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Personalvertretung

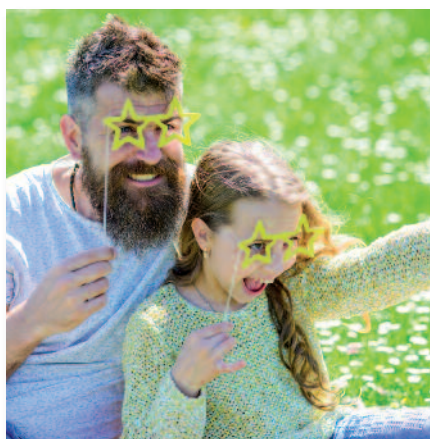
Représentation du personnel Employés
Employee Representative Council

20. Mitglieder- versammlung 2018

20^e assemblée des membres 2018
20th Annual General Meeting 2018

nav

novartis angestellten verband
association des employés de novartis
novartis employees' association



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Impressum

Mitgliedschaften
Angestellte Schweiz
arb – Angestelltenvereinigung Region Basel

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info erscheint vierteljährlich
Laufende Nr.: 82/2018
Auflage: 2700 Expl.

Redaktionsschluss info 3/2018
29. August 2018

Übersetzungen
Inter-Translations SA, Bern
CLS Communication AG, Basel

Titelbild
de.fotolia.com

Sämtliche Artikel finden Sie auch unter: www.nav.ch

Grafik/Satz
cdesign, Reinach

Druck
Runser Druck & Satz AG, Basel

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The elections of our internal employee representatives (IPV) are complete and the NAV can declare the results a great success: In the field of individual employment contracts, 12 out of 13 seats and, for Basel-based collective employment contracts, 5 out of 8 seats have been filled by NAV delegates. It is also worth mentioning here that 6 out of 7 members of the Board of Trustees for the Novartis 1 Pension Fund are members of the NAV. We thank the voters for the trust they have placed in us. It motivates us to continue to work for the cause and the well-being of all employees in Switzerland.

A special thank-you must be given to the election campaign team headed by Davide Lauditi and supported by Henriette Brunner. Thanks are also due to all those who participated in these important elections: the election campaign team – Susanne Hänni, Andrea Fedriga-Haegeli, Felix Tobler and Riad Aissa – plus all the candidates who agreed to take on additional responsibilities; in the age in which we now live with its tendencies towards an erosion of solidarity, it's something that certainly can't be taken for granted any more. And last, but not least, all the helpers including those who assisted with the leafleting and canteen activities should also be thanked for their support.

In spite of all our successes, it must also be said, with some element of self-criticism, that the NAV seeks to represent all employees amongst its ranks. Unfortunately, we have not yet succeeded in having a representative in Stein for employees with a collective employment contract. However, it is pleasing that with Philippe Wirth and Riad Aissa, we now have two representatives (for members with an individual employment contract, EAV) who are based at Stein.

As well as ensuring balanced and appropriate representation in the social partnership bodies with Novartis, our association's purpose is to provide our members with additional information. We hope to achieve this, among other things, through the *info* magazine which we publish. In this issue, Dr Benno Keller, a lecturer at the Zurich University of Applied Sciences in Business Administration (HWZ) and a Novartis employee in Economic and Swiss Public Affairs, will write an interesting contribution for the first time. Our thanks go to him for this and for all the articles still to come. As already mentioned, this magazine is intended to provide additional information and in-depth information worth reading about topics that concern us. Should you – valued reader – wish to be informed about additional areas, then please do not hesitate to inform us. The editorial team will be thrilled to hear from you: we will take all feedback – positive as well as negative –, praise and criticism into account in the further design of the magazine.

I can also recommend reading the articles penned by our long-standing columnist Roger Thiriet as well as by our guest author, Monika Keller. Both should offer us a moment of relaxation, but also guide us to ponder different things. I very much hope that you enjoy reading this edition of *info*.

Should you have any questions or wish to have additional information, I and we, the entire Board, naturally remain at your disposal.

In this spirit, your NAV President – Claudio Campestrin

Successful election result!

Best result in the history of the NAV.

The NAV would like to congratulate all newly elected employee representatives.
The new term of office – which runs for four years – has begun on May 1, 2018.



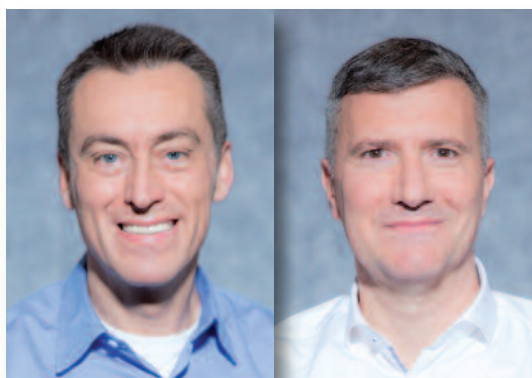
Davide Lauditi

Chair of the Employee Representative Council (PV-A)

The 2018 elections to the Employee Representative Council were a great success for the NAV. In the case of employee representatives for associates covered by individual employment contracts (EAV), the NAV was able to secure 12 out of 13 seats.

