



**EGREJOB**  
EURO-MEDITERRANEAN GREEN JOBS



Project funded by the  
EUROPEAN UNION



ENPI  
CBCMED  
EUROPEAN COOPERATION  
IN THE MEDITERRANEAN



REGIONE AUTONOMA DE SARDEGNA  
REGIONE AUTONOMA DELLA SARDEGNA

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# WELCOME



## THE **SECOND NEWSLETTER** OF THE **EGREJOB PROJECT!**

*We have gathered here some contributions reflecting the strong commitment of Egrejob partners on consensus building among Euro-Mediterranean stakeholders over Green Jobs strengths and weaknesses, the implementation of Regional Assessments studies and of skills Incubation systems.*

### **IN THIS SECOND ISSUE WE ARE TALKING ABOUT...**

- ...some experiences linked to the Green Jobs training and the last Training Exchange Seminar in Sousse*
- ...the contributions of the Euro-Mediterranean Training Committee*
- ...the advancement in the Green Jobs Chart design*
- ...some useful experiences in Green Jobs monitoring*
- ...policy News or Event related to the Green Economy*

**BECOMING A “GREEN COLLAR”****THE EGREJOB PROJECT TRAINS 100 YOUNG MEDITERRANEANS IN ENVIRONMENTAL PROFESSIONS**

Transforming the Mediterranean into a green economy requires a massive investment of governments and local authorities in designing policies that aim for development without degrading the environment. The success of implementing green policies is also dependent upon the availability of skilled people who are able to develop and manage projects in the environmental sustainability sector.

In order to foster the integration of a new generation of students and entrepreneurs in the green job market, the EGREJOB project is training 100 young people - half of them women - from Italy, Lebanon, Spain and Tunisia in fields such as renewable energy, eco-building, energy efficiency, sustainable agriculture, eco-tourism and waste recycling.

The training courses provide participants with uniform professional standards in the environmental sector, allowing them to better meet the needs of employers looking for qualified green workers in the Euro-Mediterranean area. Trainees were also introduced to green business models so that aspiring entrepreneurs who have a passion for the environment have the skills to create sustainable products and services that are competitive in regional and international markets.

*Extract from the article published by the ENPI CBC Programme website*

**WORK IN PROGRESS****SPANISH TRAINEE TELLS ON THE EGREJOB FACEBOOK PAGE HIS POSITIVE EXPERIENCE WITH THE PROJECT**

“My name is Javier Gutierrez, I am a 23 years-old engineer and I feel very happy because I have just started my professional career in MEM (commercial alliance Mercedes Benz, belonging to Grupo Estampaciones Sabadell) right after completing the Egrejob course on Energy Efficiency, organized by the Chamber of Commerce of Terrassa. The course was considered an essential element during the job selection process, together with the Training Exchange Seminar I attended during the Conference in Sousse on 11-12 June, where I discovered I could deal with diverse Energy Efficiency issues with Tunisian, Italian and Spanish colleagues and established contacts which will be useful in the near future. Thank you Marianella and Marta from the Chamber of Commerce of Terrassa for your dedication to the course and to the trainees!”.

*Chamber of Commerce of Terrassa*

# WORK IN PROGRESS

## BEST PRACTICES FROM THE TRAINING EXCHANGE SEMINARS: THE SOUSSE EXPERIENCE



*Networking session with trainees from Italy, Tunisia, Lebanon and Spain*

The second TES in Sousse (11-12 June 2015) successfully completed the valuable trainees exchange experience started in Cagliari on 25 May, when 32 young Engineers and Architects from Italy, Spain and Lebanon were invited 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. This activity greatly opened the mind of the trainees and induced them to consider all the economical and societal aspects which make up the Green economy.

In Sousse, 31 trainees from Tunisia, Spain and Italy were involved in a 45' Networking session aimed at getting to know each other, sharing plans and expectations from the project and understanding the diverse educational and business experiences. The workshop, structured as a "speed dating" and led by the Chamber of Commerce of Ter-

**LUCIA PIFFERI, trainee from Tuscany Region - Italy:** "From the course and from the TES, we have now the tools to begin our own professional career. We are ready to work on the energy efficiency of buildings starting from energy audit and planning activities, passing through the soft skills acquired on economic and financial aspects.

