



With EU Contribution

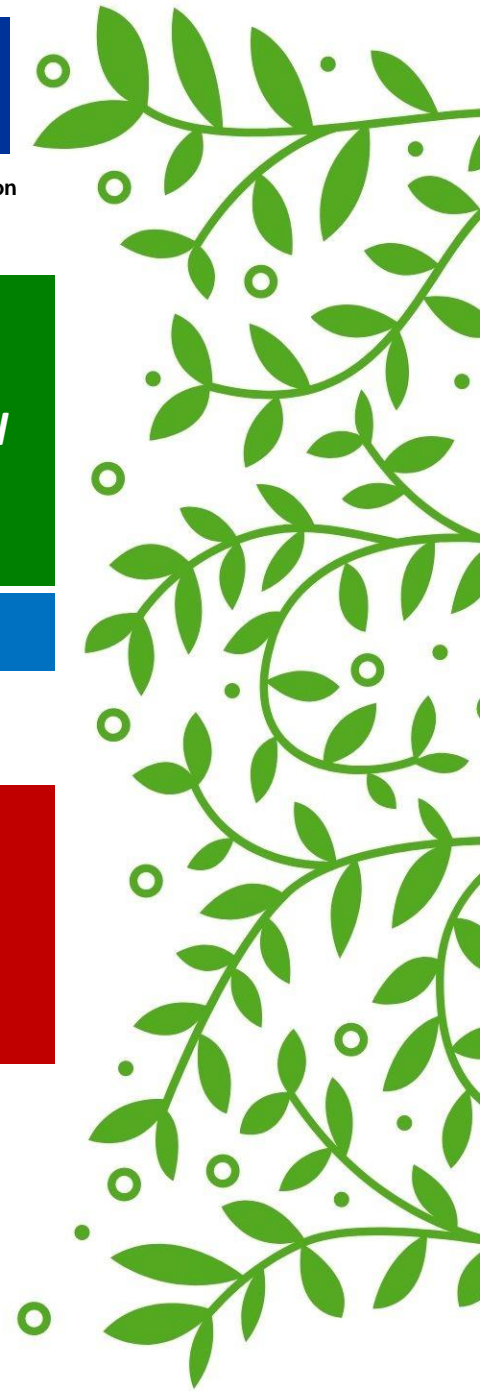
*Financing the green transition.  
Transnational collective bargaining and the role of EWCs in  
supporting European banks' transition to environmental and social  
responsibility.  
Focus on new job profiles and P&M retraining*

Project number: 101052465

# General context and project objectives

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Project manager  
FIRST Cisl National Secretary



## PREMISE

Among the innovative competences of the financial sector, green competences are undoubtedly the emerging and most important ones to support the lines of cultural and economic development outlined by the European Commission. This must take place in a context capable of effectively guaranteeing both the flexibility and positioning needs of multinational credit companies and the security and employability of workers.

# PREMISE

The banking system has an important credit function and is a driving force for the development of important green conversion initiatives at territorial level.

However, banks have so far mainly focused their attention on the investment side (the so-called green bonds), often interpreting green finance as a mere marketing strategy, ending up in greenwashing rather than actual finalisation of the capital invested

EWCs, which are widespread in the sector, are the privileged place to promote a "green" culture, organisational innovation, professionalisation and equal treatment of employees of financial groups' companies



# PREMISE

In March 2018, the European Commission adopted

**THE ACTION PLAN ON SUSTAINABLE FINANCE**

which consists of 10 key actions divided into 3 categories:

**Redirecting capital flows towards a more sustainable economy:**

establishing a **TASSONOMY** for EU sustainable assets, a standard for EU Green Bonds, an EU Ecolabel for green financial products

promoting investments in sustainable projects

Incorporating sustainability into financial advice

Developing sustainability benchmarks

**Integrating sustainability into CREDIT MANAGEMENT**

Promoting transparency and the long term by strengthening sustainability disclosure and accounting regulation

# PREMISE

**THE ACTION PLAN ON SUSTAINABLE FINANCE will not succeed without the convinced and professional contribution of employees in the financial sector and, in particular, P&M**

**In this cultural paradigm shift and organisational and working model, the**

**ACTIVE ROLE OF THE EWC AND SOCIAL PARTNERS**

# PROJECT OBJECTIVES

The project focuses on:

1. The dissemination of a culture of social and environmental sustainability among trade unionists at all levels, and in particular to representatives of senior professionals from both the financial sector and those most involved in the green revolution
2. The instruments of transnational collective bargaining that, through the joint action of the EWCs and European, national and company trade unions, will foster the development in the European financial sector of professional figures, homogeneous throughout the Community, capable of providing answers to the new financing needs necessary to support the transition process to the Community green



# PROJECT OBJECTIVES

The project therefore has 3 macro objectives:

1

- The dissemination of knowledge with respect to European regulations on the green economy and the impact on the world of work and EU businesses

2

- The definition and dissemination of new professional profiles and skills needed to strengthen the role of the financial sector in Europe's green revolution

3

- The growth of the negotiating capacities of workers' representatives to strengthen the synergies between the different levels of collective bargaining that find their synthesis in the EWCs

# EXPECTED RESULTS



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**Cultural growth of the social partners involved in the project on the topic of the circular and green economy**

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**A network of CAEs and negotiators aware of the opportunities to invest in training for workers and P&Ms**

**the definition of policy recommendations**

**Workshop + Final Conference for Dissemination of Results**

**Publication in English, French, Italian + dissemination tool**



# PARTNERSHIP



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The Consortium consists of partners from 10 EU member countries and 1 candidate country (Montenegro).

