

# Industrial relations for a green economy

Innovative bargaining processes for a sustainable growth and a quality employment



Project VS/2014/0405 co-founded

by

DGESAI - DG EMPLOYMENT, SOCIAL AFFAIRS and INCLUSION

**Case Italy Ecologia&Lavoro:  
General Beverage-Piaggio**

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## **PRESENTATION (IDENTITY CARD OF BEST PRACTICE)**

### **Name of initiative/project/ intervention/agreement**

Introducing “free beverage” or “fountain” in a canteen: trade union action aimed at workers and citizens to disseminate knowledge as concerns green consumption and ecological and sustainable behaviour.

The introduction of the beverage system was performed in the canteen of Piaggio plant in Pontedera (Pisa Italy).

### **Short description**

Fountain or ‘free beverage’ is the free distribution of beverages and microfiltered water in catering locations such as canteens, restaurant self services.

It is implemented installing specific machinery where the costumers can freely help themselves with the beverage of their choice (waters, cold drinks, hot drinks, semi- fluid drinks) in the desired quantity. A single glass, usually re-usable, picked up from the line is used in the operation. The introduction of free beverage system allows the elimination of plastic wrapping, drastic reduction of goods transportation., reduction of vassels (bottles and cans) and consequently the reduction of waste.

### **Geographic, territorial, sectorial localization**

The system of fountain, supplied by General Beverage, company has been introduced at Piaggio’s Plant canteen (Pisa – Italy).

### **Period of activity**

‘free beverage’ was introduced in Piaggio Plant between 2008 and 2011.

### **Players /promoters**

The project “free beverage” was promoted by General Beverage with the support USR (Trade union internal committee) CISL Toscana and canteen supervision committee from Piaggio.

### **Players/ partners involved, their main functions**

- Ecologia&Lavoro NGO
- USR CISL Toscana
- Tuscany Regional Government
- Canteen supervision committee at Pontedera Piaggio plant
- General Beverage
- Piaggio Group, plant of Pontedera

### **Types of Beneficiaries (direct/indirect):**

*Project financed by European Union*

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The introduction of the system in the Pontedera Piaggio Plant's canteen allowed a significant limitation of waste through the elimination of plastic bottles; moreover it reduced the general environmental impact of the goods transportation.

## **Human resources involved in the bargaining process and their competencies**

### **Indicators for monitoring and evaluating activities**

The fountain system was monitored weekly by ASL (local health agency) to verify the quality of water distributed to workers as requested by Canteen supervision committee

## **DESCRIPTION**

### **Starting point of the initiative/project/intervention as related to the territorial context (social, economic, political)**

The opportunity of substituting plastic bottles with the fountain system was object of reflection already in 2008 but it was met with resistance by workers unwilling of changing their behaviors and consuming habits because of lack of knowledge.

Tuscan Regional Government policies strongly aimed at promoting sustainable consumptions as concerns sensitization activities, mechanisms and tools for incentivizing green procurement were translated by Ecologia e Lavoro Ngo ,Usr Cisl Toscana in actions of sensitization and orientation of their executive and membership towards green products.

In 2010 Ecologia e Lavoro e USR Cisl Toscana presented the project Gas and green procurement that was financed by Call for proposal "Go Green" by Tuscany Regional Government in order to disseminate information about sustainable consumption and promote concrete actions.

Participating to this project trade union officers first, workers afterward were able to acquire a new sensibility and knowledge and initial resistances were dropped and it was possible to introduce the fountain system proposed by General Beverage.

### **Description of the socio-economic, territorial, corporate context in which the initiative is based.**

Since the year 2000 Tuscany Regional Government integrates in its own environmental policies the concept of "green procurement" and Integrated Product Policy (IPP) and realizes a series of actions in order that public subjects adopt Green Public Procurement. In the regional program of Environmental Protection are introduced eco-efficiency in the procedure of goods and services procurement by Tuscany Region – In 2011-2015 PSR (regional plan of development) Tuscany Region besides confirming central role of GPP launched a series of action to promote Green buying not only by public bodies but also by enterprises and consumers.

Cisl Tuscany together with Ecologia&Lavoro in a continuous formal and informal relationship with the government acquired awareness about the role that Trade Union could play both as regards

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customers as well production to favor the process of transition towards green economy. Many activities were realized to sensitize and train Trade Unions executives and cadre.

## **Is it possible to describe the “philosophy” inspiring the best practice?**

The good practices was borne by awareness that trade union has social role and can play a central function in influencing consuming behaviours of its members both within a company and outside. The trade union played and can play a significant role stimulating the negotiation of Tuscan companies to implement policies of green procurement through a re-organization of canteen and internal stores in a virtuous way.

## **What problems/general needs the interventions is trying to address? What the specific ones are?**

The fountain system try to respond to need of limiting the production of plastic waste (bottles).

## **What the goals/ends the intervention is trying to achieve? What bargaining dynamic had been in place?**

Intervention aims are

- To promote and amply the themes of internal negotiation
- To disseminate policies and procedures for green procurement
- To disseminate eco-sustainable behaviors
- To promote the creation and development of companies producing green goods and services
- To sustain the growth and establishment of the role of Canteen Supervision Committee

## **What activities and instruments the intervention is operational through?**

Sensitization and training actions realized by Cisl Tuscany and Ecologia&Lavoro on behalf of their own executive and cadre to promote green procurement in the local companies through **Canteen Supervision Committees** and contractual negotiations.

## **How the actions can increase knowledge and support overcoming specific problem**

The present case shows in a significant way the role that the trade union can play, especially as concerns the future perspective to promote green procurement in local companies, orienting companies and workers choices and facilitating the diffusion and development of eco-compatible business models.

It can be noted that Cisl Tuscany was the main player and shared and acted in concert with the Region as concerns development policies. Cisl realized initiatives to train and sensitize its executives and cadres.

## **As concerns the territorial context what the most innovative aspect of the initiatives are? Why?**

To experiment a model or relationship and iterations among different players (Tuscany Region, Cisl Tuscany, Executive and cadres of Cisl Tuscany) that produce a concrete action as concerns company sustainability substituting plastic bottles with the fountain system.

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**What the “internal quality factors” of the initiative are? (sustainability, internal efficiency, effectiveness?)**

- Significant limitation of waste production
- Consistency between regional and trade union policies on sustainable development especially as concerns green procurement;
- Cisl capacity of sensitizing its executives and cadres as concerns environmental sustainability.

**Is it possible to transfer the initiative in other context?**

The initiative has been transferred in other contexts. It has been presented in other large companies thanks to Cisl. General beverage, thanks the Piaggio case has been able to enter other companies, hospitals, public bodies and so on.

**Is the initiative reproducible in different contexts?**

The Piaggio-General Beverage experience has been positively influenced by a favourable context because of regional policies and actions aimed to supporting sustainable behaviour and by a strong interest by USR Tuscany to sensitize its directive. We believe that this context can be searched and stimulated also in other territories creating a fertile terrain through a good trade union action to develop participatory processes.

**Please point out communication instruments (website, documents, booklets) concerned with the initiative.**

Project Gas and Green procurement

<http://notizie.cisl Toscana.it/materiali-e-documenti/Materiali-e-Documenti/02.-Enti-e-Associazioni/Ecologia--and--Lavoro/02.-Gas-e-acquisti-verdi-con-la-Cisl>

Fountain system

<http://www.iobevo.com/online>

**Please write your final considerations**