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To survive in the global competition during and especially after the economic crisis, Europe needs new approaches to policy discussion.

Firstly, productivity growth must be boosted from present levels in all sectors, and it must be built on sustainable basis.

Secondly, ways must be found to at least halt the decline in labour supply. In order to achieve that, the world of work needs to be made more attractive.

A key question here is how companies' productivity growth can be boosted in a way which supports employees' individual and collective resources whilst at the same time helping them to maintain their working ability and

stay motivated to work in the face of changing conditions.

The EESC's key messages to EU Member States, civil society and economic and political decision-makers can be summarised under four headings:

- 1) Mutual trust between the social partners is essential*
- 2) The economic nature of the quality of work and its impact on growth should be further examined*
- 3) A European index on quality of work and productivity should be created*
- 4) Quality of work should be put at the top of the Post-Lisbon-Strategy for Growth and Jobs objectives beyond 2010*