INDEX

1. Context
2. What is Green employment?
3. The platform
4. Members and roles
5. Services
6. Working model
7. Projects
1 CONTEXT
The COVID-19 crisis aggravated the already complicated situation of the most vulnerable groups, increasing their rates of unemployment, and difficulting their process of socio-labour insertion.

The impact of the Ucranian War in the economical situation of our countries which has been translated in an enormous inflation that makes reaching the end of the month an impossible mission for the vulnerable groups.

Energetic transition processes (closing of charcoal termical centrals, decarbonization of productive processes) generate a negative impact for the employment. Is an urge to give a fair response to this phenomenon so people affected can be reinserted into the labor market.

A part of the collectives who stays unemployed suffer an important ‘digital gap’ related to the media used and the skills required, which makes it even harder to reinsert.

Productive tissue’s transformations derived from the energetic transition also require a competency transition which can allow long-term unemployed to access other kind of Job positions.
An increasing commitment coming from public, private and social actors can be observed related to climate change action, environmental protection and energetic transition.

This tendency is getting higher with the Next Generation EU funds, that are promoting projects in this direction.

Labour opportunities demand a requalification (of both people who are already working as unemployed ones).

Ecological transition brings an incredible opportunity to create green and quality employment for vulnerable groups.

There is willing to generate initiatives that implies every actor involucrated in the process of labor insertion so it is possible to connect effectively offer and demand.
WHAT IS GREEN EMPLOYMENT?
What is Green Employment?

The International Labour Organisation, ILO, defines green employments as those decent employments that contribute to preserve and restore the environment, both in traditional sectors (as manufactures or construction) or in new emerging sectors (as renewable energies or energetic efficiency).

In the Green jobs towards decent jobs in a low carbon world (2008) inform, UNEP defines green employment as “the agricultural, manufacturers, R&D, administratives and related to services activities that contributes substantially to preserve and restore the environmenta quality”.

Some of the positions included in this category are those which contribute to the protection of ecosystems and biodiversity; those which reduces energy, materials and water consumption through saving and efficiency strategies; those which decarbonize the economy; and those which avoid or reduce the trash and contamination production.
WHAT IS GREEN EMPLOYMENT?

Green employment gains:

❖ Contribute to climate change adaptation
❖ Reduce environmental impact of business activity.
❖ Limit Greenhouse gases emissions.
❖ Minimize waste and pollution.
❖ Preserve, restore and improve environments and ecosystems through any economic sector.
❖ Increase efficiency in energy and source materials consumption.
❖ Improve social inclusion and new economic opportunities.
SECTORS WHERE THE GREEN EMPLOYMENT DEMAND IS CURRENTLY INCREASING

**Energy**
- Productive chain and electric vehicles maintenance.
- Energetic services: energetic efficiency auditories.
- Installer and expert in maintenance of solar, eolic and biomass energy

**Enterprise: Environment department**
- Director of sustainability department
- Environmental law
- Environmental engineering
- Water quality, waste management

**Sustainable building trade, efficiency and self-sufficient buildings**
- Photovoltaic panels installer
- Energy assesor
- Hermetic windows installer
- Architect specialised in energetic efficiency

**Agriculture and food production**
- Sustainable agriculturist
- Rancher specialised in sustainable exploitation
- Agriculturist specialised in agroecology

**Circular Economy**
- Ecodesigner
- Biomaterials production engineer (bioplastics)
- Expert in circular business design

**Biodiversity**
- Former in urban and rural planification solutions based in nature
- Climate change adaptation
- Environmental educator
- Technical in tourism promotion of nature
THE PLATFORM

3
The Green Employment Platform is a multi-actor collaboration space that was born to connect new jobs created by the ecological transition with unemployed people in vulnerability situation.

Can we take advantage of green jobs in order to reduce social exclusion?

We think it’s worth a try.
Design and launching phase

1. Working team’s start up
2. Website creation
3. Signing of the Memorandum of Understanding (MOU)
4. Public introduction

Operation and experimental phase

Execution of pilot projects to test the working model of the platform

2021

2022
OBJECTIVES OF THE GREEN EMPLOYMENT AND ENTREPRENEURSHIP PLATFORM

To take advantage of the initiatives and projects related to ecological transition that are going to be developed in the next years to:

- **FACILITATE**
  - Job placement of unemployed people in new green jobs

- **PROMOTE**
  - Auto-employment and collective employment initiatives related to green economy (cooperatives, Anonymous Labor Societies...)

