

REWIND

Newsletter 3- Transnational Training Activity Roma

In this newsletter, we will share the main learnings and outcomes of our transnational staff training activity (LTTA) in Roma in May 2024 !

What did we learn and experience together ?

The training program aimed at drawing information and assessments on the different factors that facilitate business continuity, job retention but also increase **corporate social responsibility** (From [Gender equal opportunities](#) to [Sustainability practices](#)). It was the opportunity to strengthen our competences and knowledge related to **WBO (workers buy-out)** and the cooperative model through Italian experiences and **stakeholder's testimonials**. We could discuss and reflect on each partner country's realities and valuable transferable elements for our **project's diversified tools**.



The [REWIND project](#) aims indeed to stimulate business takeover through the employee acquisition process using the cooperative model or other social economy models while using innovative [educational tools](#), interactive resources, [collaborative and coworking spaces](#).

STUDY VISIT : FENIX Cooperative



In the Italian market, [Fenix Pharma](#) is the first cooperative company operating in the distribution of medicines, medical devices and food supplements. In 2011, an important multinational pharmaceutical company suddenly decided to exit the European market, reducing the hope of its employees to ashes. In Italy, 40 employees and 5 former managers decided to rebirth and relaunch the company. The first years were difficult with a strong commitment from 40-50y senior employees (all equal salary around 1200€ and frequent meetings in house and with external experts) Daniela Angher, now president of the Fenix Pharma cooperative explains how important

the individual involvement and the care for each other was decisive (workers, suppliers and clients in win-win situations). One key aspect was the change of strategic vision. "If you've been an employee all your life, finding yourself as an entrepreneur is a whole different story. You have to change your mindset, you are the real actor and no longer the executor. You have to be ready to put yourself out there, to take risks, not to take anything for granted. Decisions then can be implemented quicker. "They benefited from Legacoop's strategic support and used the financial levers provided for in the [Marcora Law](#) to support WBOs in Italy. Today, the cooperative has a balanced financial situation, many perspectives and around 100 employees.

RESEARCH & FACTS: **LEGACOOP** 35 years of WBO as cooperatives

- WBOs are easier to achieve in low capital-intensive sector and sectors employing a skilled/experienced work-force
- 79% of the WBOs operate/d in the manufacturing sector
- The longevity of WBOs is higher than the average lifespan of the total Italian firms
- Longevity and survival rate of WBOs confirm the effectiveness of this active employment policy

The Rewind project will conduct an action-research outlining favorable ecosystems for WBO and policy recommendations using local case studies, comparative data and guided interviews.

What did we work on and share together ?



The Transnational Training Programme also aimed at **building digital skills** for the design and development of online courses and services. The staff-training was also the opportunity to brainstorm on our ongoing tools, how to support the learners, how to make the interactive portal more attractive, **share the modules**, content and videos created online.

NEW! The e-learning platform is ready to be used. You can now create your own profile ! <https://rewind.disruptia.es/>

