

Bottega employees ask to countertrend smart working



Writing an open letter to management, Bottega employees ask to return to work in-office and on-site to gain a sense of normality

Working at full speed in a company is an important value, it is a synonym of normality that many people miss – even in times when smart working has become a trend. In this regard, the team at Bottega wrote an open letter to management, asking to return to work in the company in order to resume sharing successes and professional problems, to have a continuous exchange with colleagues and to experience company sociality.

With the resumption of school this month, the normalization of work and the start of the harvest, which represents the real beginning of a new year, the employees made the video: *A Comeback in Style*. The video portrays the resumption of work as a festive moment, to be celebrated with elegant suits, evening dresses and high heels. A return to work in the name of commitment, joy and optimism, with the belief that the future will materialize in a progressive economic recovery and a full return to normality.

In addition to lockdown, the following months have been characterized by an ongoing recovery, impacting both companies and workers. In this context, working from home has been a valuable resource that during the peak of the pandemic allowed companies to move forward and workers to maintain income. However, in the long term, critical issues emerge from working at home that should not be underestimated.

"At a time when smart working is presented as a model, it is necessary to respect the right balance between work from home and work in the company, considering that related industries such as restaurants, bars and transport are heavily penalized. In addition, companies lose internal confrontation and direct contact with the reference product, while employees, working from home in solitude, risk isolation. To make good wine, oenologists must be present in the cellar and not at home in front of the computer, remotely controlling the temperature of the autoclaves," says Sandro Bottega, President of Bottega SpA. The Italian winery & distillery is located in Bibano 45 km north of Venice,

The company mood and the sharing of ideas and experiences act as fuel to work better and grow professionally. This is especially true for young people who enrich their training by confronting each other in the field and learning to manage satisfaction, with the inevitable tensions and the results achieved that are an integral part of the workplace.