The following candidates were elected:

Davide Lauditi, Simone Danner, Ralf Endres, Susanne Hänni, Natasha Capote, Andrea Fedriga-Haegeli, Roland Hirt, Patric Halbeisen, Clarissa Vajna, Christian Riegert, Francesco Spataro and Riad Aissa.



We were also able to secure seats 14 and 15 for "next-in-line" candidates Marco Preci and Felix Tobler.



In the case of employee representatives for associates covered by the collective bargaining agreement at the Basel sites (PV-CBA),

the NAV was able to secure 5 out of 7 seats. Out of the three possible seats for substitute members, two went to us.

The following candidates were elected:

Felice Bertolami, Tiziano Bozzo, Torsten Maier, Sedat Taskin, Herbert Rotz, and as substitute members Martino Villani and Antonino Di Chiara.

Daniel Linder was unfortunately not reelected. The NAV would like to thank him for his many years of valuable service as an employee representative.



Annual General Meeting 2018 – 20th anniversary of the NAV

The 20th Annual General Meeting is over; here is a short review, combined with a thank-you to everyone who participated:



Claudio Campestrin
NAV president

At this year's Annual General Meeting, all the Chairpersons of the NAV were present – hearing what they had to say was truly impressive. Working in and further strengthening the social partnership with Novartis is certainly a welcome and additional motivation for all Board members and all attendees.



From left to right and in chronological order: Dr Katharina Amacker, Alex Gasser, Henriette Brunner and the author of this article.

To jog your memory: the Founding General Meeting of the NAV as the sole in-company association and internal social partner within Novartis Switzerland was held on 4.6.1998.



What's more, Dr Matthias Leuenberger, Chairman of Novartis Switzerland, a truly worthy guest speaker, was able to deliver a welcome message from the company:



we assume that the members are simply also placing their trust in the Board and allowing it to discharge its duties. As a result, they trust that the business of the association is being conducted

with probity. If you are not (completely) sure of this, we can reassure you as follows: the association is solidly funded and is fully able to meet its obligations.

In any case, the meeting was again a successful event and lots of interesting discussions were able to be held again at the subsequent drinks reception.

We will also take this opportunity to draw your attention to the next Annual General Meeting. This will be held on Wednesday, 10.4.2019. From the feedback we have received, we will again strive to offer members a professional, attractive and engaging event. As a member, you have the opportunity to influence the fate of your association, entirely in keeping with the words of Johann Wolfgang von Goethe (1749–1832): *"Democracy is not a sprinter, but reaches its objective with greater certainty."*

Finally, and no less welcome, the Novartis Retired Persons Association NPV congratulated us on the occasion of the anniversary and expressed its compassion in the face of a less than full venue (picture left here below):



The pending legal agenda items were, as usual, rather unspectacular and were all accepted with a large majority, if not unanimously.

Perhaps this is why more members are not attending the meeting because the NAV is well positioned and no special business needs to be decided? Or was it due to the chosen time? – We, the members of the Board don't know, but would be keen to hear any feedback from participants and those who chose not to attend. As long as we do not hear anything to the contrary,

Reserve your place today on **Wednesday, April 10, 2019**, to secure your participation at the **21st Annual General Meeting.**

It is time to revitalize social partnership

Stefan Studer, Managing Director of Employees Switzerland, is in favor of social partners taking a more active role in pension reform and digitization.



Stefan Studer

Managing Director of Employees Switzerland

Does the failure of the major pension reform by President of the Swiss Confederation Alain Berset present an opportunity for social partnership? One would hope so, and Employees Switzerland would be ready to lend a helping hand.

Shortly before Christmas, three months after Switzerland voted "No", Swiss Interior Minister Berset made it clear that the AHV reform is more urgent than ever and therefore occupational pension provision should be detached from it. Specifically, he called upon the social partners to reform and to stabilize pillar 2 without involving politics.

In my opinion, given the demographic challenges facing us, solutions to stabilize pension funds are at least as important as the AHV reform. The sooner the pillar 2 conversion rate is reduced, the less painful the unavoidable changes will be. For that reason, social partners must commence targeted negotiations without delay. The bullish 2017 financial year should not deceive us that there is no need for action on the part of pension funds. Indeed, a correction or even a stock exchange crash is becoming more and more likely.

New ideas and compromise are what's called for

Of course it will not be possible to set the necessary realigned course for pillar 2 without at the same time getting to grips with the AHV reform. But the clock is ticking and we need to relinquish the entrenched ideological and political positions of the past. What is needed are new ideas and compromise, not unilateral dictates. We have to face the facts: when it comes to the conversion rate, reality has long since caught up with us – and even overtaken us. The boards of trustees of various pension funds, which are composed of an equal number of employee and employer representatives, have already reduced the rate to 5.5% or 5.0% (or lower) in an attempt to rectify their spiraling



structural problems. Meanwhile, the targeted conversion rate reduction from 6.8% to 6.0% for the mandatory component of pension fund capital has still not yet been completed.

