

THE GOOSE OF FABRICA ETHICA

HERE
WE
DO NOT
PLAY
WE
“FABRICA[TE]
ETHICS”

1. This is the handshake which, in the past, sealed agreements. It represents the covenant that we have made with Fabrica Ethica to promise to search for our traceability in the area, the quality and validity of our products in the past and in the present, the ethical behaviour to maintain in the world of work, the teachings and stimulus given us at school, the present that we do not like and the future that we hope for. As pacts must be maintained, we start here, certain to arrive at the end.
2. This is the panorama of Figline Valdarno. Do you recognize it? The drawing and the words indicate its origins: in fact, in the Roman era it was a centre for terracotta brickyards, in Latin ‘Figulinae’.
3. In the early years of the 14th century, Figline seems not to have had an organic system of fortifications; therefore, at the end of 1356, the Florentine Republic decided, as Villani says, that the “hamlet...should be enclosed by a wall with two main gates”. In 1363, the beautiful, surrounding, polygonal, seven-sided walls were built at Figline, with two principal ones, and on all these walls were built 19 towers connected by a bulwark walk.
4. The photo shows a group of laundresses busy rinsing their clothes in the River Arno. The river was a source of many activities, nowadays fully developed. Isn’t it possible to keep it clean?
5. 4th November, 1966. The Arno broke its banks and Figline, too, was invaded by water. The photo shows an area very close to the school. Now, after such a long time, the territory has a different aspect. But we must be wary, we must remember to prevent such events, by cleaning the banks and regulating the force of the water; and above all, by being aware, involved citizens.
6. The Pieve di Gaville is the most ancient organizing feature of our territory: it is a Romanesque building dating back to around the second half of the 12th century; and its presence proves that until 1175 the huge parish it was in charge of encompassed nearly all of the peoples that now make up the Town of Figline Valdarno.
7. The Garibaldi Theatre

In 1860, the 'Accademia dei Risorti' promised to build a new theatre at Figline Valdarno. Count Alfredo Serristori donated the plot of land and the theatre was then built within the walls of the keep, between 1868 and 1871, according to the project of architect Andrea Pierallini. When the 'Accademia dei Risorti' went bankrupt, it was bought over by 9 wealthy gentlemen of Figline, who set up the 'Accademia dei Concordi'. Converted into a cinema in 1923, it remained as such until the end of the 1960's. It was then re-opened as a theatre on 1st October 1995; today, it belongs to the Town Council and, every year, it offers an artistic programme of an excellent level.

8. Here's the Santa Barbara power station which was, already in 1958, an extremely large and imposing complex: two groups to the north and south with a nominal power of 125 MW, with a consumption of lignite with a full load of approximately 300 t/h, and a consumption of water in order to integrate the loss of vapour of the cooling plant of about 700m³/h. It is at present being converted for the production of methane gas.
9. Fabrica Ethica
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10. Traceability and typicality.
Felicina, a cheerful but not crazy cow of the Chianina breed, is a clear sign of the necessity of knowing where our food comes from, and to appreciate its quality...with good taste!
11. Extra virgin olive oil is a typical product of our hills. No Tuscan would ever think of imitating the real thing: bread with olive oil, rendered special as 'fettunta' o 'bruschetta' [toasted bread with garlic and olive oil] has always been, and still is, a daily meal for both adults and children.
12. Here is the Valdarno chicken: healthy, of Protected Origin, free range. In fact, its advertising poster uses a proverb to remind you of its farmyard origins.
13. Let's sit down at table: the steaming-hot Zolfini beans [from Pratomagno] are very inviting, a typical and easy-to-find product.
14. The women who covered wine flasks and demijohns with straw. This photo honours all of these women who, in times gone by, made an essential contribution to the family budget with humble and hard work, but who were extremely important for their typicality and for the development of their country.
15. Grapes, wine, landscape: people come here from all over the world to appreciate them and to envy us having them. We must learn to look after these possessions, to give them their true value, to promote them.
16. Another typical product: craftsmen's glass production. Glassworks don't exist any more: so many have worked in this field and so many still remember these items. Glass is a recyclable object: so let's not forget the glaziers and even more so, glass...in the road!
17. Many years ago, around Figline, fields of hemp flowered near the river and this hemp was treated in the right way, then converted into rope. Skilful rope makers, as these shown in the photo, made thick and resistant ropes, some even for nautical use.

18. Fabrica Ethica.
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19. An entrepreneur or your employer offers you an illegal job: do you accept it? If you don't and, moreover, you report who made you the proposal, you will receive a prize because you have behaved according to Ethica [ethically]. If, instead, you accept it, ask yourself what you are doing here with us!

20. The message of this box is clear. Minors must be looked after, kept far away from dangerous, sometimes illegal, activities, of exploitation and, even worse, of slavery. Laws exist, you just need the necessary desire and courage to apply them.

21. While at work, one of your colleagues has to put up with mobbing attacks. Do you avoid the problem or do you face it? If you rebel against it, your solidarity will reward you; if you avoid the problem, you'll play ostrich!

