



La Sostenibilitat vista per empreses i sindicats del Nord i del Sud

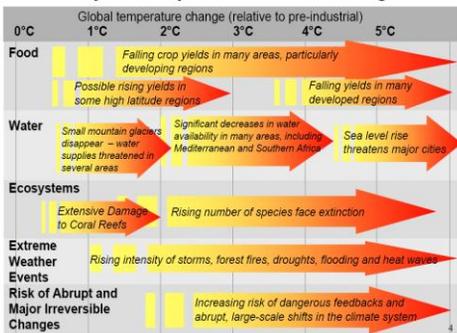
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Projected Impacts of Climate Change



(Stem Report, 2006)



What can we conclude about climate change?

- ❖ **Direct impacts on people and places**
 - flooding, tidal surges, high temperatures, drought
- ❖ **Indirect impacts**
 - Food security - destroying farmland or reducing crop yields; changing plant distributions; introduction of pesticides/herbicides; economic dependency
 - National and transnational migration - potential consequential inter-group conflict



The Consumer-Producer Relationship is Complex – they feed off each other

- Products have scripts. As Elizabeth Shove writes, *“Rather than simply meeting the needs of consumers, the products that we use are actively implicated in new creating practices and new patterns of demand.”*
- Reducing life expectancy: Wanting to replace goods is not 'natural'



Lessons from Psychological Research that are relevant to Industry and Trade Unions

- **The attitude/behaviour relationship is complex and non-linear:** changing attitudes does not automatically lead to behaviour change; the translation of attitudes into behaviours can take time
- **Behavioural impact can be direct or indirect** - we can work directly on behaviour change, or indirectly through enhancing social cohesion and community and place identity (Uzzell, Pol and Badenas, 2002).
- People should be seen as **active agents of change** not passive recipients of communication
- the challenge is to achieve **sustained behaviour change and generalising** it across a number of relevant areas, e.g., saving energy at home and in the workplace; recycling *and* energy saving.
- We may be able to get people to change individual behaviours, but what we are really asking of them is to **change their lifestyles and the everyday practices** which govern their lives.



Some Problems with Current Psychological Approaches

1. Individualistic – without social context
2. Aims to change behaviour with insufficient consideration for the conditions that shape that behaviour
3. Consumer-oriented – rather than oriented towards upstream producers
4. The emphasis is on convincing people instead of organising their potentials – top-down behaviour change rather than developing collaborative and participatory practices drawing on skills, knowledge and interest.



Changing Behaviour or Changing the Conditions in which Behaviour Occurs



Acknowledgements:
www.maxspeed.zoomshare.com/



- ❖ Move away from linear-rational models of evidence-based policy-making
- ❖ Adopt more socially and collectively participative models - treat the community as partners in solution-generating, decision-making and implementation processes
- ❖ Co-production of knowledge - scientists, policy-makers and the public
- ❖ Interventions which satisfy intrinsic needs



Context: The Policy Environment

- When we think of the policy environment, we tend to think of governments. But the policy environment is heavily influenced by other actors. One key group are transnational corporations (TNCs)
- The combined revenues of just General Motors and Ford – the two largest automobile corporations in the world – exceed the combined Gross Domestic Product (GDP) for all of sub-Saharan Africa.
- The combined sales of Mitsubishi, Mitsui, ITOCHU, Sumitomo, Marubeni, and Nissho Iwai, Japan's top six Sogo Sosha or trading companies, are nearly equivalent to the combined GDP of all of South America.
- Overall, fifty-one of the largest one-hundred economies in the world are corporations.
- The revenues of the top 500 corporations in the U.S. equal about 60 percent of the country's GDP.
- Transnational corporations hold 90% of all technology and product patents worldwide, and are involved in 70% of world trade. More than 30% of this trade is "intra- firm"; in other words, it occurs between units of the same corporation.



Context: Jobs and Environment

- Manufacturing (and other) jobs are relocating to the global south
 - lower salaries
 - less regulated working conditions
 - weaker environmental regulations
- Relocation of jobs or globalising work division
 - Sets workers in competition with each for jobs
 - Workers forced to decide between jobs or the environment
- By organising globally, workers and Trade Unions are in a position to form a counter-force challenging and changing the relations under which these contradictions occur and seem insoluble.



Why Trade Unions (1) ?

- Social movement – people within a collective and used to organising collectively
- Trade unionists are both *producers* and *consumers*. They engage in leisure, lifestyle, energy consumption outside work. Have an interest in changing production for health and safety reasons.
- Trade Unions are organising against climate change – therefore they are trying to address the conditions as well as take direct action
- They are concerned about the social consequences, such as issues of social justice and the need for a just transition
- Tradition in some national trade unions of being concerned 'beyond the workplace' to wider social issues as this affects their members too.