Social partners could take over the baton here and preempt the long-overdue political solution. In view of current demographic trends, I personally would have welcomed it if in pillar 1 we had continued to debate an increase in the retirement age for men and women to 66 or 67. Unfortunately, however, politicians lacked the courage to face the facts – and we are talking here about politicians on both sides. What is needed now is for social partners to agree on and flesh out a flexible approach to retirement age.

Social partnership must evolve

Delegating the reform of pillar 2 to social partners also makes sense for another reason: we will only be able to overcome the challenges posed by the digital revolution if social partners realign themselves. It is already becoming apparent that in those sectors most severely impacted by digitization traditional social partnership barely works anymore. In the future, an increasing

number of salaried employees will transition to self-employment, i.e. they will become a kind of small-scale entrepreneurs with more autonomy and more self-responsibility. Or they will have to take early retirement because they are no longer able to meet the additional requirements.

In Switzerland, 80% of people in gainful employment are still on company payroll. However, digitization and networking are accelerating the pace of globalization and transformation and are requiring companies continually to adapt their organizations. Social partners will only be able to manage this upheaval – which threatens to strike at the core of the employer-employee relationship – if they buckle down and work together.

When social partners have joined forces in the past, this has generated wealth and has helped the Swiss economy remain competitive and adaptable. A prerequisite for this is a flexible labor market – but one that is safeguarded by social security. For this reason, social partners need to pull together to implement and drive forward reforms to retirement provision and manage digitization. Herein lies the real opportunity of social partnership of the future.



Is paternity leave pointless? No!

The role of fathers has changed in recent years. Fathers who take their children out in the buggy or reduce their workload to help with childcare are no longer a rarity. On the contrary, they are almost the norm. But they still only get on average four to five days of paternity leave, a vanishingly small amount of precious time with their new child.

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INFO JUNE 2018



Hans Furer
Managing Director of ARB

In Switzerland there is yet another wonderful sociopolitical debate going on that is being greeted with much headshaking in conservative circles. So even fathers are now going to be allowed to take leave after their partners have given birth! I have deliberately chosen these introductory words to be provocative and not at all objective.

Switzerland is no different from other European countries. At heart we are a conservative nation that kneels at the altar of business. And very successfully! Votes for women were only introduced in 1971, that's less than 50 years ago. And it was only in 1995 – as I recall – that St. Gallen lifted its ban on cohabitation. Just think: before 1995, an unmarried couple was not allowed to move in together, or else they would be fined! More recent examples include same-sex marriage, which is still a step too far for some people.

Maternity benefit is one example

72 years ago, the Bundesrat set up a committee of experts to consider the question of maternity benefit, but it was only in 2005 that maternity benefit came into effect. It was introduced as a separate benefit. Can you believe it: 53 years after the idea was first mooted, or in fact 57 years later, the first mothers received payments amounting to 80% of their previous pay, for a period of 14 weeks. Before that, maternity benefit was linked to Art. 324a of the Swiss Code of Obligations, i.e. new mothers received daily sickness benefit "for a limited period," because, from the point of view of the law, motherhood was an illness. However, in Switzerland this benefit is only for women who are earning. If you aren't earning, you get nothing!

Compared with other countries, this maternity leave is on the short side. In France, women are entitled to 16 weeks, in Germany up to a year (for mothers and fathers!), and in Sweden up to a total of 480 days. There is a persistent argument that "children are a private matter" or that if you want children, you should be able to pay for them yourself ... There are all kinds of arguments. There is a bit of the Neanderthal in all of us and,

obviously, you can't overturn everything about the way we used to live and think in the space of just 100 or 200 years. Men's job is to go out hunting, while women stay by the fire and cook and look after the children. Nevertheless, if we are capable of flying to the moon or sending the Cassini spacecraft to Mars, we should also be able to adapt our behavior to take account of modern social and economic progress. Maternity benefit is part of that, and we have overcome that hurdle. The next is paternity leave.

Family allowances

We have even managed – in the face of resistance from economists – to introduce nationwide family allowances which are higher than they used to be. But only in 2006 (!) and thanks to the persistence of Travail.Suisse, among others.

Paternity leave

However much it may make some people's hackles rise, the fact is that fathers – who didn't even actually have to give birth – should be able to take leave. Why? To have a holiday, or stay at home and give their wife and child a cuddle? I would certainly welcome the latter, because in this world of smartphones, never-ending meetings and so many other distractions, there is definitely room for loving moments like that, and society can learn from them and should encourage them. But reality tells us that cuddling and working don't belong together.

We are a performance-based society where there is little room for emotions, and certainly not in connection with work. The Protestant belief in hard work ("by the sweat of your brow ...")



is what it says in the Bible, and that applies to Catholics, too), and “ora et labora” (prayer and work) are deeply ingrained. These are ideas that my generation has taken on board from previous generations. But young people think differently about things, and it is worth remembering that paternity leave would not be introduced for us old folk but for a new generation. Maternity benefit, family allowances and paternity leave are all to do with the overturning of our concepts of social role models.

