



# THEME COMMONS

## SUB-THEME:

Life Styles

## TITLE OF WORKSHOP

Reuse practices and environmental  
impact assessment

(*WHAT*) PROPOSAL (IDEA OR PROJECT) FOR THE DEGROWTH

TO REALIZE ☐ [ BEST PRACTICE ☐ / RESEARCH ☐ ] [NEW ☐ / REVISED ☐], TO  
REPLICATE X, TO RE-ACTIVATE



(BRIEF DESCRIPTION) Student group (in school INSA Lyon France) who stores furniture that student who leave university don't want anymore or can't bring with them back home (especially international students), and newly arrived students can come and pick the second-hand furniture year after year, the service is free and voluntary for now. Maybe it could be interesting to find incentives to convince leaving students to drop furniture at the storage place and not in the garbage.

(**WHY**) RELEVANCE OF THE PROPOSAL TO THE NEEDS AND CONSTRAINTS OF THE DEGROWTH  
reduce consumption and production of goods, easily replicable.

(**WHERE**) AREA OF APPLICATION : campus, universities cities,

(**WHEN**) PERIOD OF APPLICATION : SHORT TERM ☐ LONG TERM ☐ YEAR \_\_\_\_\_

(**WHO**) PROPONENTS AND PARTNERS (CONTACT NAME & E-MAIL ADDRESS)

François Briens [francois.briens@gmail.com](mailto:francois.briens@gmail.com) ( the idea is not mine)

(**AND YOU ?**) CONTACT THE PROPONENT OR LEAVE YOUR E-MAIL ADDRESS, IF YOU ARE INTERESTED IN THIS PROPOSAL

(**WHAT**) PROPOSAL (IDEA OR PROJECT) FOR THE DEGROWTH

TO REALIZE X [ BEST PRACTICE ☐ / RESEARCH ☐ ] [NEW ☐ / REVISED ☐], TO REPLICATE ☐,  
TO RE-ACTIVATE

(BRIEF DESCRIPTION) Sistemazione, pulizia, riuso di una tratto di fiume interno alle città che costeggia le mura cinquecentesche. Navigabilità, turismo fluviale, manutenzione barche. Diffusione voga veneta. Manutenzione mura lato fiume ecc...



( **WHY** ) RELEVANCE OF THE PROPOSAL TO THE NEEDS AND CONSTRAINTS OF THE DEGROWTH

Previa formazione, reimpiego lavoratori fin dalle fasi progettuali

( **WHERE** ) AREA OF APPLICATION Padova

( **WHEN** ) PERIOD OF APPLICATION : SHORT TERM ☐ LONG TERM X YEAR \_\_\_\_\_

( **WHO** ) PROPONENTS AND PARTNERS (CONTACT NAME & E-MAIL ADDRESS)

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Note: questo progetto presuppone una sostenibilità anche economica e medio termine. La fase iniziale di formazione verterà sul concetto di transizione da un modello concettuale di lavoro ad un altro, che abbia le caratteristiche di favorire le cose sia pratiche che teoriche riparabili partecipatamente,

( **WHAT** ) PROPOSAL (IDEA OR PROJECT) FOR THE DEGROWTH

TO REALIZE X [ BEST PRACTICE ☐ / RESEARCH ☐ ] [NEW ☐ / REVISED ☐],

TO REPLICATE ☐ ,

TO RE-ACTIVATE

(BRIEF DESCRIPTION) Mercatini baratto con laboratori di riutilizzo (cucito-design-gioelli-mobili-libri-bici) anche itineranti per uso spazi collettivi supportati da strumento di calcolo (es LCA9 per Policy Maker

( **WHY** ) RELEVANCE OF THE PROPOSAL TO THE NEEDS AND CONSTRAINTS OF THE DEGROWTH

Riuso, nuovi canoni sostenibili, strumenti per policy maker

( **WHERE** ) AREA OF APPLICATION



( **WHEN** ) PERIOD OF APPLICATION : SHORT TERM ☐ LONG TERM X YEAR \_\_\_\_\_

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( **WHAT** ) PROPOSAL (IDEA OR PROJECT) FOR THE DEGROWTH

TO REALIZE ☐ [ BEST PRACTICE ☐ / RESEARCH ☐ ] [NEW ☐ / REVISED ☐], TO REPLICATE X, TO RE-ACTIVATE

(BRIEF DESCRIPTION) Catering delle stoviglie. Fornitura di stoviglie usate per ridurre lo spreco carta e plastic con cauzione tot euro. Replicabile all'infinito. Valutare possibilità di iniziare così per arrivare ad una consapevolezza dei singoli (portarsi le stoviglie da casa) e utilizzare i soldi recuperati per progetti sociali.

( **WHY** ) RELEVANCE OF THE PROPOSAL TO THE NEEDS AND CONSTRAINTS OF THE DEGROWTH

Ri-uso consapevolezza crescente dello spreco

( **WHERE** ) AREA OF APPLICATION Dovunque

( **WHEN** ) PERIOD OF APPLICATION : SHORT TERM X LONG TERM ☐ YEAR \_\_\_\_\_

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(**WHAT**) PROPOSAL (IDEA OR PROJECT) FOR THE DEGROWTH

TO REALIZE ☐ [ BEST PRACTICE ☐ / RESEARCH ☐] [NEW ☐ / REVISED ☐, TO REPLICATE X, TO RE-ACTIVATE

(BRIEF DESCRIPTION) Creazione di un centro “virtuale” di competenze che metta in connessione realtà musicali, scientifiche, associative e istituzioni. Ogni realtà, oltre che condividere le proprie esperienze e strategie si farà carico d’incidere nella promozione del riuso e del metodo LCA.

