



EGREJOB
EURO-MEDITERRANEAN GREEN JOBS



ENPI
CBCMED
EUROPEAN COOPERATION
IN THE MEDITERRANEAN



REGIONE AUTONOMA DE SARDEGNA
REGIONE AUTONOMA DELLA SARDEGNA

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Our objective is to close skills and unemployment gaps of the concerned Mediterranean basin area, to enhance young and decent employment by disclosing the Green Economy job potentials, with the final aim to enhance the competitiveness of the involved territories.



THE FIRST NEWSLETTER OF THE EGREJOB PROJECT!

We have gathered here some contributions reflecting one year of strong commitment by the Egrejob partners on the building of the consensus among Euro-Mediterranean stakeholders about Green Jobs strengths and weaknesses, implementation of regional Assessment studies and of Skills incubation systems.

IN THIS FIRST ISSUE WE ARE TALKING ABOUT...

- ...the relevance of Euro-Med joint cooperation for seizing the strategic challenge of Green Economy*
- ...the Green training modules going on in the partner regions, also at the light of the first Training Exchange Seminar held in Cagliari*
- ...the Beirut conference of last November*
- ...the initial findings related to Green Jobs Assessment carried out in the regions covered by the project*
- ...some relevant policy News or Event related to Green Economy*

EUROMEDITERRANEAN GREEN JOBS: A CHALLENGE FOR MEDITERRANEAN PARTNER'S COUNTRIES



With the launch of the EGREJOB project in Florence, on June 2014 in the framework of the ENPI CBCMED programme, Tuscany Region, Sardinia, Catalonia, Andalusia, Tunisia and Lebanon, together with ITC ILO and later on CITTALIA, jointly took up Green Jobs challenge. Several considerations and contextual conditions are at the core of this choice. The world is facing a worsening youth employment crisis: young people are three times more likely to be unemployed than adults and almost 73 million youth worldwide are looking for a job. The ILO has warned of a "scarred" generation of young workers facing a dangerous mix of high unemployment, increased inactivity and precarious work in developed countries, as well as persistently high working poverty in the developing world. From the other side, Green Economy is one of the key strategic domains for economic growth and job creation to overcome the employment crisis. Its potentiality is demonstrated, for instance, by the employment growth in the Green Economy that has been positive throughout the recession and is forecast to remain quite strong. In fact, despite all the uncertainty surrounding market and policy developments, it is predicted, with some confidence, that the transition to a low-carbon and resource-efficient economy will require a significant expansion of employment in a number of green economic activities that either replace polluting activities with cleaner alternatives (for example, renewable energy displacing fossil fuels) or provide environmental services (for example, waste management and reforestation). The evolution of markets for products and services, R&D and innovation policy, new regulatory frameworks and market-based instruments are changing

industrial and economic structures towards greater resource-efficiency, leading to a redefinition of many jobs across almost all sectors and considerable churn related to the closure and contraction of existing businesses alongside new and expanding businesses. Managing this industrial transformation requires, among other things, labour markets that facilitate the necessary adjustment in an efficient, sustainable and inclusive way. The structural changes have implications for occupational skill requirements. Skills requirements are also changing in many existing jobs. That's why it becomes more and more crucial to develop education, training and skills to support greener economies, identify training needs and implement training activities to meet the needs of 'green' employers promoting the development, disseminate and use green technologies among industry, promote the take-up of green technologies among consumers/households, create awareness of and social pressure for the transition to a greener economy. In a word: Taking a long-term view. EGREJOB addresses all these challenges through its actions targeted to build the consensus over the green economy potentialities among key stakeholders of the concerned area (Tunisia, Lebanon, Italy and Spain), to detect the green job potentialities in the concerned territories and to anticipate skill needs, to incubate new green job skills, capitalise the existing good practices on the overall EGREJOB project. The activities realised until now foster our confidence about the relevant results the project will be capable to produce.

Tuscany Region

CAGLIARI CONFERENCE: THE WAY TO GO AHEAD ON GREEN JOBS INCUBATION

The fourth event of the Egrejjob project took place in Cagliari on 19-20 May, with the local assistance of the Regional Employment Agency of Sardinia. The event was not only the occasion to discuss the valuable findings of the territorial research on Green Jobs going on in Tunisia, Lebanon, Spain and Italy and to refine the future activities to be carried out in the different countries. It was also the first chance trainees and trainers from the different participating regions had to meet each other and debate Green Economy issues. The first Training Exchange Seminar (TES) saw the participation of 32 young Engineers and Architects attending training modules in the countries involved on different green topics. The discussion, facilitated by experts, forced youngsters to reflect upon the scope and potential of Green Jobs and on the skills and competences necessary for successfully performing in the different professions covered by the area.

The green specialization sectors selected as object of the training sessions were identified following the analysis conducted by country researchers and coordinated by ITC ILO.

