



# Plataforma Empleo Verde



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POLITÉCNICA  
DE MADRID



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# CONTEXT



# BORN FROM A NEED

01

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.

02

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

03

**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 phenomem so people affected can be reinsterted into the labor market.

04

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.

05

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 OPPORTUNITY

01

An increasing commitment coming from public, private and social actors can be observed related to climate change action, environmental protection and energetic transition.

02

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

03

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

04

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

05

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**.

**2**

# **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 renovable 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 environmental 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 bussiness design



## Biodiversity

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



# 3 THE PLATFORM



## THE PLATFORM

**The Green Employment Platform is a multi-actor collaboration space that was born to connect new Jobs positions 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.**

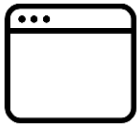
# PATHWAY

2021

Design and launching phase



1. Working team's start up



2. Website creation



3. Signing of the  
Memorandum of  
Understanding (MOU)



4. Public introduction

2022- 2024

Operation and experimental phase

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



# OBJECTIVES

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



## IDENTIFY

together with the business sector, the job positions that are generated in the market due to the ecological transition



## FACILITATE

to the companies, the qualified professionals they require to address the Ecological Transition.



## UPSKILLING AND RESKILLING

workers, based on the skills required by companies to bring them closer to green jobs



## CONTRIBUTE

to the design of public employment policies and programs



# 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](#)



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

[Web](#)



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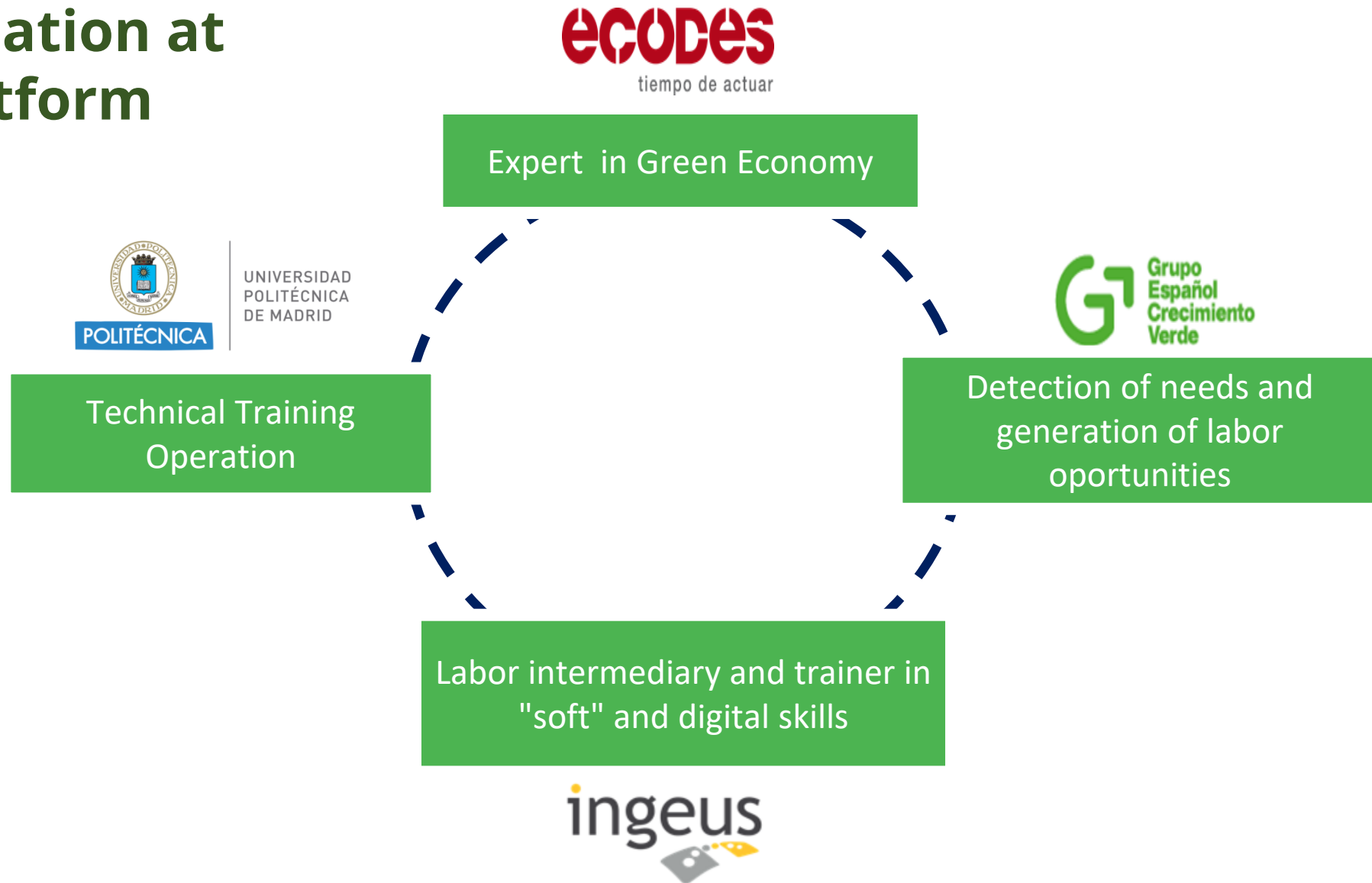
An **association** made up of more than 50 companies of various sizes and profiles that work together to address environmental challenges.[Web](#)



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](#)

# Rol of every organisation at the platform







**5**

# **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