(**WHY**) RELEVANCE OF THE PROPOSAL TO THE NEEDS AND CONSTRAINTS OF THE DEGROWTH

La messa in rete per la condivisione dei vantaggi del riuso è il miglior strumento per la sua diffusione di massa

(**WHERE**) AREA OF APPLICATION Stili di vita

(**WHEN**) PERIOD OF APPLICATION : SHORT TERM ☐ LONG TERM X YEAR \_\_\_\_\_

(**WHO**) PROPONENTS AND PARTNERS (CONTACT NAME & E-MAIL ADDRESS)

ASSOSCAI [www.assoscai.it](http://www.assoscai.it)

(**AND YOU ?**) CONTACT THE PROPONENT OR LEAVE YOUR E-MAIL ADDRESS, IF YOU ARE INTERESTED IN THIS PROPOSAL



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(**WHAT**) PROPOSAL (IDEA OR PROJECT) FOR THE DEGROWTH

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(BRIEF DESCRIPTION) To make reusable bags for products instead of plastic ones. The idea is not new, but its application might be not only environmental. For instance in Russia a recent times these and a project (which still works), when blind people made special bags called AVOSKO. Pre history: there is special technique to make bags from strings and during soviet Russian there were special factories, which teach blind people to work in this technique. After soviet union collapsed, those people became unemployed. So nowadays there is an initiative to teach blind people to create those bags and those bags are distributed through website and also through some shops of Russian clothes designers.

(**WHY**) RELEVANCE OF THE PROPOSAL TO THE NEEDS AND CONSTRAINTS OF THE DEGROWTH

Alternative for plastic bags

Made of more or less natural materials

Solve social problem (additional income for blind people plus opportunity of self realization for them)

(**WHERE**) AREA OF APPLICATION It can be applied not only for blind people: there may be some project that covers different social group (people with disabilities etc...)



( **WHEN** ) PERIOD OF APPLICATION : SHORT TERM ☐ LONG TERM X YEAR \_\_\_\_\_

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You can find information how this project was implemented in the blog : [avoski.livejournal.com](http://avoski.livejournal.com)

( **AND YOU ?** ) CONTACT THE PROPONENT OR LEAVE YOUR E-MAIL ADDRESS, IF YOU ARE INTERESTED IN THIS PROPOSAL If you need any help from me as translator Russian content of the web site I'll be glad to help in anything

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☒ REPLICATE

## The Almaviva Green Project

### The Almaviva Group

The Almaviva group was created in 2005 as a merger between COS (a contact center with 17000 employees, over 9000 of which in Italy) and Finsiel (Information Technology group, 3000 employees)

The entire Almaviva group employs today more than 25000 people, 15000 of which in Italy (5100 in Rome, 4800 in Palermo, 2100 in Catania, 1200 in Milan and 1100 in Naples) and about 10000 abroad (Brazil, China and Tunisia). As of March 2012 Almaviva SpA, the group holding company, employed 3116 people, 2204 of which in Rome, 293 in Milan, 123 in Turin, 51 in Genoa, 165 in Padua, 70 in Bologna, 31 in Florence and 159 in Cosenza.

Total revenues for the entire group amount to over €730M, with the holding company Almaviva SpA alone accounting for over €400M.

### The beginning

Our path begins in December 2008 with a trade-union problem. For over one year, internal negotiations had come to a halt over to the performance bonus issue: it became necessary on one hand to find additional financial resources, on the other to identify new reference indicators - in addition to the traditional profitability, productivity and quality indicators.

This situation brought about the initial idea:

- Enact eco-sustainable behaviors within the Company, so to save financial resources on consumptions and use any freed resources for performance bonuses

### Almaviva RSU's proposal

The initial idea rapidly took traction in broader contexts, as its great potential came into evidence. Moving from these considerations, we started a period of discussions and analysis on the environment and in particular its interactions with Information Technology. This eventually led to the idea of a much more ambitious project, jointly supported by Fim, Fiom and national Uilm, and articulated around three main subjects:

- **Almaviva Green Company** → Enact behavioral models, organizational interventions and measures in the management of plants and logistics so to reduce the environmental impact and pursue energetic as well as financial savings.
- **Almaviva Ecocompatible IT** → Design and implement systems, services and architectures compliant and respectful of energy efficiency principles, and capable of guaranteeing energy savings to the end user.
- **Almaviva IT Solutions for the Environment** → Develop and leverage expertise, skills and technologies to introduce a new commercial offering in the environment protection domain.

### Project start-up

The Company had independently started an autonomous research on energetic savings, and was about to start action in the field of measuring consumptions. Integrating our initiatives together and after some initial discussions, we came to the definition of a joint project named **Almaviva Green**.

In May 2009 a joint Company-RSU **Green Team** was created, with cross representations from various company departments. In addition, a **RoadMap** was defined, articulating a detailed plan of actions and goals to be reached over a scheduled timeline.