

'No longer invisible':

Building a European Alliance for Daytime Cleaning





Introduction

Unfortunately, daytime cleaning remains under-utilised by European institutions and other large clients.

Women who often still have to care for their children or older loved ones are not only deprived of work-life balance but also placed into more isolated and vulnerable situations, both on and off the job. Meanwhile, for many migrant workers, the cleaning sector is a pathway into the labour market of their new host societies. Yet rather than being integrated into an office with colleagues and social interactions, current working hours are a barrier to their societal integration.

That is why the EU social partners in Industrial Cleaning EFCI and UNI Europa signed a new joint statement calling on the European institutions to implement daytime cleaning and continuous shifts for their cleaners in October 2022.

Most recently, the German Labour and Social Affairs Minister Hubertus Heil announced that cleaners would no longer need work in the evening hours in his Ministry. He added: “I want to make this the standard in all federal ministries. Seeing who cleans up their own mess is good for everyone.”

In France, Prime Minister Gabriel Attal gave cleaners working in his buildings the option to work during the daytime as well.

Across Europe, trade unions and their counterparts are engaging in activities to increase the implementation of daytime cleaning.

At our meeting we discussed the results of the global cleaning survey, learn from different daytime cleaning initiatives across Europe, how we can advance union power through the topic of daytime cleaning, and better understand the devastating effects of night-time and shift work.


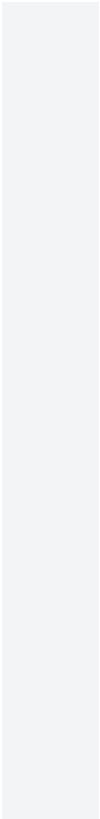
I hope you enjoy this report. If you have any questions, please don't hesitate to contact me at Mark.bergfeld@uniglobalunion.org

Mark Bergfeld
Director Property Services
UNI Europa
Brussels, 11 June 2024



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1. Advocating for Better Worker Rights: Envisioning a Future for Cleaners

Gabriele Bischoff, MEP, S/D

Gabriel Bischoff, an active member of the EP Employment Committee and a passionate advocate for workers' rights, underlined the need for a shift in the cultural and political perception of care work. Irregular shifts and part-time jobs adversely affect the families and relationships of cleaners, the majority of whom women. This fact also highlights the urgent need to appreciate care work and implement measures in support of cleaners. Society can work towards creating a more equitable and inclusive environment and day-time cleaning is one way to make a positive impact on workers, their families, and society.

Cleaners, like all other workers, should be able to support themselves working a single job. They should also have access to benefits such as trade union representation, sick pay, and paid leave. Transitioning to daytime work for cleaners would facilitate the realisation of these essential rights and improve their overall working conditions. Making cleaners more visible would help society acknowledge that this work is indispensable and deserving of respect.

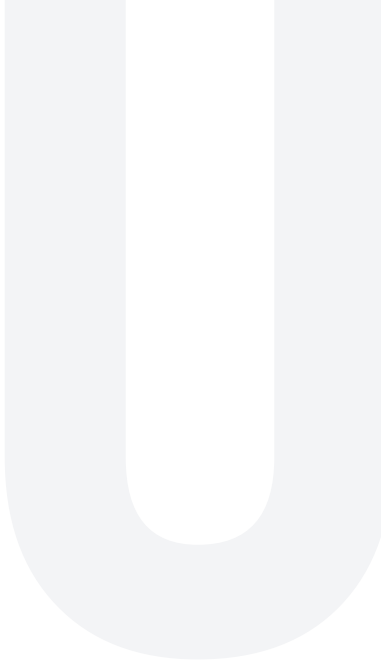

Employers have raised their concerns about the scarcity of available cleaners. A shift to daytime cleaning would make this line of work more appealing and contribute to resolving the labour shortage. Although seemingly a small step, the German Ministry's decision to transition to daytime working hours sent a powerful signal to both public and private employers that change is both desirable and possible. By making daytime cleaning the norm, employers can create an environment that prioritises the well-being and rights of cleaners. Society can pave the way for a future in which cleaners are visible, respected, and adequately compensated. Embracing the shift to daytime cleaning is a step in the right direction. Envisioning this future is not only essential for cleaners but also for the well-being of families, relationships, and society.

2. European Parliament Member Advocates for Daytime Cleaning and Cleaner Rights

Samira Rafaela, MEP, RENEW

Samira Rafaela emphasised the vital role of cleaners in the European Parliament and the urgent need for daytime cleaning, improved working conditions, and recognition for cleaners. The Covid-19 pandemic made the work of cleaners particularly visible. However, they have always been indispensable to the functioning of the European Parliament by enabling politicians to carry out their duties effectively.

Drawing on her personal experience, Rafaela recounted the story of her father, who immigrated to Europe as part of the first African generation pursuing socio-economic opportunities. Through her father's experiences, she witnessed firsthand how individuals are treated differently based on their perceived status. This realisation profoundly influenced her and fuelled her commitment to fighting for equal treatment and appreciation for all individuals. Daytime cleaning is an intersectional issue, as the cleaning industry comprises a significant number of people of colour and migrants. Assigning them to night shifts places these workers in vulnerable situations. According to a UNI Europa report, 45% of women cleaners feel unsafe working in the evenings, with one third reporting incidents of harassment. Disturbingly, the same patterns of insecurity and underappreciation are observed among male cleaners working outside regular hours. These important challenges need to be addressed. The European Parliament recently voted on corporate sustainability and due diligence, and Rafaela played a crucial role as a rapporteur in promoting ethical procurement of services and fair treatment of workers. Furthermore, she plans to seek similar commitment from President Roberta Metsola for the European Parliament to ensure a safe working environment and better conditions for cleaners. As it stands, cleaners are astonished when they are being spoken to and acknowledged and this is saddening. Daytime cleaning can serve as a bridge between different groups, promoting understanding and relationships between office staff, service users, and cleaners.



Rafaela has advocated for increased representation and diversity in the European Parliament, particularly in positions of power. She emphasised that an equal world free from discrimination can only be achieved by taking issues like cleaners' rights seriously and implementing policies that foster inclusivity.

In conclusion, Samira Rafaela underscored the critical need for daytime cleaning, improved working conditions, and recognition for cleaners. By advocating for change and fostering communication and inclusivity, we can create a more equitable and cohesive society where all individuals, regardless of their profession, are treated with dignity and respect.

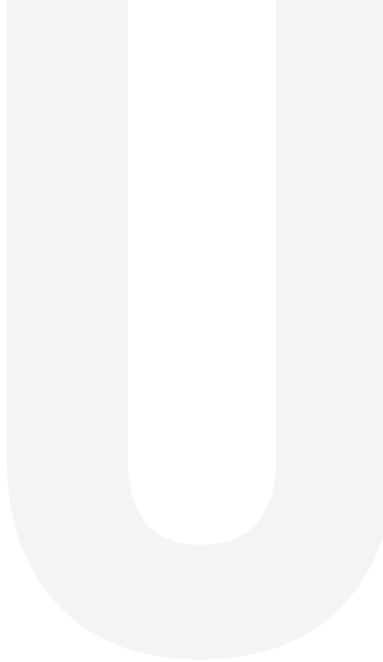

3. MEP Özlem Alev Demirel Highlights the Importance of Cleaner Rights and Recognition

Özlem Alev Demirel, MEP, THE LEFT


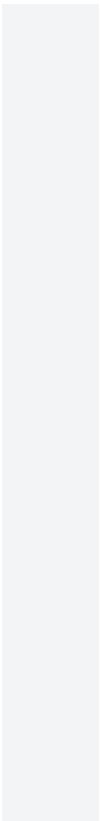
Özlem Alev Demirel delivered a powerful speech at the conference. She drew on her personal experience as a former union secretary and emphasised the significance of cleaners' rights and working conditions.

Several experiences conditioned Demirel's appreciation for the importance of the work of cleaners. The first was her own mother and grandmother who worked as cleaners. Later, Demirel was involved in an airport cleaners' strike demanding better pay and improved working conditions. Finally, the Covid-19 pandemic made painfully clear how indispensable cleaners have always been to the performance of other types of work. Cleaners working at schools, airports, etc., often go unnoticed due to their gender, migrant background, or skin colour.

The fate of the 4 million cleaners across Europe, many of whom women and migrants facing exploitation and exclusion, is a reason enough to make day cleaning and cleaners' working conditions a top priority at the local, national, and EU levels. The decision of the German Ministry of Labour to shift to daytime cleaning is one such commendable initiative. Pushing people to the margins of society and then demanding their integration is unacceptable. Night and shift work deprive cleaners of the chance to participate in democratic processes, such as collective bargaining, union membership, and political involvement, ultimately undermining democracy itself.



Cleaning companies like Dussmann Facility Services, WISAG Facility Service Holding GmbH, and ISS Facility Services have reported significant revenue growth, but have yet to support day cleaning and take concrete actions instead of simply signing declarations. Cities, companies, and governments need to be convinced that day cleaning is not only beneficial for their own pockets and budgets, but also for the workers whose wages barely cover their subsistence. In order to address the exploitative practices in the cleaning sector, we need to promote day cleaning and ensure the recognition and fair treatment of workers. In conclusion, MEP Demirel expressed her gratitude to UNI for organising the event and putting the issue of day cleaning on the agenda. She pledged her support for unions and workers in the cleaning sector and affirmed her commitment to advocating for their rights and demands.



4. Lorenzo Mattioli Highlights Challenges and Importance of the Cleaning Sector

Lorenzo Mattioli, President, European Cleaning and Facility Services Industry, Italy

Lorenzo Mattioli shed light on the challenges faced by the cleaning sector and emphasised its importance in society.

Following eight years of collective effort there has finally been significant progress in negotiating the cleaning agreement. Having participated in a union program for healthcare workers where he worked closely with cleaners, Mattioli appreciates the labour-intensive nature of their work and the essential role they play in ensuring the functioning of organisations. The Covid-19 pandemic has brought significant changes, but it is unfortunate that it took such an extreme event to make society recognise the vital nature of cleaning services. An instance of that was the Pope's expression of gratitude to cleaners who continued to work in hospitals, enabling medical professionals to save lives.

In Italy, there is a tendency to view cleaning as a second-class activity, leading to potential cuts in cleaning services in crucial places like airports and hospitals. It is imperative to ensure that this profession is not demeaned and to work towards its upliftment. There are high rates of migrants and precarious workers in the cleaning sector, requiring even more urgently an improvement in their working conditions and rights.

There needs to be a common vision and improvement in view of public procurement in the sector. The demand for cleaning services often exceeds the supply, leading to challenges in meeting requirements. In Italy, cleaning services are provided with a discount of 60%, indicating a systemic issue. Companies tend to slash their expenses in attempt to win tenders, but this affects first and foremost the workers, as wages account for 80% of a company's costs in the cleaning sector.

