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# A NEW MODEL OF SOCIETY: The new relationship between Time and Society.

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# A NEW MODEL OF SOCIETY

## The new relationship between TIME and SOCIETY.

*To break the existing binomial and correlation between these two variables.*

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# INTRODUCTION

## 1) The existing correlation between TIME and SOCIETY

The term *Society* possess several definitions that have been coined throughout the centuries. For obtaining a comprehensive understanding of the world, its societies and cultures in all their nuances, we need to define five main concepts. Indeed, since these elements constitute the backbone of all the political and sociological theories, they need to be deeply analyzed and figured out. The five principal notions are Society, Culture, Persons, Environment and Time.

The notion of ***Society*** is extremely important since it analyses the existing relationships that can connect different people, forming many distinct groups of various sizes. Insofar as a collaboration exists between different groups of individuals, we can define it as a society.

As a consequence, it is possible to define the term society as all the social interactions that different people exchange, from the smallest groups to the bigger ones.

The second backbone of our theories is the ***Culture***, which may be identified through the idea of groups of people who share some particular ideas or opinions that therefore converge in common customs and values.

In drawing up the image of ***Persons*** instead, it is necessary to focus at the single individual level and on his connection with the other main concepts (society, culture and environment over time). Indeed, even if it is natural that people elaborate on their own ideas and opinions, they are always shaped from the society and the culture in which they live. It is precisely for this reason that the notion of *persons* needs to be studied in a greater context, together with the other aforementioned variables.

The thought of ***Environment*** may be analyzed through several different approaches. People are considered to be one agent, which is related to the environment in which they live and works. Consequently, the environment is processed as one part of the binomial and it is subjected to groups of people actions. Every single person lives in a different physical and metaphysical environment according to the social circumstances that surround him.

Last but not least, the concept of **Time**. It refers to the past, present and future changes which characterize the society. People make estimations of how the future will be, by investigating the past and present events that occurred to them. To sum up, the variable of time may be defined as the notion of the passage of an occurrence through the timeline of past, present and future times.

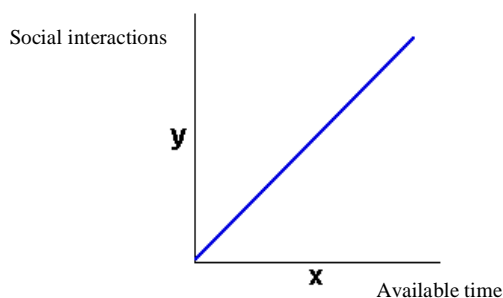
As stated above, there not exist a single and homogeneous definition of society. Hence, the best option is to assess its framing through a whole meaning and the five approaches that may shape its form and its significance.

Nonetheless, **Time** and **Society** are the two central notions that shall be deepen analyzed and processed in order to create and establish the following new model of society, based on a different correlation between these two variables.

Therefore, in investigating their relationship, we can see how these two variables are always extremely recurrent, even at the micro level. Studying this concept from a mathematical point of view is possible to notice how every individual lives his life on a Cartesian axis. The variable X corresponds to the concept of time and the variable Y to the social interactions that he performs as a single individual with other groups of people and personalities.

The function line is  $X=Y$ , and it is drawn only on the positive quadrant since the level of our available time and social interactions can never be negative.

People interactions in the society are strongly linked with their available time and, at the variation of the variable 'Time', also corresponds a variation of the level of interactions. The two variables have, in fact, a directly proportional relationship.



X axis = Available time

Y axis = Social interactions

At a certain amount of available time, will corresponds a correlated level of social interactions.

Higher is the available time of people and more social interactions they will therefore experience.

## 2) A step back: the concept definition of these two variables

### 2a) Time in modern era definition

The perception of the time is actually drawn from the past events, characteristics and opinions that influence and shape people conception of this phenomena.

Inside the sociological theory of the 'Time' in the modern era has been created a difference between the idea of *durée* and *la longue durée*. The former is understood as "the unstoppable personal flow of a person's experience<sup>1</sup>", whereas the latter is the broader, almost timeless, thought of people related to their environment in broad spans of history.

They have been identified as such in order to explain the importance of the surrounding variables close to the one of 'Time'. For instance, for what regards 'la longue durée', the notion of politics, through capitalism or the different religious approach, have had a primary role into assessing and shaping the environment conception of individuals concerning the Time.

*Time* is case by case differently perceived since it depends on the personal subjective perception. The brain reorganizes information in order to present them in a more natural and understandable form; less familiar is the message that stimulates our brain and more time it will need in order to be processed. Trivially, children's summers seem to last forever, whereas during the routine life of an aged person time passes much faster.

Indeed, in the latter situation the brain does not need to make a substantial effort to finalize the process, making that particular imagine less marked in the brain. For this reason, individuals tend to forget earlier very customary actions, because the brain does not really elaborate on them.

Yet, personal memory and attention deeply affect the conception of Time. Greater is the attention spent for an event and more imprinted it will stay in the brain. Its temporal passage is a personal factor that can significantly differ from person to person and according to the situation.

### 2b) Modern Society definition

It is possible to refer to *Modern Society* consequently to the age of the Enlightenment, when people experienced a change in their social conditions, processes and discourses.

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<sup>1</sup> "time, sociological study of." *A Dictionary of Sociology. Encyclopedia.com.* (April 24, 2019).

Anthony Giddens provided a definition of modern society stating that it is “a complex of institutions which lives in the future, rather than in the past, unlike any preceding culture<sup>2</sup>”. He got a comprehensive picture in defining the modern society explaining that is related with “(1) a certain set of attitudes towards the world, the idea of the world as open to transformation, by human intervention; (2) a complex of economic institutions, especially industrial production and a market economy; (3) a certain range of political institutions, including the nation-state and mass democracy<sup>3</sup>”. Consequently, “the modern society is much more dynamic than any previous type of social order<sup>4</sup>”.

The term *Society* refers to a group of people with common *Territory*, *Interaction* and *Culture*. It is, therefore, necessary to define these three concepts.

*Geographical borders* do not actually constitute the real boundaries of *territory* between two different societies. This basically means that people can recognize a particular land as part of their society even if it is outside their national territory.

Secondly, people for being considered as part of the same society needs to have regular *contacts* with other groups of people. This means that members of the same social system must interact between them, hence factors such as language barriers and geographic distances may represent a cause of division between societies.

Lastly, the *cultural* aspect. To be part of the same society even means to share its culture, *ergo* “language, beliefs, values behavior and material objects that constitute a people’s way of life<sup>5</sup>”.

In relation to what has been aforementioned, the concept of Modern Society is the sum of these three main elements and their constant and perpetual existence and interaction is the *condition sine qua non* for people in order to be considered part of the same society.

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<sup>2</sup> Giddens, A. *Conversations with Anthony Giddens*, p. 96. Stanford University Press (1998).

<sup>3</sup> Ibid.

<sup>4</sup> Ibid.

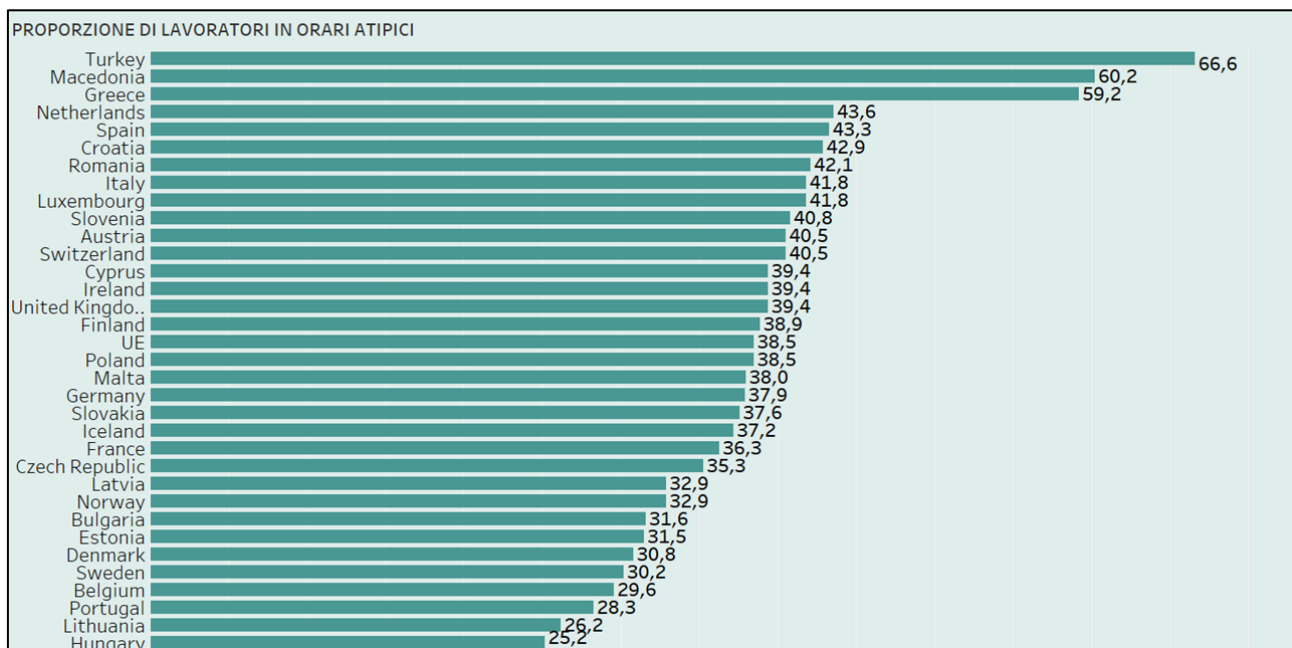
<sup>5</sup> “Society and Culture”. Sparknotes. Barnes & Noble, (2019).

## DEVELOPMENT – the model

### 3) The idea: to reform this binomial

During the last years, especially after the starting of the 2008 global economic crisis, new kind of jobs have always become more and more common. Many of these new activities have the particular feature to be carried out in a particular time frame, formerly considered as atypical, since it comes out from the usual employment organization which starts at 8/9 am and finishes at 5/6 pm. Indeed, people are always more trying to reinvent their jobs, or even creating new ones, which are able to catch the portion of consumers whom are active during the nightly hours, namely from around 7 pm until 8 am.

As shown in the graph below (3.1) Italy is one of the first countries in Europe regarding the percentage of workers who deal with jobs in atypical hours (41.8%), against the lower average of the European countries (38.5%).