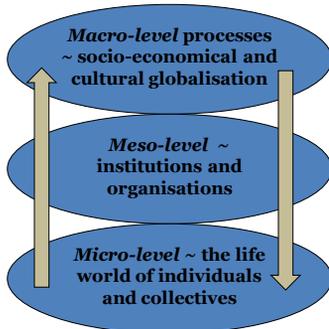


Why Trade Unions (2) ?

- Industry is able to organise itself very effectively collectively either through its sheer size (TNCs) or through organisations such as WTO
- Consumers have no equivalent collective voice or influence
- International Trade Union Confederation represents 175 million workers in 155 countries



A Model to Understand the Relationships Between the Global and the Local

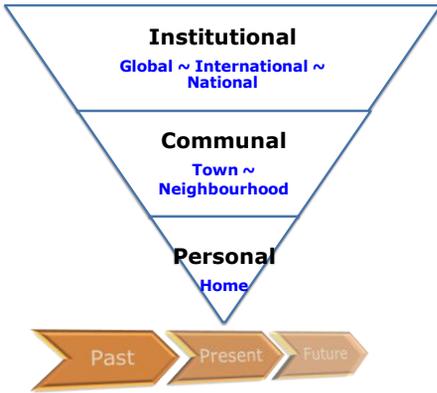




Life Histories

"No event is recognized as such in isolation; it needs to be part of a coherent whole – a history or story"

- Portelli (1991)





Aims of the Project

- To investigate and understand whether and in what form, there are relations between national unions in Sweden, UK, India, Brazil, and South Africa
- To investigate and understand the relationships between the principal international trade union organisations (i.e., International Trade Union Confederation, the European Trade Union Confederation and Sustainlabour) and the national unions in relation to climate change and sustainable development policies
- To examine the particular policies and actions of two unions (i.e., the International Metal Workers Confederation & the International Transport Confederation) in relation to climate change and sustainable development
- To identify
 - Good examples of global cooperation, solidarity and sustainability policies and the conditions necessary for both
 - Barriers for global cooperation, solidarity and sustainability policies



Research Questions

- How do Trade Unions deal with the tensions between job and the environment on the one hand and the North-South divide on the other?
- What are their policies towards these dimensions and do they see the connections between them?
- How do international, national and local trade unions cooperate?
- How are trade union policies influenced by the position of unionists in different organisations and at different levels of the hierarchy?



Key Questions?

- To what degree are workers in one country aware of the working conditions of their fellow workers overseas?
- To what extent do national identity and interests trump internationalism and global solidarity?
- What are the relations between union politics oriented towards working conditions and environmental issues and can they be reconciled?
- What are the drivers/constraints on international cooperation and solidarity between and within the "North-South" divide and among international, national and local trade unions in respect of climate change issues?
- What lessons can be learnt that could inform trade union policies and communication strategies?



Although the first international trade union structures were established more than 100 years ago, **European trade unionism is still deeply entrenched in the nation-state**. The **national trade unions** have indeed been **complemented by European structures of trade union co-operation**, promoting labour interests vis-à-vis the institutions of the European Union (EU) and struggling for social regulation of the unified European market. But this is still an uphill battle, not least due to the pressures from global market competition, accentuating contested questions about the relationships between the national, regional and global levels of trade union organisation.

Jon Erik Dølvik, *European Trade Unions: Coping with Globalisation?* Presented at ETUC Conference on 'Globalisation, Europe and Trade Unions', Brussels 7-8 March 2001

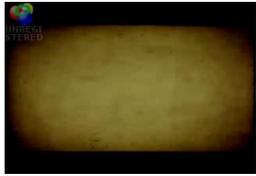


Research Locations





Time to Tackle Climate Change





Trade Union Policies

- Time for **tackling climate change**: Addressing global climate change is critical to the economic, social and environmental interest of all peoples of the world. These **actions must be fairly shared and distributed between and within countries**: responsibility and capacity must be the guiding principles for burden sharing.
- Time for hope, time for **"green & decent" jobs**: Climate policies provide an opportunity for restoring hope, repairing and rebuilding national economies on a sustainable basis and creating jobs while reducing GHG emissions.
- Time for a **just transition**: **Economic transformation cannot be left to the "invisible hand" of the market**. Government-driven investments, innovation and skills development, social protection and consultation with social partners (unions and employers) are essential if we want to make change happen.
- Time for **bridging the 'adaptation' gap**: The poor cannot be left to plunge into even greater misery. Sufficient **public funding should be directed from developed countries to adaptation in developing countries**.
- Time for **making investments and technology work for all**: Major investments are needed to **develop long-term sustainable industrial policies, aimed at retaining and creating decent and "green" / sustainable jobs, "greening" all workplaces and developing and deploying technology**.
- Time for **workers and workplaces to become actors of their future**: Since almost three-quarters of global greenhouse gases come from manufacturing, energy production or supply, transport and construction, workplace actions will be crucial in order to achieve change.