These examples only underline the need to addressing issues in public procurement, combatting the demeaning perception of the profession, and advocating for better conditions for migrant and precarious workers. The cleaning sector is indispensable, and this is why the rights and well-being of the workers who perform this crucial work must be respected.

5. Brede Edvardsen Advocates for Daytime Cleaning to Address Workers' Rights and Health Issues

Brede Edvardsen, leader of the Swedish Workers' Confederation (NAF), Norway

As a former cleaner Brede Edvardsen highlighted the urgent need for change in the cleaning industry. Norway's positive experience in transitioning from night to daytime cleaning from the 1990s onwards can show the way for change elsewhere. All partner employers willing to collaborate with unions in driving these transformations have to be congratulated. Invisible cleaning has adverse effects on workers and night-time work poses risks to their health. While many countries have legislation prohibiting night-time work, cleaning often constitutes an exception. This creates dangerous conditions for cleaners and compromises their well-being.

The prevalence of part-time work in the cleaning industry often leads to increased workloads for cleaners. Part-time workers tend to work harder, which affects their health and overall quality of life. Furthermore, surveys conducted among cleaners reveal that many individuals work for multiple employers, juggling 4-5 jobs to make ends meet. The lack of employee loyalty has high costs for both cleaners and employers, making the case for hiring full-time cleaning staff.

Part-time work also incurs additional costs for employers, as high turnover rates lead to the need to purchase more uniforms and higher recruitment expenses. However, fair pay is crucial to attracting cleaning staff and combatting the current shortage of cleaning workers across Europe.

There are many legal and rights-related hurdles faced by night-time workers who are easier to hide and may be subjected to exploitation. Daytime cleaning can effectively address these and other health-related issues, leading to improved working conditions, fair pay, and increased worker loyalty.

6. Zeynep Bicici Calls for Visibility and Improved Working Conditions for Cleaners in Europe

Zeynep Bicici, UNI Europa Property Services President

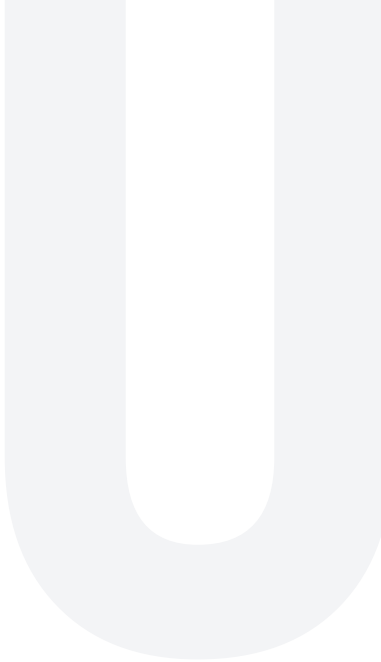

Zeynep Bicici spoke about the need to make cleaners more visible and improve their working conditions, highlighting the progress made and the challenges that lie ahead.

Significant progress can be observed in Germany, where 80% of workers in the cleaning sector are now protected under a collective labour agreement. This ensures that workers' rights and interests are safeguarded, setting a positive example for the industry.

It is essential to provide information in multiple languages to enable workers from diverse backgrounds to understand their rights and the protections to which they are entitled. By making information accessible, UNI Europa Property Services aims to empower workers and improve their working conditions.

The pursuit of respect and fair compensation for workers go hand in hand. UNI Europa has been advocating for an hourly wage of 13 euros for German cleaners, recognising that low wages have made it challenging to attract and retain qualified individuals in the field. Notably, the hourly wage increased to 12 euros last year.

Procurement practices in Germany remain concerning, as opportunities often go to companies that pay the lowest wages. This practice leads to wage dumping, negatively impacting marginalised workers.



When it comes to outsourcing in Germany, all stakeholders are responsible for ensuring reasonable working conditions for everyone in the country. Collaboration with ISS, a workplace experience and facility management company, has been fruitful, leading to a collective agreement for cleaning staff. This agreement aims to address the rising cost of living by advocating for better wages that enable workers to meet their basic needs.

A viable change is necessary and daytime cleaning is a transformative measure that can improve working conditions, foster better communication between clients and cleaners, and create a more respectful and efficient working environment. Improving cleaners' visibility can allow them to garner greater respect and recognition for their vital role in society. Cleaners enable all other workers to perform their jobs effectively, ensuring a functioning and productive work environment for everyone.

The progress achieved through collaboration with colleagues, the lessons learned, and best practices need to be integrated into the European political dialogue. Cleaners can be made more visible only by working together, advocating for fair wages, and improving working conditions.

7. Dr. Julius-Cezar MacQuarie Sheds Light on Structural Invisibility and Precarity Faced by Night-Time Workers

Dr. Julius-Cezar MacQuarie, University College Cork, Ireland

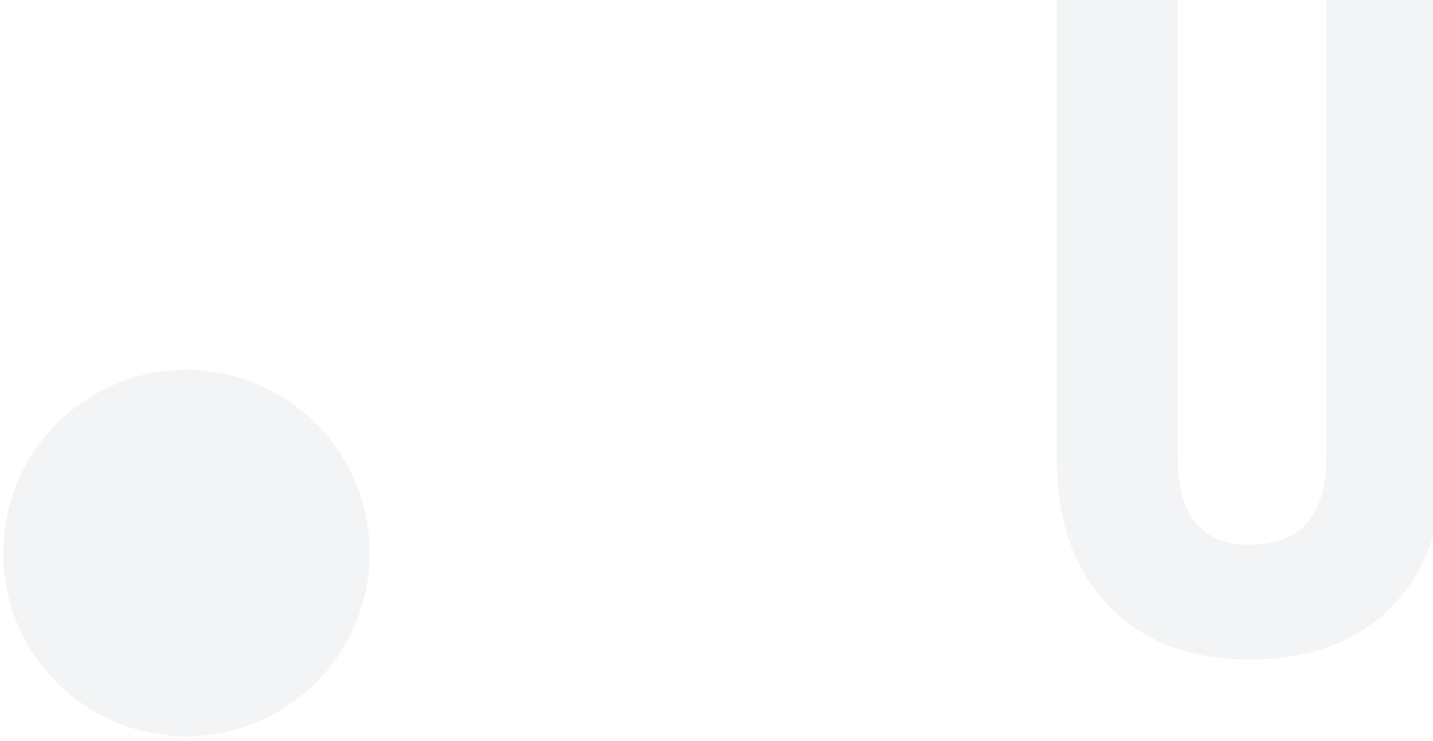
During his session titled 'Unpacking structural invisibility and precarity', Dr. Julius-Cezar MacQuarie highlighted the often-overlooked challenges faced by night-time workers and the urgent need to address their structural invisibility and precarity.

Night-time work has a ubiquitous presence in our society, from office cleaners to street sweepers and late-night food service employees. Many individuals take up nightwork out of necessity in view of limited alternative employment opportunities. Despite their numbers, these workers remain largely invisible and are rarely portrayed as protagonists in media or popular culture.

There are common misconceptions about night-time workers, such as the notion that night-work is synonymous with illicit activities or sex work. One can observe a surprising lack of research and visibility surrounding this segment of the workforce, even within studies on workers and cleaners.

Sharing insights from his forthcoming book, Dr. MacQuarie revealed that his research was based on a self-experiment where he immersed himself in the lives of night workers. For four months, he performed the same tasks and lived a similar lifestyle, resulting in weight loss and spinal damage that will require surgery.

Dr. MacQuarie's experiment shed light on the bodily, emotional, and psychological precarity experienced by night workers due to their structural invisibility. The intersectionality of precarity exacerbates the situation, with migrant women constituting a significant portion of the night workforce.



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Migrants often find themselves trapped in these precarious jobs, as they are only partially accepted and welcomed, despite being essential for 24/7 economies. In the European Union, 40% of night workers have a migrant background and of these 60% are migrant women. Women face multiple layers of precarity and are even more invisible than their male counterparts. The Covid-19 pandemic further exacerbated their situation, with a significant percentage of migrant women night workers being furloughed.

Among the negative effects of these poor working conditions on workers are lack of time for rest and recovery, reliance on energy drinks to sustain themselves, exclusion from employment benefits, and isolation from family and social networks due to irregular working hours.

To combat structural precarity and invisibility, several strategies have proven effective, including raising awareness about the challenges faced by night workers, voluntary night-work, offering daytime shifts, improving access to language learning, unionising workers, and ensuring easy access to legal aid.

Unity among different types of night workers is key to bringing about swift and substantial shift towards greater visibility and daytime work.

8. Jonas Kapitza Explores the Benefits and Challenges of Night-Time Commuting

Jonas Kapitza, RWTH Aachen, Germany

During his session titled 'Between day and night', Jonas Kapitza discussed the impacts and perceptions of commuting at night, shedding light on the experiences of night-time workers. Kapitza's research delves into the attitudes and organisation of night-time commuting, which allows night workers to reach their workplaces, highlighting its relevance to working conditions.