Graph 3.1 – Proportion of workers in atypical hours, 2017 - Eurostat

A significant indicator is given by the fact that Greece, Spain and Italy, which are three countries that really suffered for the 2008 economic crisis, are all among the first. This is an obvious clue of how these countries have identified employment in the evening and night hours as an immediate and efficient response to the economic fall. Indeed, this new organizational method has been

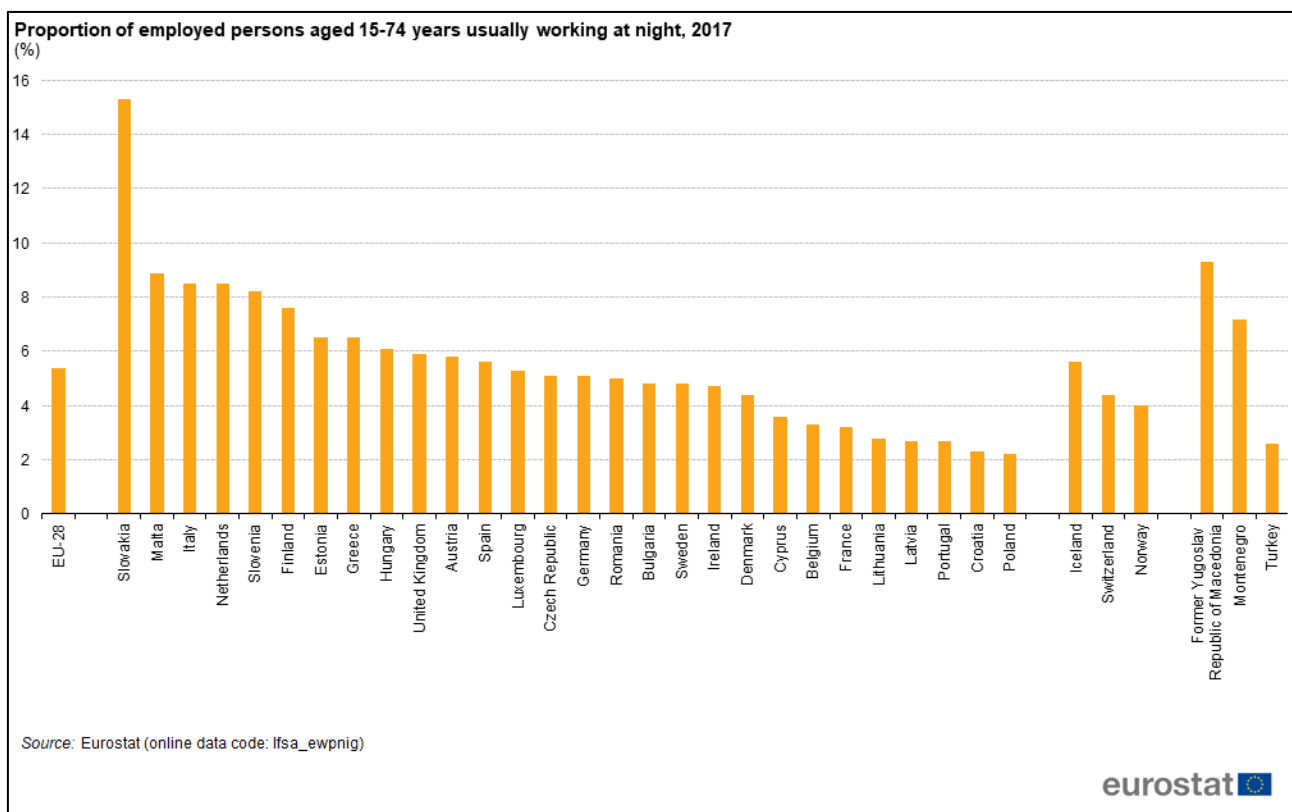


considered, and it is still perceived, as a robust solution to the lack of employment, being able to boost national economies considerably.

Of course, the night work also follows different dynamics, such as the industrial and manufacturer level of the nation. On the graph below (3.2) it is possible to notice the percentage of workers employed at night per country. Except for Slovakia, the first one in the ranking, no nation has a ratio superior to 10%.

It shifts from a minimum of 2.40% in Poland, where basically almost nobody does a night work, to a maximum of 8.5% in Malta, where less than one employee out of ten ( $< 1/10$ ) is deployed in a night job.

These data perfectly demonstrate how even if there exists a principle of the idea of the night work, the light is currently too dim for triggering the spark of a new conception about the use of this time frame.



Graph 3.2 – Proportion of employed persons aged 15–74 years usually working at night, 2017 - Eurostat

This model, in fact, tries to re-modulate the different percentages between morning, afternoon and night work and bringing them on the same level in order to create a real Time range-employment balance. It would not only encourage firms to new hires fostering the national productivity, but it would also help people working at night since they would be finally inserted in a more efficient context which offers them much more services by both the public and the private sector.

Night jobs would not be any more considered as isolated cases, but as a standard procedure which is part of the social framework and which leads to a very efficient organization.

There would be a better complex structure based on the defined, clear and transparent work schedule for all the different commercial activities, hospitals, schools, offices, universities etc. Consequently, night employees would have more services available to them and they would also stop to feel socially excluded.

The concept is that citizens do not have to perceive any more night-time jobs as hard jobs but to consider everyone's job at the same level.

It will not be the case in which while few people work, the vast majority of the others are sleeping. It will come into existence a society in which night workers are included in a harmonious society where working at night will be deemed to be the normality.

Furthermore, Time is a constant in our life, and we have to deal with it during every single hundredth of a second, along with the Society which surrounds us every single day.

The importance of these two variables is often undervalued. Proper management of the former permit us to save time and to save time also means to turn a profit since 'time is money', as the saying goes.

Moreover, this variable management passes for an excellent societal system able to maximize organizational efficiency. Therefore, since the society framework shapes people time frames, and it is glaring that currently there is a very high rate of nightly wasted time, it is necessary to reform this binomial in order to achieve a higher societal and temporal efficiency level.

The value of the time saved is valued according to the discomfort created to the individual when he does not save it.

Considering the value of one hour of free time as the ratio between the 'per capita income' and the 'available free time' ( $\text{per capita income} / \text{available free time}$ ), it is possible to define that the monetary value of the time is around 35% of its real value.

$$\text{Monetary Time Value} = 35\% \times \text{Real Time Value}$$

Each action has a monetary value, but also the time needed for making that specific action has a corresponding monetary value which represents about 35% of the action itself. This means that if I make a utterly positive operation, I get the 100% of its monetary value from that operation, but in the case in which it took me much more time than the expected, I only finally obtain 65% of the total monetary value by my operation.

Thereby this case perfectly explains the importance of preserving time and the very high monetary value of this variable. For this purpose, people are even prone to pay more in order to save their time.

It is possible to define the **Transport cost**, even known as ‘Generalized cost’, as the sum of the different costs, stating that:

$$C_g = C_m + C_t + C_r + C_d$$

**C<sub>g</sub>** is the generalized cost, **C<sub>m</sub>** represents the monetary cost, **C<sub>t</sub>** is the cost of the time needed for the shift to my destination, **C<sub>r</sub>** is the risk cost, and lastly **C<sub>d</sub>** corresponds to the cost of the discomfort created to people.

I personally reprocessed the graph below in order to impart a better explanation of the concept of the perceived value of the time, in relation to its monetary relevance. This notion is shaped by four personal perceptions which regard notions as money, individual activities and the marginal utility plus the actual time of moving. Analogously, they are conditioned by some other variables, which analyze at the micro level the various factors that might mold the subjective perceptions, such as the people alternative ways of time usage, the frequency of the displacement and their personal incomes.

It is clear that an extremely busy person has a much higher perception of the time’s value since his personal activities are very relevant in his daily life. Likewise, an individual who works in the other part of the city is strictly bound to the time spent on the road for reaching its destination. In this case, the value of the time he perceives is extremely higher since to live in a high-density territorial

zone would mean to lose, every day, an enormous amount of precious time. The last example regards the income instead. Poor people, who really need time in order to work to earn money for having a proper life will give strong emphasis to the time usage and will always try to catch the moment.

In conclusion, from the table below can be once again inferred the concept of the monetization of the time, its remarkable importance and how it affects the different categories of people.

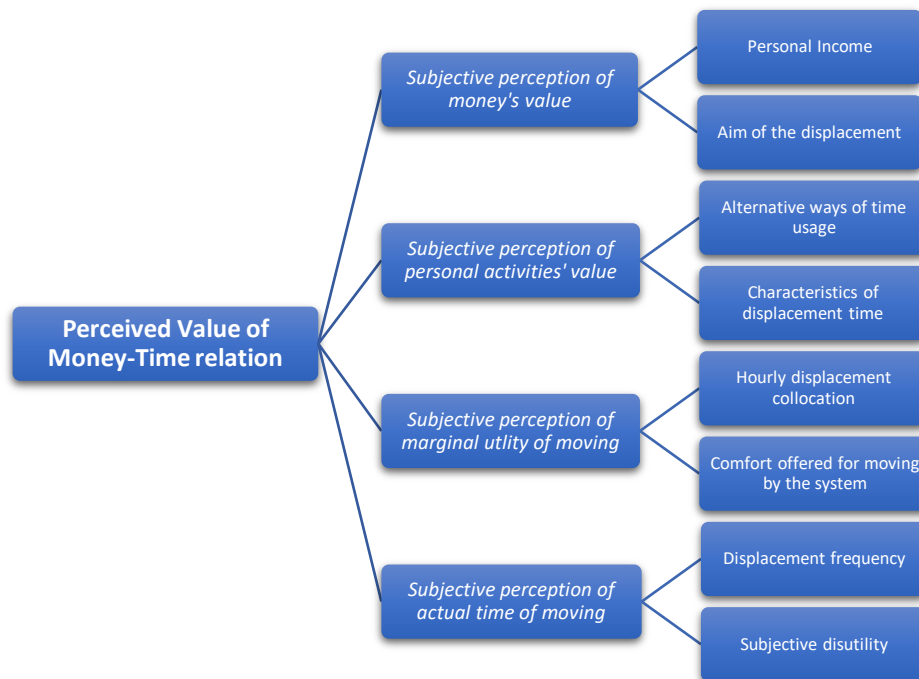


Table 3.3 – Perceived value of Money-Time relation – Stefano Ricci, Tecnica ed Economia dei Trasporti

#### 4) Starting from the bottom: necessary legal reforms

The Italian article 36 of the Italian constitution states: “Maximum daily working hours are established by law<sup>6</sup>”.

The Italian law has been changed last time with the Directive 2003/88/CE of the European Union which divided the various periods of rest.

It declared that member states shall thus implement the necessary measures whereby each worker shall benefit, *during a 24 hours period*, of a minimum rest period of at least 11 consecutive hours (article 3).

<sup>6</sup> Constitution of the Italian Republic, art. 36.

Moreover, member states implemented the necessary measures whereby each worker can benefit, *during a seven days period*, of a minimum uninterrupted recovery period of 24 hours whose are added the 11 hours of daily rest laid down in the article 3 (article 5).

Furthermore, the average duration of the working hours for each period of 7 days, *cannot exceed the 48 hours*, included the overtime (article 6).

In addition, there are some *exceptions* to these laws; for instance, night works have the right to work not more than 8 hours in a 24 hours period (article 8).

These are a few specific points of the laws currently in force in Italy. They regulate the social Italian law system, guiding the organization of many Italian commercial activities, private and public offices.

In applying this new model of society is also necessary to implement a new law code. Therefore, some laws have to be implemented in the form of new laws through the parliament.

The Italian constitution clearly states that “the legislative function shall be exercised jointly by the two Houses of Parliament (Article 70)<sup>7</sup>”. Hence, the same text of a bill must pass both at the Chamber of Deputies and at the Senate of the Republic in order to become law.

Several stages compose the law-making procedure. The first one is the legislative initiative, which consists in the introduction of the bill. Thus, it must be approved by the first House, either by the chamber of deputies or by the Senate accordingly to where it was presented first. Afterwards, the bill is transmitted to the second House where it needs to be approved in the exact same form.

Lastly, the promulgation by the Italian President of the Republic (who has to sign every legislative text made by the parliament and who has the power to send bills back to Parliament for a new consideration), and the publication of the text in the so-called “*Gazzetta Ufficiale della Repubblica Italiana*” (the official laws journal) and its entering into force.

The table below shows the legislative process which is required in order to implement the basic laws and establishing this new model of society.