People's initiative

The fact is that most fathers today get on average four to five days of paternity leave, no more. The table below shows how much paternity leave major companies give their employees. The maximum is 16 days. Travail.Suisse has worked with other organizations to submit an initiative called “Towards sensible paternity leave – for the benefit of all the family.” We expect the Bundesrat to give its response during the summer of 2018 (and we already know it will be negative). The idea is that paternity benefit should be organized like maternity benefit, namely as a proportion of pay. According to the proponents of the initiative, this benefit would cost CHF 380 million per year, which equates to 0.06% of the wage bill. So an employer who pays his employee CHF 70,000 would have to put CHF 420 a year more on the table. In fact, as military expenditure is reducing all the time, it might not even be necessary to pay an additional percentage at all. And an argument for the employer is that the money flows back into the business, because the employer saves on wages during that time.

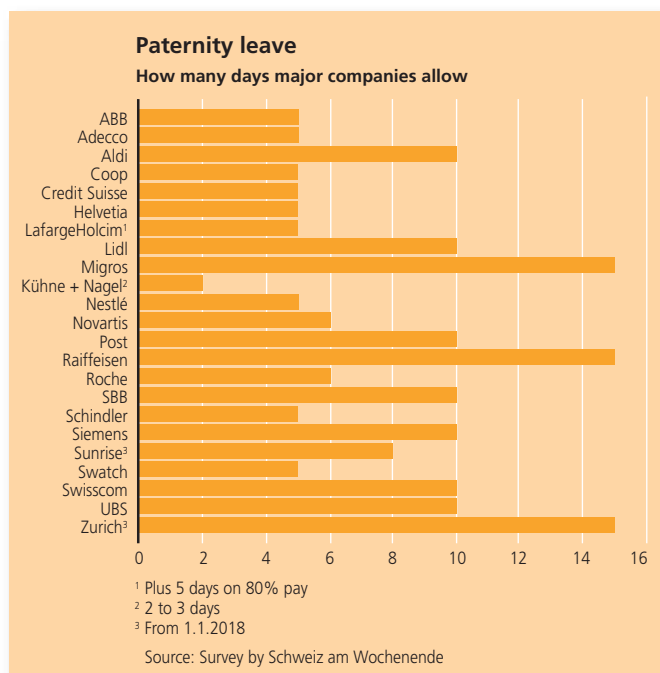
Bold example:

If we didn't buy any more fighter aircraft (CHF 5 billion), we could fund paternity leave for 14 years – that's a long time.

Role of the father has been redefined

The role of the father has changed. On 3 November 2017, the *Neue Zürcher Zeitung* (NZZ) – Switzerland's leading liberal and business-friendly newspaper – ran a lead story entitled: “Is paid paternity leave really the panacea that will overturn outdated role models?” and suggested that the answer was: of course not! Therefore – and this was the (unspoken) conclusion – there is no need for paternity leave, because everything will stay the same anyway. Personally, I don't think so. If, in the 1970s (when I was 20), I had seen a man pushing a child's buggy in Basel, I would have looked twice. And I literally never saw a father taking his child on the tram to school or nursery (PS: not to nursery in any case, as there were none). What happened was that we would go for a walk on Sundays, and then you would see the fathers. In those days, people normally worked on Saturdays as well, and the working week was 43 to 45 hours (excluding overtime), so fathers went out early in the morning and were exhausted by evening. There were few part-time jobs. Dual-income families were even frowned upon, because the “mothers” were neglecting their children at home. Or else people assumed the family was so poor that they both had to work.

Now, jumping forward to the year 2018, fathers take their children to and from nursery as a matter of course, obviously they push buggies, and more and more often you see fathers going shopping, doing other activities, or attending parents'



evenings or childcare centers without the mother. Something has really changed here, and society and politicians must take account of that change.

The birth of a child is an important time for a family. Until now, fathers were virtually excluded, because they had to work. Here, too, businesses must change and there are even some good examples of that (see text box). There are plenty of strong arguments in favor of paternity leave. 90% of Swiss men want to have more time and flexibility so that they can be there for their children, as shown in representative surveys. They not only want to be present at the birth but also during the first few days when the child comes home (and they come home earlier and earlier because of the rising costs in hospital). For the child, for the mother (support) and for the couple (who will remember events surrounding the birth of their child throughout their lives), and for society as a whole, paternity leave of 20 days, as the initiative is calling for, is really not excessive.

Paternity leave – what next

The old-school majority in Parliament will definitely reject the paternity leave initiative. Economiesuisse will fight it with a million-franc campaign under the slogan “Should Swiss labor costs become even more expensive for other countries, and weaken our competitiveness?” This kind of argument, put forward as some kind of mantra, has proved successful in many votes in the past. It will be up to the supporters of the initiative to show that, while this socially important and justifiable cause will not solve the problem of fatherhood, or the division of roles between men and women, at least it will help to make the start of a new young life more agreeable, and enable couples to support one another better.





Members advertise for members

Our campaign continues. Many participants have already won an attractive prize. By recruiting just one new member you too will take part in the next prize draw.