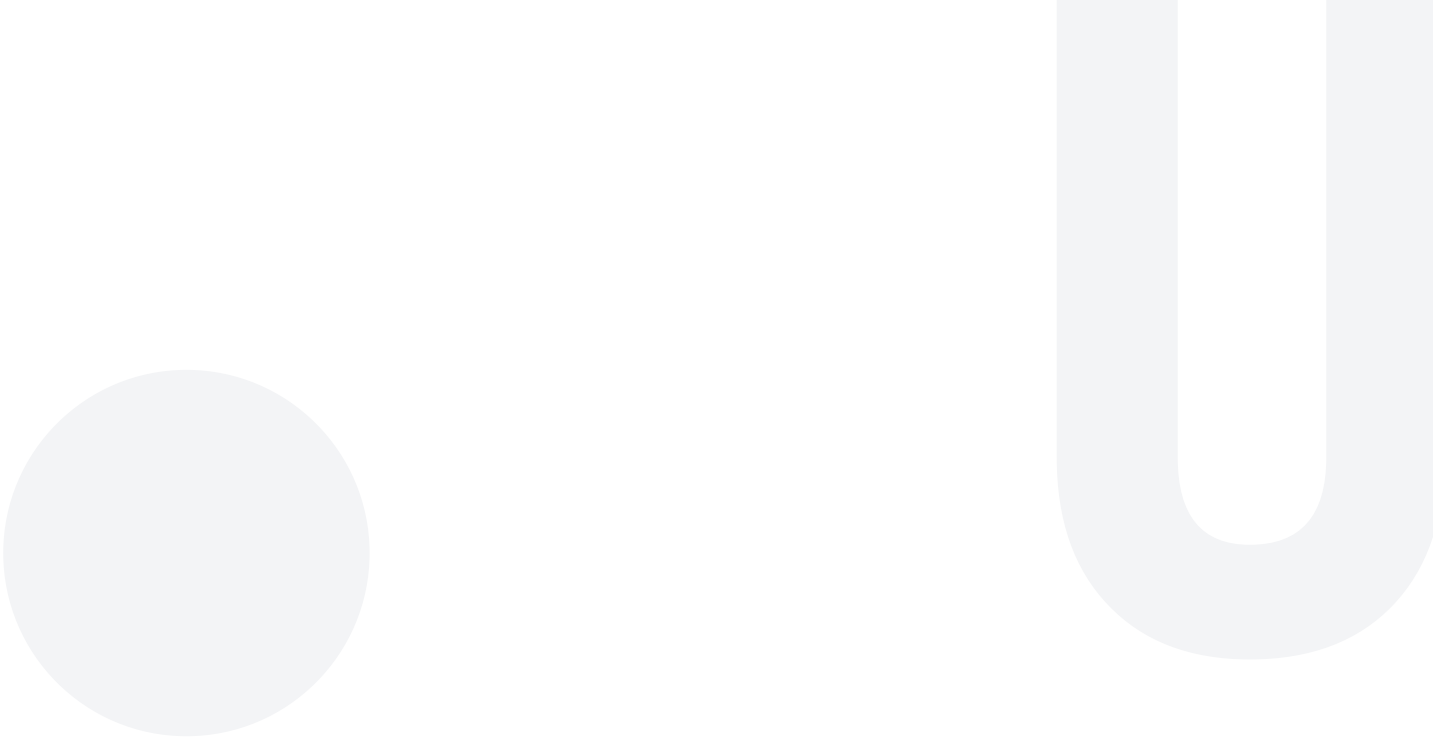
Drawing on data from a nationwide survey conducted by the German Federal Ministry of Transportation and Digital Infrastructure, based on interviews with 316,361 individuals and recorded 960,619 trips, as well as his own survey on the perception and organisation of commuting, Kapitza presented the key findings.

In Germany, 23% of the employed population regularly works during evening and night hours (6 pm - 11 pm), and 8.8% of all commutes occur at night (10 pm - 6 am). Night-time commuters predominantly consist of males between 40 and 60 years old, often either having primary education or not possessing higher education degrees.

Many night workers rely on cars for their commutes due to limited or infrequent public transportation options during those hours. This highlights the need for access to private vehicles among this segment of the workforce.

Surprisingly, more than half of the respondents in Kapitza's survey described their night-time commute as quiet, peaceful, and even relaxing. However, dangers associated with night driving, such as high levels of exhaustion, were also acknowledged.

Nevertheless, recruiting cleaners who own cars is a difficult task and it impacts their employability. Furthermore, this criterion poses challenges to achieving environmental sustainability goals, as car reliance hinders the green transition.



In terms of workers' perception of night-time work, the study showed that 36% of commuters found commuting at night as more pleasant, while 32% found it less pleasant. Similarly, 36% reported higher levels of stress during night-time commutes, while 31% felt less stressed compared to daytime travel. Approximately 50% of respondents indicated that night-time commuting required less time.

The perception of safety was found to be significantly affected by weekend commutes, with larger crowds and people engaging in leisure activities, leading to increased security concerns among night-time commuters.

Over 80% of workers expressed being extra cautious during night-time commutes, taking detours, traveling with colleagues, and keeping self-defence items like keys or pepper spray at hand.

Kapitza's research demonstrated that night-time commuting significantly impacts stress levels, commute duration, safety perceptions, and organisational requirements. However, generalising these findings remains challenging due to the varied nature of individual experiences.

Gender and the mode of transportation also influenced attitudes towards night-time commuting. Individuals without cars tended to spend more time commuting and required additional organisational efforts. Women in particular expressed feeling significantly less safe during night-time commutes, highlighting the gendered aspect of this issue.

The research findings underscore the need to consider transportation infrastructure, safety measures, and gendered perspectives when addressing the unique requirements and experiences of night workers in the context of daytime cleaning and beyond.

9. Professor Annamaria Colao Highlights the Impact of Circadian Rhythms on Human Health

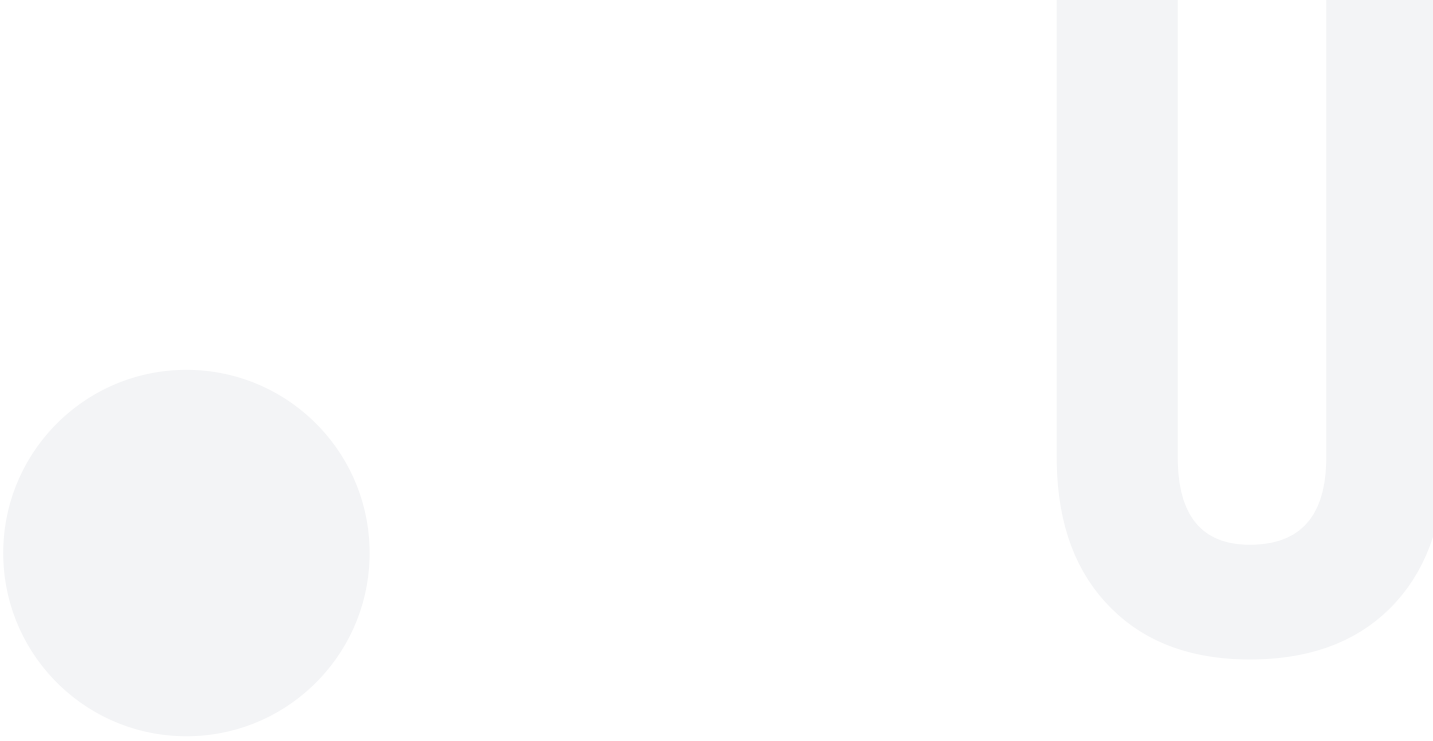
Prof. Annamaria Colao, Università Federico II di Napoli

Drawing on her research on circadian rhythms and human health, Professor Annamaria Colao provided valuable insights into the crucial role of circadian rhythms in maintaining human health.

Organisms possess an internal circadian clock that adjusts their daily activities based on external signals such as light and dark cycles. This synchronisation generates rhythms in bodily processes, including the sleep/wake cycle, immune activity, metabolism, body temperature, and blood pressure.

A desynchronisation between activity/rest and satiety/starvation phases can have detrimental effects on human health. Chronodisruption disturbs biological systems, leading to dysregulated cell cycles, altered stressor reactivity, and impaired glucose metabolism. Consequently, psychosocial factors interact with these disturbed biological systems, contributing to conditions such as obesity, cardiovascular disease, mood disorders, reduced tumour suppression, and a compromised immune system.

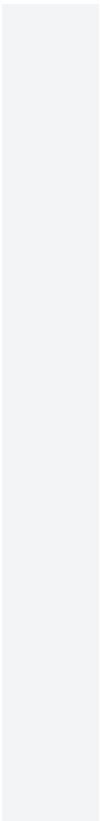
Irregular shift systems impact sleepiness at work, and this is the case for train drivers and railway traffic controllers as well. There is a significantly higher risk of severe sleepiness during night shifts compared to day shifts. 50% of train traffic controllers and 49% of train drivers report severe sleepiness during night shifts, increasing the risk of accidents 6 to 14 times compared to day shifts. Additionally, longer shift increase the risk of severe sleepiness by 15% for each additional hour.