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<sup>7</sup> Italian Chamber of Deputies. *The passage of a law through parliament.*

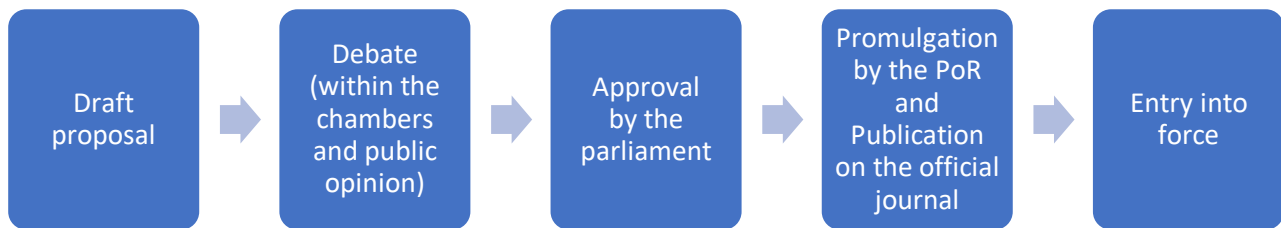


Table 4.1 - Italian Legislative Process – Chamber of Deputies of the Italian Republic

## 5) Consequences of this change: improvement in quality of life, economic progression and benefits enhancement

### 5a) The quality life flourishing

It has happened several times to need a very long time in order to reach the destination due to traffic congestion. In analyzing the cause, it is blatant how it is primarily provoked by the fact that so many people share the same working hours, and this implies that everybody moves at the same time for reaching their own workplaces. Indeed, public and private workers, schools and universities, shops, offices and almost all the different jobs start at the early morning, especially from 8 am to 9 am, and this necessarily leads to people stuck in the city's streets.

In evaluating a societal framework transformation, it is not only important to focus on the improvement of the quality of life due to a different use of time, that therefore shall lead to more organization for the interested person, but also on the society as a whole.

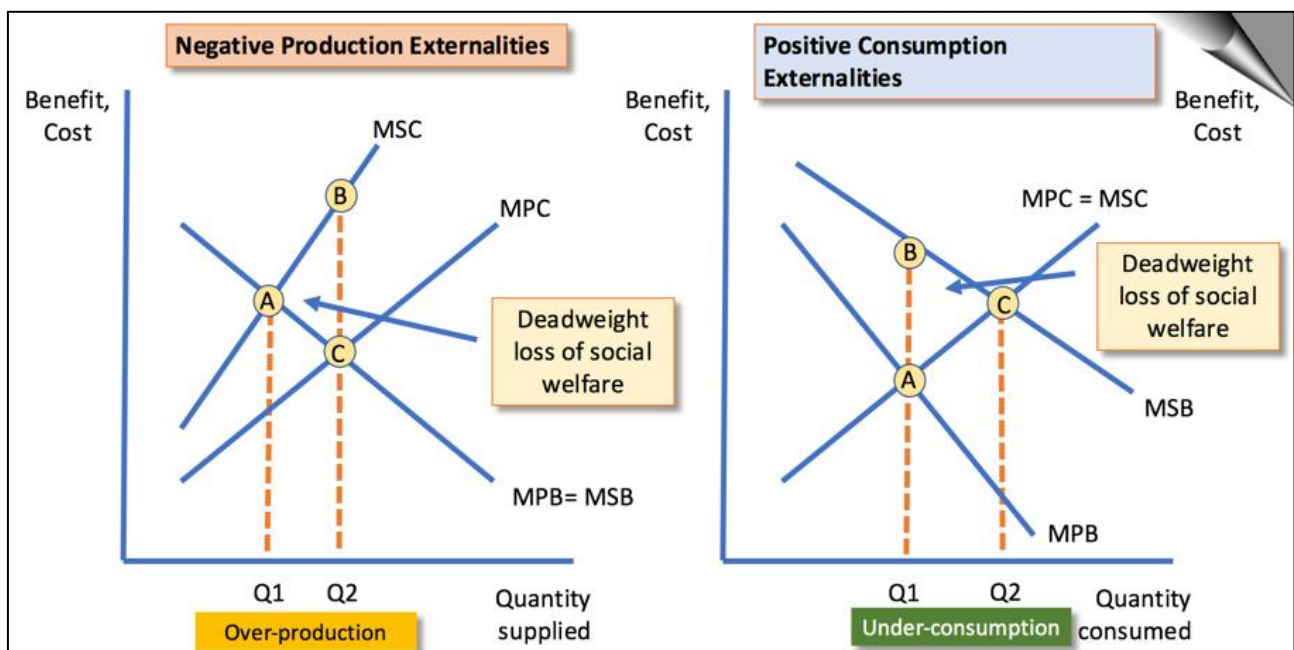
Indeed, in analyzing costs and benefits through a different societal approach, it is also necessary to take into account the **externalities effects**.

The concept of **Externality** refers to “a cost or benefit incurred or received by a third party who has no control over the creation of the cost or benefit, which can be both private and social; meaning it can affect the society as a whole<sup>8</sup>”. Externalities may have both positive and negative effects, deriving from “production or consumption of a good or service<sup>9</sup>”. Accordingly, “an externality may not have an effect on the entity that causes it<sup>10</sup>”.

Having to deal with many people at the same time and in the same place, negatively affect people’s lives. Indeed, this occurrence does not relate only to those who are directly concerned by the problem in question, but it is also linked to outsiders. The latter category, even if do not feel that specific subject matter as its straightforward question, will be negatively endangered by this phenomenon anyhow. Some negative externalities might be for instance the noise pollution provoked by the massive number of cars that take to the streets at the same time, the more significant number of accidents and victims due to the high density of road traffic and many other questions which entail very elevated costs for the society.

In the case in which instead there would be **positive externalities**, we will therefore have that *social benefits > private benefits*.

**Positive Externalities: Social benefits > Private benefits**



Graph 5.1 – Positive and Negative externalities

<sup>8</sup> “Externality”. 2019. *Investopedia*.

<sup>9</sup> *Ibid*.

<sup>10</sup> *Ibid*.

Concluding with the externality's theory is possible to state that this new model of society gives origin to externalities, which are in no small extent more positives than negatives. Indeed, this new framework aims at eliminating all those discomforts which are created by a 12-hours based society; replacing them with some positive externalities which would definitely benefit to people's lives and that may only be achieved with a 24-hours approach system.

Another striking element concerning the quality of life raising which can be used as example regards the public sector. As we will see in further detail in the next paragraph, the flourishing of the quality of life and the economic one often goes together. The opportunity to employ more personnel - given by the access to work in the span of 24-hours per day - not only creates an economic rise, but also makes the level of quality life much more exceptional. By setting a concrete example, we can analyze the healthcare sector. Redistributing all the medical examinations, surgical operation and medical appointments between three different time frames, all the hospitals would manage to comfortably bear the brunt of the huge demand for sanitary assistance. In this case, having the possibility to go at the hospital whether at the morning that at the afternoon or at night would mean to arrange better people's availabilities and the hospital organization in a way that there will be much shorter queues and waiting times. The same argument is equally valid for many other jobs.

### **5b) The economic flourishing**

To apply and promote a new model of society which overturns the existing societal way of living might be incredibly risking. Indeed, the economic consequences need to be considered as one of the primary impacting factors, since often an inefficient financial aspect is sufficient to sentence the inadaptability of the theory. Consequently, this paragraph will analyze the economic conditions which are crucial to attaining in order to achieve an economic flourishing.

The current society is based on a day-working model. Hence, to work at night is considered, as stated before, atypical. As a result, all the employees who have to face with unusual jobs have the right to an extra amount of money since it is considered by law as a 'hard work'. Although, nowadays working at night is truly a hard work and the 20/30% of **extra money** people receive for doing those kinds of jobs are absolutely legitimate for the discomfort created to them. Nonetheless,



if night jobs would become ‘normal’ there will be substantial money saving by the state or by all entities required to pay the extra 20/30%.

Analogously, being considered as hard work, the **retirement threshold** is almost everywhere set a few years in advance, causing a substantial burden to bear for the state finances.

People, not relating anymore with what is now considered as a ‘hard work’ due to the transformed ordinariness of the work, would both receive a regular salary and having a standardized retirement age, permitting a larger saving which may be subsequently used for enhancing further investments.

In addition, starting from the assumption that we currently live in a society in which all the daily activities are organized and divided between the day and the night, there is no *room for manoeuvre* for achieving an economic increase. Thinking about private and public jobs, almost all of them concentrate their working time in the morning and the afternoon, sometimes without neither using all their possibilities regarding the amount of time at their disposal.

Nevertheless, this new model of society overturns this traditional concept of the daily use of time. All the jobs may, in fact, be set on a different timeline organization related to the opening times of the commercial activities.

In order to make some concrete examples, we are going to analyze some typical jobs such as doctors, professors, police forces and also shops, firms and offices in general. Before the implementation of this model of society, they basically distributed all their efforts on the morning and the afternoon, without arranging any human resource on the night times.

This leads *shops* to be exposed to a lack of the services offered to citizens. In opposition, if they would regulate and distribute the human resources that they possess on 24 hours, they would manage always to guarantee a regular service to people who need it. Likewise, if a service is fielded to the public, it is much more likely that a higher number of products on sale will be finally sold. Higher demand also means higher supply, higher supply turns into a higher production level and more production leads to an increase in the national GDP and the whole economy.

Similarly, in *Firms* and *Companies* the working time during the day has to be dedicated both to the production and the maintenance of the machinery, and this means to reduce the total amount of production necessarily. In opposition, being opened during the night as well, they would have made the maintenance checks during that timeframe, concentrating and maximizing their production for the day.

*Offices*, equally, in having the possibility to distribute and organize their work on 24 hours instead of that just roughly half of this time, they might have higher economic returns, due to the greater possibility to hire workers and to get better peak performances.

For what regards instead jobs such as *professors* or *doctors*, there could be a substantive employment growth. Above all, however, in this case the requests and necessities of many people on healthcare and in the matter of educational assistance might be encountered. Notably, some people need to work during the day and therefore are unable to attend the school. In this way, they could combine their working necessities with the possibility to go to school, creating not only a personal profit for that individual but even for the whole society. The concept is very analogue for many other professions and the opportunity to deploy the nightly time for workplaces would reflect into a higher employment opportunity.

Nonetheless, it is imperative to insert all the industries, firms, shops and all the commercial activities into a broader context. Basically, all the firms must pursue the *social entity conception*, according to which the firm is a community of individuals which has a straightforward and strong relationship with the social, political, economic and natural environment in which it operates. Thence, all the commercial activities have liability towards the society and its organizational rules in which they live in. Indeed, on this path is possible to develop the concept of *Social legitimacy*, whereby the option to make higher and higher profits for the firm cannot actually be considered as valid as reliable since it must keep its social legitimacy for avoiding the risk to be excluded from the society by the responsible institutions.

Any commercial activities shall pursue their objectives without leaving behind their responsibilities. Pragmatically, in this new model of society will be necessary to set different and lower standards of emissions and pollution levels in order to compensate the constant (24/7) use of energy. Industries, in order to not be excluded from the market and for complying with the *Social legitimacy* and with the *Corporate social responsibility* (CSR), will accept to follow this anti-pollution strategy. Indeed, what needs to be specified, is that all the activities perfectly know that even if they want to maximize their profits, they also have to adapt and conform to the changing of the market system. All the business activities will therefore combine a sustainability process, focused on the respect of the society and the environment, with their main objectives and their capacity to generate high profitability, especially on the long term.

Going back on the *Corporate social responsibility* of the firms, industries and all the other bodies that contribute to the economy, it is possible to state that they can reach a maximum efficiency if

and only if they are able to adapt, preserve and create positive externalities for the ecosystem. All the firms that survive longer and make higher profits are always those who manage to create active communities, very civic-minded and that deal with an upgrading of the society and the environment.

This is the same concept of what has been declared in the 2030 UN agenda with the **Millenium Development Goals**. The capability to be able to adapt to the environment and the surrounding system thanks to a sustainable approach is considered such a crucial element that has also been inserted into the UN 2030 agenda.

Michael Porter and Mark Kramer have developed the aforementioned theory regarding the behavior of firms and companies. They also identified three main reasons for which the CSR is a primary objective of commercial activities.

