



## Strategic Union Campaigns

Strategic union campaigns are *global* and *coordinated*.

Dramatic shifts have occurred in how labor unions engage the world's multinational companies. The expansion of businesses across borders has motivated the world's largest unions to form international coalitions and affiliations, enhancing their scope and capabilities. Unions across the globe are cooperating on an unprecedented scale, sharing strategies and resources, and coordinating efforts to target multinationals as well as entire industry sectors.

The Global Strategic Union Campaigns team assists companies subject to global and national union strategic campaigns by coordinating DLA Piper's global resources and executing a comprehensive response on a national and global basis. The team helps clients develop and execute coordinated and innovative strategies to manage such campaigns by identifying and evaluating campaign-related conduct, directing a response, engaging with shareholders and government policymakers, implementing effective media strategies, advising companies on the application of various international documents, conventions, and guidelines, and using local laws and litigation to combat disruptive activity.

### CAPABILITIES

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#### New Rules of Engagement

Unions now seek decisive market shares in order to control the labor supply to major industry sectors. Union operatives and allies hold key leadership positions on various international organizations, shaping emerging policy in a way that favors their strategic campaigns. Unions spend hundreds of millions on international activities, leveraging the overseas campaigns to gain footholds domestically. Unions conduct years of intense research on target companies and industry sectors.

Unions then exploit weak points and other levers as themes in the campaign. Unions employ an array of tactics: shareholder initiatives; leveraging relationships with human rights organizations; political and regulatory action; control of EWCs; litigation; negative publicity that can intimidate the company as well as its customers, suppliers and other important stakeholders. Unions seek to impose enforceable global agreements that incorporate the pro-union tenets of international labor organizations, with core rights for workers and the right to bargain collectively for the employees.

One of the greatest challenges for target companies is recognizing the campaign in the first place. Unlike more traditional attacks, strategic campaigns are long term, sophisticated and very difficult to identify early on. What appears to be a series of random acts is, beneath the surface, really a strategic union campaign aimed at the company. By the time a company realizes that it's a target, it is often too late to respond effectively.

As part of DLA Piper's Employment group, the Global Strategic Union Campaign team combines the global resources of the world's largest law firm with more than two decades of know-how and experience handling global strategic campaigns. The team is able to identify and understand the pieces of a global campaign puzzle, helping targeted companies develop and execute multi-level, multi-jurisdictional strategies to manage the campaign.

- We exhaustively track and monitor domestic and international resources to uncover what action the unions are taking, wherever it occurs.
- We can evaluate events to determine when they are (and are not) part of an orchestrated campaign.
- We coordinate the company's response and communications within a consistent strategy.
- We use local laws to combat disruptive union activity and are able to bring our own lawyers together to craft unique defense strategies.
- We work laterally across DLA Piper's global practice groups and develop comprehensive strategies to defend against a wide range of litigation.

## NEWS

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### **DLA Piper advises Wipro Limited on the acquisition of International TechneGroup Incorporated**

10 July 2019

DLA Piper has advised Wipro Limited on its acquisition of International TechneGroup Incorporated (ITI), a global digital engineering and manufacturing solutions company.

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### **DLA Piper advises Rolls-Royce on acquisition of Siemens' eAircraft business**

21 June 2019

DLA Piper has advised Rolls-Royce plc on the acquisition of Siemens' electric and hybrid-electric aerospace propulsion activities, eAircraft. The acquisition will accelerate the delivery of Rolls-Royce's electrification strategy and boost its ambition to play a major role in the "third era" of aviation. The completion of the transaction is expected in late 2019, following a period of employee consultation.

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### **New report finds retail sector leadership diversity deficit will affect future competitiveness**

5 JUN 2019

DLA Piper and executive recruitment and diversity consultancy Green Park today launch *The Retail Leadership 700* report, which reveals for the first time the extent of the lack of diversity within the leadership teams of the top US, UK and European retailers.

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### **DLA Piper announces partnership promotions for 2019**

1 APR 2019

DLA Piper is proud to announce that 77 lawyers have been promoted to its partnership. The promotions are effective as of April 1, 2019 in the United States and May 1, 2019 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 43 different offices throughout 20 countries.

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### **DLA Piper expands new Dublin office with four-partner hire**

9 JAN 2019

DLA Piper today announces the appointment of four new partners from highly-regarded Irish firms to its newly opened Dublin office into four key practice areas of Finance and Projects (F&P), Corporate, Intellectual Property and Technology (IPT) and Employment. These hires follow the appointment of Corporate partner David Carthy as Ireland Country Managing Partner in May

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2018.

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### **DLA Piper appoints two directors in South Africa**

12 SEP 2018

DLA Piper has strengthened its office in Johannesburg, South Africa with the appointment of two directors. Hendré Human joins the Corporate team from Webber Wentzel in Johannesburg, where he was a partner. Monique Jefferson joins the Employment team from Bowmans in Johannesburg, where she was a senior associate.

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### **DLA Piper named International Law Firm of the Year in Ukraine for fifth year running at The Legal Awards 2018**

24 MAY 2018

DLA Piper has been named International Law Firm of the Year in Ukraine at the 2018 Legal Awards, held by Yuridicheskaya Practika Publishing House. This is the fifth time the office has won the award.

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### **DLA Piper announces partnership promotions for 2018**

3 APR 2018

DLA Piper is proud to announce that 62 lawyers have been promoted to its partnership. The promotions are effective as of 1 April 2018 in the United States and 1 May 2018 for EMEA and Asia Pacific. The promotions were made across many of the firm's practice areas in 42 different offices throughout 20 countries.

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### **Businesses still not fully aware of Data Protection issues**

31 JAN 2018

DLA Piper has released its second Data Privacy Snapshot report, finding that once again, company global privacy programs have gaps in meeting increasingly demanding global privacy principles. Significantly, it appears that many companies are falling short of data protection obligations under the General Data Protection Regulation (GDPR), which will start to apply from 25 May 2018.

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### **DLA Piper advises the founding shareholders of Deekeling Arndt Advisors on sale to Havas Group**

25 JAN 2018

DLA Piper has advised the founding shareholders of Deekeling Arndt Advisors in Communications GmbH (DAA) on the sale of the majority of their shares to Havas Group. The founders Egbert Deekeling and Olaf Arndt who prior to the transaction held the majority of shares and also lent their names to DAA, will remain in charge over the long term and continue to head over the company's operative business as shareholders and managing directors. The company name will also remain unaffected.

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