Sleep problems and work injuries are closely related. Workers with sleep problems have a 1.62 times higher risk of injury compared to those without sleep problems, and approximately 13% of work injuries could be attributed to sleep problems. Multiple fields of research support these findings, highlighting the adverse effects of insufficient or poor-quality sleep on cardiovascular, metabolic, mental, immunologic health, and overall human performance. These findings demonstrate that jobs disruptive of physiological circadian rhythms pose numerous risks to workers, including psychological and physiological problems, increased chance of errors, and reduced work quality. Night work in particular was shown to elevate the risk of cardiovascular and metabolic diseases due to circadian rhythm desynchronisation.

Only a two-pronged approach can address these challenges. Firstly, promoting information and training activities to encourage healthy behaviour is crucial. Secondly, implementing human resources management procedures and policies that prioritise the protection of health and safety at work is necessary.

The findings underscore the need to raise awareness, provide training, and introduce comprehensive workplace policies to mitigate the risks associated with circadian disruption and promote the well-being of workers.



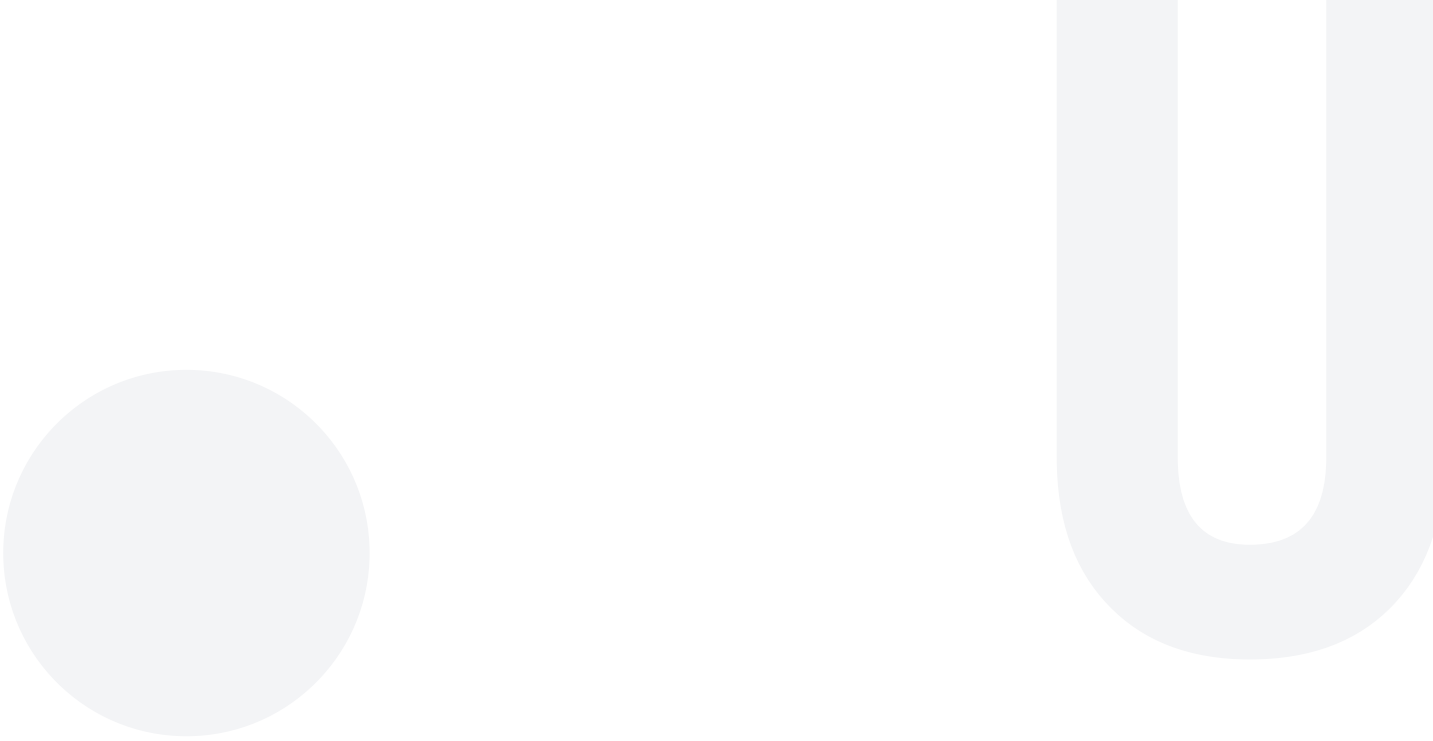
10. Global Cleaning Survey Reveals Alarming Impact of Night Shifts on Cleaners' Health, Safety, and Lives

Alessandra Giannessi, Project Coordinator, UNI Europa; Cinzia Bernardini, Filcams-CGIL, Italy; Danny Scott, Jarrow Insights, Ireland and Zeynep Bicici, President, UNI Europa Property Services

During the panel session titled 'What can we learn from the Global Cleaning Survey', four speakers shed light on the crucial issue of cleaners' working conditions drawing from the Global Cleaning Survey launched by UNI Global and UNI Europa. The survey, which received responses from over 2,500 cleaners across 32 countries, highlighted the structural problems affecting the cleaning sector and the need for urgent action to address the adverse effects of non-day shifts on cleaners' health, safety, and overall well-being.

Alessandra Giannessi, project coordinator at UNI Europa, shared the findings of the Global Cleaning Survey. While there were slight variations in wages among countries, the survey revealed a striking similarity in the challenges faced by cleaners across borders. Regardless of location, cleaners working non-day shifts experienced similar structural problems that negatively impacted their lives. Night and evening shift workers, comprising half of the respondents, faced the most significant challenges. The survey highlighted the detrimental effects of shift work on cleaners' health, including inadequate sleep, poor eating habits, mental health issues, and heightened isolation.

Safety concerns were also widespread among cleaners, particularly among female night shift workers. More than 30% of women working night shifts reported harassment during their commute and at work. Furthermore, the survey sheds light on the significant impact of unsocial work schedules on cleaners' family and social lives. Evening and night shift workers were nearly twice as likely to feel that their schedules hinder their ability to spend time with family and friends. A lack of control over their schedules, low wages, and the need to work multiple jobs were additional challenges reported by survey respondents.



Danny Scott from Jarrow Insights emphasised the economic factors influencing cleaners' choices to work night shifts. Driven by financial necessity many cleaners opt for shifts outside normal daytime hours. These schedules have a detrimental impact on cleaners' mental health and their ability to maintain meaningful social connections. Listening to cleaners directly is key to understanding their experiences and develop effective solutions. Collective bargaining initiatives in the cleaning sector, policymakers and employers need to prioritise daytime cleaning to support workers' well-being and work-life balance.

Cinzia Bernardini discussed the results of the global cleaning survey, emphasising its importance for convincing employers and clients of the necessity of daytime cleaning. The survey exposed the prevalence of sleep deprivation among cleaners, with over half of respondents reporting inadequate sleep. In Italy night-time workers feel unsafe not only during their commute but also at their workplaces. The survey revealed that night-time workers had the least control over their work schedules, underlining the need for greater agency and control for workers. Insufficient working hours and the need to earn a living were cited by some workers as reasons for preferring night, evening, or early morning shifts.

Zeynep Bicici, President at UNI Europa Property Services, shed light on the reasons why night-time cleaning remains attractive for some individuals. Economic necessity, the need for additional work contracts, and tax benefits were factors driving people nightwork. It is the responsibility of cleaning companies to pay fair wages and provide for workers' well-being instead of profiting at their expense. It is imperative to build alliances and advocate for political intervention to regulate markets and address these pressing issues.

The Global Cleaning Survey underscored the urgency of improved working conditions, including daytime cleaning, fair wages, better safety measures, and increased workers' control over schedules. The collective efforts of policymakers, employers, and trade unions are crucial in ensuring the dignity, well-being, and visibility of cleaning workers who play an essential role in society.

11. Building a European Alliance for Daytime Cleaning: Berlin Initiative Advocates for Decent Work

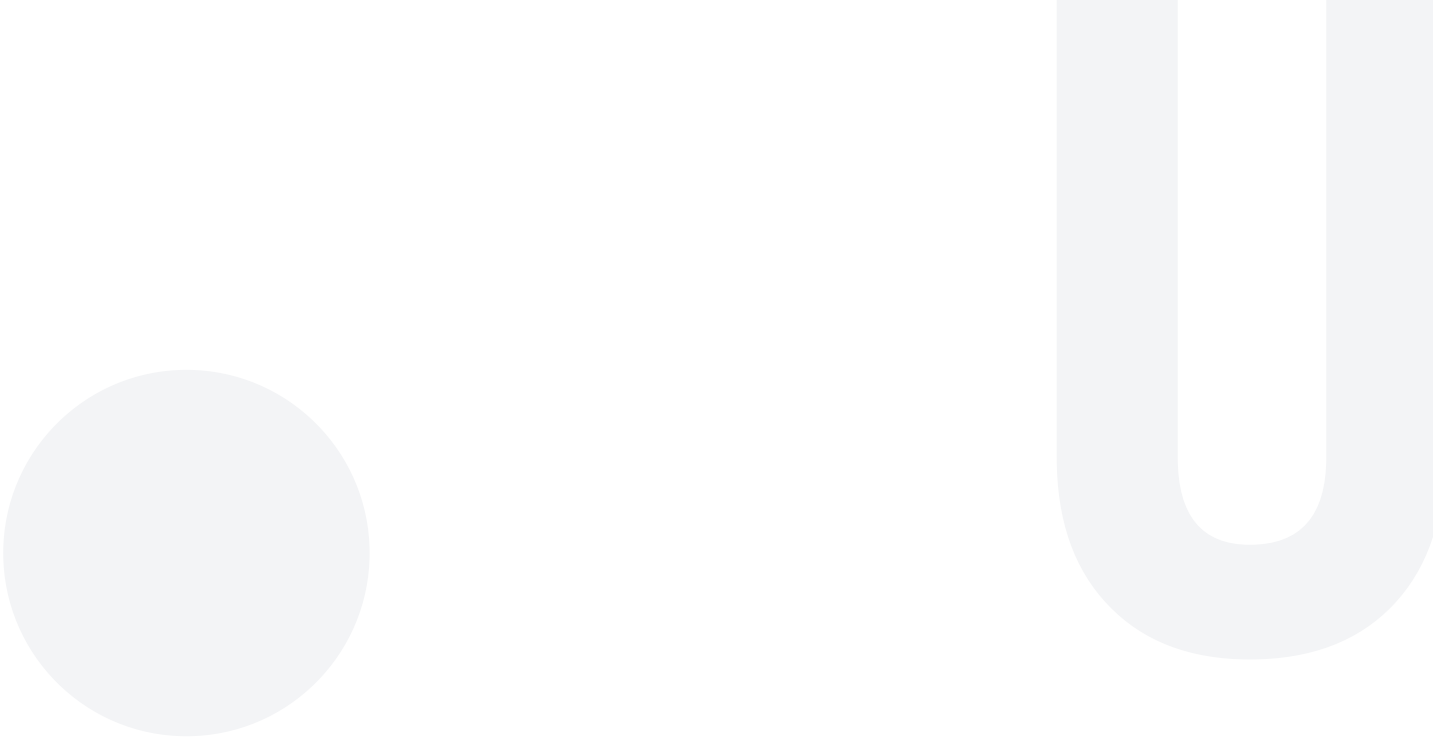
Viveka Ansorge, Berlin Daytime Cleaning Initiative, Germany

Viveka Ansorge from the Berlin Daytime Cleaning Initiative shared the experiences gained in Berlin regarding daytime cleaning and its connection to decent work. With a focus on ensuring fair working conditions in the cleaning sector, Ansorge shed light on the challenges faced and the progress achieved in Berlin, offering valuable insights applicable to the broader European cleaning industry.