**MOHAMED EL HEDI KORTAS, trainee from Sousse - Tunisia:** "First, it is something great to make a good contact to help us exchanging experiences. Our biggest challenge is to find jobs. The activities were great. The business model canvas was a good exchange of experiences between the groups and I have taken a good practice. This non-formal education gives the fruits that University doesn't, that is team work".

rassa, encouraged conversation during the work sessions that took place all along the meeting. The second workshop allowed trainees to experience a methodology to develop business plans for their future entrepreneurial projects. Led by Stéphane Ruiz from IDEA Agency who introduced the Business Canvas model, a team of coaches from Cagliari, Terrassa and Sousse helped four groups of trainees to develop a mapping project to determine the elements of the business plan and learn how to design green business models and value propositions through the reflection on potential customers, value-added products/services offered, delivery channels, potential partners, etc. The trainees worked on projects related to solar energy, plastic waste management, implementation of smart grids and were also asked to identify the entrepreneurial skills they consider most essential to succeed in a business activity. The groups were formed by students from different countries, in order to obtain the maximum interaction between the different regions and the sessions ended with a plenary session where every group presented their results.

The two exchange seminars really hit the target of creating synergies in professions that need to be contaminated with competences and know-how from different fields and represented valuable attempts to create an Euro-Mediterranean incubation system, by building an expert network capable of cooperating on the diverse skills needed by 'green' professionals, to link them to the needs of each territory and to facilitate relationships with stakeholders of each region where trainees will establish their own business activity.

*Chamber of Commerce of Terrassa*



*The project manager from Tuscany Region Laura Righi introduces Egrejob to local authorities from Sousse Governorate and Commissariat Général au Développement Régional*

**RECAP OF EGREJOB COURSES**

- Tunisia: **Solar Energy** and **Green Waste Valorization (in particular, Olive Oil)**
- Tuscany: **Sustainable Energy Interventions at Territorial Level (ESCO Managers)**
- Lebanon: **Sustainable Agriculture and Eco-Tourism**
- Sardinia: **Smart Grids Experts**
- Spain: **Energy Efficiency** and **Sustainable Building experts**

# WORK IN PROGRESS

## PROMOTING SOCIAL DIALOGUE ON GREEN JOBS ISSUES THROUGH THE EURO-MEDITERRANEAN TRAINING AND EMPLOYMENT COMMITTEE (ETEC)



Alice Vozza from the International Training Centre of the ILO presenting the Decent Jobs dashboard

*“Just imagine you are an Advisor of the Ministry of Labour and you are about to meet him in the elevator just before he/she goes on a meeting with the Ministry of Environment. You have 60 seconds to suggest the most relevant policy measures to adopt in order to promote Green Jobs and assure that these comply with the decent conditions standards set by the ITC-ILO”*

This is exactly what Egrejob stakeholders from each partner country have been requested to do during the third ETEC session hosted in Sousse on 12 June, coordinated by the International Training Centre of the ILO and focused on “Green skills needs and employment potential of a green economy”. The ETEC is a multi-stakeholder platform, formed by key “green jobs”

players such as local and regional authorities, SMEs, universities, training and labour agencies, employment centers, professional associations and trade unions from both shores of the Mediterranean Basin, that supervise, monitor and strategically coordinate all project activities.

After the “road map” established by the project in Beirut last November and the discussion on Integrated Solid Waste Management at the conference held in Malaga on February, the Sousse session gathered the following policy recommendations for the promotion of green occupations:

- Lebanon: strengthening the green skills, improving the social conditions of workers, raising wage conditions, improving job security following maternity...
- Tunisia: improving green skills, stimulating public-private dialogue and defining a coherent plan of action for green jobs promotion, creating an environment more conducive to jobs creation, reducing informal employment, enabling women to have stable jobs, enhancing safety at work ...
- Spain: defining adequate working hours (also for reconciling work and family life), creating job opportunities, reducing temporary employment and securing jobs
- Italy: matching the skills of workers to the demand, involving all stakeholders in the green economy, better developing the training offer, re-training of workers, safer working environment and improving working conditions.