In Tunisia the choice fell on **Solar Energy**, in agreement with the General Agency for Regional Development (CGDR), considered the actual needs and the big potentials of the country in the field. The Green Jobs assessment coordinated by Tuscany Region stressed the need for energy experts capable of dealing with sustainable building demands at a wider territorial level by using the model of

Energy Services Companies led by **ESCO managers**, as subjects who are able to finance energy renovation through the energy savings obtained. The District of Higher Chouf in Lebanon focused on green professions connected with **Eco-tourism and Sustainable Agriculture** while Sardinia is moving towards the enhancement of **Smart Grids** managerial capacities. As concerns Spain, the Chamber of Commerce of Terrassa decided to provide specialization courses on **Energy Efficiency**, as demanded by the Catalanian region, whereas in Andalucía the research led in conjunction with the Development Agency IDEA stressed the need to create **Sustainable Building experts**.

The second (and last) meeting will take place in Sousse (Tunisia) on 11 and 12 June 2015. As the development of entrepreneurial activities and mindsets is considered essential by the project, the second TES will focus on the development of business models to be adapted to concrete entrepreneurial 'Green Jobs' ideas and will strengthen networking among the involved trainees, thus enhancing international cooperation opportunities and professional confrontation with peers.

These activities represent one of the first attempts to create an Euro-Mediterranean Green Jobs incubation system, by building an expert network capable of cooperating on the new and diverse skills needed by 'green' professionals.

Tuscany Region

COMMON COMMITMENT FOR GREEN ECONOMY FROM THE BEIRUT CONFERENCE

The Federation of Municipalities of the Higher Chouf District hosted in Beirut on 4-5 November 2014 the second Conference of the Egrejjob project. The two-days full sessions concentrated on various topics (green industry, green agriculture, green power supply, etc...) through different presentations and active interactions among the partners. Following these discussions, the partners narrowed the different viewpoints regarding the project objectives and were able to determine the common points of interests enabling the project to move towards comprehensive goals. Through round tables sessions, the people from Lebanon were able to share with the people from Tunisia common concerns in the Green Jobs sector. Later they were able to share those concerns with their European partners. Such an animated discussion played a vital role in establishing the vision for a Euro-Mediterranean partnership and for a common platform in the

Green Jobs sector, as countries face similar problems, whereas solutions have to vary depending on the national situations.

The conference was enriched by the participation of Lebanese workers in the field of eco-tourism and agricultural sector, beside engineers and students, institutional representatives from the EU Delegation and Lebanese Ministry of Economy and Ministry of Energy. The discussion took into consideration also wider political and social aspects related for example to the consequences of the Syrian war in terms of unemployment losses on Lebanon, due to the flux of some 1,5 million Syrians to this country. In general terms, the political instability of the region and the economic crisis in other regions involved in this partnership, is certainly a new challenge that will have to be considered in the research activity carried out by the project.

Federation of Municipalities of Higher Chouf

INITIAL FINDINGS OF GREEN JOBS RESEARCH AND ANALYSIS IN EGREJOB REGIONS

The Green Jobs feasibility study conducted in the different regions involved in the Egrejjob Project was the focus of discussion at the Mid-term Conference that took place in Cagliari on 19 May. The initial findings of desk research, stakeholders' consultation, data collection and analysis, shared in this event, are summarized here below.



The Egrejjob Team at the Conference. Cagliari, 19-20 May 2015

In **Sardegna (Italy)** a filter approach to the available statistics was used to identify those companies whose activities take place in the green sectors, with a particular focus on the following: treatment and disposal of waste, and water treatment; energy saving and retrofitting of buildings; landscape maintenance, care, cleaning and pest control. In addition, companies that had undertaken the ISO 14.001 certification process were included in the sample. Initial findings based on desk research show that, despite the economic crisis suffered by the region, the green economy sectors have performed better than other sectors since 2014. Further data collection will be needed to confirm the skill needs in the selected economic sectors or sub-sectors of analysis and the suggested skills development strategy.

In **Andalucía (Spain)** the main analysis sector is sustainable building. High unemployment has been a challenge since the outbreak of the European financial crisis, touching more men than women in this typically male-dominated sector of the economy. Over the period 2007-2014 employment in the sector declined from 15.2% to 5.2% of jobs in the community. In 2014 the unemployment rate in the construction sector reached 33%. Andalucía has approached about 2,000 companies in the building sector in the region to conduct the employer survey. Based on the responses received, and with the objective of addressing the high rate of youth unemployment experienced in the region over the past decade, the skills development strategy will focus on building entrepreneurial and core transversal skills that

could boost creation of new enterprises in the building sector. The regional Public Administration, through its Comprehensive Development Plan for Sustainable Construction and Rehabilitation, provides a supportive framework for these initiatives.

Lebanon and **Tunisia** share similar characteristics and constraints.