Ansorge's project, Joboption, is a collaboration with a consulting firm funded by the federal state of Berlin. Their primary objective is to promote decent working conditions in the cleaning sector. In Germany, the minimum wage stands at 12 euros per hour, with tax-free minijobs allowing up to 10 hours of work per week, capped at 520 euros. The cleaning sector collective agreement that Ansorge's team is working on advocates for a minimum hourly wage of 13 euros in the lowest wage group, while also proposing that commuting time of up to three hours is considered as time worked.

The scale of the cleaning sector in Germany is significant, employing over 1 million individuals, 47% of whom work minijobs. Strikingly, 62% of these workers are women, and approximately 44% are foreign nationals without German passports (excluding foreign nationals or migrants with German passports).

Night-time cleaning often leads to dissatisfaction among employees, unions, public administration, and customers alike. Cleaners often endure poor working conditions, while public administrations lament the subpar quality of cleaning services procured. Moreover, customers and users of these services voice concerns about cleanliness and the welfare of cleaners. Employers also face challenges, such as high labour costs due to high turnover rates, resulting in a constant staff shortage and a race to the bottom in public procurement. Ansorge presented the case of a school to illustrate the potential benefits of daytime cleaning. In a school setting, cleaners rarely interact with staff or others during their working hours. Although attempts to introduce daytime cleaning in German schools have been partially successful, several prerequisites must be met for successful implementation.



Daytime cleaning should become an integral part of daily operations, involving not only senior management, operational building managers, and staff managers, but also supervisors and works councils. Building a reliable working relationship between service provider supervisors and building concierge staff, who hold the keys, is crucial. Negotiating and agreeing upon cleaning plans that align with room schedules is another key aspect, facilitating effective communication and task handover between cleaning staff during overlapping hours.

Public procurement can serve as a role model for the entire cleaning market by specifying fixed cleaning frequencies for rooms in service provider contracts. Establishing a cooperative relationship between cleaning staff and school personnel is vital. Additionally, it is crucial to offer training to cleaning staff regarding the handling of queries, complaints, and customer service in general. Convincing schools to adopt flexible cleaning hours, allocate more time for daytime cleaning, and embrace quality management and control is essential. Based on lessons learned from existing projects, it is evident that employees, works councils, and unions welcome the concept of daytime cleaning. However, convincing customers and procurement staff remains a challenge, as concerns about potential cost increases persist. Best practices and success stories can alleviate concerns by demonstrating the practicality, positive work culture, and financial viability of daytime cleaning.

In a promising development since 2022, dialogue has been initiated among employees, cleaning experts, and public administration to establish a definition and certification for daytime cleaning. This certification could stipulate a minimum of six hours of uninterrupted work in a single shift, along with designated cleaning time slots between 7:30 and 16:00 to align with regular operational hours. Reasonable exceptions may be allowed if 60% of the working time overlaps with the institution's operational hours.

Looking ahead, it is crucial to intensify political efforts related to public procurement to improve decent work conditions in the cleaning sector. The experiences and progress made in Berlin can serve as an inspiration and guide for other European cities and countries striving to promote fair and dignified working conditions for cleaners.

12. Revolutionising the Cleaning Industry: Norway's 'Clean Awareness' Project

Jon Samuelson, NHO Service og Handel, Norway

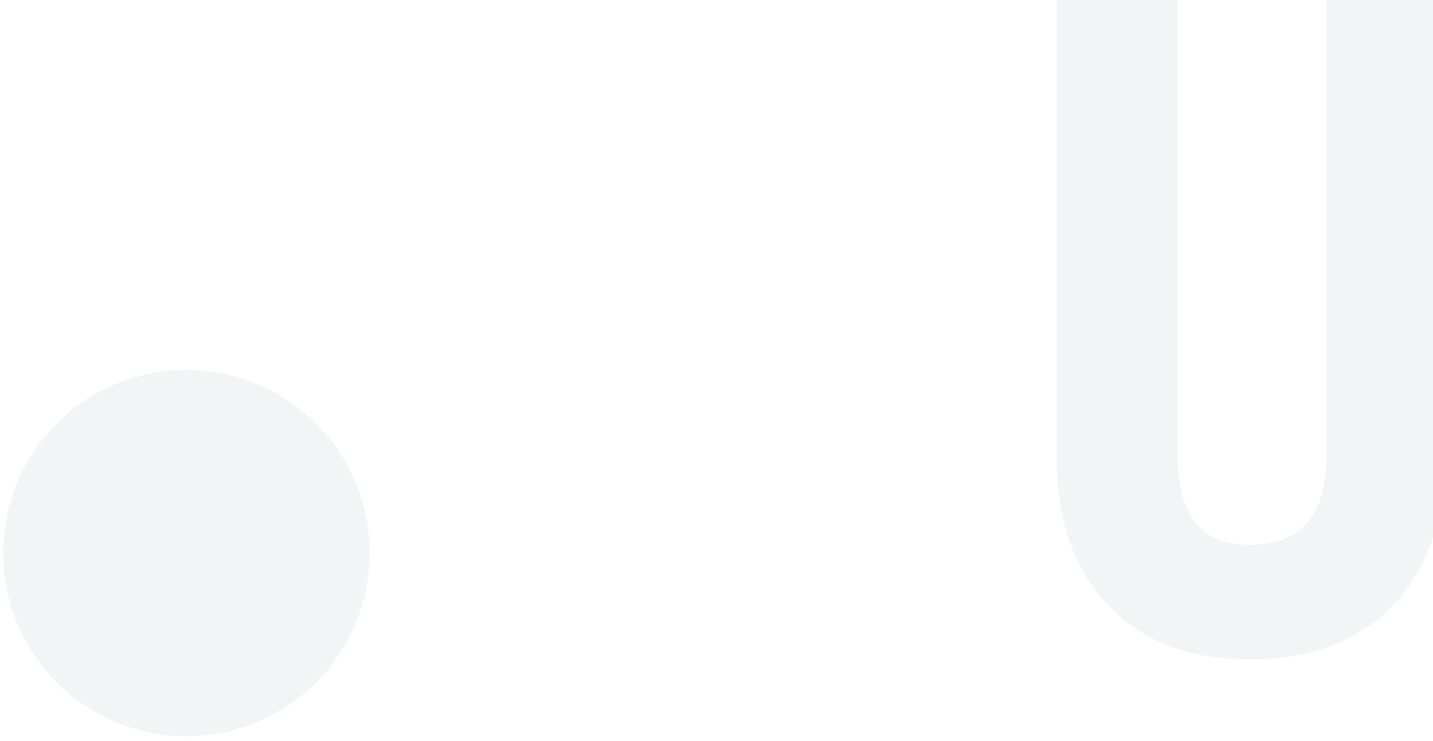
Jon Samuelson discussed the promising practices of daytime cleaning in his country. Samuelson highlighted the 'Clean Awareness' project, a two-and-a-half-year initiative driven by collaboration between unions and companies, to shed light on their goals and strategies to transform the cleaning sector.

The foundation of the 'Clean Awareness' project lies in trust, mutual respect, and a genuine belief in collaboration between unions and companies. Arising from a conference aimed at addressing challenges faced by the cleaning industry, both parties agreed on the opportunities and co-sponsored this project, with participating companies committing to the project's principles of trust, respect, and guaranteeing necessary working hours.

Scheduled to kick off on the 19th and 20th of June, the project has two primary objectives: revitalising local collaboration between unions and managers and promoting daytime cleaning as the preferred customer choice. These are interdependent goals: normal working hours facilitate collaboration, while collaboration itself leads to innovative ways of increasing and implementing daytime cleaning.

To achieve these goals, the 'Clean Awareness' project has devised five high-level strategies. First, a research institute was asked to lead the project and conduct interviews with cleaners, unions, and companies to gather valuable insights. Leveraging value-based rhetoric is the second strategy, emphasising the importance of social responsibility and holding customers accountable for supporting daytime cleaning.

The third strategy focuses on involvement, urging the participation of customers, suppliers, and regulatory bodies to foster sustainable change. Opting for voluntary participation in daytime cleaning, rather than enforcing it, constitutes the fourth strategy, as it aims to showcase the value and convince employers of the benefits rather than imposing obligations.



The fifth strategy centres on local collaboration projects, where companies work hand in hand with unions and managers. This approach encourages open communication, with both sides reporting challenges and opportunities, paving a two-way street for success.

The 'Clean Awareness' project has outlined milestones for the next two years. In 2023, the focus lies on practical local collaboration, including documenting the current state, establishing project teams, identifying generic models, producing toolkits, and executing local strategies. In 2024, the project will delve deeper into themes, confirming them, establishing research-based knowledge, identifying common goals and practices, prioritising the local, exchanging experiences, and creating an idea bank.

By 2025, the project aims to campaign for daytime cleaning by identifying customer values and preferences, addressing challenges and opportunities, establishing reference groups, designing models and messages, executing an awareness campaign, and implementing strategies at the local level.

The 'Clean Awareness' project in Norway represents a progressive leap toward revolutionising the cleaning industry. Through collaboration, value-based rhetoric, and localised initiatives, this project strives to create a work-life balance for cleaners, enhance their safety, improve their skills, and tackle recruitment and retention challenges faced by companies. By championing daytime cleaning, Norway paves the way for a cleaner, brighter future in the industry.

