travel, food etc. - which are the first to be cut. It is usually the more non-essential purchases such as clothes and shoes which are struck off first. An old pair of shoes or a jacket can always be made to last a little while longer. The day when a new pair of shoes has to be bought, our economy conscious consumer is likely to be more interested in price than elegant styling. His choice of shoe is likely to bear the label, "Made in Taiwan", "Made in Korea", or some other country where wage costs and consequently production costs are lower than in Europe.

Though cheaply produced shoes may benefit consumers, the European shoe industry is feeling the pinch. Following the prosperous years of the sixties, our shoe industry's net sales and exports have been dropping. Three countries have been hit the hardest : Belgium, Ireland and Holland.

Change in production of all types of shoes in
Community countries (in %) from 1972 - 1977 :

BEL	DEN	GER	FR.	IRL	IT.	NL	UK
-49	-15	-23	-11	-36	+8	-30	-15

The Community average was -8%

This has naturally had an impact on jobs, particularly since the industry is composed of mostly small and medium-sized enterprises (using 50% female labour) and located mostly in small towns where the industry is a main source of jobs. Out of 350 000 jobs in the industry, 66 000 have been lost since 1972.

This has also had repercussions in dependent industries such as tanning, which are generally labour intensive.

Whilst consumption is dropping in Europe, new shoe industries are developing in countries such as Taiwan and South Korea, financed with U.S. and Japanese capital. These new

industries have been booming and, faced with a deluge of low priced shoes, Japan has already closed its market and the USA is negotiating export limitation agreements with new manufacturers.

100 million shoes

These protectionist measures have resulted in a potential overcapacity of 50-100 million pairs of shoes in these producing countries and unless these shoes can be sold to locals (who are still running barefoot) they are likely to be exported to Europe. The result will be a 5-10% increase in the penetration level of foreign shoes in Europe, which has already risen from 19% of Community consumption in 1972 to 30% in 1977.

European industry's market position is deteriorating rapidly - and Europe's commercial policy needs to be altered just as quickly. The European Commission, for its part, has decided to introduce an "a priori" import policing system. This will replace the "a posteriori" system introduced in April 1975 which was unable to track the growth in imports with sufficient speed.

This new monitoring system will come into force on May 1st 1978, and will apply to imports from : Brazil, Hong Kong, South Korea, Malaysia, Pakistan, Spain, Taiwan, China, Czechoslovakia, Poland and Romania. (The system is only temporary and from October 1st will be replaced by a more flexible arrangement).

In addition, the European Commission has been talking with the main countries concerned to ensure that Europe will not be swamped with cheap shoes from Asia.

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