The first one is the **sustainability**. It puts the spotlights on combining the needs of the present, such as the profit maximization for firms, without jeopardizing future generations in meeting their needs. Secondly, the **reputation**. The CSR also strengthens the company's reputation towards consumers and third parties.

Lastly, the **permission to operate**. In this case, we enter in the so-called 'strategic CSR' since the institutions evaluate the actions of the undertakings investigating if their actions create or not a competitive advantage for companies. In case of a positive analysis response, they concede the permission to operate.

In conclusion, applying this new model of society would mean to extend the hours in which energy consumption is required. Nonetheless, imposing lower levels of emissions with higher controls for all the commercial activities could be a brilliant solution to this problem. Indeed, companies would respect the imposed limits since they know the importance of the Corporate Social Responsibility as the basis of all the economic interactions in societies.

Moreover, this is not only referred to firms, but it is also for all the activities which are included in the production-pollution binomial.

At this point, undertakings recognize that they are at the same time involved and dependent on the *milieu* in which they are engaged and that they are linked with other organizations and individuals. Subsequently, they understand that the achieved benefits would not only be for them or for those who are direct players of the societal economic process, but also for the whole external community.

This leads to a comprehensive collective benefit and enhances the concept of the *shared value*, according to which “to create economic value also means to create values of the whole society”<sup>11</sup>.

It is crucial to take into account not only the economic profits since what is remarkably important in a society is to focus on what surrounds it. Indeed, the activities that a firm makes strongly reflect on the society. Some actions, though, do not have monetary values. It is the case of air and environmental pollution, which affects both people and nature, the effects of road accidents, or the catastrophically consequences due to climate change.

We had the possibility to understand, thanks to the concept of the *Externalities*, that the actions companies take, also affect people externally and *a fortiori* they need to choose carefully the measures and activities undertaken. Firms would enter in a broader context which enables them to make higher profits, increasing their productivity, the general employment level and therefore the national Gross Domestic Product (GDP) thanks to a new model of society. Nevertheless, the amazing part is that they would achieve all these benefits through a sustainable mechanism that permits at the same time to have an incredible economic development and safeguarding the society and the world in which we live in.

### **5c) The general wellness flourishing**

The improvement of people quality of life and the enhancement of a more performing economic system are not the only two fields that would be positively shaped by this new model of society. For citing a third positive outcome given by such new beneficial framework, it is possible to state the profitable effect that it would lead to an increase of services availability.

A more constant offer of services to people would not only mean a more performing economy, but it would also make citizens' lives easier. One of the many cases of better enhancement performed by this model might be attributed into having more time for running an errand and a greater possibility to manage the time as people wish, without being forcibly constrained to set strict and rigorous schedules.

For mentioning a last example of a practical improvement, we can refer to the current high level of criminality in our societies. The highest crime rates, especially regarding assaults, happen during

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<sup>11</sup> (M.E. Porter and M.R. Kramer, *Creating shared value*, in “Harvard Business Review”, January 2011, pp. 62-77).

the night and it occurs because few people are asleep and on the streets. What inversely would happen with this model is that since people regularly work during the night as they do in daily hours, the night would not be any more considered by criminals as a ‘hunting ground’. There would no longer be a specific time in which criminal organizations know that they can easier act, and for this reason even the level of assaults and crimes might significantly drop.

## 6) Sustainability criteria

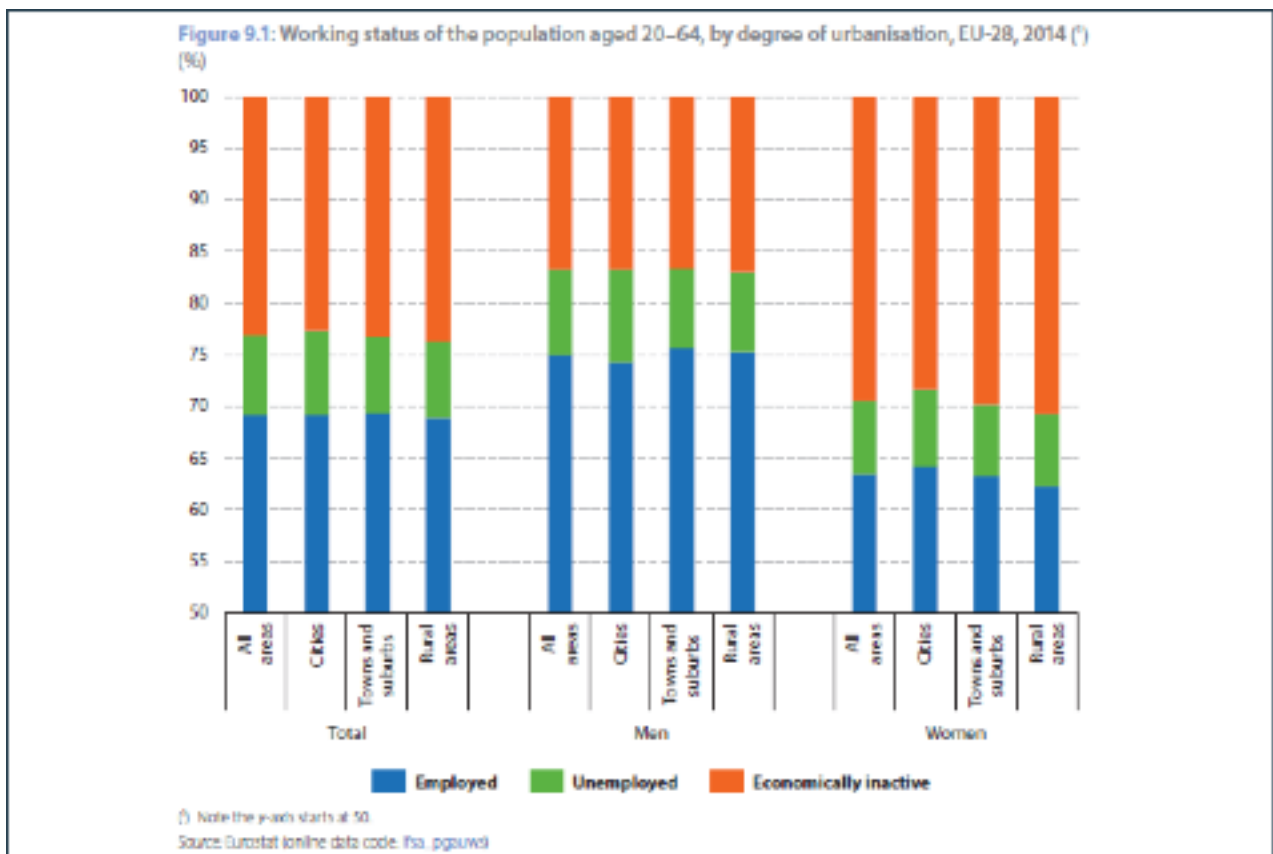
The 2030 UN agenda for the sustainable development is an action program for both the people and the planet, subscribed in September 2015 by the 193 member states of the United Nations. It includes the 17 objectives for the sustainable development, named Sustainable Development Goals (SDGs), in a greater program made for directing states on the path to undertake in order to reach these aims within 2030.

Many of these objectives can be also found on the new model, and for instance the 3<sup>rd</sup> SDG refers to ‘**Good health and well-being**’. In one of its points is stated that it is extremely important to guarantee the access to everyone to the health service and efficient medical treatments; and at the same time to improve the well-being, promoting and asserting the universal right to health. The new model of society, providing a system of healing in a stronger way and with a possible provision accessible 24 hours per day, would deliver a more considerable medical assistance and therefore a more efficient and widespread health and well-being supply. This is a possible solution in order to implement the necessary measures for attaining one of those that is considered as an international objective, *id est* to reach universal coverage of the healthcare services.

Likewise, many Millennium Development Goals (MDGs) of the Agenda 2030 concern the preservation of the environment. For this reason, companies, firms, shops, public offices etc. would receive funding for using renewable resources and clean energy. In this way, the major usage of electricity would not negatively affect the planet, since societies will arrive to make only use of green energy.

Last but not least, another goal set by the UN 2030 agenda is the ‘**Decent work and economic growth**’. One of its objectives is to reach a full and productive employment capacity, providing a decent job to everybody. As already stated, a new organizational structure which is able to increase

the employment level would definitely benefit to the society since, as shown by the histogram below, there is an important part of the population which is unemployed or economically inactive. To provide all those people with a new labor would also mean to raise the national productivity and consequently its GDP.



Graph 6.1 – Working status of the population aged 20-64, by degree of urbanization in the EU, 2014 - Eurostat

## 7) The final model: the sum of all the single outputs

In order to conclude this chapter will be developed a short summary of the outputs provided by the model. The idea to break down the existing relation between the binomial *Time* and *Society* and thus changing the current attitude to distribute the daily life from roughly 12-hours, or even less, to 24-hours, needs of course to pass for a legislative process. In Italy, it would follow the process of a ‘normal’ law, with the steps stated in chapter 4, in order to be drafted and therefore implemented. Thereafter, it would lead to many societal benefits. From the economic point of view with an increase in new hires, in production and by implication in the national GDP. Regarding the quality

of people's lives, the enhancement is brilliant, spanning from the substantial increase of offered services, to the diminishing of road traffic and rate of night crimes.

The aforementioned benefits are only few of the overall perks that can be derived from the model, but they are already enough for proving the quality and the effectiveness of this new framework.

## **DEVELOPMENT – surroundings**

### **8) Deficits of this model**

This model presents, however, some deficits.

One of those can be attributed to the lack of sun, which is extremely important in order to let the body release of some important substances that really help the daily life of individuals.

Similarly, in some societies the nightly hours prevail on the hours of daylight, having consequently a substantial presence of darkness. In these cases, it is sociological proved that the night work dangers are more elevated than in other societies which have a predominance of the sunlight over the nightlight.

The last issue correlated to this model that will be analyzed regards instead the needing of deep societal standards changing in order to enable all the citizens to really adapt to a completely new way of living.

#### **8a) No sun no body substances**

The first point regards human health. The sun is, in centuries, considered as a potent and effective medicine, which is able to influence people's bodies and health positively.

Many studies have already been conducted on the sun benefits, for example the University of California has recently confirmed the relationship between the lack of sun and the higher probability to get cancer.

For underlining the importance of the sun, it is necessary to enlighten some of its benefits. For instance, it releases some hormone able to reduce the stress level and calming Alzheimer patients. It contributes to preventing the insurgence of some new illnesses, it stimulates the creation of vitamin D which creates the calcium that is essential for the bones and it facilitates the sleep. For mentioning a last advantage given by the sun, we can refer to the healing respect to many dermatitis and skin diseases.

It is thereby evident how this model of society might be a little bit risky from the sanitary perspective. Indeed, the constant use of nighttime hours by certain people for working, tacitly implies the fact that they will spend at least half of the daily part in which the sun is up for sleeping.



As a consequence, this means that such a portion of individuals will stimulate less beneficial substances of their bodies since people will work more at night than they currently do.

### **8b) Night work social perception and its dangers**

Some studies affirm that night jobs may create two different kinds of diseases, physically or mentally.

Starting from the former, the National sleep foundation states that “shift work has been linked to certain chronic diseases and illnesses<sup>12</sup>”. Indeed, the probability of getting cancers, metabolic, heart and obesity problems increases in case of a night job.

Similarly, shift night work raises the probability of getting mental health problems like depression. It has two possible causes. The first one is due to the upheaval of the ‘circadian system’, a term coined by Franz Halberg which refers to the usual rhythm sleep-wakefulness. The second cause instead is the ‘out of step’ feeling that night employees may feel about their social interactions and towards other people, since any other individual might be engaged in other activities during the day and could not have much available time.