13. Revolutionising the Cleaning Industry: Denmark's Push for Visible Cleaning

Henriette Olofsen, 3F, Denmark

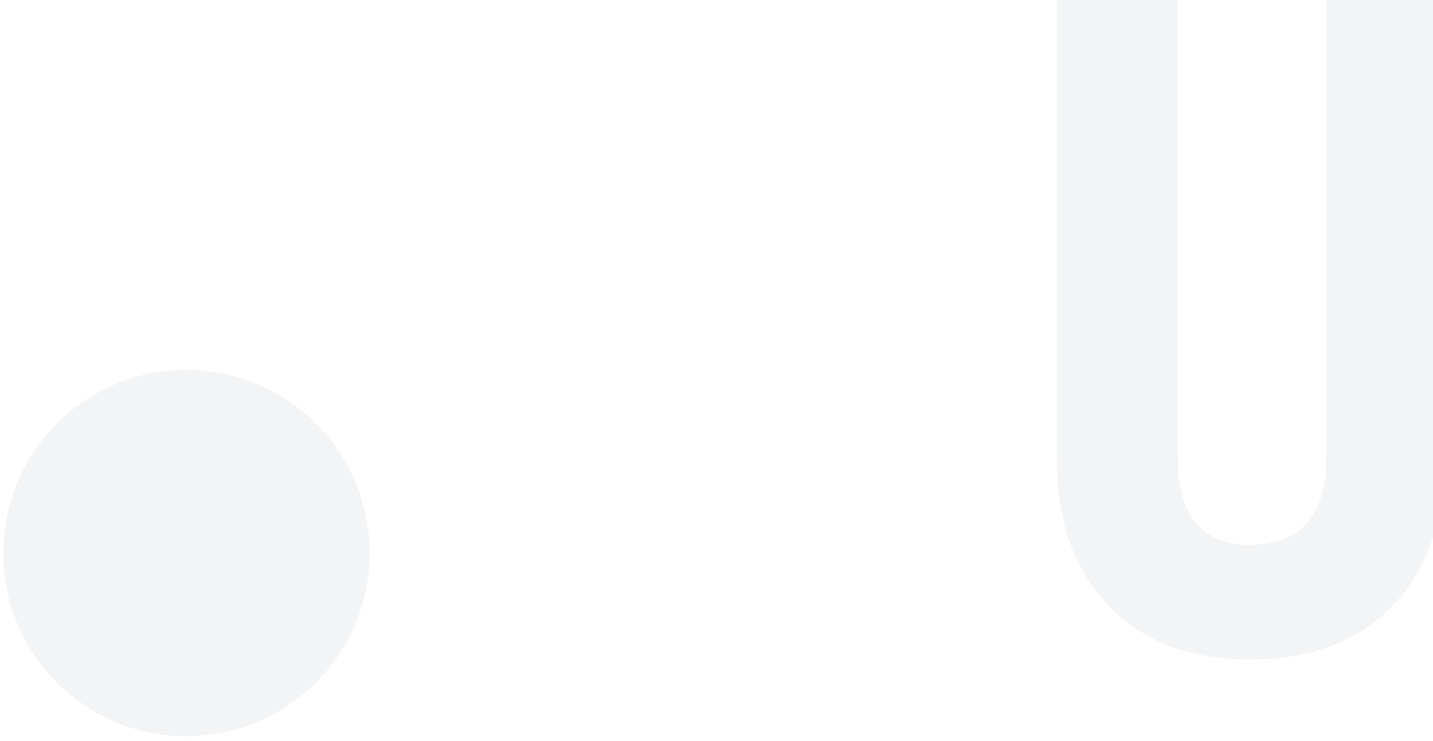
Henriette Olofsen shared the promising practices of daytime cleaning in Denmark emphasising the importance of 'Visible Cleaning' and its impact on the working conditions, job satisfaction, and overall well-being of cleaning assistants.

Cleaners are often ignored or overlooked by others in the workplace. The dehumanising experiences faced by cleaning assistants are concerning and it is time to bring them out of the shadows and make them visible.

In the late 1990s, Denmark began discussing the concept of daytime cleaning as outsourcing of cleaning services reached its peak. However, the term 'visible cleaning' was adopted instead to reflect the core idea of making cleaning staff visible in the workplace regardless of the operating hours. Olofsen argued that being visible allows cleaning assistants to become part of the community, thus fostering team spirit and social integration.

The advantages of visible cleaning are numerous. It improves the working environment and the quality of cleaning, while also raising customer awareness about the significance of cleaning to any establishment. Furthermore, it promotes job satisfaction and mutual respect between the customer's staff and cleaning staff.

Financially, visible cleaning is most advantageous for customers. In Denmark, approximately 50% of cleaning work is done during the day, with the major cleaning company ISS performing daytime cleaning for 70% of their operations. By conducting cleaning tasks between 5:00 am and lunchtime, companies can maximise the benefits of visible cleaning. However, it is important to note that the number of 37-hour jobs has decreased, with many cleaners having multiple employers.



For visible cleaning to work effectively, proper planning is essential. Thorough cleaning tasks are assigned for the beginning of the day, while lighter cleaning duties can be performed during office hours. This approach makes visible cleaning possible in most workplaces.

There is also an apparent disparity between cleaning staff and other tradespeople. While electricians, carpenters, and caretakers are allowed to work during the day, cleaners are often restricted to night-time hours. This inconsistency raises questions about fairness and social responsibility. Visible cleaning provides an opportunity for non-domestic workers to interact with colleagues, practice the local language, and gain social support, ultimately enhancing their integration into Danish society.

Embracing visible cleaning offers numerous benefits to all stakeholders. By changing the terms of working hours, better working conditions can be created, leading to increased job satisfaction and lower staff turnover. The financial gain for companies is evident, as they can achieve more cleaning time for the same cost due to reduced night-time work rates. Additionally, visible cleaning allows for employee education and career development, and it addresses the issue of inadequate working hours, a common reason that cleaners give for changing jobs.

In conclusion, visible cleaning is a simple and cost-effective solution to many problems faced by the cleaning industry. Denmark has recognised the importance of making cleaning staff visible and has made significant strides in implementing this approach.

14. Shining a Light on Daytime Cleaning: Finland's Success Story

Paavo Hiitola, ISS EWC chairperson & PRO, Finland

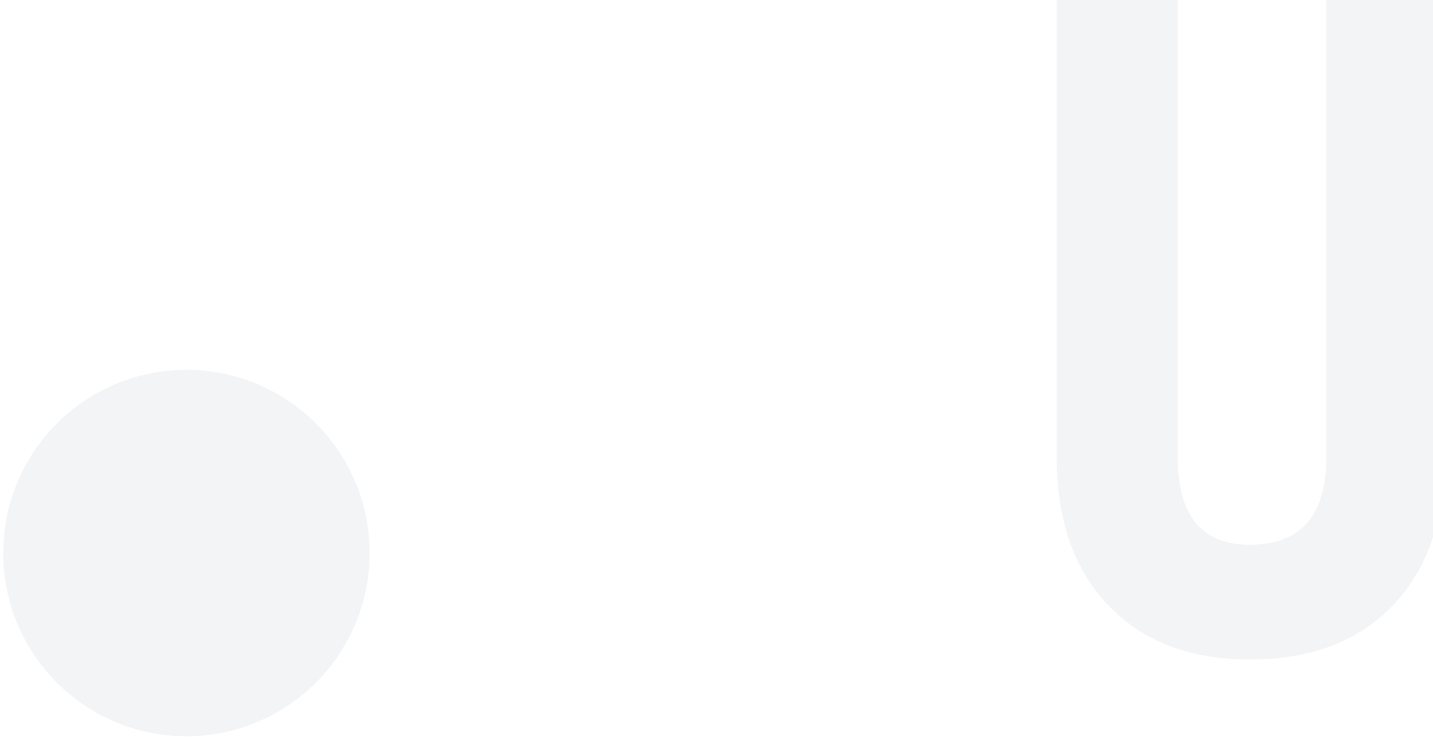
Paavo Hiitola shared the promising practices of daytime cleaning in Finland. Hiitola shared Finland's journey towards embracing daytime cleaning and highlighted the numerous benefits it brings to both employees and employers.

The discussions around transitioning from evening and night cleaning to daytime cleaning began in the 1970s. The advantages of this shift were quickly recognised, together with the opportunity for cleaning to become more professional and visible. Additionally, daytime cleaning opened doors for more full-time jobs and enhanced training opportunities.

Over time, the benefits of daytime cleaning became evident, and it was gradually normalised. Unions played a crucial role in advocating for this change, and today, the focus is not on whether cleaning can be done during the day, but rather on how to organise it effectively. The adoption of daytime cleaning was supported by both employee and employer organisations, fostering a collaborative approach.

Daytime cleaning brings a series of benefits for employees. Firstly, it has a positive impact on their health, as working during daylight hours aligns with the body's natural rhythm. Additionally, daytime cleaning often provides full-time employment and thus greater job security. Interaction with workplace personnel becomes easier, leading to a better quality of social life. Moreover, coordinating family life becomes more manageable, and overall working conditions and occupational safety improve. Daytime cleaning also presents more opportunities for employees to receive training and develop their skills.

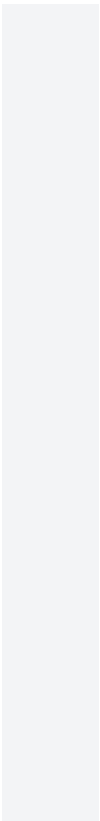
Employers, too, reap several advantages from daytime cleaning. The presence of cleaners during the day means they are no longer faceless figures, contributing to improved relationships and cooperation between cleaning staff and customers. This, in turn, enhances the quality of cleaning services. Occupational safety and company security also benefit from daytime cleaning practices. Additionally, daytime cleaning has a positive impact on the environment, reducing energy consumption and improving overall energy efficiency.



