



**Name:** Daniela Bravi

**Organisation:** GarbageLab, Italy

**Job title:** Co-founder

**What I do in my job:** *'We make bags and objects from recycled materials such as advertising tarps and seatbelts. My role is very varied: from concept, realisation of prototype, communication (mainly web and social) as well as the management of the online shop.'*

## The core values I take into my work are....

- **Environmental sustainability** – Using recycled materials that would otherwise end up in landfill.
- **Independence**- Working for myself so I can set my own rules and timetable. Taking control of my own life and doing something fulfilling.
- **Doing something concrete (real!)** – I can see the results of the work that I put in, and I am doing practical work with my hands, which is satisfying and fulfilling.

## The green competences I use to act sustainably in my job are....

- **Communication** competences- Talking to clients and colleagues in person and also using social media to promote our products.
- The ability to enter into **relations with others** – setting up a business with another person!
- The ability to **address problems** and **find solutions**- being your own boss means there is no one else who will fix problems when they arise.
- **Team-working**- It's not possible to do everything alone and it's important to recognise different strengths in different people.

## I have been inspired to work sustainably through...

After specialising in film editing at school I worked for a few years for different companies and as a freelancer. I often didn't like that work. The companies didn't reflect my ethics; and also often the wages were inadequate!

My partner was facing the same situations. Close to 30 years old, we wondered if that was really the life we wanted to live forever... And we decided that it was definitely NOT!

We decided to try a different adventure, one that reflected our ethics... So we set up the GarbageLab.

I think it was the right decision!

## Key definitions:

- **Competences** - *The skills, knowledge and understanding, qualities and attributes, sets of values beliefs and attitudes which lead to effective [...] performance in a given context, situation or role.* (Woodall & Winstanley, 1998)
- **Green competences** – *Competences for environmentally and socially sustainable behaviour at work*