Annual subscription: Fr. 130.–



Joining NAV

☐ I would like to join NAV

☐ I would like to play an active role in NAV

☐ Mr. ☐ Mrs.

Personnel No.

Date of birth

Surname

First name

Site

Tel. No.

Home address

Post code/Place

☐ Management

☐ IEA

☐ CBA

I was recruited by

Surname

First name

Site

Tel. No.

Please fill out the application, sign and send to the NAV office, WSJ-200.P.84 (Forum 1)

Upholding the NAV continuing education program

Susanne Hänni

Board Member NAV – training offerings



For more than two years, the NAV has been offering its members continuing education opportunities on the Novartis Campus.

Various lectures have been held on topics such as labor law, intercultural communication, harassment and resilience. We brought the series of lectures on the topic of resilience to a close on Tuesday, March 20, 2018, with the presentation by Patricia

von Moos entitled "Grade: Unsatisfactory! Between self-criticism and self-commiseration." It goes without saying we hope the lecture opened your eyes to new ways of thinking.

As indicated in the title, we are now continuing our program with a spotlight **on the topic of "Communication."** Given how broad and varied the topic is, we would be interested to know what our NAV members want with regard to the topic of communication in future and what they would like to see from the "Communication" lecture series.

Susanne Hänni, phone 079 557 98 30; susanne.haenni(at)novartis.com will be happy to receive your ideas and suggestions.



Dear NAV Member

We are pleased to inform you about a new service.

NEW: Midday Consultation Sessions

On one Thursday in every month, the delegated NAV staff representatives will offer their members the opportunity to discuss relevant issues and subjects.

The office will be **open from 11.30 am to 1.30 pm on these Thursdays.** All of the consultation days for 2018 can be found on the NAV website www.nav.ch.

You are welcome to simply drop in during this consultation period. Two staff representatives will be in the office to assist you, be it to get to know us personally and/or to have a chat with us over a coffee. Please make use of this informal session and call in. We look forward to your visit.

With best wishes

Your NAV Advisory Board

The Swiss economy is in rude health

The Swiss economy has overcome the shock dealt by the removal of the euro floor against the Swiss franc in 2015. Propped up by the robust global economy, unemployment is falling at an ever-greater pace. While this trend looks set to continue in 2018, various risks are emerging for the Swiss economy in the medium to long term.

Dr Benno Keller

Economic Affairs Manager, Economic and Swiss Public Affairs



When the Swiss National Bank removed the 1.20 EUR/CHF floor on January 15, 2015, it shook the national economy to its core, leading to a sudden appreciation in the Swiss franc and driving up the price of products from foreign exporters by around 20%. Small and medium-sized enterprises in the export-oriented industrial

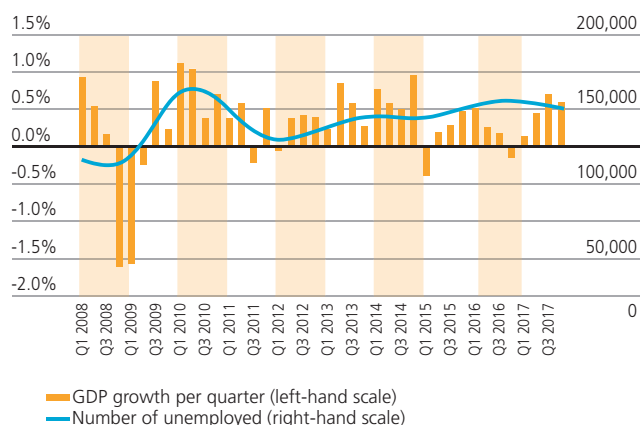
sector were among the hardest hit. Swiss economic growth collapsed in the first quarter of 2015 as a result, and unemployment continued to rise until early 2017 to its highest level since March 2010 (see Figure 1).

At the beginning of 2018, however, the Swiss economy appeared to be back in top form. The Swiss franc shock has been overcome and Switzerland is experiencing a broad-based upturn. The turnaround has been supported by strong growth in the global economy and the gradual weakening of the Swiss franc, which is once again almost at the same level as it was before the floor was removed.

As the economy recovered, so did the level of employment, breaking out of the cycle of stagnation that had afflicted it since the initial shock right through to the middle of 2017. Employment growth was especially pronounced in the pharmaceuticals and mechanical engineering industries, with the rate of unemployment settling at 2.9% in March 2018 – its lowest level since October 2014. Encouragingly, this fall is also being seen in the youth and long-term unemployment figures. Leading indicators suggest that the climate will continue to brighten in 2018. Accordingly, economists are forecasting comparably strong growth and a continued gradual decline in unemployment for 2018 as well.



Figure 1

GDP growth and number of unemployed

Source: Swiss State Secretariat for Economic Affairs (SECO)

Various risks remain for the Swiss economy in the medium term, however. For example, abandoning the ultra-expansive monetary policy the central banks have adopted to redress the global financial crisis could lead to massive upheavals on the international financial markets. These could have an adverse impact on the global economy and reduce demand for Swiss products abroad. There is also the danger that this kind of turbulence could trigger a flight to the Swiss franc as a safe haven, causing a renewed appreciation in the currency and thus declining competitiveness on the part of Swiss exporters.