While daytime cleaning has become the norm in many settings, there are still a few challenges in certain places. For example, industries such as food production, where cleaning is required after production ends, or shops with service desks, pose logistical difficulties for daytime cleaning. Similarly, vehicle cleaning and some schools have partial limitations on implementing daytime cleaning. However, there are many places where daytime cleaning has proven successful, including offices, shops, factories, banks, and universities.

Implementing daytime cleaning is no longer a problem; in fact, customers are now demanding it. While there are some locations where daytime cleaning is not feasible, such as slaughterhouses, the key lies in training cleaners with the basics of customer service. Hiitola noted that 95% of customers who have transitioned to daytime cleaning are satisfied with the results, highlighting the effectiveness of this approach.

Finland's success story in embracing daytime cleaning serves as an inspiration for other countries and organisations. The benefits for both employees and employers are clear, ranging from improved health and working conditions to enhanced customer satisfaction and environmental impact. As the demand for daytime cleaning grows, it is essential to continue investing in training and support for cleaners, ensuring the continued success of this transformative practice.



15. Working times in the cleaning sector: Moving from unsocial hours to daytime work

Dr Karin Sardadvar, Vienna University of Economics and Business, Austria

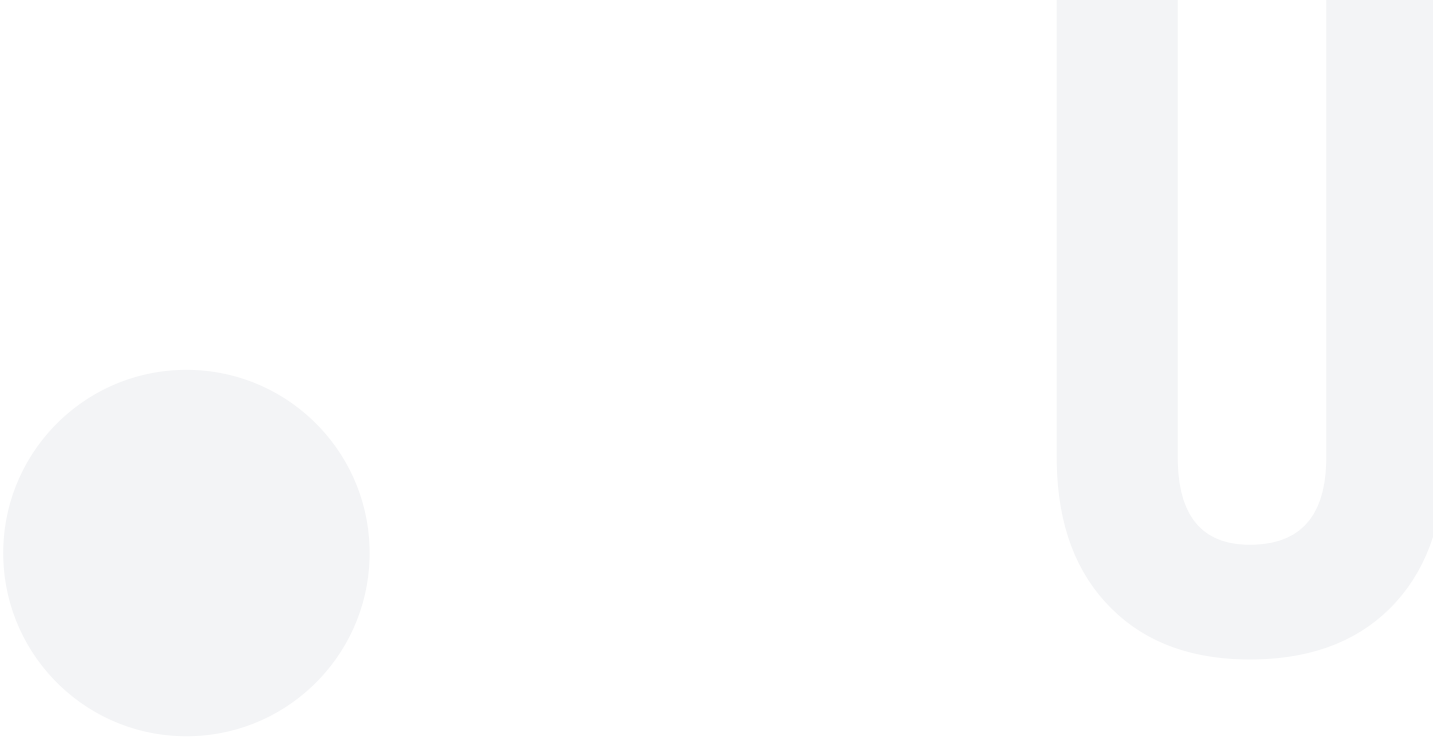
Dr. Karin Sardadvar shared the findings of her research titled “Working times in the cleaning sector: Moving from unsocial hours to daytime work.”

Currently, many cleaners worldwide face atypical employment contracts and unsocial working hours. In Europe, cleaners often work during the margins of the day with split shifts, for instance working from 6-9 a.m. and then again from 5-8 p.m. This fragmented work is particularly prevalent in office cleaning, which is the largest segment of the cleaning industry. The outsourcing of cleaning services since the 1980s has contributed to a preference for invisible cleaning, where the work is done when other staff members are not present.

The consequences of such working conditions are numerous. Cleaners face restrictions on their social and family lives, encounter difficulties with caregiving responsibilities, suffer from sleep deprivation and inadequate recovery, and often earn low incomes with subsequent implications for pensions. Some cleaners are forced to work multiple jobs to make ends meet, while others face adverse health and safety risks associated with split shifts. The low visibility of cleaners contributes to the undervaluation of their work.

Daytime cleaning can address these challenges. Daytime cleaning was defined as working between 7:30 a.m. and 4:00 p.m. (or 6:00 p.m.), with at least 60% of the daily work time falling within the operating hours of the facility. It enables cleaners to improve their communication skills, gain knowledge of the dominant language, and endows them with decision-making responsibilities related to workflow.

To implement daytime cleaning successfully, certain requirements must be met. Employers need to provide training for workers, establish full-time or close-to-full-time positions, and implement company health management tools to ensure compliance with health and safety measures. Clients and building users should also be involved in the implementation process.



In Norway, daytime cleaning has been successfully implemented. The process involved sector-specific developments, collaboration with scientists, and the professionalisation of the cleaning industry. Strong cooperation among social partners, including clients, played a crucial role in the success of daytime cleaning. Collective agreements specifically addressed preferred working times and visibility as essential aspects of working conditions. The public sector served as a pioneer in implementing these changes.

A cultural change in the perception and organisation of cleaning requires communication with all stakeholders, including cleaners and building users. This will create a respectful and cooperative environment. Supportive equipment and technologies, such as silent vacuum cleaners and lockable cleaning trolleys, can also facilitate daytime cleaning.

Daytime cleaning benefits different stakeholders. Customers experience improved communication, trust, quick responses, and enhanced security. Cleaning companies enjoy easier recruitment, reduced turnover, and administrative ease. Cleaners benefit from better working conditions, higher job satisfaction, increased visibility, and improved work-life balance. Despite the potential advantages, some risks and precautions must be considered. Cleaners may still feel invisible or devalued even in daytime working, especially when interacting with other building users. Being watched while working can be uncomfortable, and cleaners may face challenges when dealing directly with customer staff regarding task orders or cancellations.

Even if further research, quantitative data on working times, and both quantitative and qualitative studies of the consequences of transitioning to daytime cleaning are needed, daytime cleaning presents an opportunity to address multiple challenges faced by cleaners. These include involuntary part-time work, unsocial hours, split shifts, and low visibility. Clients and customers, including public procurement, play a crucial role in driving this transition. The public sector can serve as a role model, and increased staff availability can create an impetus for improving working conditions. Information campaigns targeting customers will also be valuable in promoting the transition to daytime cleaning.

16. Why & How Daytime Cleaning: Building a European Alliance for Daytime Cleaning

Robert Grüning, Objektservice Kommunale Immobilien Jena; Darryl Prince, ISS Facility Services, Denmark and Marco Demurtas, FISASCAT-CISL, Italy

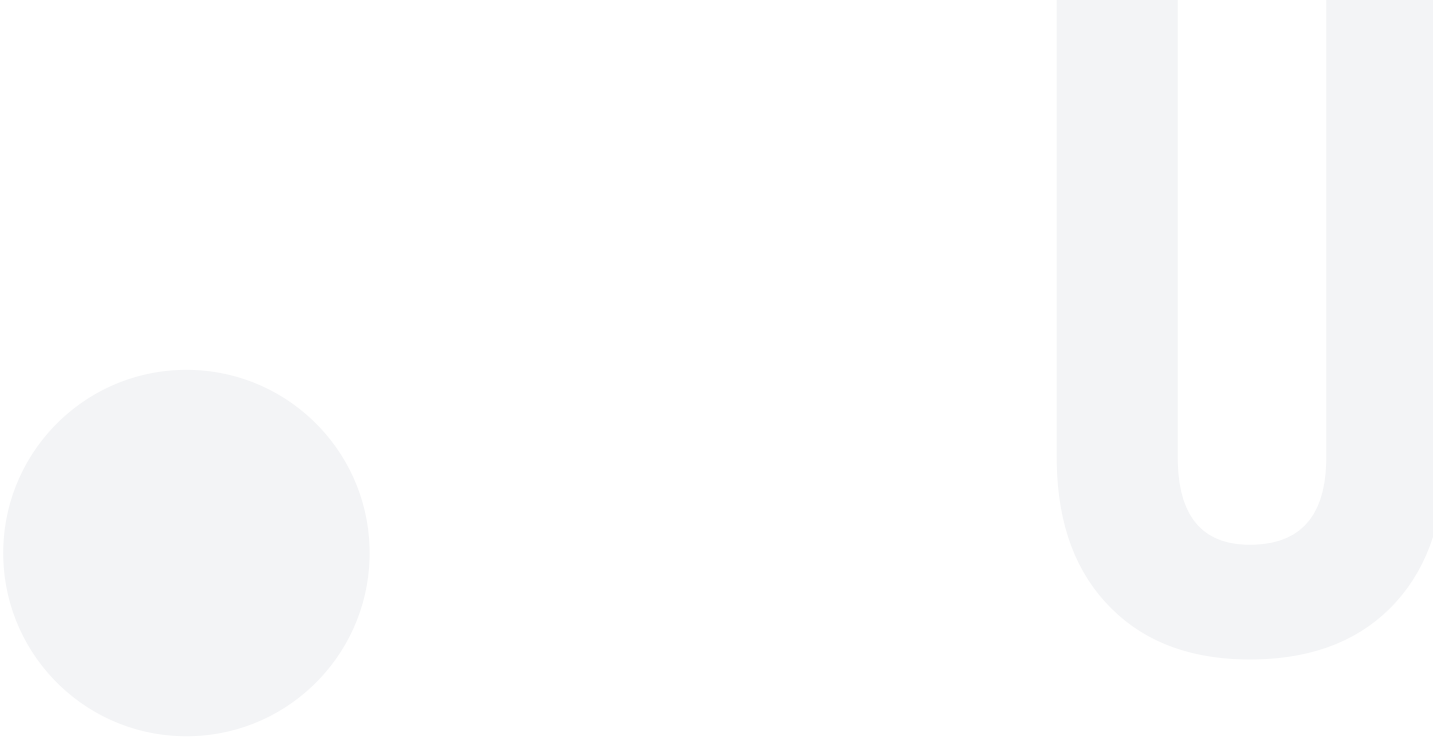
Darryl Prince from ISS Facility Services in Denmark highlighted the need to focus on understanding and convincing customers of the benefits of daytime cleaning. Direct and regular communication between cleaners and customers results in more consistent and higher-quality cleaning. Daytime cleaning has positive impacts on the environment, workers, and society.

