

# **BROAD**

## **Building a Green Social Dialogue**

### **EUROPEAN WORKSHOP**

Bruxelles– December 14 2017

**Main project's outcomes  
and European Guidelines  
on Social Dialogue**

**Serena Rugiero  
Daniele Di Nunzio**

**FONDAZIONE DI VITTORIO**



# Project objectives

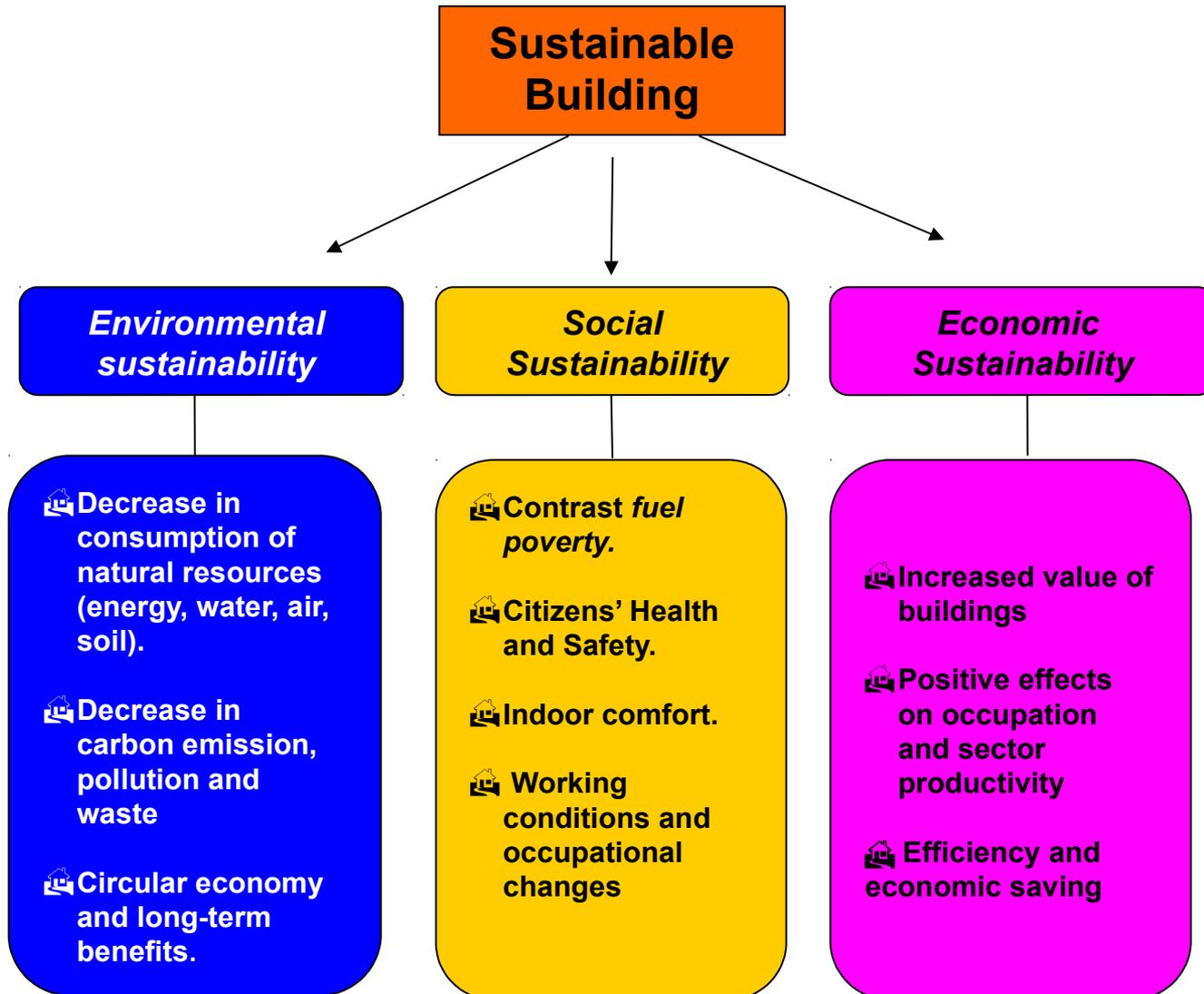
- The main purpose of this project is to understand how **to reinforce the role of social dialogue in support of the sustainable transformation of the construction sector, and in particular housing**, at National and European level.
- Project aims **to enhance cooperation and mutual learning** among social actors in support of the processes of green building through the **exchange of experiences and best practices** among the countries and social partners.
- Project aims **to strengthen synergies involving a wide range of actors**: representatives of employers and workers, institutions, experts, civil society.