Increasing tensions in international trade pose an additional risk. Any further escalation in the international trade dispute could jeopardize the global economic recovery, with export-ori-

ented Swiss industry bearing the brunt of the downturn. As a small, open economy, Switzerland is especially dependent on compliance with fair rules in international trade.

A disorderly Brexit would also weigh heavily on the Swiss export industry. Without a new accord between Switzerland and the UK, the latter's exit from the EU could threaten the future of trade between the two countries. It is therefore of paramount importance that the "mind the gap" strategy formulated by the Federal Council is implemented consistently.

In the longer term, the Swiss economy is faced with various challenges. In view of demographic trends, the working population from now on will see only minor growth or even shrink. Unlike in the past, any increase in the working population will in future barely make any contribution to economic growth, meaning this will only be possible through increased productivity. However, productivity growth in recent years has been very low in Switzerland compared with its international peers. Growth in labor productivity has been on the decline since the 1990s and in the last ten years has been just one third of the OECD country average.

In spite of the lower growth rates expected in the future as a result, this development also presents opportunities. The highly skilled stand to benefit in particular, as the battle for talent intensifies in the face of the shrinking workforce.

NAV Family Event 2018

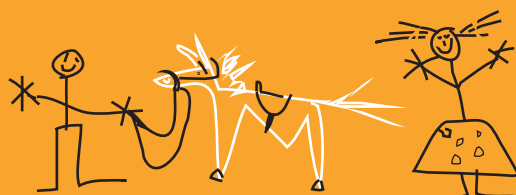


Please reserve this date in your diary now:

Saturday, 22 September 2018 The NAV invites you to our traditional family day, a detailed invitation will follow.

Brunch from 10.30 am to 3 pm with pony rides

at the Längenhof, belonging to
Pius and Silvia Oser, Schönenbuch



Individuals in the thicket of data protection

As mentioned previously, this edition of *info* magazine highlights another aspect of the important revision to the Federal Act on Data Protection. If the new data protection act comes into force in the summer of 2018, as desired by the Federal Council, it will replace a law that has been in force since 1993. It seems almost impossible to draft a law that is intended to prevail for a further 25 years, especially in these dynamic digital times, given the rapid changes that the world has undergone in digital (and therefore real) terms in recent years. In 1993 there were around 50 servers on the World Wide Web. According to a survey by Netcraft, this figure currently stands at around 1.8 billion. Hardly anyone mentioned social media in 1993. Today, terms and names like Facebook, Cambridge Analytica and data monitoring are omnipresent. And there's good reason for that. Data protection has become more important than ever before.



Daniel W. Szpilman

Guest author and freelance journalist

Mark Zuckerberg, wunderkind and global entrepreneur, Harvard legend and computing pioneer was once again ahead of his time. When, in

US history, has a cherub-faced magnate ever sat in front of the US Senate committee, swallowed hard and been forced to justify his actions over a data surveillance scandal? This is the person who, not too long ago, threw wild college parties and has now been voted one of the ten most influential people in the world by *Forbes Magazine* – to say nothing of his net worth of around \$66 billion. Facebook founder and Chairman Mark Zuckerberg, born in 1984, apologized in front of the cameras for the data protection practices of his company, Facebook. A quiz app on Facebook had enabled the data analysis company Cambridge Analytica which supported the Republican presidential candidates Ted Cruz and then Donald Trump in the 2016 US election campaign to access the personal data of around 87 million users. And this was made possible in spite of only 300,000 people using the quiz app. This was sufficient reason for accusing Facebook of not employing adequate safeguards for its users' personal data.

For every person who used the quiz app, data from a further 300 people was passed to the company. Zuckerberg had no option but to admit his company had failed in its obligations. Surely a nightmare scenario for any data protection officer. When one of the senators at the hearing asked Mark Zuckerberg if the data uploaded to Facebook still remained

his, i.e. the senator's, and had not passed to ownership by Facebook, Zuckerberg replied with certainty: "The first sentence in our user terms and conditions states that the user owns and controls all data and any content that they publish on Facebook." But, is that really so? Data has latterly become equivalent to goods that are traded, bought and sold, exchanged and given away. Adequate data protection regulations that give businesses sufficient latitude to operate, but still protect the individual are called for.

Population on edge

Against the backdrop of the ongoing revision of the Federal Act on Data Protection in Switzerland, this data protection scandal involving Facebook is a vivid example of how and when the individual is subject to legal data protection provisions. 1.4 billion people use Facebook every day. For those users, the internet service is far too critical and prevalent in

their everyday lives for data protection to be neglected. The scandal also caused an uproar in Switzerland. Federal Councillor Ueli Maurer announced that every citizen should be "the owner of their own data." The intensity of discussions was ratcheted up. As a result, suggestions have been put forward for a personal data box, as called for by ETH researcher Dirk Helbing for example. All of the data held about a single person would be collected in a personal data box. This would enable internet users to keep track of their data, assisted by digital assistants employing artificial intelligence.