In Lebanon, three different value chains have been analysed: sustainable agriculture in Akkar, as a value chain characterized by many small-sized production units and controlled by input suppliers and distributors; ecotourism, mainly concentrated in the **Chouf** reserve and including hotels, eco-lodges and renewable energy suppliers linked to tourism services; and waste management, focusing first on compost and agricultural waste, then on municipal solid waste, hospital waste in Chouf, and water treatment. Preliminary findings from these sectors reveal the following: a majority of family-run small businesses operating on an informal basis; a general lack of institutional support (with the exception of the tourism sector which is well established in Chouf and could potentially evolve into eco-tourism); and value chains dominated in some sectors by distributors (sustainable agriculture) and by monopolies (waste management). The green economy is in general still considered a niche market in the country and mind-set barriers could represent a concrete obstacle to green business development. Training and skills development should probably be focused on entrepreneurship development in the agriculture and recycling sectors and on resource efficiency and cleaner production in the eco-tourism sector.

Sousse is a relatively wealthy area, more developed than central regions of Tunisia. However, national GDP growth experienced a sharp decrease between 2011 and 2014 (a double effect



Trainees discussing on Green Economy. Cagliari, 19 May 2015



Olive oil waste valorisation in Sousse, Tunisia

of the “jasmine revolution” and the economic crisis), leading to further unemployment (especially among graduates) and inequality.

Based on the results of a nation-wide green jobs assessment report conducted in 2014, partners and researchers have focused their attention on renewable energy (PV panel installation) as the main sector of the survey-based value chain analysis. In addition, stakeholders in Sousse have requested additional research on olive oil liquid waste treatment, the potential of which can be explored, and also on successful practices Tunisia could learn from other EGREJOB countries. In addition, analysis of the plastic waste management value chain is being conducted, showing the need to create an enabling environment for formalization of businesses.

Tuscany is one of the largest Italian regions, currently experiencing better employment indicators than the national average, but at the same time being mostly service-oriented (industry accounting for only 16% of total employment). Based on the outcomes of the initial analysis, energy efficiency in buildings was selected as the sector with the highest potential for new job creation. Emerging policy and strategic issues for sustainable initiatives in this sector include the following: the key role of public procurement; the need for adoption of financial mechanisms, incentives and co-funding models to stimulate private and public investment; and use of fiscal and information tools for raising awareness and communicating the mutual benefits of economic, environmental and social goals.

With a population of 5.52 million, unemployment in **Barcelona** province stands at 19,6%, largely affecting young women (45,6% female vs 20,4% male). As in Andalucía, jobs losses were largely due to the economic crisis, the most affected sectors in the region being construction and services. At the same time the preliminary results from a survey by the Chamber of Commerce of Terrassa indicate a growing need for greening of existing occupations related to energy efficiency services (energy

saving), reflecting recent changes in the regulatory framework for the region to comply with the “20 20-20” EU climate and energy initiative. The focus of training activities will therefore be on entrepreneurship skills and on core or portable skills that service companies could develop to support the energy efficiency business.

ITC ILO Research Team



Sardinia Region (Italy) illustrating its assessment report. Cagliari, 20 May 2015

GREEN JOBS AT THE ENERGY WEEK

The EU Sustainable Energy Week, taking place from 15 until 19 June 2015, will seek this year to inspire consumers, public authorities and other stakeholders to join forces in shaping Europe’s sustainable energy future. By gathering thousands of people and exchanging experiences in all fields, this platform fosters an open debate about the Energy Union and its three pillars: energy efficiency; decarbonising the economy with a focus on renewables; research, innovation and competitiveness. A side event, involving EU projects devoted to Green Economy, will take place on the 18th of June, at the Delegation of the Catalonia Government to the European Union in Brussels. The Egrejob project topics will be disseminated on that occasion.



ONE YEAR AFTER THE GREEN EMPLOYMENT INITIATIVE



Trainee presenting the results from the discussion on Green Economy. Cagliari, 19 May 2015

On 2 July 2014 the European Commission adopted the Green Employment Initiative Communication, outlining the employment challenges and opportunities of the current transition towards a green, low carbon, energy and resource-efficient economy. The Communication focused on the importance of anticipating and establishing adequate skills policies to support workers in coping with structural change, of securing labour market transitions, and of strengthening governance and partnership-based initiatives. Since then, the Initiative, complemented by Communications on the Circular Economy and on a Green Action Plan for SMEs, is witnessing EU’s efforts in the promotion of Green Economy as an essential driver for employment and innovation.

EURO-MEDITERRANEAN COOPERATION IN GREEN SECTORS



In May 2015, the Mediterranean Mayors from Morocco, Algeria, Tunisia, Lebanon, Palestine and Israel signed up to Covenant of Mayors initiative on climate change committing to meet and exceed the EU’s 20% greenhouse gas emissions reduction target by 2020. In the same period, the EU and South and East Mediterranean partners stepped-up energy relations with three new Euro-Mediterranean platforms on gas, regional electricity market, renewables and energy efficiency.



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The European Union is made up of 28 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond the borders.

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