# Introduction

## **Construction is one of the biggest industrial sectors of the EU economy**

- **9% of EU GDP** (EC 2016)
- **18 million direct job** in Europe (EC 2016)
- **233 million residential and commercial buildings**
- **40% of EU energy consumption** and **36% of total green-gas emissions**
- **35% of EU buildings are over 50 years old**
- Value chain: Project (R&D), Construction process, Industry, Estate Agencies, Services (Installation, Transport), Financial services, Public Administration, etc.
- Circular economy: building sector is a major consumer, of materials, presenting overwhelming elements of **structural waste**.

# Sustainable Building



# Sustainable Building and Social Dialogue

- **Transition towards sustainability in the construction sector, and in particular housing, cannot be left to itself and needs to be accompanied** to counteract obstacles and enhance the tools and opportunities available for the development of the sector.
- **Social dialogue plays a fundamental role**, the strengthening of which can contribute to effectively addressing the challenges for the construction sector in managing the impact that the transition to a sustainable economy has on the productive system, in terms of the effects on employment and people's working and living conditions. **The dialogue between the social partners on meeting the green building development is crucial to improve public governance and economic and social reform within the European Union** (European Commission, 2002; ILO, 2011).
- **Social dialogue can intervene effectively in supporting the transition to a low-carbon economy and society as a tool and a form of governance in itself.**