Marco Demurtas from the Italian FISASCAT-CISL acknowledged the difficulties faced in recruiting and retaining cleaning staff, particularly due to the adverse impacts of night-time cleaning. It is necessary to increase the value and attractiveness of cleaning work to improve worker retention. Adopting national best practices can address the issue of precarious work, as a large portion of cleaning workers are currently employed part-time.

Robert Grüning from Objektservice Kommunale Immobilien Jena shared his personal experience, noting the challenges in finding sufficient cleaning staff and the impact it has on service quality for end customers. He suggested that making the cleaning job more attractive and listening to the perspectives of both workers and customers are crucial steps in addressing these challenges.

The interventions from the audience added depth to the discussion, showcasing diverse viewpoints and proposing practical solutions. One participant referred to a successful daytime cleaning project in Norway and highlighted the importance of including sales and procurement aspects when advocating for daytime cleaning. They urged the European community to follow Denmark's example, where the majority of workers are daytime cleaners, benefiting the broader community.

Another question raised was of good legislation examples for daytime cleaning internationally. The suggestion was made to work together across sectors and countries, collaborating with unions to achieve change more swiftly. Legislation should not replace but complement the role of social partners such as unions and cleaners.



Audience members stressed the need to effectively target customers and raise awareness of the benefits of daytime cleaning. One proposal was to highlight increased security and privacy for customers, particularly in light of GDPR regulations. By asking the question, 'Do you know who is in your office when you're not there?' stakeholders could emphasise the importance of daytime cleaning in ensuring higher security standards.

Legislation and government support are crucial in driving the transition to daytime cleaning. Germany was seen as a potential pioneer in this regard, with suggestions to incorporate public buildings into the shift as examples for private companies to follow. The audience stressed the need for collective action, including setting clear standards and percentages, and encouraging public institutions to adopt daytime cleaning as the standard.

The Covid-19 pandemic was recognised as a significant factor that shifted perspectives and increased the focus on cleaning. Participants pointed to the opportunity to harness this momentum and promote innovation and technological advancements in daytime cleaning. By embracing new solutions, stakeholders could enhance efficiency, hygiene, and sustainability in the industry.

The roundtable discussion reiterated the importance of engaging customers, implementing effective legislation, promoting collective agreements, and setting positive examples to drive the transition towards daytime cleaning. The benefits of improved service quality, worker retention, environmental impact, and societal well-being were consistently emphasised throughout the discussion. With Europe at the forefront, the participants called for the sharing of best practices, collaborations across borders, and championing daytime cleaning as a standard practice. By working together, the European Alliance for Daytime Cleaning can create lasting change and lead the way for a cleaner, more sustainable future.

17. Matteo Matarazzo Calls for Concrete Steps in Building a European Alliance for Daytime Cleaning

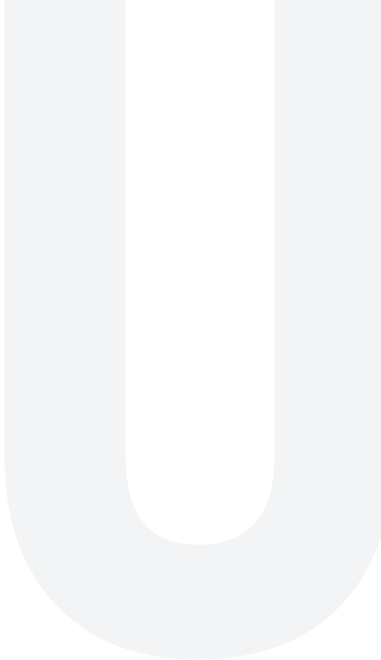

Matteo Matarazzo, EFCI, Italy/Belgium

Matteo Matarazzo laid out the plan for establishing an alliance for daytime cleaning at the EU level, emphasising the importance of collaboration between employers, clients, and public authorities.

Since 2007 EFCI has been committed to promoting the transition to daytime work in the cleaning industry. Recognising the benefits of daytime cleaning in terms of worker well-being, service quality, and environmental impact, the EFCI has been actively advocating for this shift.

A key step is the organisation of another event on the 20th of June. The event would aim to demonstrate employers' support for daytime working initiatives. It is equally important to invite clients from both the private and public sectors to showcase that the system of daytime cleaning is effective and mutually beneficial for all stakeholders involved.

To address the issue of variation in legal definitions and terminologies related to daytime work across different countries, the upcoming event will include a technical section that aims to clarify these differences. By providing a comprehensive understanding of the legal aspects and public perception of daytime cleaning, stakeholders can work towards a unified approach.



It is the EFCI position that the public sector can play a pivotal role in driving change and setting high standards. By leading the way and demonstrating the successful implementation of daytime cleaning practices, public authorities can inspire private companies to follow suit. Matarazzo expressed the intention to engage in a roundtable discussion with public authorities at the event to explore concrete next steps and ensure their involvement in the alliance.

Matteo Matarazzo outlined the critical next steps in establishing a European Alliance for Daytime Cleaning. With a focus on engaging employers, demonstrating the benefits of daytime working to clients, addressing legal and terminological differences, and involving public authorities, Matarazzo emphasised the importance of collaboration and collective action.

18. Lahouari Boubeker Advocates for Fair Treatment and Environmental Considerations in Daytime Cleaning

Lahouari Boubeker, CFDT Services, France

During the closing session Lahouari Boubeker talked about the importance of building an alliance to promote daytime cleaning practices at the EU level. It is imperative to ensure the fair treatment of workers and the inclusion of environmental considerations in the cleaning industry.

Many cleaners involved in night work get by on 4-5 hours of sleep. The International Day of Justice and Cleaning is a major event, which aims to address these challenges and promote better working conditions. One way to achieve this is to include an annex to existing collective agreements, providing comprehensive guidance and regulations for the industry. The French public sector faces a series of difficulties when it comes to implementing good procurement practices. Public institutions are often bound by strict financial regulations, preventing them from deviating from the predetermined prices set by the Ministry of Finance. A minimum level of service quality needs to be established to address not only financial aspects but also environmental considerations. By incorporating environmental practices, the cleaning industry can align itself with sustainability goals. Reducing water waste in window cleaning is an example of such a practice.

Many cleaners face personal and financial difficulties and employers must acknowledge the importance of these workers and the essential services they provide. Without proper recognition and fair treatment, the service sector faces serious challenges that could adversely affect workers' well-being and job satisfaction.

Improve working conditions and environmental practices to tackle critical issues within the cleaning industry requires a united effort. Boubeker's call for a stronger alliance at the EU level serves as a rallying cry for the cleaning industry to come together and advocate for change.

19. Renate Wapenhensch Advocates for Equality and Dignity in Daytime Cleaning

Renate Wapenhensch, IG BAU, Germany

Renate Wapenhensch shed light on the importance of equality and dignity in the daytime cleaning sector. With an eye to the challenges faced by migrant women, Wapenhensch called for collective action and improved working conditions.

Women, particularly migrant women, are disproportionately represented in the cleaning industry and are especially vulnerable. Among the urgent tasks in view of their experiences is to address issues such as fair treatment, equal opportunities, and dignified working conditions.

To underscore the importance of recognising the skills and qualifications of cleaning personnel, Wapenhensch shared a poignant story. She recounted an incident where a cleaning lady, who had been a health practitioner in her home country, unexpectedly found herself supporting a manager experiencing a panic attack. The incident highlighted the underappreciated skills and expertise possessed by many cleaners, whose qualifications may not be recognised in their host countries. These individuals should be provided with opportunities for professional development beyond their cleaning roles.

Collective action and bargaining agreements have the power to improve conditions for daytime cleaners. One way to do that is by advancing daytime work, particularly in contracts awarded by the public sector. Procurement contracts should be accompanied by specific agreements that safeguard workers' rights and prevent them from finding themselves in vulnerable situations after working hours. Collective action can create a more inclusive and supportive environment for cleaners.

Finally, Wapenhensch highlighted the fundamental principles of equality, equal chances, and equal dignity. She underscored the need for a comprehensive approach that goes beyond addressing labour rights and includes social and cultural aspects. Calls to recognise the value and contributions of all cleaners, regardless of their backgrounds serve as a reminder of the importance of creating a more inclusive and equitable future for the cleaning industry.

20. UNI Global Union Urges Collective Action for Daytime Cleaning at European Conference

Eddy Stam, UNI Global Union, Property Services, Switzerland

During the closing presentation of the conference Eddy Stam called for collective action to highlight the significance of daytime cleaning. Working conditions within the cleaning sector need to be improved in view of the detrimental effects of nightwork.

Despite widespread views of the unattainability of daytime cleaning, there are plenty of examples where what was once deemed impossible became the new norm, such as increasing hourly wages from 8 to 10 euros. Opportunities open up if the necessary effort and commitment are invested.

The joint recommendations on daytime cleaning issued in 2004, 2007, and 2022 have not had a significant impact and more robust efforts are required to improve the lives of workers. Blaming the mechanics of the European Union does not absolve us from making sure our words are backed by concrete actions.

As daytime wages fail to meet cleaners' needs, many of them opt for night shifts. Efforts to establish a living wage need to take precedence to discussions of additional compensation. The cleaning industry worldwide employs between 30 million and 100 million people. Regardless of their location, cleaners face similar challenges and live in comparable conditions. Office managers, renters, property owners, and visitors have to be involved in raising awareness about the necessity of daytime cleaning.

Highlighting the limitations of small gestures like pressing a smiley button in a toilet as feedback, Stam called for pushing the envelope and harnessing the power of the European Union to improve and standardise efforts toward daytime cleaning. Existing alliances have the potential to amplify their collective voice, asserting that success in this endeavour would serve as a benchmark for similar initiatives worldwide. The goals of improved working conditions, daytime cleaning, and respect for cleaners can be accomplished only through collaboration.

