



## 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.

## INSIGHTS

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### Publications

#### **NLRB starts holidays early, demands employers gift their email systems to employees and unions**

15 DEC 2014

A decision greatly expanding the rights of employees in the use of employer-provided communications

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## NEWS

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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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#### **Ciara McLoughlin joins DLA Piper's Employment practice in Dublin**

20 MAR 2019

DLA Piper announced today that Ciara McLoughlin has joined its Global Employment practice as a partner in the firm's newly opened Dublin office.

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#### **Two DLA Piper lawyers listed in *D Magazine's* 2019 Best Lawyers Under 40 list**

8 JAN 2019

Crystal Woods and James C. Bookhout were recently named to *D Magazine's* 2019 Best Lawyers Under 40 list, which recognizes outstanding young lawyers in Dallas.

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#### **Dean Fealk named honorary senator of German economy**

6 DEC 2018

DLA Piper is pleased to announce that Dean Fealk has been named an honorary senator of the German economy (Senat Der Wirtschaft) in recognition of his efforts to strengthen transatlantic relations by leading trade, investment and innovation initiatives between Germany and California.

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#### **DLA Piper advises Columbia Capital, LLC in its US\$21 million equity investment in Resilience360**

13 NOV 2018

DLA Piper represented Columbia Capital, LLC in its US\$21 million equity investment in Resilience360 GMBH.

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#### **Janine Guzman joins DLA Piper's Employment practice in San Juan**

17 OCT 2018

DLA Piper announced today that Janine Guzman has joined the firm's Employment practice as a partner in San Juan, Puerto Rico.

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#### **Holly Lake has joined DLA Piper's Employment practice in Los Angeles**

17 SEP 2018

DLA Piper announced today that Holly Lake has joined the firm's Employment practice as a partner in Los Angeles.

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#### **DLA Piper advises Nemetschek on acquisition of MCS Solutions**

31 AUG 2018

DLA Piper has advised the software supplier Nemetschek SE on the acquisition of the real estate and facilities technology firm MCS Solutions in Belgium, Sweden, India and the USA. The acquisition sees Nemetschek SE gain access to the rapidly growing market in building management.

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#### **Brooke Kim and Evan Parness named *Law360* Rising Stars**

16 AUG 2018

DLA Piper is pleased to announce that *Law360* has named Brooke Kim and Evan Parness to its 2018 list of Rising Star attorneys.

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### **DLA Piper wins significant victory for New York University**

31 JUL 2018

DLA Piper won a significant victory for its client, New York University (NYU), in an Employee Retirement Income Security Act (ERISA)- related class action.

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### **Mary Dollarhide and Ute Krudewagen named *Daily Journal* Top California Labor and Employment Lawyers**

23 JUL 2018

DLA Piper is pleased to announce that the *Daily Journal* has named Mary Dollarhide and Ute Krudewagen to its 2018 list of Top California Labor and Employment Lawyers.

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### **Ryan Vann joins DLA Piper's Employment practice in Chicago**

10 JUL 2018

DLA Piper announced today that Ryan Vann has joined the firm's Employment practice as a partner in Chicago.

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### **Cecilia Guzmán-Barrón joins DLA Piper's Labor and Migratory practice in Peru**

3 JUL 2018

DLA Piper announced today that Cecilia Guzmán-Barrón has joined DLA Piper Pizarro Botto Escobar in Peru as a partner and leader of the Labor and Migratory practice.

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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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### **Dean Fealk elected chair of the Northern California District Export Council**

17 MAY 2018

DLA Piper is pleased to announce that Dean Fealk, a partner in the San Francisco office, has been elected chair of the Northern California District Export Council (DEC).

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### **DLA Piper announces new US Employment practice leadership**

11 MAY 2018

DLA Piper is pleased to announce that New York-based partner Brian Kaplan has been named US chair and global co-chair of the firm's Employment practice.

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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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### **DLA Piper wins significant victory for 7-Eleven**

16 MAR 2018

DLA Piper won a significant victory for its client, 7-Eleven, in a putative class action that was filed against 7-Eleven in the United States District Court for the Central District of California.

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### **DLA Piper expands in Dallas with addition of leading employment and litigation lawyers**

1 FEB 2018

DLA Piper announced today that Marc Katz and Isabel Crosby have joined the firm's Dallas office as partners in the Employment practice, and Rob Hoffman has joined as a partner in the Litigation practice.

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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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