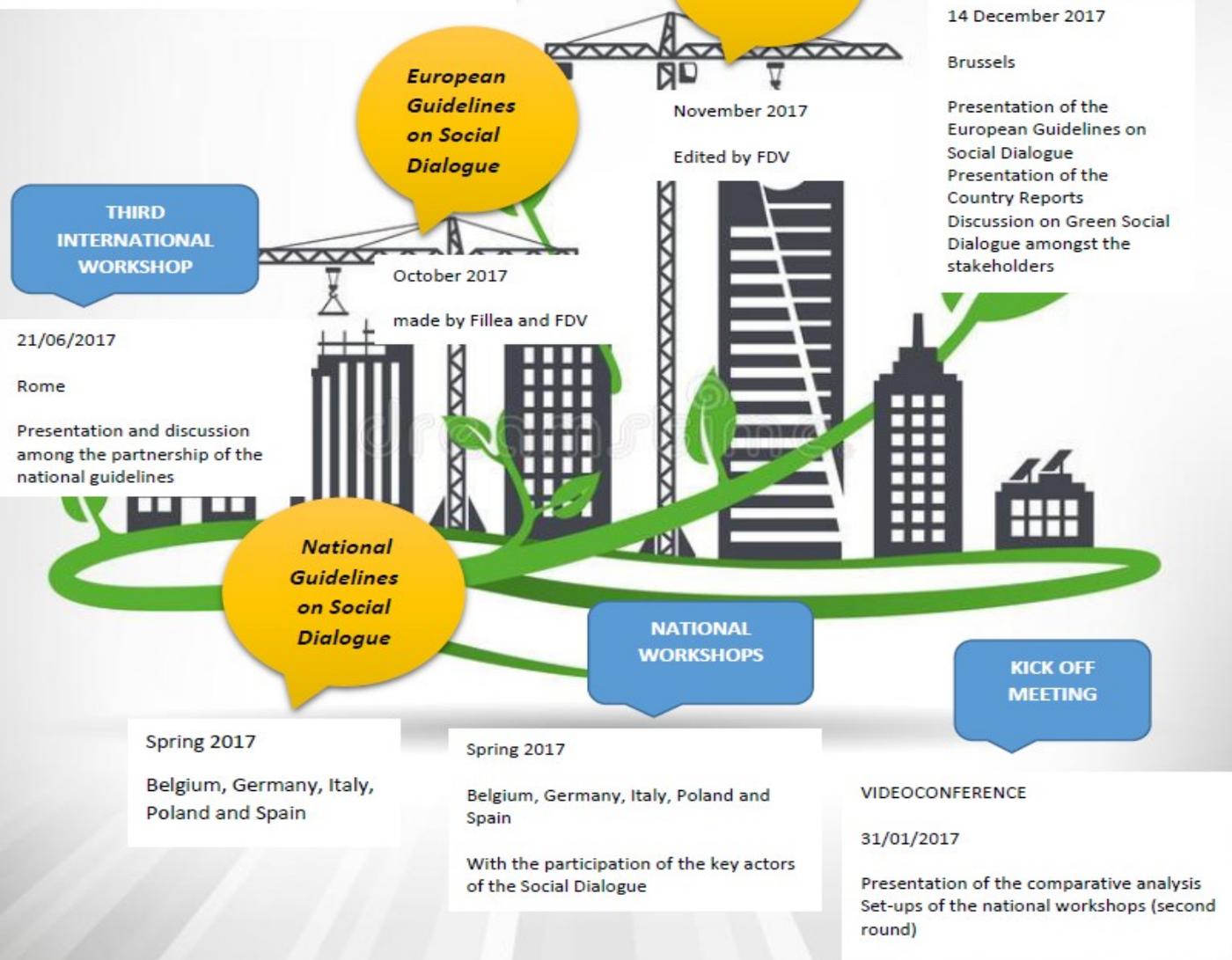
# Roadmap



# Roadmap

## BROAD – BUILDING A GREEN SOCIAL DIALOGUE

YEAR 2



# Multilevel governance



# Conditions

- Establishment of a **tripartite institution for social dialogue activities in the field of sustainable construction** that guides and coordinates actions on European policies from consultation and dialogue between the various stakeholders (bottom-up approach) and not only on the basis of the issuing of European Directives (top-down).
- **Multilevel governance**
- The **enhancement of existing European instruments and resources** eg. (ECSO); (SECAPs); (EU BIM Task Group); (BUILD-Up).
- The establishment of **committees, observatories, forums and working groups on specific themes** regarding sustainable construction. Among others: energy and climate change; urbanisation, social housing and the security of the territory; research, innovation and relationships between business and academia; training and changes in the labour market; demographic trends and emerging new needs.
- Provision of the **resources** necessary for the implementation of social dialogue on sustainable construction (human, financial, technical, knowledge-related...).

# Conditions

- Clear **assumption of responsibility** based on the will and the positions of the parties involved in the social dialogue.
- **Adequate, informed and continuous involvement of the social partners** at all stages of the processes of governance (definition, monitoring, evaluation and implementation of strategies).
- **Shared knowledge about sustainable construction** as a precondition for outlining directions and making shared decisions (in particular for the environmental, economic and social impacts connected to the introduction of sustainable processes and technological innovations).
- Sharing a **unequivocal conceptual framework** regarding sustainable construction (content, extension, inter-sectorality, etc).
- The adoption of a **holistic approach** considering the whole value chain and the circular economy as well as the social dimensions.
- The adoption of a **cross-sectoral perspective**.