Nonetheless, physical and mental problems are not the only deficits people may suffer for sun absence. Several studies on people performances and safety have demonstrated that personal productivity can be reduced if going against the biological clock, which naturally pushes people to be less alert and in a drowsiness condition on the nighttime hours. As a result, loss of concentration, longer reaction times, higher errors probability and accidents are all factors which are likely to increase.

Simultaneously, besides considering dangers provoked by night work, it is relevant to also look at how they are socially perceived. This has to be approached analyzing the condition in which people are willing or not to go out during the night as they do during the day, due to their safety conception.

As shown by the table below (8.1), there is a portion of citizens, even if very small, that would prefer to not go out at night alone since they are afraid of what could happen to them.

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<sup>12</sup> "Living & Coping with Shift Work Disorder. National Sleep Foundation" (2019).

An interesting data can be drawn by this table, in which is asked the question ‘how much does the fear of criminality affect his/her habits’. In this case, the percentage of people who do not feel safe increases as their age raise. In the item ‘criminality very much influences my personal habits’ there is a minimum percentage equal to 4.5% for people between 14 and 24 years old and a maximum peak of 13.1% for 65-74 years old people.

Further impressive information is that around 10% of male and female citizens affirm that sometimes they do not go out at night alone because of their fear.

The last information that really needs to be taken into account shows us how until 64 years old the percentage of people who never go out alone at night in their neighborhood is very tiny (mean around 5%), but it greatly increases for older people, until arriving at a percentage of 46.4% for ‘75 and over’ years old people.

What can be finally stated is that older people would generally be a little less likely to be inserted in this new model of society due to their not propensity to feel included in the nightly societal life.

|              | <i>How safe a person feels when alone in his/her area and it is dark outside</i> |               |                             | <i>Does it happen that he/she would not go out at night solely because of fear</i> |                    | <i>how much does the fear of criminality affect his/her habits</i> |              |
|--------------|--|---------------|-----------------------------|--|--------------------|--|--------------|
|              | <i>Little safe</i>   | <i>Unsafe</i> | <i>Never goes out alone</i> | <i>Yes, sometimes</i>  | <i>Yes, always</i> | <i>Very Much</i>   | <i>Quite</i> |
| <b>Ages</b>  | <b><i>Males and Females (Percentages)</i></b>                                    |               |                             |  |                    |  |              |
| <b>14-24</b> | 20,2   | 5,7           | 4,3                         | 11,8   | 10,7               | 4,5  | 22           |
| <b>25-34</b> | 19,2   | 5,7           | 4,2                         | 10,2   | 6,3                | 4,5  | 23,9         |
| <b>35-44</b> | 20,1   | 7,3           | 3,8                         | 11,1   | 7,6                | 7,9  | 29,3         |
| <b>45-55</b> | 20,7   | 8,7           | 4,7                         | 12,1   | 9,3                | 9,7  | 30,9         |
| <b>55-64</b> | 23,1   | 8,2           | 8,4                         | 11,8   | 11,3               | 10,6   | 31,9         |
| <b>65-74</b> | 22   | 10,3          | 17,1                        | 11   | 17,4               | 13,1   | 32,4         |

|                    |      |     |      |     |      |      |      |
|--------------------|------|-----|------|-----|------|------|------|
| <b>75 and Over</b> | 14,7 | 6,3 | 46,4 | 8,6 | 24,5 | 11,6 | 33,4 |
| <b>TOTAL</b>       | 20,1 | 7,5 | 11,8 | 11  | 12   | 8,9  | 29,3 |

Table 8.1 – insecurity indicators for gender and age class for people over 14 years old, 2015-2016 - Istat<sup>13</sup>

### 8c) Deep change in societal standards needing

The last presented deficit of this model focuses more on the qualitative analysis of human beliefs. Being a new model of society, significantly different from the existing one and overturning the current conception of time, society and its employment conception, people reactions and opinions should necessarily be taken into consideration.

Moreover, citizens may be firmly against a society which is basically usurping people normal attitudes and rights, twisting their social networks, lives and jobs. Someone might consider this framework as a throwback, due to the absence of ‘regular’ working hours and could therefore initially protesting for seeing their realities considerably changed.

It is complicated to precisely predict how citizens might react to such a society organizational revolution, but what can be envisaged is that at first it will definitely provoke a weird sense of bewilderment in people’s minds.

## 9) Ways to solve model deficits

In chapter 8 have been analyzed some possible deficits of this model.

There are real factors that need to be fully considered in addressing this model. For instance, the lack of sunlight, the night work and its social perception, people belief of not-seeing night timeframe as an integral component of their lives and consequently the need of a big people mind change for fostering a deeply different society. Accordingly, in this chapter will be presented some

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<sup>13</sup> Istat.It. *La percezione della Sicurezza* (2015-2016)

possible solutions to the aforementioned issues for trying to balance all the model deficiencies, making it extremely adaptable, efficient and successful.

### **9a) Particular lights to stimulate bodies substances and possible medical adjustments towards a different way of living**

As stated before, the sunlight is very important for people in order to arouse some bodies hormone and enabling the human organism to release some essential substances for its proper functioning. Nonetheless, there are some occasions in which artificial light is as efficacious as the natural one. Regarding, for example, seasonal affective diseases or depression, even the artificial light can be able to trigger a positive reaction of the body, assisting the melatonin production, which is essential for combatting phycological diseases. Some studies have in fact affirmed that “between 60 and 80 percent of Seasonal affective disorder (SAD) sufferers benefit from light box therapy<sup>14</sup>”.

The so-called *Light therapy* is a particular process based on specific wavelengths of light which use polychromatic polarized, very bright or full spectrum light, but also lasers, dichroic lamps and the LED, which stands for light-emitting diodes.

This therapy may be used in the cure of many different diseases, especially regarding some primary illness’ areas concerning skinny and retinal conditions, mood and sleep-related, but also neonatal jaundice. Even some other cures such as diabetes and better regulation of the circadian rhythm may derive from the light therapy.

What can basically be affirmed is that even if the sunlight seems to be extremely important for human health, it is not irreplaceable. There exist indeed some lights which can reproduce the benefits of the sun yet, and they can therefore be the means through which people might conduct a full and proper life during the night without losing their healthy perks due to sunlight. Wherever these particular lamps would have installed, both on the streets, in offices or the apartments, they will result in an essential positive well-being outcome for citizens.

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<sup>14</sup> Health Status, “*Artificial light and Health*” (2019).

## **9b) This model does not negatively affect people and their social perceptions**

Many studies regarding the body's circadian rhythm, stated as a possible source of this model deficit in chapter 8<sup>th</sup> paragraph B, have been conducted yet. It regulates the 'internal' clock, which permits human glands to release hormones and controlling people mood, alertness and many other things. As stated before, both people brain and bodies usually relax with darkness and activate during the morning. For this reason, people who work at night go against their natural propensity to rest in the nightly timeframe and to stay up during the day.

Nonetheless, the circadian clock may be shifted in order to be better able to work at night and sleeping on the day. The Circadian rhythm can be delayed for about one or two hours per day; scientifically it is necessary to look at the dim-light melatonin onset or at what time "the pineal gland begins to secrete melatonin<sup>15</sup>", evidently provoked by the circadian clock. Typically, what happens is that melatonin spreads in the body two hours before the sleeping time.

*Charmane Eastman*, a psychologist in Chicago Rush University, found out that people can actually shift their circadian rhythm within a week, in order to be completely aligned to a night job and a sleeping day.

At this time the problem may be that if a person completely adapts to this new rhythm, he would become a nocturnal person and it would result in having fewer social interactions with people who have a day-working life. To this issue there are two solutions, one is prompted by science, whereas the other is a socio-political explanation. Starting from the former, the American phycologist has devised a compromise solution thanks to which people with a night job – assuming from 11 pm to 7 am – can adapt their circadian rhythm to a well-functioning both at night and during the day.

Eastman conducted an experiment, in which the worker has to go to sleep very late, and sleeping for instance from 3 am to 12 am, whereas in the days in which he works at night he goes to sleep as soon as possible. Thanks to this experiment, Eastman could affirm "the difference between sleep on their night shift days and their days off would likely be less than what most shift workers have now<sup>16</sup>". For what concerns instead the latter solution, people do not necessarily need to keep their turn shifts forever but they can obviously change them during the lasting of the year, quickly solving the second possible trouble.

Furthermore, as a direct response to the issues raised in chapter 8<sup>th</sup> paragraph B and supported by the table 8.1, it is possible to look at what can be drawn from the table below (table 8.2).

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<sup>15</sup> American Psychological Association, *The risks of night work*, (2011).

<sup>16</sup> Ibid.

Indeed, the safety that people perceive in society does not only depend on the darkness around them and many other characteristics shape people's idea of their insecurity. This is proved by the fact that insecurity indicators change according to the geographical area in which the survey is conducted. In the case in which people would only value if they act during the night or the day, the table values should be all equals. Consequently, it is necessary to consider that people conception of their safety change at the mutation of the society in which they live in. It is not the dearth of light *per se*, but it regards the absence of some requested external variables, such as the lack of presence of other people or the longer waiting time that a person experiences for receiving any aid at night which make people feeling less safe.

|   | <i>How safe a person feels when alone in his/her area and it is dark outside</i> |               |                             | <i>How safe a person feels when alone at home and it is dark outside</i> |               | <i>Does it happen that he/she would not go out at night solely because of fear</i> |                    | <i>how much does the fear of criminality affect his/her habits</i> |              |
|---|--|---------------|-----------------------------|--|---------------|--|--------------------|--|--------------|
|   | <i>Little safe</i>   | <i>Unsafe</i> | <i>Never goes out alone</i> | <i>Little safe</i>   | <i>Unsafe</i> | <i>Yes, sometimes</i>  | <i>Yes, always</i> | <i>Very Much</i>   | <i>Quite</i> |
| <b>Locations</b>                            | <b><i>Males and Females percentages - over 14 years old (percentages)</i></b>    |               |                             |  |               |  |                    |  |              |
| <b>North-West</b>                           | 22,9   | 7,0           | 10,8                        | 14,7   | 2,4           | 10,8   | 12,7               | 8,4  | 30,4         |
| <b>North-East</b>                           | 17,5   | 6,7           | 14,3                        | 12,8   | 2,0           | 9,3  | 11,6               | 8,6  | 30,6         |
| <b>Center</b>                               | 22,4   | 7,8           | 9,1                         | 12,2   | 2,4           | 11,9   | 10,7               | 9,3  | 31,0         |
| <b>South</b>                                | 19,2   | 9,5           | 11,8                        | 11,1   | 3,2           | 12,9   | 12,0               | 9,5  | 29,2         |
| <b>Islands</b>                              | 15,9   | 5,4           | 14,5                        | 8,4  | 1,9           | 9,0  | 13,4               | 8,5  | 21,6         |
|   | <b><i>Types of Municipalities (percentages)</i></b>                              |               |                             |  |               |  |                    |  |              |
| <b>Town center of the metropolitan area</b> | 26,5   | 11,3          | 11,1                        | 11,4   | 1,3           | 13,6   | 15,8               | 11,0   | 33,2         |
| <b>The periphery of the</b>                 | 22,2   | 10,6          | 11,8                        | 15,5   | 2,7           | 11,4   | 14,4               | 9,1  | 31,9         |

|  |      |     |      |      |     |      |      |     |      |
|--|------|-----|------|------|-----|------|------|-----|------|
| <b>metropolitan area</b>                 |      |     |      |      |     |      |      |     |      |
| <b>50.001 inhabitants and over</b>       | 22,3 | 7,4 | 10,6 | 10,2 | 1,7 | 11,8 | 11,1 | 8,8 | 28,6 |
| <b>From 10.001 to 50.000 inhabitants</b> | 19,5 | 7,1 | 13,2 | 12,8 | 3,6 | 10,8 | 13,0 | 9,5 | 29,0 |
| <b>Until 10.000 inhabitants</b>          | 15,2 | 4,7 | 11,4 | 12,2 | 2,4 | 9,2  | 8,6  | 7,2 | 26,8 |
| <b>TOTAL</b>                             | 20,1 | 7,5 | 11,8 | 12,3 | 2,5 | 11,0 | 12,0 | 8,9 | 29,3 |

Table 8.2 – insecurity indicators for geographical distribution and types of municipalities, for people over 14 years old, 2015-2016 - Istat<sup>17</sup>

The table above let us develop a principal thought. Due to people unwillingness of going out during the night for fear of suffering for some threats, it is essential to work on the negative variables that affect night timeframe. People will be very delighted to have the opportunity to choose if living a daily or a nightly life only if some intrinsic thoughts will be rooted out and combatted. A clear example is tackling night criminality, not letting any more people considering the night as the moment of the day in which ‘bad people’ operate or the hours in which they could more probably run into whatever risk.