Contradictions

Jobs vs. Environment

Peter: Everyone goes round saying, you know, the kind of opinion-formers, we shouldn't let the recession push green things off the agenda. That's kind of policy-speak, isn't it. How does that translate to someone who's looking for a job? In a recession, people are more likely to accept the job they are offered, whether, it is a 'green' or a 'brown' job.

North vs. South

Charlotte (Union of transport and food industries): A huge amount of palm oil is being grown in Africa and Colombia. What it's doing to the environment as it's a monoculture, and, you know, that could impact on the environment for all of us. And also people are being put off their land - they're displaced. So we are concerned. But, it's quite a political issue, because it's used in a lot of products that are made here. And obviously, as a union, the prime purpose is to represent our members and save their jobs, protect their jobs and get more money for our members! But we are involved in environmental issues, development, solidarity, 'cause we are international.



Job vs. environment in everyday – negotiations

The international level – political bargaining

Daniel

*And for the car, you also have a big task force and you discuss... (...) And we obtain an agreement on car emissions. **It's not perfect, it's a compromise:** and the IG Metal is **not very happy** with this compromise and the IG Chemie is not very happy. But we obtained a compromise. When I send this resolution into the Parliament, **it's a very good base for the group of Parliament members to take a position.***



The national level – fears and threats

Jim

***The European Union failed** over a ten-, twelve-year period **to get the motor manufacturers to voluntarily agree 130 grams per kilometre.** And they're absolutely nowhere near that now. And so the European Union, the Commission then comes forward with a proposition to get to 130 **very suddenly by 2012. And it throws the car unions into a panic,** because, you know, they see that as a **real threat to jobs**—which it is.*

*And the management of this transition by the Commission and by the industry has been so bad that it's **been extremely unhelpful in developing a kind of consensus on the way forward with the workforce.** Because **you expose people to fear, as opposed to opportunity.***



Concerns are Equal – Questions of Identity

Daniel

*Because, (...) you explain that it's necessary to change road transport in favour of railway, of maritime transport. (...) [there is] **the social problem of the driver.** (...) it's not easy, because **the position of the driver is a real position in society.** (...) you have a real job – and **you have real recognition.** (...) Because when you are a young boy, you play with a car, and you hope to become a driver.*



but perspectives differ due to position

Daniel:

*And it's not only an economic problem; It's not a technical problem. (...) **It's to change the social picture and to change this population. And it's a political project; it's not an economic project.***

*"Because you have the financial crisis. But if you want to encourage sustainable development, – **it's also the crisis of economic production, what are the conditions to change it?***

*... for the trade unions the priority is **to defend employees, but also to defend the general interest.** (...) But we have a big discussion about **what is the general interest of the workers,** what is the protection of health and safety for the workers?*



How to translate general interests into everyday needs?

1. Leadership

Diana:

*You can understand workers fighting for the **immediate interest**, because (...) it's their livelihood – that's normal. But I think that the role of the trade unions, and **in particular of leadership in the trade unions,** is (...) to go a **little bit farther than the immediate interest.** And I think it is possible – **sometimes it's not groundbreaking,** (...) [but] you can see, **that they start on a path of change.***



Saving jobs by transforming production

Daniel

Sustainability is an occasion for trade unions to exert real independence concerning the strategy of development and production. (...) to participate with others, other NGOs in changing production.

Sustainable development is also a possibility to build a new project for humanity (...) because each trade union in the world, each person in the world, (...) has the possibility to have their say (...) about how to build this project. (...) it's very important to have a real cooperation with other countries and to take their demands into account, not behave like arrogant colonialists.

To investigate the possibilities for this will be the aim of our ongoing research



Concluding Comments

- What do you conclude from our presentation?
- Does our analysis 'ring true' for you?
- What do you see as the priorities for your Union or your enterprise?
- How can global cooperation, and solidarity be encouraged in order to achieve a 'Just Transition'?
- How can unions and employers engage in new management styles that incorporate more socially and collectively participative models in which all actors in the world of production are treated as partners in solution-generating, decision-making and implementation processes?
