

# PEOPLE AND THE FACTORY. WORLD CLASS MANUFACTURING: FROM PRINCIPLES TO APPLICATION. THE FCA CASE

Study Day - Friday, January 23, 2015; h. 9.00-18.00

Facoltà di Economia

Bianchi Bandinelli Room - Via del Castro Laurenziano, 9A - Rome

The study day aims at presenting the state of the art and the problems that arise in the implementation of World Class Manufacturing (WCM), the organizational model based on a very strict definition of the techniques and methods of organization, as well as on the strong involvement of workers in continuous improvement of production and in joint design.

In the course of the day will be presented and discussed the results of the research, promoted by FIM-CISL, which involved 5,000 FIAT workers in Italy, with the aim of acquiring information on working conditions and social relations inside the Italian FIAT factories after eight years of WCM.

The research did not want to test the validity of WCM from an economic standpoint, nor to address industrial relations in the strict sense and the agreements signed by FIAT with the Italian trade unions. It rather seeks to provide some evidence, based on the WCM experience in FIAT and Chrysler, on how to improve work conditions and quality, encourage innovation and manufacturing excellence, develop employee participation and involvement of trade unions to achieve levels of productivity allowing to compete in the global economy.

In the afternoon panel discussion, the parallel between the Italian and the US experiences through the reflections of managers and union leaders of both countries will offer an unprecedented opportunity for study and comparison, useful both for the diffusion of innovation processes in manufacturing, and for workplace and work relationship innovation.



Department of Economics and Law – Sapienza Rome University

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## PROGRAM

### 9.00-13.30.

#### WCM and the FIAT experience

- 9,00 Participants' registration
- 9,30 Welcome address and introduction, Giuseppe Ciccarone (Dean of the Faculty), Silvia Fedeli (Director of the Department of Economics and Law), Maurizio Franzini (Sapienza Rome University)
- 9,50 Documentary by Luca Tarantelli, "Ezio Tarantelli - The power of ideas"
- 10,05 WCM and high performance organization models, Gian Carlo Cerruti (Turin University)
- 10,30 People and the Factory: The FIM Research, Alberto Cipriani (FIM-CISL)
- 10,50 The Survey Results, Paolo Neitotti (Turin Politecnico)
- 11,10 Open Issues and Future Challenges, Luciano Pero (Milan Politecnico)
- 11,30 Discussion
  - Mimmo Carrieri (Sapienza - AISRI)
  - Luisa Corazza (Molise University)
  - Nicola Acocella (Sapienza Rome University)
  - Francesco D'Amuri (Bank of Italy)
  - Giuseppe Della Rocca (University of Calabria)
  - Glenn Shagena (Manufacturing & Human Resources Director, FCA USA).

### 14.30-18.00.

#### Round Table: A New Scenario for Industrial Production? How to Make Excellent Products: Policies, Tools, and Practices

- 14,30 Coordinator Paolo Griseri (La Repubblica)

Richard Keegan (Enterprise Ireland)  
Luigi Galante (Head Manufacturing EMEA, FCA)  
Pietro De Biasi (Head of Industrial Relations, FCA)  
Keith Mickens (UAW)  
Leonello Tronti (National School of Administration)  
Giorgio Benvenuto (Bruno Buozzi Foundation)  
Marco Bentivogli (General Secretary FIM-CISL)  
Teresa Bellanova (Undersecretary of Labour and Social Policies)  
Claudio De Vincenti (Deputy Minister of Economic Development).

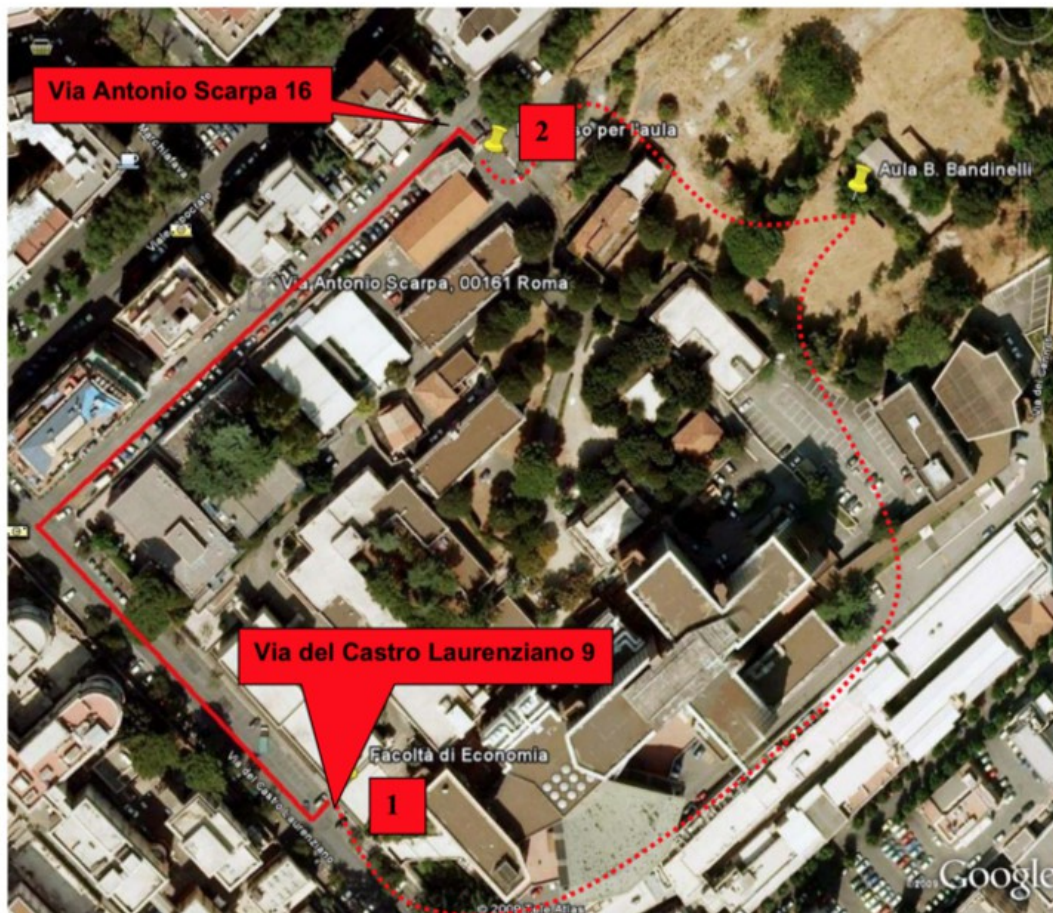


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There are two ways to reach the conference venue Aula Bianchi Bandinelli (see the dotted lines for the footpath):

1. From the Faculty of Economics Complex, Via del Castro Laurenziano 9:
  - a. Walk through the gate for car entrance
  - b. Walk to the parking lot
  - c. Go across the parking lot and enter the Aula Bianchi Bandinelli area
2. From the Faculty of Engineering Complex, Via Antonio Scarpa, 16:
  - a. Walk across the parking lot
  - b. Enter the Aula Bianchi Bandinelli area