In addition, the graph (8.3) below shows how the quality of the employment depends on some different variables. The “*working hours and balancing work and non-working life*<sup>18</sup>”, the “*income and benefits from employment*<sup>19</sup>”, “*ethics of employment*<sup>20</sup>”, “*social dialogue*<sup>21</sup>” etcetera, are all variables which have a strong link and interconnection with the proposed societal model. Indeed, they are vital and always taken into consideration into assessing the employment quality, which is indispensable for the society itself. If people think to have a high level of employment quality thanks to this new society and they will also see the quality of their lives remarkably increasing, the

<sup>17</sup> Istat.It. - *La percezione della Sicurezza* (2015-2016)

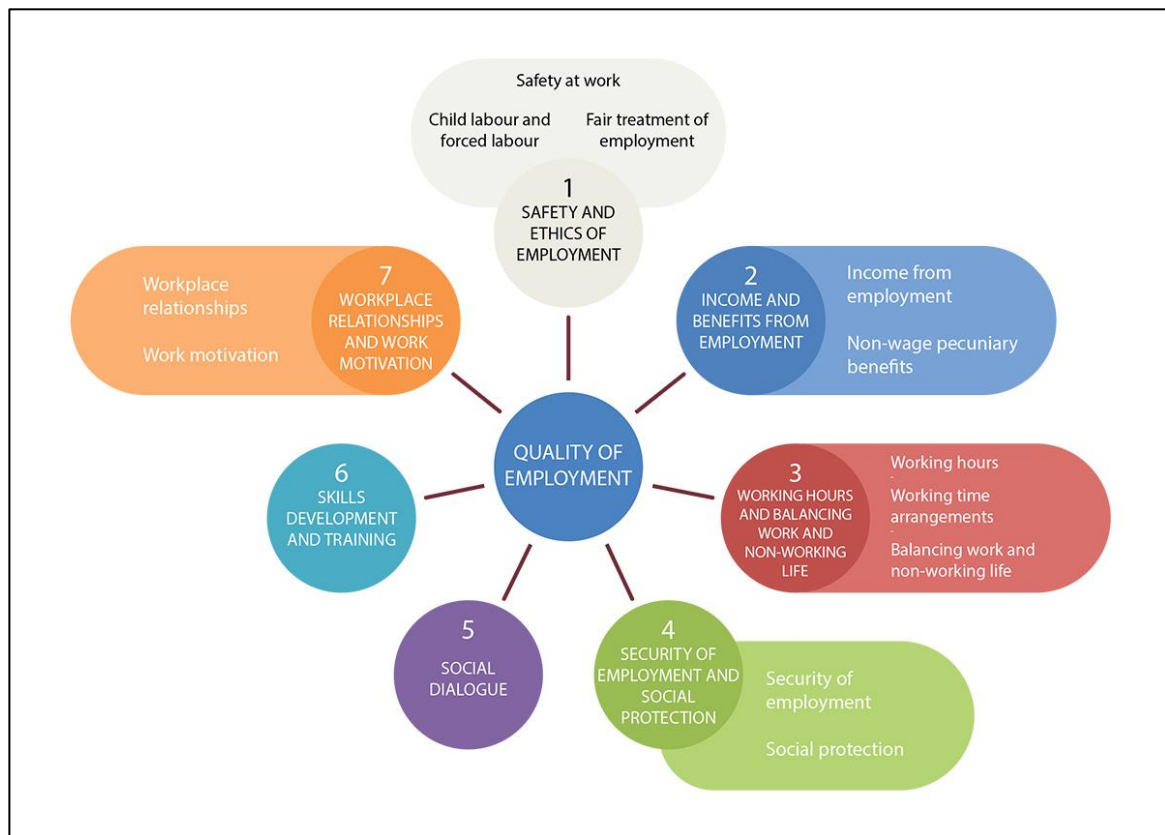
<sup>18</sup> Eurostat - *Quality of Employment* (2019).

<sup>19</sup> Ibid.

<sup>20</sup> Ibid.

<sup>21</sup> Ibid.

social perceptions of the night work will be surrounded by a strong and widespread positive consensus.



Graph 8.3 – The quality of employment - Eurostat

In conclusion, living in this new model of society, night workers will not be any more socially marginalized, since to work in nighttime hours would basically be as normal as working during the day. They would benefit from all the services that are ordinarily accessible during the day, and they will feel notably included in society.

The most important thing is not to change people's working hours frequently, since in this case their bodies and brains would not be enough fast for adapting to so many rhythm changes. Shift work should be assigned in blocks for giving to people's bodies the necessary time to adapt.

After a long study, Eastman noticed that both workers who have had night-shift schedule for several years and workers who recently adapted their circadian rhythm have experienced the same positive outcomes. Accordingly, night employees would not need a long time in order to join the full functioning of this new working structure since body adjusting is a fast process.



### **9c) Long term process**

This model, surely, represents a massive change for people's ways of life. As stated, this new model of society overturns the societal balances, even switching people's conception of priorities and their interpersonal relations. In explaining this new model to people, not everyone seems to be very confident with its proceedings, but usually it actually depends on personal habits and customs. This new model of society is a very long-term program which let people softly adapt to this enormous change. Indeed, this is a process that has to be implemented step by step since an abrupt change would only lead to a widespread feeling of dissatisfaction. Individuals would not be ready yet to face this type of society, and a full immersion into such unconventional context will only lead to a popular protest. In opposition, slow and progressive implementation of this framework could have excellent positive outcomes. People would have the opportunity to confront with a more productive and inclusive society, without feeling the shock of this change.

### **10) Case study: Nordic societies as a model in combining efficiency and darkness**

Nordic countries face high part of their year with adverse climate conditions, above all the darkness element which profoundly influences a large part of the year and, especially during the winter, significantly affects their societies. Citizens from those countries, during the winter and not only, are used to live in a semi-condition of perpetual darkness.

Nevertheless, Nordic countries, namely Denmark, Norway, Iceland, Finland and Sweden, developed the so-called 'Nordic model'. The social and economic policies that this model envisages, includes a "comprehensive welfare state and collective bargaining at the national level<sup>22</sup>", whereas at the economic level, it goes towards free market capitalism.

Some other positive characteristics of these countries might be found in the very high democratic level, strong corporatism, great social mobility, a perfect public pension plan and many ratified partnerships between governments, employers and trade unions.

Besides, these societies manage to combine an exceptionally performing economy with an extremely high level of the quality of life.

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<sup>22</sup> Wikipedia, "*The Nordic model*".

According to the World bank, these countries are increasing their Gross Domestic Product (GDP) around 2/3% per year (or even more in the case of Iceland), their economy is nearly perfect, and their financial model is a long-term project which aims at the maintenance of high growth even in decades.

Similarly, the quality of life and people happiness level has reached an extraordinary success. The world happiness report shows that the first four happiest countries in the world are all nordic countries. Finland occupies the first rank, Norway, Denmark and Iceland immediately follow it, and Sweden ranks ninth.

Likewise, in analyzing the ‘Corruption Perceptions Index’ we can figure out a considerable result, noting how “Denmark, Finland, Sweden and Norway are ranked among the top 10 least corrupt of the 167 countries evaluated<sup>23</sup>”.

These indicators clearly show how Nordic countries, even if they have a constant presence of darkness for most of the year, manage not only to live in an outstanding condition but also to excel economically and in many other subject matters. They result to be ones of the best in the world, both for their economic efficiency and growth than for their levels of quality of life and their substantial national happiness.

At the same way, working at night would basically mean to partly ‘live in the darkness’, but this does not have to be conceived in a negative sense. Indeed, the concrete example of nordic countries shows how the darkness condition does not negatively affect at all citizens and societies lives and their economic production, permitting to them to be equally world leaders in several different fields.

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<sup>23</sup> Transparency International, *Corruption Perceptions Index 2015*, (2017).

# CONCLUSION

## 11) Pros outweigh cons

### 11a) Explanation of this rapport in favor of pros

Getting to the conclusion, it is necessary to enlighten what is the rapport of '*cons and pros*' or '*costs and benefits*' of this model. A final summary is appropriate to evidence what are the possible deficiencies of this framework, if and how they can be offset.

Previously, we mentioned some drawbacks such as the possibility of a problematic quickly adaptation of people to such a different form of living, the lack of the sun causing adverse consequences for the human body and the night dangers to which people might be more exposed.

In this chapter will be accordingly analyzed both pros and cons, but a focus will be put on the benefits since they considerably outweigh the costs of this model.

Firstly, in the current society citizens cannot take advantage of many services due to the fact that the timeframe in which people work is the only period in which all the services are offered to them. Therefore, this means that people, in order to capitalize on the existing opportunities and having access to the societal services, need to temporarily stop to work, which obviously is a negative element for the country.

In opposition, by harnessing this structure, it will be possible to maximize benefits. For instance, attending the school or the university on the evening as well as to set a medical examination at the hospital on a late time, going to some offices or the post and so forth, and respecting in parallel the personal working time would be a brilliant opportunity for all the individuals.

If it is true that the model would subvert the way of working for many people, it is also true that it would *increase employment* opportunities. More personnel would be required and, especially in countries in which the unemployment rate is rather high, people will be ready and pleased to start working, even if at the beginning it would mean to adapt to a different standard of life. Many countries in the world complain about a high level of unemployment, and this is the right way for combatting and solving this issue. If at the beginning the night work may be considered as a second-class job, within few years the general conception will change since societies will accurately

move in this direction and the real value of the new organization will be wholly recognized and entirely accepted.

The more significant percentage of hires is linked with the *economic enhancement* nationally boosted. Macroeconomically, all the economic vacuum would be consequently immediately filled out. Higher demand leads to higher supply, towards higher productivity and finally achieving a GDP growth.

Likewise, as everybody knows, the world is divided into some different *time zones* which lead countries following different hours. Since in many countries of the world people usually work only during the day, challenging conditions in communication between states come into being. Indeed, if an employee needs to communicate with another job agent in a faraway country, they may face some practical problems in their transmission.

Inversely, with a different conception of working time, since people basically work both on the day and the night, they would never be affected by this kind of problem, efficiently solving this conversation issue.

Another critical point can be detected in a better personal *time managing*. Nowadays, people are essentially forced to comply with a rigorous and predefined time schedule.

Let us suppose I am a student and I really prefer to study at night since I manage to be better concentrated. What fundamentally happens is that I could not make use of any service between the ones that would enhance my student position. The largest majority of libraries are closed at night, there are no public transportations for facilitating personal displacements in the city and in the case in which I would need a restored coffee or simply to buy a pen, these activities will become much more complicated than how they actually are.

For this reason, it is extremely important to take into account the possible profit that might be triggered by a personal better organization of everybody needs.

We are only halfway into recap the advantages of this model.

