

CONTEST FUTURO@LAVORO 2022

La seguente intervista, realizzata da Luca Scevola e Filippo Racconi, è rivolta a Jason Boulter, Environmental and Social responsibility manager presso Globe, azienda australiana specializzata nella vendita di abbigliamento sportivo, calzature e skateboard.

L'intervista dimostra che il lavoro del futuro sarà strettamente collegato alla green economy: un sistema industriale sostenibile che genererà benessere ed equità sociale, ridurrà i rischi ambientali dovuti al consumo di combustibili fossili, creando nuove opportunità professionali.

1. Could you please explain to us which position you hold at Globe group?

I am the Environmental and Social Responsibility Manager at Globe International. As part of that role, I am responsible for encouraging our staff to create more sustainable product and have less impact on the environment, along with our responsible purchasing from our supply chain. I also look after our philanthropic and community engagement.

2. What are the tangible measures that Globe is taking to reduce its impact on the environment?

Globe has committed to source all of its electricity from renewable sources from all of its offices, warehouses, and retail stores. We have also improved how we deal with our waste by increasing our recycling on site. We are also trying to use more sustainable materials in our products and packaging. Making more durable products is important too as we are moving away from a 'fast fashion' model.

3. Why is it important to convert the company to a green one? What positive impact on the World will the greening have?

Our operations and products have an impact on the earth in terms of resources used, pollution and waste created so we have to be responsible for those impacts. We can hopefully set an example to other companies and also encourage our customers to help improve things too.

4. How is the greening impacting on the balance sheets? Is it a loss or can be seen as an investment and not only as a moral duty?

With our Globe apparel range, we have definitely forgone a quick profit. By reducing the number of different products we made less profit, but we hopefully have a longer term plan to produce better and longer lasting clothes. We have also invested in recycling footwear with other companies, which is a cost, but we want to develop a new circular industry and we also need to provide effective stewardship of our products at the end of their life.

5. What can be done to avoid other companies to greenwash their profit?

It is important to be as transparent as possible in our production materials and methods. We also try to get certification to confirm the origin of raw materials, although that can be difficult. Not all certification schemes are reliable yet.

6. Do you think that our western society is doing its best or we can do even more to transform our economic system into a green sustainable one?

Along with a lot of our customers and other companies who are doing even more than us, we are all trying to improve things, but ultimately, we need governments to take the lead and set the standards and rules that will help reduce climate change and other environmental impacts that our industry has. Once there are clear rules in place about measuring carbon footprints of materials and processes, effective taxation of negative environmental impacts (like carbon, mining and oil, pollution, and plastic waste etc.), all companies will be able to compete on a level playing field around the world.

Thanks for your attention and for your dedication to this theme.