The last session of the ETEC will take place in Florence during the Final Conference and will gather the policy recommendations expressed throughout the project, that will be embedded in the Green Jobs Chart. The building of a network of Mediterranean stakeholders defining skills needs, perspective of employability and enforcing social dialogue is considered critical to the success of green and decent jobs strategies within the concerned area.

C.G.D.R.

## TOWARDS AN EURO-MEDITERRANEAN GREEN JOBS CHART

The Sousse Conference kicked-off the Green Jobs Chart process, one of the major long-term and sustainable project outputs. Representatives of Cittalia, the Research Foundation of the National Association of Italian Municipalities that is leading Egrejob capitalization activity, started the participatory process to be applied for the design of the Chart and promoted the dialogue on its content among project partners, ETEC members and stakeholders of the Green Jobs sector. The wide audience was divided into small groups and invited to reflect, throughout the day and during the breaks, on objectives, targets, issues, engagement methods and monitoring and evaluation systems of the document, also receiving substantial inputs from ongoing panel discussions.

The Chart will commit the signatory parties to undertake actions for the promotion of Green Jobs within the organizations concerned. The first feedbacks and ideas were collected and common/different views and expectations were stressed and commented. Among the objectives, the Chart should pursue Green Jobs employability creation, promote training and raise awareness on Green Jobs, support public and private entities in implementing policies in favour of Green Jobs and strengthen public-private partnerships. The Charter is now in the process of being drafted and will have to be shared in its content, purposes and operational modalities by the Egrejob partners.

C.G.D.R.

## REFLECTING ON EUROPEAN PROJECTS AND INTER-CULTURAL DIALOGUE

The fifth Egrejob meeting in Sousse has been more than a project meeting. About one hundred people have attended the conference, with different sessions which completed the experience of the TES, encouraged social dialogue on Green Jobs issues and promoted discussion and knowledge on green growth opportunities at policy level, assuring at the same time a steady progression of activities and an accurate planning of future joint actions thanks to partners internal meetings. Very dense agenda during the day were accurately blended with well-organized leisure time, marked by constant hospitality and kind availability.

It is widely known that for European projects, partner meetings are an important way to contribute to the success of the project by means of fostering relations among participants. As concerns the institutional level, a strong commitment in pursuing multilateral relationships was expressed in several occasions by the highest political representatives of the Governor of Sousse and by the General Commission for Regional Development. For the Mediterranean area, these occasions are essential for contributing to the “establishment of an area of peace, exchange, dialogue and cooperation able to enhance cultural, human, social, natural and economic dimensions of Mediterranean countries” as claimed by the ENPI CBC MED Operational Programme.

Tuscany Region

# GREEN JOBS

## MONITORING GREEN JOBS ATTEMPTS, DIFFICULTIES AND DATA ON ITALY AND SARDINIA LABOUR MARKET



Award ceremony in Terrassa for the training in Energy Efficiency

“Counting” Green Jobs is not easy. The first problem that needs to be addressed is the lack of a shared definition of job descriptions linked to these occupations. The International Labour Organization (ILO) and the United Nations Environment Programme (UNEP) define green jobs as “*positions in agriculture, manufacturing, construction, installation, and maintenance, as well as scientific and technical, administrative, and service-related activities that contribute substantially to preserving or restoring environmental quality*” (UNEP 2011).

But how to identify them? Green jobs are only partially new occupations, because to a large extent they are traditional occupations enriched with new skills or new tasks, which businesses or institutions require to implement processes in a more environmentally friendly manner or to make the environment itself their business. Therefore, isolating green jobs from all others is complicated and the research projects that face this problem propose different methods of analysis. The result of these efforts is a heterogeneous and partial classification of green jobs, which usually are not reflected in the official descriptions of professions used by the Italian National Institute of Statistics. It is therefore an open question as to how to monitor the trends of the labour market supply and demand and how to compare the results of different surveys. Therefore, to improve our ability to interpret the green labour market, it is very important to share the methodology and results of surveys carried out to date.