The *reduction* in the *losing time* of many daily operations is another very influent factor. It is straightforward to understand that a better demand distribution leads to a significant time gaining. For instance, there will be a shorter queue for shops, offices, hospitals and many other commercial and non-commercial activities, but also a diminishing into the road traffic due to a better distribution of working times and a generalized abatement of the temporal obstacles.

Furthermore, there exists a current popular conception to link the night work with some negative aspects. It is in fact considered to be a tedious job since people dealing with those jobs are used not to be included in an active external social context. It is also currently treated as an atypical job, which therefore makes people feeling marginalized. Lastly, it is deemed to reduce food and services access.

What actually would happen aims at eradicating these existing troubles. The night job would not be any more evaluated as a boring job because working at night will be considered the normality. Nonetheless, basing the society on a completely new conception of the time and conceiving the night to be equal to the day, people would not feel anymore to be marginalized, and they will not suffer an access reduction to food and services. On the contrary, as already stated many times during this thesis project, they will have the opportunity to face such an amazing *24-hour services revolution offer*.

Another problem that may arise concerns instead the *human health*.

As stated in chapter 8<sup>th</sup> paragraph B, the body is used to follow the circadian rhythm, which is a natural cycle that regulates body proper health functioning.

Nevertheless, as explained in chapter 9<sup>th</sup> paragraph B, by the phycologist Charmane Eastman, the body can actually be regulated towards a different way of living, releasing alike the same identical substances that individuals need for living adequately.

Last but not least, since the current society is a day-set society, everyone pushes its own activities, is active and go out on the streets during the day, whereas at night the numbers of active people are much smaller. This implies a higher *probability* to be a *crime victim* in the case in which you currently go out at night. Nowadays, people do not always feel very safe in running their errands during the night – supposing they would be used to do this -, but this can easily be subverted. Indeed, if a person is surrounded at night by many people as it happens during the day, he would therefore experience the same identical feeling of the daylight hours, and he will not perceive anymore a security threat sense in making nightly actions.

### **11b) Why it is so, analysis of reasons**

The 24-hour economy took off in the 20<sup>th</sup> century, creating both a greater growth and a higher market demand, with consumers asking for commercial activities to be open as well in the evening and at night. Shops, services, transport systems and many others need to go over the traditional 9

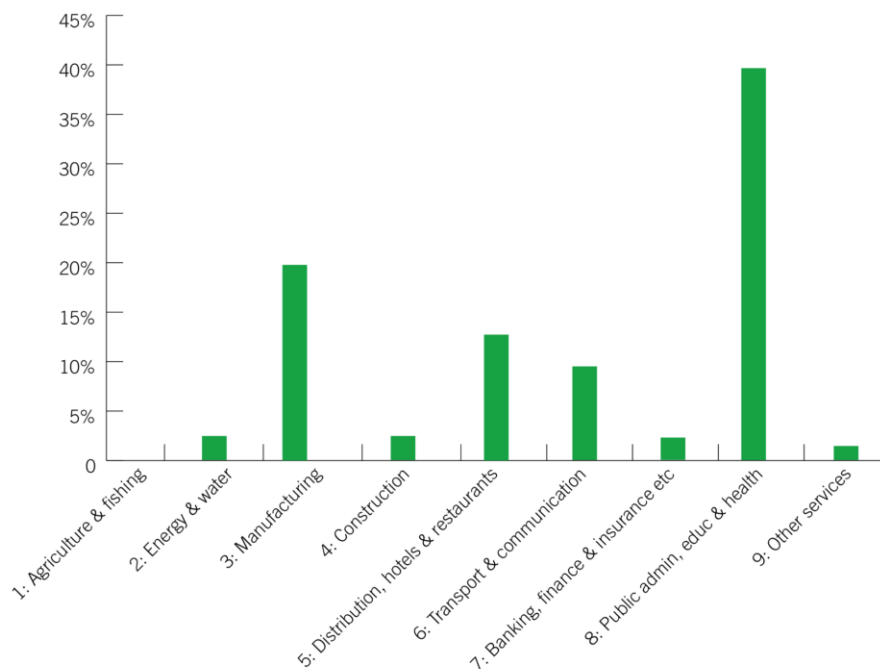
am to 5 pm working day since people are both implicitly and explicitly claiming for this change.

Indeed, it is clear that there is an ongoing process of societies towards a 24-hour system. Night economy is mostly invisible to citizens since the most substantial part of them is not currently use to behave as an active player at nightly hours.

As time went on, particular problems have arisen since societies, many public services and infrastructures were only designed to be used during the day. Therefore, issues such as isolation, vulnerability and violence seemed to be always more frequent and probable in the nighttime. At the same time, the few services that operated and are still in function in that timeframe are poorly equipped to meet the necessary needs, and consequently they often produce fallings, leaving night employees socially marginalized and not in the condition to work properly.

On the histogram below, it is possible to investigate the percentages of night workers divided for different industrial sectors. Those who are more engaged with shift work are in the fields of public administration, education and health; whereas agriculture & fishing, energy, construction and banking sectors have a nearly zero level of nightly employment engagement.

**FIGURE 4: NIGHT WORKERS BY INDUSTRIAL SECTOR**



Graph 11.1 – Night workers by industrial sector

In conclusion, night jobs are vital for modern society and economy. As stated at the beginning of this paragraph, our community is always more moving towards a 24-hour society. The number of working people at night is continuously rising, and it will proceed on this same path in the next years.

However, the real problem is that too little attention has been given to their needs, which are evidently different from daily workers ones. For this reason, it is necessary both to push the path of the nightly work but also to provide them with all the necessary means and services.

## **12) The final presentation of the model – explanation of its principles and its organizational rules**

We are finally entering into the final stages of this thesis. What people had the opportunity to read is, of course, something innovative, unusual, distinctive and which is not currently very close to people's perception of way of life. Moreover, this model does not provide for a dichotomy of Time and Society variables, backwards, it aims at reforming and ameliorate their correlation, finding a better way of interaction.

At the beginning has been provided with a definition of time and society in the modern era and a general overview of the different binomials that might be created thanks to the connections of different variables.

A further elaboration has been thereafter elaborated, profoundly investigating the idea, its benefits, the necessary implementing ways and its externalities. Likewise, I personally opted for a *pro* and *cons* analysis, since it represents the best way for examining and determining the real best possible solution. Accordingly, I focused on the model deficits as well but only after having investigated the possible ways to solve them. Additionally, the case study on the Scandinavian societies as models of extraordinarily efficient and pursuing states has given as result that the benefits finally provoked by this model substantially exceed its costs, therefore creating an overall positive balance in favor of the system.

Naturally, a spark able to set out this complex framework is necessary. It needs to be found both at the socio-political that at the financial level. Indeed, what results to be strictly required is a significant economic financing, able to push all the firms and industries, but also offices and every commercial activity to conform to the new opening standards and hiring measures.

In concrete terms, firms and other business activities need economical support which may help them in following and pursuing this model. It is clear how to be open also during the night means to face extra-costs bills related to a higher machinery use and energy consumption and likewise to a cost of maintenance certainly greater, due to more consistent use of the equipment apparatus. Similarly, having a 24-hour society able to develop a higher standard of production, a more significant number of personnel would give the opportunity to get the best degree of productivity. Therefore, the state, private companies, multinationals corporations, private citizens etcetera shall participate in the founding contribution, which is necessary for boosting an impressive recruitment plan.

Once the new model of society has been launched, with the consequent take off of the system, the outcomes will be impressive. The positive increase of the Gross Domestic Product and the economic flourishing will permit firms to be autonomously able to manage their personnel also from the point of view of their related costs. This basically means that the economic finance would only be necessary in order to trigger the process and, once the positive circle has started, the commercial activities will have such high positive earnings that they will not need any financial aid anymore. The cost paid by investors for boosting the system will very soon be repaid in terms of financial injection in the society at the economic scale. Manifestly, for obtaining the funding for which firms are claiming for, they necessarily would need to comply with the sustainability standards imposed to them. In this way, the main actors would receive the needed aids and the environment would be at the same time strongly preserved.

Once analyzed the economic necessity of the model, it is equally important to refer to the socio-political factors. Indeed, as already stated during this thesis, decades will be probably required for constituting a social order able to accept such majestic change. An intrinsic dichotomy composes this societal transformation. One part reflects into the concrete functioning of the model in society, and complementary the other one regards the shift in people's mind in terms of their perception of a better life.

An extended period is indispensable for both the options. In the former case, for having a full implementation of the model is essential to look at the juridical level and successively to pursue both an economic and societal regulations adjustment.

Whereas, for the latter case decades are fundamental in order to let people realize the importance of this shift, by leveraging on the generational change and the fact that young and median age people – usually those who are more involved in the working field – will directly be born in a 24-hour



society, facing much fewer troubles in complying with the system. They will be finally convinced of the fact that this model is the best possible solution for facing all the long-term societal objectives.

This sophisticated structure would make the existence of people much more multi-faceted and diversified. To wake up at 7 am would not be anymore the – nearly – unique choice for workers. Taking a step backwards, everyone having a job is substantially obliged to conform with a standard of life that requires for an early riser at the morning, having breakfast, going to work, having lunch, continuing to work until the midafternoon, then coming back home, having dinner and eventually sleeping. The day is over and the next one will basically be equal to the previous. Nonetheless, the point is not that each day is equal to the other ones. The question in fact regards the non-possibility to personally choose how to organize and manage all the personal preferences. In the case in which a person does not want to comply with this strict schedule is out of the working market and consequently out from the society-integration process.

By contrast, the proposed establishment would permit us to get out from this tight model. Indeed, there would be a possibility for people to decide to wake up at 8 pm for starting to work at 10 pm until the sunrise, approximately at 6:30 am. Subsequently, employees might sleep during the morning and going out – running errands, going shopping or whatever – during the afternoon timeframe.

In the exact same way, I could personally have the opportunity to wake up at 1 pm and going to work from 2 pm to 11 pm, sleeping on the night once I would be coming back home and having time in the morning for my necessities as well.

The last case in which it would be possible to incur regards, let us say, the average current day. The change provided would be fundamental even in this circumstance, in order to allow people who work during the day and until the midafternoon, for instance from 9 am to 6 pm, to also have time for meeting their needs during the night. The night would finally be considered as an entirely usable time period and opened to citizens.

The routinely day abovementioned refers to a condition in which the day is divided into three different time frames of eight hours each. The three work shifts which, for providing a concrete example, might be from 8:30 am to 5:30 pm for the first, from 2 pm to 11 pm for the second one and from 10 pm to 6:30 am for the last one, would be extremely clearly and transparently scheduled on a public register. The first two work shifts have a nine-hour basis since they included 1 hour of

respectively lunch and dinner free time, the third instead provides for 30 minutes break since it does not overlap with any main daily meal.

Similarly to what happens to the work shifts organization, also private and public offices, firms, shops etcetera would be easily categorized on the internet, between morning, afternoon and nightly openness. The schedule would be instead delivered, at the beginning of the process, on recycled paper to all those people who do not have internet access and demand for a printed version.

In conclusion, this very long and detailed thesis explanation intends to focus on the new opportunity offered to workers and citizens in general, in order to live in a more profitable, organized, productive and well-structured society.

Moreover, the chance to empower people to decide autonomously how to organize their lives would give them more determination in pursuing their objectives and handle their personal commitments.

The economic benefit, as stated in the thesis development, is just as fundamental as evident. The higher employment level would permit everyone to inject money in the economic cycle, and the better societal organization would enable everyone to have more time for spending their own money. Analogously, people would experience an incredible benefit in terms of a lower level of unemployment, a better organization and substantial independence regarding personal choices.

In this way, the right to really decide the path to undertake through individuals personal needing and actions would be therefore implemented. If a significant breakthrough shall be pursued in order to enhance the current society, through all the various spheres analyzed, this new model of society is absolutely the best possibility to boost a positive upgrade which will benefit to every single citizen.