These responses from the spheres of business, politics and science only reflect the sensitivity of the topic amongst the general population. As part of a survey by Privitim about data protection in January of 2009, around three-quarters of those surveyed said that what happens to their personal information on the internet was important or even very important to them. More recent surveys have returned even more indisputable values.

According to the statement issued by the Federal Council, these social trends were taken into account in the current revision. For individuals, the following changes are critical: on the one hand, the transparency of data processing will be raised. This will see the obligation to provide information during data collection extended to private individuals responsible for any data processing. This will lead to a control mechanism designed to ensure transparency. This obligation to provide information can be fulfilled in a standardized manner, and exceptions are also provided for. In addition, the draft legislation introduces a duty to provide information for fully automated individual decisions and gives the person affected, in this case under certain conditions, the right to express his or her point of view and request that a natural person reviews the decision.

According to the proposed legislation, more information must also be provided to the person concerned if he or she asserts his or her right to information. This right to information makes it possible to retain control over one's own personal data. This can be enforced by means of a request for information after appropriate identification. The rights of the persons concerned are defined more clearly in various points. Among other things, the draft Federal Act on Data Protection (FADP) expressly provides for the right to delete data, whereas this is only implicitly mentioned in the existing FADP. In addition, court access will be facilitated by exempting proceedings against private individuals from court costs.

Stricter enforcement measures

The independence of the data protection officer has also been strengthened. According to the draft, the data protection officer should be in a position to issue binding orders after

an investigation, initiated either ex officio or in response to a complaint, has been closed. This gives the data protection officer more powers. Furthermore, the part of the act denoting criminal acts will be enlarged. The maximum amount of any fines was increased to 250,000 francs; the list of punishable practices was adapted to the new obligations of the persons responsible for data security. These are all measures that are intended to take today's changed circumstances into account. The sanctions were even higher in the preliminary draft act.

In view of the rapid and numerous changes in this field, the regulations relating to the FADP will presumably continue to be refined in the coming years. It remains to be seen what impact this will have on our personal data and, more importantly, on society as a whole and in the digital arena. What is certain however, is that individuals already find themselves in a thicket of data protection, regulation and digital ramifications.



The long journey to social partnership

How apt: the 20th anniversary of the Novartis Employee Representative Council coincides with the centenary of the general strike. The nationwide walkout staged against the government in November 1918 was the first major step by Swiss blue and white-collar workers on the way to the social partnership we know today. Basel was no exception.

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On November 12, 1918, a general strike brought life in Switzerland to a standstill. The three-day walkout in private companies and public-sector enterprises was more than a conflict between employees and employers. Rather, it was the culmination of the widespread social unrest that had broken out in many countries of Europe and in Switzerland toward the end of World War I. Many companies had racked up hefty profits during the war years, yet they gave the working population absolutely no share in these. The situation was compounded by the fact that common workers and their families were bearing the brunt of the consequences of war and the poverty this created. Thus, the time had come for their organizations to demand the social improvement of their clientele, including by political means.

Deployment of the armed forces

With this in mind, in summer 1918 the National Councilor for the Social Democratic Party, Robert Grimm, established the Olten Action Committee (Oltener Aktionskomitee, OAK). After its demands to the federal government – which at that time was composed solely of members of the bourgeoisie – went unheeded, initial unrest and local strikes ensued. Mainstream politics



Roger Thiriet is a journalist and author who lives in Basel. In his column he reflects the way the topic of the magazine relates specifically to his home city.

and military commanders sensed in these demonstrations the first signs of a workers' revolt following the example of the Russian Revolution of 1917, and in individual instances – backed by the approval of the Federal Council – even deployed the military against protesters. These shows of force led to the declaration of an unlimited general strike coupled with demands for measures to safeguard food supplies, introduce a 48-hour work week, secure women's right to vote, reform the army and implement old-age and disability insurance. The strike, which was subsequently joined by almost one quarter of a million workers throughout Switzerland, played out mostly peacefully in spite of the strong army presence, including in Basel. In Basel at that



time there were already two Social Democratic Councilors in cantonal government, who together with the strike's moderate leadership helped ensure that the labor dispute progressed in an orderly fashion.

The Basel "August strike"

Just a few months later, on August 1, 1919, the military in Kleinbasel used firearms to quell the uprising. On Swiss National Day, of all days, the "Basel general strike" – which had been called the day before – escalated along Greifengasse and in front of the barracks into civil warlike confrontations between demonstrators and soldiers, ultimately leaving five dead and several dozen injured. The unrest was triggered by a labor dispute in the Basel dyeing industry, which had peaked in this "hot summer" of 1919. At the end of the day, however, this was just the last straw that broke the camel's already heavily laden back. Major portions of the population were already at the end of their rope and suffering massively from the consequences of World War I. Food had become scarce, inflation was spiraling and housing was virtually unaffordable, not least for family fathers who had defended the border for several years for minimal pay and after returning to civilian life found themselves wandering the streets looking for work due to the high level of unemployment. Things got so bad that in July 1919 over 6,000 Basel households were given emergency rations of potatoes, bread, milk and fuel at drastically reduced prices.

