



E.R.I.C.A.

E.R.I.C.A. is a cooperative company that was born in 1996 in Alba after the flood that had hit Southern Piedmont two years before. The company has its registered office in Alba and operational headquarters in Rome. Today it employs 25 people, including 13 cooperative working members and it is a dynamic company where most of the workers are aged between 25 and 52.

E.R.I.C.A. deals with environmental issues



It carries out communication and awareness initiatives and offers technical support to public and private bodies to promote a green conversion and the integration of environmentally friendly and sustainable choices for future generations.

The topics on which E.R.I.C.A. carries out its activities are waste management, prevention of risks related to the environment, the water cycle, energy, organic agriculture, environmental sustainability, treatment for climate change and sustainable mobility.

THE COMPANY ORGANIZATION



The legal form of E.R.I.C.A. is the cooperative society, which goes beyond the traditional hierarchical working methods (owners - employees) and promotes a collaborative and circular style of work, in which most of the employees are also stakeholder of the company.

From an operational point of view, E.R.I.C.A. has developed and divided its activities into four different sectors:



1. *Communication area: it deals with communication campaigns on environmental issues in order to raise awareness about environmental sustainability (e.g. separate collection; cigarettes littering; reduction of plastic consumption by drinking tap water; ...)*
2. *Technical area: it realizes projects for waste management, water cycle, energy, agro-environmental issues, provides legal advice on environmental issues and develops innovative products and services designed for citizens, administrations and companies.*
3. *Training area: it plans specific training courses for private companies, public bodies and associations. These are paths dedicated to updating at all levels, both legal, technical or communicative, and also paths that aim to develop soft skills, essential for nowadays world of work.*
4. *Educational area: it creates and offers educational projects dedicated to all school levels (primary and secondary schools, high schools), with the creation of workshops and activities in the classroom, organization of visits, competitions and much more.*



THE COMMITMENT OF E.R.I.C.A. ON SUSTAINABLE ENTREPRENEURSHIP



Today E.R.I.C.A. is the leader of environmental communication in Italy and ranks among the first companies in Italy also in the consultancy of environmental services. It promotes and implements environmental projects that focus on sustainability (ecological, social, cultural and economic).

The attention of E.R.I.C.A. to sustainable entrepreneurship starts from a careful analysis of the needs not only internal and of its customers but also of the territory, always having in mind the respect for the environment and the adoption of environmental-friendly practices. E.R.I.C.A. has been concretizing its environmental commitment internally, with the aim of minimizing its environmental footprint.

The Envi Manager



With this in mind, it established the figure of the Envi Manager (Environment Manager) who has an overview of corporate sustainability. Among the best practices adopted by the company, there is the use of photovoltaic valves to reduce energy consumption within the company, the elimination of unnecessary consumables and attention to everything that can be led back to an environmentally conscious lifestyle. Some examples of this are:

- *the disposable plastic material (such as bottles / glasses) has been eliminated in the company and replaced with washable ones;*
 - *there is a tendency to limit paper consumption by preferring digital documents;*
 - *drinking tap water is highly recommended;*
 - *employees were made aware of the issue of separate waste collection*
 - *recently, the company has invested in the purchase of two hybrid cars to promote sustainable mobility and the reduction of fossil fuels.*
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THE CHARACTERISTIC VALUES OF THE COMPANY



The values that characterize the company and its work are 4: ethics, responsibility, passion and teamwork.

Emanuela Rosio, General Manager of E.R.I.C.A., points out that responsibility and ethics are the natural combination of sustainability and of doing business in a sustainable way. Passion is the driving engine that drives all E.R.I.C.A.'s work, oriented towards environmental protection. The importance of the team is then recalled by Emanuela Rosio, when she talks about the company: "Our most distinctive value is that we are a team made up of people who know how to communicate and combine their different skills in each project they follow". It is therefore well understood how sustainability has had and still has an increasingly important role not only within the company but also and above all outside, towards customers.

ECONOMIC AND CULTURAL ADVANTAGES OF SUSTAINABILITY



The economic benefits are many, not only in terms of savings and lower consumption but also in terms of diversification of turnover with an implementation of more customers in the public sector and an increase in the market share for customers of the private sector.

On an international basis, E.R.I.C.A. in recent years was able to consolidated its position as a leader in the environmental sustainability sector also abroad. In fact, the company has realized green conversion projects and adoption of good practices for example in the disposal of waste in some areas of North Africa and the Middle East, in Tunisia, Lebanon, Turkey and also in the refugee camp in the Gaza Strip, in support of the United Nations Relief and Works Agency for Palestine Refugees (UNRWA).

Regarding more specifically the cultural advantages, E.R.I.C.A. has been collaborating with AICA - International Association for Environmental Communication, an association born in Alba in January 2003, with which it shares the headquarters and the principles underlying its activities.



PROJECTS FOR THE FUTURE



Starting from the integration of sustainability in its business strategy, and then declining it on a detailed and measurable operational plan, E.R.I.C.A. has undergone a radical cultural change within the working group and is projecting towards a restructuring of the company with renovation of the roof and insulation of the premises. Based on these premises, the company is actually evolving towards sustainable development by creating a real widespread culture of sustainability.

Furthermore, in recent years E.R.I.C.A. has started an experimentation on a farm in the hills of Alba, where it combines environmental sustainability, food quality and respect for human work. The production of fruit and vegetables comes from the recovery of agricultural land and food transformation is realised in collaboration with la Cucina di Pina, a project of the social Cooperative Alice, based in Alba, that train people with socio-economic vulnerabilities in the culinary field.





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