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## RIASSUNTO

Presentando un modello del tutto innovativo e mai visto prima, questa tesi mira ad una completa riforma della canonica concezione di società.

Nell'ambito sociopolitico è quanto mai fondamentale, ed altresì necessario, rimanere al passo con i tempi, evolvendosi ed anticipando i fenomeni futuri e le loro conseguenti implicazioni. Ciò che difatti caratterizza tutte le principali materie di studio è la costante ricerca, orizzontale e verticale, della previsione, al fine di risolvere e transcendere le sfide ricorrenti e costruire dei piani di azione a lungo termine.

L'obiettivo principale di questa dissertazione è riformare il vigente binomio tra Società e Tempo, al fine di innovare il dualismo esistente. Nella società attuale la giornata lavorativa si basa su una durata di 12 ore, approssimativamente dalla mattina all'ora di cena. Il mio intento è invece quello di scindere questa correlazione, per far sì che le persone possano giovare di un reale utilizzo di ogni singola ora del giorno.

Questa tesi mira dunque ad elaborare una teoria che, se applicata, possa portare ad un micro e macro-effetto benefico sulla società. Inoltre, il fine ultimo che caratterizza tale ideologia sarà l'incremento generalizzato della produttività nazionale ed un notevole miglioramento della qualità della vita.

In primo luogo, viene sviluppata una definizione delle due principali costanti di questo elaborato, la Società ed il Tempo, e come esse entrino in relazione tra di loro. È possibile definire la nozione di **Società** come l'unione di tutte le interazioni sociali che avvengono tra diversi gruppi di persone. D'altro canto, il concetto del **Tempo** rappresenta la variabile lungo la quale tutte le azioni avvengono. Questi due fattori sono perennemente interconnessi, perché rappresentano rispettivamente l'asse X e l'asse Y nella vita degli individui, che vivono in una società e sono perennemente soggetti al trascorrere del tempo.

Successivamente viene esposta una spiegazione concreta dell'idea anteposta alla teoria stessa. L'intenzione è quella di esporre in modo chiaro e conciso l'importanza del tempo, sia in termini monetari che in termini pratici, accompagnandola sempre con dei dati statistici e delle basi quantitative che dimostrino come l'implementazione di questo sistema possa portare a degli effetti estremamente proficui.

Una costante fortemente ricorrente nell'evoluzione di questa tesi è pertanto il ricorso ad una documentazione scientifica che comprovi ciò che viene ideato ed enunciato.

Tale teoria verte sulla possibilità di introduzione di turni di lavoro in fasce orarie considerate prettamente atipiche. L'idea è quella di poter permettere alle persone di stabilire quando lavorare, se al mattino, al pomeriggio o alla sera, e di creare una società che sia in grado di distribuire equamente le risorse umane, gli impieghi lavorativi, i beni ed i servizi sulla base di ventiquattro ore, anziché di dodici, come invece accade attualmente.

Tuttavia, per promuovere la creazione di incarichi lavorativi in fasce orarie notturne è necessario modificare la vigente normativa giurisprudenziale in termini di regolamentazione del lavoro. Di conseguenza occorre approvare, tramite consueto iter legislativo, nuove leggi al fine di creare un sistema che sia più incline alle esigenze degli individui, i quali vivranno dunque in una società non più di stampo unicamente diurno, ma anche notturno.

Inoltre, la riforma legislativa consisterebbe nella riconsiderazione dell'idea di occupazione notturna, così come attualmente intesa, per trasformarla in un impiego consueto a tutti gli effetti. I compensi extra per i lavoratori notturni saranno azzerati, dato che il lavoro da loro svolto non verrà più considerato come un impiego usurante ma, al contrario, godrà di pieni diritti, strumenti e servizi che renderanno il singolo individuo parte integrante della società.

Scindere, dunque, questo binomio significa sperimentare e comprovare metodi alternativi di realizzazione del fabbisogno sociale in tutte le sue sfumature e della relativa attuazione della *multi level governance*. In questa tesi vengono difatti investigati tre principali cambiamenti, relativi al differente modo di vivere e di agire degli individui.

Il primo eclatante miglioramento analizzato riguarda il crescente livello della qualità della vita. Vivendo in una società in cui gli orari sono equamente distribuiti e riversati nell'arco dell'intera giornata, le persone potranno vivere e confrontarsi con una realtà più organizzata, capace di gestire più efficientemente la domanda dei cittadini. Per fornire un esempio pratico, è possibile rifarsi al minor tempo necessario per gli spostamenti su strada dovuti ad un minor flusso di persone nelle fasce orarie più sensibili, quali mattina e sera, ovvero gli unici orari attuali di inizio e termine dell'impiego quotidiano. Altresì, i tempi di attesa presso tutte le strutture pubbliche potranno essere ridotti, poiché i servizi offerti saranno propriamente ripartiti.



I summenzionati esempi costituiscono solo due possibili modi in cui la vita quotidiana di ogni singolo cittadino potrà essere positivamente modificata.

Al contempo, questo modello promuove un considerevole progresso in materia di sviluppo economico. L'apertura sociale verso l'orario di lavoro serale e notturno potrebbe portare ad un aumento delle assunzioni, propiziato da una cospicua intensificazione della domanda. In effetti, le persone avranno una maggiore propensione verso il consumo, dovuta da un modello capace di adattarsi perfettamente alle esigenze personali. Allo stesso modo, le aziende potrebbero ad esempio utilizzare le ore notturne al fine di effettuare una congrua opera di manutenzione, in maniera tale da non dover mai interrompere la loro attività produttiva nelle ore diurne.

L'ultimo, ma non per importanza, significativo miglioramento che viene citato nella tesi è correlato ad un diffuso benessere apportato per tutti i cittadini. Questo tema è facilmente riconducibile, per esempio, all'offerta dei servizi 24/7 in grado di soddisfare le esigenze personali, e ad una diminuzione del livello di criminalità durante le ore notturne, nelle quali le città avranno una vita regolare, colmando così il notevole divario vigente tra crimini notturni e crimini diurni.

Questo nuovo modello deve necessariamente essere inserito in un contesto di sostenibilità estremamente forte. La nuova struttura contribuisce difatti ad adempiere agli obiettivi prefissati nell'agenda 2030 delle Nazioni Unite, favorendone un forte sviluppo sostenibile intersettoriale. Ovverosia, una società che sia in funzione ventiquattro ore su ventiquattro impiega una richiesta ed un consumo di energia elettrica e di risorse ingenti, che difficilmente potranno essere sostenuti dagli stati e dal pianeta stesso. Per questo motivo, occorre redigere un programma di sostenibilità forte, che sia in grado di promuovere un progresso basato sull'utilizzo di risorse rinnovabili e di energia pulita.

Il modello finale di questo studio sarà dunque orientato verso una società capace di includere ogni singolo cittadino, promuovendo un miglioramento della qualità della vita e del benessere economico, senza danneggiare in alcun modo l'ambiente.

Tuttavia, sono ugualmente presenti alcuni punti che costituiscono delle problematiche del suddetto modello e che necessitano un approfondimento dettagliato, al fine di disporre di un quadro chiaro e completo dei possibili rischi e svantaggi provocati da una tale 'rivoluzione' sociopolitica.

Innanzitutto, è stato riscontrato, a livello medico-sanitario, come il corpo necessiti del sole al fine di stimolare lo sviluppo di alcune sostanze benefiche. Difatti, la stella madre del sistema solare permette al corpo umano di creare alcuni ormoni capaci di ridurre il livello di stress e calmare i

soggetti affetti da Alzheimer. Allo stesso tempo stimola la creazione di vitamina D, estremamente benefica per il sonno e per le ossa, e può curare alcune malattie dell'epidermide.

Il secondo macro-deficit di questo modello si riferisce ai disagi personali ed alla negativa percezione che talune persone potrebbero assumere, per tre principali motivi. Il primo riguarda il pericolo di una costante e duratura sovversione del così detto 'sistema circadiano', che potrebbe portare a lungo termine ad una maggiore probabilità di contrarre malattie e problemi al metabolismo. Inoltre, il timore personale di rimanere socialmente marginalizzato a causa di orari di lavoro atipici, potrebbe costituire un elemento che attanaglia fortemente l'idea umana. Una possibile percezione negativa da parte dei cittadini è invece correlata alla mancanza della luce solare, che potrebbe far incorrere gli individui in una diminuzione delle capacità fisiche personali e della loro produttività.

Il terzo ed ultimo deficit investigato riguarda la congettura che un siffatto modello necessiti ineluttabilmente di un profondo cambiamento della concezione intrinseca ed estrinseca di tutta la popolazione. Risultando, in effetti, una proposta di cambiamento forte, è necessario che le persone realizzino e conseguentemente si abituino all'importanza di tale innovazione.

Tuttavia, sono stati studiati, analizzati ed elaborati dei contro-deficit, al fine di spiegare come sia possibile ovviare ai sopracitati problemi strutturali. Esistono infatti delle luci artificiali in grado di stimolare nel corpo umano le stesse sostanze del sole e che dunque riescono a compensare agevolmente codesta lacuna.

Al contempo, viene dettagliatamente spiegato come il sistema circadiano possa essere lentamente modificato, in modo tale da non creare alcun danno sanitario alle persone, e come le stesse non verrebbero minimamente né marginalizzate né escluse da questa nuova configurazione organizzativa. Al contrario, tutti i cittadini si ritroverebbero coinvolti in una società che include e offre un rimarchevole aumento dei servizi disponibili 24/7.

È evidente che il summenzionato apparato comporti un lungo processo, ma è altresì chiaro come tali evoluzioni conducano, in ultima istanza, alla creazione di un considerevole miglioramento, sia al macro-livello che in ambito del singolo individuo, il quale godrebbe di nuove ed essenziali opportunità.

Per rendere il tutto ancora più concreto ho scelto di elaborare e sviluppare un *case study* sui paesi nordici. Infatti, nonostante un'influente e periodica presenza del buio, queste nazioni registrano primati significativi in diverse categorie, dall'altissimo livello della qualità della vita fino ad

arrivare ad un eccellente sviluppo socioeconomico. Essi rappresentano dunque la conferma di come anche le società che vivono parzialmente nel buio siano in grado di ottenere straordinari risultati.

Nella conclusione ho invece tracciato un bilancio finale, delineando e dimostrando ulteriormente come i vantaggi di questo modello superino decisamente i suoi svantaggi.

L'opportunità di una migliore organizzazione, di un concreto incremento dei posti di lavoro e di una più ampia offerta dei servizi rappresentano solamente una piccola parte di tutto quello che codesto nuovo *framework* possa offrire.

Il lavoro in orari atipici sta prendendo piede in numerosi paesi e questo modello rappresenta, sempre più, una priorità ed una risposta diretta ad un bisogno sociopolitico chiaramente affermato. L'implementazione di una struttura che riesca a coordinare meglio il rapporto tra tempo e società, rompendo il binomio vigente, creerà le basi per quella che sarà la prossima rivoluzione del lavoro. Difatti, in un mondo in cui la ricerca della piena attuazione lavorativa e di un livello di disoccupazione a tasso zero delineano le priorità universali, solamente un nuovo assetto costitutivo di questo genere può drasticamente migliorare il quadro esistente.

Tutte le società che decideranno dunque di implementare il suddetto modello godranno di un incredibile rendiconto economico e di un inverosimile miglioramento del livello della qualità della vita e del benessere generale, che porterà conseguentemente ad un costante e crescente consenso popolare.

Tale nuova concezione della società non simboleggia solamente un tangente progresso collettivo, al contrario costituisce una nuova via indispensabile per conseguire gli obiettivi di uno sviluppo sostenibile e creare le migliori condizioni per un futuro che sia produttivo, duraturo ed inclusivo.