The research carried out by Isfol (National research Institute for the Development of Vocational Training of workers) **Strategic sectors for sustainable development: implications for employment and training** (2011) attempts to identify and analyse the innovative job profiles able to implement the guidelines contained in the European plan on climate change. The research focuses on three strategic areas: eco-friendly energy systems, energy efficiency (relative to sustainable building), and quality food from a short production chain. Through the study of each field, the research identifies the strategic job profiles for sustainable development and for the activation of processes with low environmental impact, and codifies them on a number of composite variables. These include: professional profiles, working processes, job roles, organisational contexts, tasks, professional skills, and institutional aspects (e.g. education and professional courses required).

The research on a sample of companies, public bodies and consortia, conducted after the definition of professional profiles, verified the actual need for these professionals, and found that some of them are not present in the organisations surveyed and are difficult to find in the labour market. Hence the need, as reported by the organisations themselves, to adapt the system of vocational training to the demands of the labour market.

The extensive research by IRES Piemonte, **The Green Economy in Pied-**

**mont: IRES Report** (2013) also addresses the problem of how to identify green jobs and identifies twelve green jobs directly or indirectly related to the environment and registered in the archives of the Mandatory Notifications (SILP) of the Piedmont region. The database refers to the Classification of Occupations Istat 2011, which updated the previous classification from 2001. IRES emphasises the limits of a system of classification which does not provide a continuous update of the new professions that are asserting themselves as a result of market evolution, and which is influenced by technological innovations as well as by regulatory measures in the environmental field.

The need to acquire more extensive analysis tools of the green labour market than those offered by the database of mandatory disclosures, has led researchers to add qualitative surveys to the already used quantitative surveys, carried out through interviews of a sample of companies in Piedmont. The research highlights how the vast majority of jobs created by the development of environmental policies are related to traditional jobs (unskilled workers, clerks, mechanics, truck drivers, etc.) and how probably many workers do not use any kind of green technologies during the course of their activities. According to the report, people employed in green companies (green business), whose work has nothing to do with green technologies co-exist with workers who are not employed in green companies, but who end up acquiring new skills, abilities, and knowledge, and carrying out their duties in accordance with a more ecologically oriented approach (green production). The interviews with the participants at the companies surveyed reveal a wide range of professional profiles actually involved in the different processes of production or in the use of technology, which is ill-suited to the rigid system of classification adopted by Istat.

The annual report of **Unioncamere and Symbola Foundation GreenItaly: Feeding the Future** (2013), proposes a new method to first identify, and then estimate, the stock of green jobs in the Italian productive system as a whole (public and private activities in all economic sectors). The report uses the data made available by official statistics, starting from the Nomenclature of Professional Units 2011 (Istat), which identifies two categories of green professions:

- Green jobs in the strict sense of the word (90 in total), involving job profiles that apply green skills in performing all or part of their job responsibilities
- Potentially green job profiles that can be activated by the green economy (100 profiles) that, although they do not in and of themselves include green skills, have all the characteristics to acquire them, through specific training, if located in green sensitive areas or sectors that are open to this issue.

Having identified the green jobs, the analysis estimates the stock of those employed through the labour force surveys by Istat.

The research identifies the green jobs profiles most requested by the labour market: environmental chemist, environmental surveyor, energy saving technician, green purchasing expert, environmental engineer, bio-architect, sustainable lighting systems technician, fitter and installer of low impact machinery and industrial equipment, renewable energy technician, environmental computer specialist, sustainable carpenter, installer of green air conditioning and green marketing technician .

The estimate by GreenItaly for 2012 is that there are more than 3 million green jobs in the strict sense of the word, accounting for 13.3% of total employment, and 3.7 million people employed that can be linked to the green economy. Green jobs show greater job security, are more linked to the areas of research and development, and record more than others the emergence of new professional profiles.