COORDINATOR FIRST CISL, BENEFICIARIES Adapt - University of Lodz

AFFILIATED ENTITIES Adapt Foundation and Fiba Foundation

ASSOCIATED PARTNERS:

EUROPEAN TRADE UNIONS : Cfdt-Cadres (France), FSLCPR (Romania), NFU (Scandinavia finance), Fesmc-Ugt (Spain finance), Bbdsz (Hungary finance), SBS-SBU (Slovenia finance), OZBP (Slovakia finance), Sindacatulupa (Romania finance), SSCG (Montenegro)

EWC Unicredit, Generali, Crédit Agricole, BNP PARIBAS

EUROPEAN FEDERATIONS UNI Europa, Eurocadres

NATIONAL CONFEDERATION CISL

COMPANY UniCredit SPA

# CONCEPTUAL DEVELOPMENT OF THE PROJECT



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RESEARCH Scientific (UN. LODZ, ADAPT) and empirical (social partners) research

TRAINING COURSE - MODULE 1 (awareness and general knowledge)

WORKSHOP

exchange with experts in green skills and LLL systems.  
EUROFOUND

TRAINING COURSE - MODULE 2  
(EMPOWERMENT - ACTION - CHANGE)  
Financial sector focus and green credit skills

DISSEMINATION

European final conference, book publication, dissemination tool

QUALITY  
MANAGEMENT



# QUALITY MANAGEMENT



First CISL, as coordinator, will develop the quality plan and risk monitoring procedures

A Quality Committee will be set up composed, in view of their expertise and crucial role in the project, of the coordinator (First Cisl) with the PM, the Quality Manager and other individuals called upon to participate according to the skills deemed necessary;

**1 component from the University of Lodz**

**1 component from Adapt**

**1 member from Fiba Foundation**

**1 component from Adapt Foundation**

# QUALITY MANAGEMENT



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A specific document for each work package will be constantly updated and will include:

A

the responsibilities,  
tools and processes  
adopted to maintain  
a high level of quality  
of project  
implementation and  
results.

B

procedures on how  
to identify and  
monitor potential  
risks  
(responsibilities,  
tools)



# RESEARCH OBJECTIVES

## UNIVERSITY OF LODZ



- Frame Just Transition in the broader European cultural debate
- Deepen the sociological aspects concerning the possible resistance to change on the part of workers and their trade union representatives and their perceived risk of loss of identity
- Describe the polarisation process in the labour market between new skills related to the green economy and traditional skills
- Identify and describe the problems related to the implementation of the right transition: The case of Poland
- Describe the role of finance in supporting SMEs in implementing green economy initiatives on the territory

# RESEARCH OBJECTIVES

## ADAPT



- Analysis of the principles and declarations on sustainable finance of the various international financial institutions, of the European regulatory framework (Green Deal, Just Transition and the Action Plan for Sustainable Finance above all) and of the various national legislations with the aim of identifying the ROLE attributed to the European financial sector in fostering the green transition and highlighting the GAP in terms of the sector's adherence to the role it is called upon to play
- Through desk research and field investigation identify new professional figures in the financial sector capable of responding to the needs of the emerging green market by identifying the distinctive 'PROFESSIONAL PROFILE' characteristics and 'GREEN CREDIT SKILLS'.



# RESEARCH OBJECTIVES

## SOCIAL DIALOGUE PARTNERS

The trade union partners, the European Federations, the EWCs and UniCredit Bank, in addition to supporting the scientific partners in the field research, will have to deal with the collection and field analysis on national regulations on green transition and initiatives to facilitate their implementation the identification and selection of good practices (negotiated or not negotiated with TUs) in the different partner countries regarding the defence and development of employment levels in areas affected by the conversion to green industry the collection of good collective bargaining practices, at European, EWC, national and company level, on social and environmental responsibility in the financial sector



## JOINT ACTIVITIES BETWEEN SCIENTIFIC AND SOCIAL PARTNERS

✓ **Preparation of questionnaires and interviews** The field survey will identify, especially with regard to SMEs, the financial and advisory needs of the sectors that will be most affected by the green transition (fuels/fossil fuels, utilities/electricity, energy, construction, transport and agriculture). The survey will be conducted in English and translated into the various national languages by associated partners

✓ **Administering questionnaires and conducting interviews**

Questionnaires will be submitted by the research partners to trade unionists and workers' representatives in the selected sectors and countries