22. Technology has allowed the disabled to be accepted more easily in the world of work and in society in general. There are still many architectural and psychological barriers to be overcome. Let us take action so that these people, both at work and elsewhere, are considered quite simply 'able', and no longer "differently able".

23. Does the company you work in grant "parental leave"? If it is granted, then it is a place of work with an advanced sense of social responsibility; if it doesn't, take action to arouse the owners' awareness to join Fabrica Ethica.

24. Equality, equal opportunities, the same number of women in politics as men are all concepts frequently discussed; but certain positions seem still to be out of a woman's range. In modern society, equality passes through dignity, which is the only path for having equal opportunities.

25. And here are the acronyms.

SA8000 (Social Accountability) signifies the certifying of social responsibility for companies which endorse it of their own free will.

UNI stands for the Italian Board of Unification, so that in our country it is UNI EN ISO, where ISO, a non-governmental organisation whose activities began in 1947, stands for International Organisation for Standardization.

The most well-known ISO regulations are the ISO 9000 for quality and ISO 14000 for the environment.

Before the end of 2008, we will have ISO 26000, a guideline that is not subjected to certification, which can be used by all organizations to reconcile social responsibility with the necessity of sharing contents, methods and language at an international level.

26. This 16th century multi-colour Globe is here to represent the numerous ethnic groups in movement, with equal rights in the world of work.
27. Fabrica Ethica.
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28. This is the box for self-criticism, for ourselves as students tempted by our desks and walls to leave writings and signatures on them, without thinking that we are creating a serious economic damage, since we are damaging goods purchased with public money. Desks and walls (leaving exceptions aside) are the idiot's blackboard. Which are the walls that make an exception? The wall of rights, the wall of Berlin, for example.
29. A big and nice yellow basket where to collect paper is in all our classrooms: let's use it and learn how to recycle. This goes, too, for the blue containers for the collection of plastic and glass. Don't forget your batteries and do throw them away in the special containers. Oh! And take expired medicines back to the chemist's.
30. This 16th century engraving is of a cocoa plantation. It is a reminder to buy natural products which go towards helping the economy of the poorest countries. It is also an invitation to combine culture and taste, somewhat like when the kids of the IGEA [Institute of Juridical and Economic Companies] and of Vasari's IPSSAR [Professional Institute for Hotel and Restaurant Services] collaborated together at the National Central Library of Florence in "Chocolate: exquisite kindness".
31. LIBERA is a container of ideas, people, projects aimed at educating people to democratic legality, to responsibility and to citizenship. Every year, the anti-mafia convoy stops at the "Vasari", bringing with it the evidence of the Valdarno volunteers who have joined in the work in the fields confiscated from the mafia and presenting the products of Libera Terra. Visit its website www.libera.it
32. Let's start with this old photo of a whole family of shoemakers in order to remember how many steps have been taken to reach the FELAFIP – Fabrica Ethica Laboratorio Filiera Pelle [Ethical Workshop for the Leather Industry], a project in which companies and areas share the route for the integrated certification of many activities.
33. We are the stakeholders!! There are many people who have a direct interest and they must be identified and involved in order to make them share their social responsibility. We, too, feel ourselves to be stakeholders as we are young people who wish to manage positively our own future.

34. The photo shows the fair trade market of Figline: the products offered respond to the principles of typicality and solidarity towards the poorest countries. To buy in these markets is an act of civility.
35. This delicate “Collegiate” of sugar is a tribute paid by IPSSAR “ Vasari”, once again respecting the artistic heritage of the area, to one of the most beautiful and most important churches which the Diocese of Fiesole was proud of in the middle of the 13th century.
36. Fabrica Ethica
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37. The person behind the bars stands for someone imprisoned for tax evasion. We have played around a little with the term in order to discourage evasion attempts in every respect.
38. Money burns when it is usury which multiplies its value to exponential levels. It is necessary to report it to be saved and return to life.
39. In too many squares, improvised and ruthless bullies deal with human goods. Fabrica Ethica refuses to accept the illegal exploitation of labourers at low wages and invites companies not to resort to such methods.
40. The scales of fairness put on the same plane the working performances and the wages of both man and woman. The 20% difference, that penalizes women, must be eliminated.
41. This is the Roman bridge of the Ponte agli Stolti. It is a part of our distant past, it must be protected and become the destination of ethical tourism.
42. From the school windows, you can see waving in the air the blades of aeolic energy; it is clean energy that we need to respect the environment and the future.
43. These verses are taken from the “ Concilio dei topi” [“The Council of Mice”], by the fable writer of Figline, Lorenzo Pienotti, doctor and physics professor, famous in his time, and considered the Aesop of the Valdarno.

44. We have carried out this work with our heart; we have learnt, thought, played. And it is now with our heart that we begin moving forwards always hoping to succeed in Fabrica[ting] Ethics.

Target: Fabrica Ethica

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Tuscan Region
FABRICAETHICA
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