Long journey to success

Both the national and the Basel general strike, both of which had to be broken off after just a few days, failed to achieve any immediate success. Of the nine demands made by the OAK when they declared the national strike, only the one calling for a reelection of the National Council according to the principle of proportional representation saw immediate application, ensuring social democrats and trade unions gained stronger representation in parliament. The other concerns had to wait: it would take another 30 years for the old-age and disability insurance included in the original demands to be enacted in 1948, while women did not secure the general right to vote on federal issues until as late as 1971.

However, the uprising by the working classes, the general mobilization of trade unions and social democrats, and the isolated and general strikes held in 1918/1919 heralded a period of change. The rich and powerful had to give up power, while workers and the army took the first successful steps on the long journey to equality and social justice as they are recognized and established in politics and the economy today.

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Time out as a way of life – from dream to reality

Time out: just give up your job and your everyday routine and enjoy life. Over a total working life of 25 years, I, Monika Keller (51), have had many of these unusual career breaks. I live a life that makes me happy.

Monika Keller

Senior HR Partner at Sandoz AG and owner of the Rauszeit Agentur GmbH in Basel



Ever since the age of 19 when I finished my apprenticeship with Ciba Geigy and traveled to the USA for six months, the travel bug has never left me. Today I can look back gratefully on a fantastic career and eight memorable periods of time out lasting between two and nine months. For example, I've been backpacking through South

America, trekking in Tasmania, traveling by camper van through Turkey and cycling along the Baltic coast.

Dropping out of my job and company and then resuming work became the norm for me.

Dreams and visions

I understood from an early age that a great deal is possible if your dreams, your heart's desires, are strong enough. That's because having a positive attitude to the future (a vision) generates confidence, enthusiasm and therefore the necessary energy to make it happen. We all know from our own experience that, if something is really important to us, we get there in the end. Wonderful things happen by chance, we meet the right people, are given useful information or friendly assistance.

Is luck a matter of chance?

I'm often told that I'm just lucky and that I fall on my feet. Maybe. But why me? Why do some people seem to have no luck, or at least that's what they believe? I began to study the subject of luck, happiness and success more closely. Today I know that it is the "vision" that is primarily responsible for them. That is born of our mindset, and we can all consciously control that. Luck and happiness are not random things that come to



you by chance, but the result of a deliberate decision – that we can all make.

Being in control

At the start of my career, I would never have expected, let alone planned, to lead such a colorful and varied life. After training as a laboratory technician (1985), followed by part-time study at commercial college, I took various courses in personnel management, culminating in a Master's in HR Management. Then I trained to become a life coach. I still find doing training courses, taking sabbaticals and working with lots of different people very motivating and inspiring today.

Despite – or perhaps because of – my change of career, I always felt that I had a choice and could decide for myself where my life should lead me – do you know that feeling? It gives me an incredible sense of freedom and I have learned to let go and take delight in the new and the unknown.

Both/and

When I was nearly 50, I fulfilled one of my greatest visions. I set up my own company and now I am partially self-employed. Since 2016 I have been both the owner of the Rauszeit (Time Out) Agency in Basel, and a Novartis employee. Alongside my job, I spend three days a week working for myself as a consultant, life coach and personal trainer.

My vision is never to stop learning – from others and with others. To help people in difficult circumstances or with their personal development. Help to create visions and discover hidden resources. Live my vocation. Choose my path through life consciously and carefully. And do what is really important to me.

Rauszeit Agentur

As an expert in time out, I now work with my partner to help people who want to know more about time out. We advise them from their initial idea until they embark on it and when they return. We help them to overcome their doubts, we provide the impetus they need, clarify questions about organization and employment and make sure that they don't forget anything important.

As a job coach with lots of HR experience, I also help people who want to change careers. Employees (including managers) seek my assistance with all kinds of matters, such as preparing for a difficult meeting or aspects of teamwork.

As a life coach, I can help people on questions relating to all areas of life. My solution-focused approach to coaching helps me to bring clarity and peace of mind into the lives of my clients.

The aim of resilience coaching is to encourage a more resilient attitude when dealing with challenging situations. I work methodically using eight resilience factors. We reinforce people's ability to cope with change, encourage them to take personal responsibility and in that way reduce stress.

Visions and resources

Vision and resources are the two elements that I find especially important. Vision is about knowing what you really want out of life and what the future you hope for should look like. The "My Vision" workshop offers an opportunity to formulate the kind of future you want, program your inner "GPS" and so achieve your heart's desire.

With resources, it's a question of finding out what makes you you. What are your strengths and talents, what is important to



you and what ideas characterize you? These are the aspects that we look at in the "My Resources" workshop.

Do you love your life? I do, and I'm convinced that everyone has it within them to be happy. Satisfaction does not come from outside, it lies inside – inside everyone of us. For more information see www.rauszeitagentur.ch