# Agenda

- 1) Policies and regulatory framework
- 2) Working conditions and new skills
- 3) Technology, Knowledge, Innovation
- 4) Cultural dimension

# Agenda

## *Policies and regulatory framework*

- The formulation of a permanent, **institutionalised tripartite social dialogue model** to promote – if absent – the establishment of permanent structures for social dialogue on sustainable construction at national and local level.
- Eu directives providing for national interventions** on regulatory frameworks and incentive systems in support of sustainable construction.
- The formulation of european strategies in support of sustainable construction capable of taking into account **economic and social specificities at national and local level**.
- The standardisation of building **certification** criteria to create a **common european framework** (considering the environmental, hydro-geological and climatic features of the different countries).
- The inclusion of sustainable development and green building topics in the European Works Councils (**EWCs**) and in the International Framework Agreements (**IFAs**).

# Agenda

## *Policies and regulatory framework*

- The **coherence of public policies** in the Member States on sustainable construction with **urban planning, housing and land management policies**.
- A **long-term strategy** for the **continuity of the financing for green building** and the renovation of old buildings, also considering **social housing**.
- The strengthening of **public investments** (governments and public bodies as **large contractors**).
- The activation of **public-private partnership** mechanisms, facilitating the rules governing procurement and increasing attractiveness for investors.
- Funding for **public research**.
- The development of **research and development activities** regarding products and processes, in order to improve competitiveness and commit to the adoption of sustainable construction models by extending the integrations relating to the chain of new materials and the "sensorialisation" of the built environment (interweaving with the evolution of domotics).
- The regulation of the **construction market** in order to establish competition between companies in the sector based on the **quality of products, production processes, construction materials** (e.g. by introducing more stringent environmental criteria).

# Agenda

## *Working conditions and new skills*

- Promotion of employment and organisational policies aimed at **respecting decent work** and **increasing the job quality** (e.g. opposing illegal employment, H&S, job creation, environmentally friendly occupations, etc).
- Definition and harmonisation of **professional profiles at a European level**.
- Workers' **qualification, retraining and specialisation**.
- Integration of **sustainable development and innovation** (new technologies and digitalisation) as **key-issues in the curricula** of education at any level.
- Promotion of vocational and continuous training for both **high- and low-skilled professions**, paying special attention to the inclusion of **young people and women**.
- Management of the **impacts on working conditions** due to reorganisation of production processes and new technologies.
- Issues related to **migrant workers** and their full inclusion  
Definition of a **closer link between public incentives and respect of national collective labour contracts** and regular **NI contributions**.

# Agenda

## *Technology, Knowledge, Innovation*

- Promoting the circulation of **knowledge**, the introduction of **innovations** and new **technical and social technologies** in the sector
- Shared knowledge in order to achieve a **shared understanding** among the stakeholders of the various MS.
- Training of the **decision-makers and stakeholders** in the sector.
- Dissemination of information on green building measures and the means of integration and cooperation between the **various professional categories**.
- Dissemination of **good social dialogue practices**, taking into account the **formal and informal national networks** already existing in some countries, as well as the practices relating to the best interventions on zero-impact building, the introduction of innovations based on the adoption of an integrated approach in the production cycle, etc.
- support for the creation or consolidation of **relations between academia, businesses and trade unions**, together with the establishment of **international academic networks**.

# Agenda

## *Cultural dimension*

- Determination of interventions intended to **foster the cultural change** needed to transform sustainable constructions into a **real need** in European society.
- **Dissemination of information** on sustainable building between citizens and businesses (opportunities and benefits, incentives, constraints and procedures, etc), including through the opening of **public offices and/or helpdesks** (also run by the same players involved in the social dialogue).
- Assumption of **responsibility regarding costs** (often unrecorded) relating to health and environmental problems that arise from the **unsustainable behaviour** of the actors of the construction industry which have an impact on the health conditions of all citizens (the healthiness of environments, noise, risk in natural disasters, etc).