- **FOMENT**
  - Inclusive entrepreneurship
SPECIFIC OBJECTIVES

- Generate an **employment structure** of higher quality, less precarious, more resilient against the crisis, more durable over time...

- Promote the **grow of the participants’ skills** in the initiative so their employability can structurally improve.

- **Solve the ‘digital gap’** that affects most of the vulnerable collectives reducing or difficulting employability.
SPECIFIC OBJECTIVES

Associate the concept “environmental improvement” with “creation of social richness” and “generation of opportunities for everyone”. Looking for the materialisation of a “just transition”.

Be useful and at the service of the public policy and administration (informing, implementig demostrative programs, evaluating, proposing criterio related to green and quality employment).

Facilitate to the enterprises that intervene in this kind of green projects a more efficient mecanism of hiring that is aligned with their ESG strategy.

Create ‘multi-actor communities’ around this subject that allow us to reflect, interpret collectively, promote consensus and implementate acciones in a big scale.
4 MEMBERS AND ROLES
Members

A foundation that works to maximize the well-being of all people (those who are here and those who will come) within the limits of the planet. Web

An association made up of more than 50 companies of various sizes and profiles that work together to address environmental challenges. Web

The Polytechnic University of Madrid is a public university based in Madrid which offers training for employment. Web

A company with 25 years of experience in the development of social programs linked to housing and employment. Its purpose is to promote comprehensive support programs to overcome obstacles at workplace and home. Web
Role of every organisation at the platform:

- **Technical Training Operation**
- **Expert in Green Economy**
- **Detection of needs and generation of labor opportunities**
- **Labor intermediary and trainer in "soft" and digital skills**
5 SERVICES
SERVICES OFFERED BY THE PLATFORM

1. LABOR INSERTION OF VULNERABLE COLLECTIVES IN GREEN EMPLOYMENTS AND ENTREPRENEURSHIP.

2. GENERATION OF GREEN SKILLS (reskilling /upskilling) REQUIRED IN THE LABOUR MARKET.

3. PROJECTS AND/OR STUDIES THAT CONTRIBUTE TO THE DEFINITION AND EXECUTION OF THE EMPLOYMENT PUBLIC POLICIES IN THE FRAME OF THE ECOLOGICAL TRANSITION.
WORKING MODEL
**WORKING MODEL**

### Identification of Needs
- Execution of entrepreneurship workshops
- Pre-identification of short-time vacancies
- Anticipation of middle/long-time labor needs

### Labor Accompaniment
- Participants selection
- Design of professional profiles
- Development of transversal and digital competencies

### Professional Training
- Design of the technical formation
- Training execution in online or hybrid format
- Evaluation and accreditation of the training

### Labor Insertion
- Connection between the labor offer and the participants
- Labor insertion with possibilities of signing a contract
- Following of the insertion process.
**Value-added features**

- **Accompaniment to the employ:** individualised, holistic and flexible.

- **Reduction of the digital gap** as a facilitator factor of the social-labor insertion.

- **A fast and efficient preselection and intermediation system** that includes mobility support.

- **Capacitation and professional development** that allows the requalification and adaptation to the new green jobs positions.

- **Industrial and enterprises** are an active part of the process, delivering information about their needs and answering in an effective way to the labor market.

- **Having the Polytechnic University of Madrid** as operator of the technical training of the programs ensures the quality and recognition of the training.
PROJECTS
Projects executed by the platform

**Aim:** Carry out professional training and labor support for the Profile of Energy Advisor and Installer of photovoltaic panels.

**Location:** Toledo (Castilla – La Mancha) and Asturias (Principado de Asturias).

**Participants:** 60

**Goal:** 35% job placement

**Target group:** unemployed people; young people up to 35 years old; people over 45 years old; immigrants; people with disabilities; people living in rural and/or protected areas

**Status:** In operation - December 2022.

**Aim:** To improve the employability of people over 45 years of age or long-term unemployed through training in sustainability in the workplace.

**Location:** Zaragoza

**Participants:** 104

**Goal:** 60% job placement

**Target group:** over 45s or long-term unemployed

**Status:** finished

**Aim:** Elaboration of a Study based in an analysis of the ecosystem of Green Employment opportunities in Bizkaia in order to improve the design of future policies and programs for labor insertion, training and entrepreneurship within the framework of the 2020-2023 Employment Plan of the Provincial Council.