Smart Grid experts at work with eolic systems



Photovoltaic session going on in Tunis

GreenItaly, in addition to the quantity, estimates the demand for green jobs by enterprises in industry and services with at least one employee by using the data provided by Excelsior Information System of Unioncamere Centro Studi, which record the planned recruitment by companies.

For 2013, it is estimated that nearly 52,000 green jobs in the strict sense were created by industry and service companies with employees (9.2% of the total) and 81,000 jobs were potentially linked to the green economy (14.4%).

In Sardinia, the report estimates 1,230 non-seasonal hirings, equal to 14.2% of total non-seasonal hirings in the region. After Calabria and Lombardy, Sardinia seems to be the region in which the incidence of green jobs is the greatest.

The research conducted by GreenItaly has the advantage of offering a standardised methodology, replicable over time and on a local scale. The selection of green jobs in the strict sense and those activated by the green economy can also be used for the analysis of administrative data recorded in the archives of mandatory disclosures, managed by the regions. The archive data allow you to know the stock of those employed and unemployed, the number of those starting employment and terminations of employment contracts.

Through the administrative database SIL (Employment Information System) of Sardinia, we analysed the recruitments relating to 90 green jobs in the strict sense. In 2012 and 2013, their share was approximately 5% of total recruitments. 74% of green jobs fell within the category defined by Istat as "craftsmen, skilled workers and farmers", followed by the category "intellectual, scientific and hi-

ghly specialized professions" (11 %). 41% of the recruitments in 2013 covered the "workers involved in the services of hygiene and cleanliness", who are considered low-skilled workers. The most sought-after highly-skilled job profiles were "analysts and software designers" and "construction and environmental engineers" (4% of total workers recruited registrations). Among the technical profiles, the highest demand was for "carpenters and joiners" and "electricians and installers of electrical installations in civil construction" (13% of total workers recruited). Between 2012 and 2013, the recruitment in green jobs declined by 17%, which is higher than the decline of the whole employment (11%).

In conclusion, we can observe that employment in the green economy is a phenomenon that can be read in the light of different perspectives of analysis with reference to policies, sectors, companies and job profiles. Only the combination of the different perspectives of analysis can provide a complete picture of a phenomenon as complex and constantly evolving. Counting of green jobs through statistical databases must be accompanied by field surveys, designed to capture the changing traits of professionalism and expertise that the systems of education and training must be able to create, at the service of an economic development based on the principles of environmental and social sustainability.

*Regional Employment Agency of Sardinia Region*

*Extract from the Annual Anthology "Sustainable Economy and Sustainable Employment" of the EN RLMM -2014 (European Network on Regional Labour Market Monitoring)*

## NEWS AND EVENTS

### FINANCING ENERGY EFFICIENCY AND SUSTAINING EGREJOB TRAINEES

On 14 September 2015 Tuscany Region hosted a high-level Conference on "Green Jobs and new opportunities in the Energy Efficiency field: Tools, Innovations and Good Practices". The conference pursued a dual objective: to make local administrators and private managers aware of the funds coming from different public and private sources, also by presenting the different experiences already carried out; to give Tuscan trainees who have completed the course in "Sustainable Energy Interventions at Territorial level (ESCO Managers)" the possibility to put the acquired knowledge to the test and get into touch with potential clients in the context of the Workshop organized in the afternoon, dedicated to Energy diagnosis and Rehabilitation.

### PUBLICATION ON GREEN JOBS

The Cedefop-OECD publication "Green Skills and Innovation for Inclusive Growth" identifies obstacles and challenges for the development of skills, education and training policies suitable to address the transition to greener and job-rich growth. The publication, edited by Cristina Martinez, who coordinates the team of researchers on behalf of the International Training Centre of the ILO for Egrejob, in collaboration with Antonio Ranieri and Samantha Sharpe, was released in July.

*"By challenge in challenge, EGREJOB will produce excellent results!" (Francesca, Sardinia, Italy)*

*"... the next challenge will be surely to return the dedication and kindness towards EGREJOB partners shown by the Tunisian team..." (Paola, Tuscany, Italy)*



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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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