

GREEN GROWTH AND GREEN JOBS

RECIPE 3



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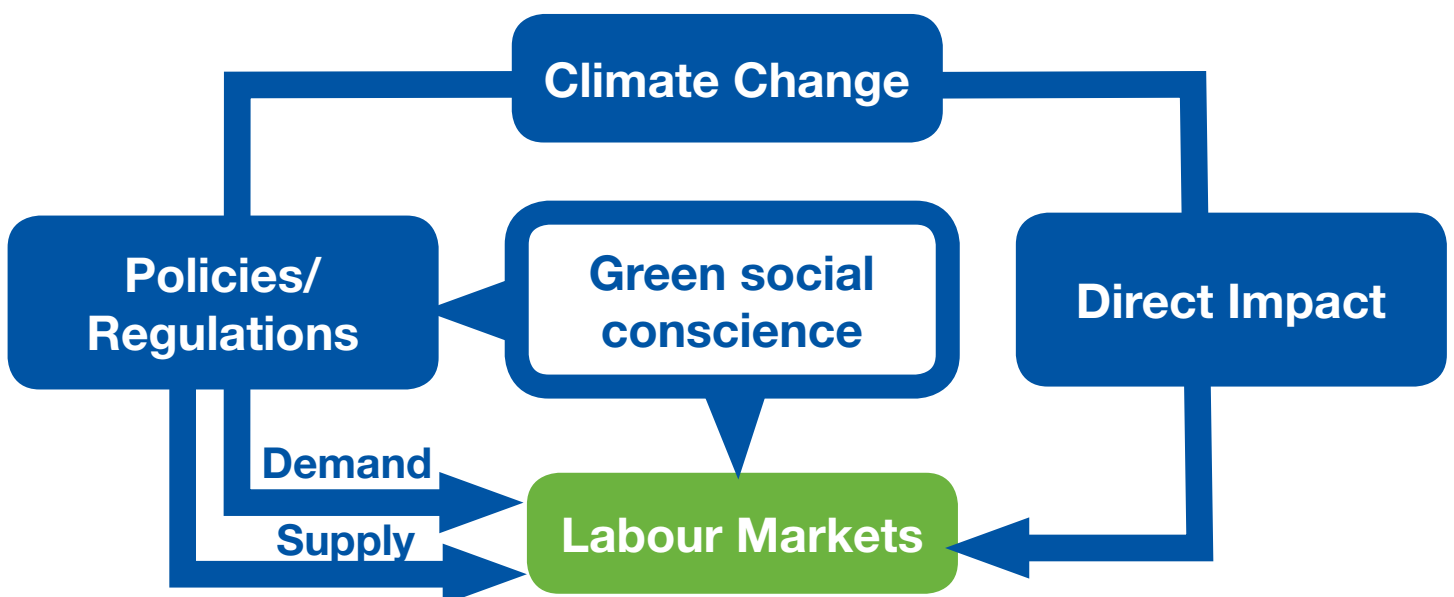
The occasion: According to the International Labour Organisation, “the pace of green job creation is likely to accelerate in the years ahead. A global transition to a low carbon and sustainable economy can create large numbers of green jobs across many sectors of the economy, and indeed can be an engine of development”.

Many believe that in the medium term “green growth” can counterbalance the impact of the global crisis, reduce unemployment and create new and better quality jobs. Towns and cities need to have pro-active labour market policies to jumpstart job creation and entrepreneurship to accelerate the transition to the green economy.

At a local level labour markets will have to change if towns and cities are to be in a position to develop more and better quality jobs in this new low carbon economy. Education and training systems will need to adapt so that new skills can be developed and existing skills can be “greened”.

But what are the secret ingredients that help you to bake the perfect green cake? Are there any special utensils that can make things easier?

Impact of Climate Change on Local Labour Markets



Key Ingredients of an effective green economy: Do you and your partners have the following ingredients in your food cupboard? If so you are well on the way to cooking up a good green economy where “green jobs” will thrive and all jobs will turn a shade of green with the right food colouring.

Here is a list of ingredients to blend your perfect green economy with a skilled workforce, ambitious employers and high quality jobs:

<i>Ingredients to add to your shopping list</i>	✓	✗
Multi stakeholder approach incorporating public sector, unions, business, education and training bodies		
Common understanding of what constitutes a green job and analysis of potential for green growth		
Integrated strategy for management and enabling of green growth		
Flexible workforce which can adapt to change – employed and unemployed workers		
Close links between employers and providers of training and education		
Mechanisms for forecasting new and evolving skills needs of green employers		
A legal framework to reinforce public sector interventions		
Good careers advice for existing workers, workers being made redundant and unemployed people		
Quality business support mechanisms to help new and existing businesses to maintain and increase competitiveness in a low carbon economy		
Leading from the front e.g. creating green jobs by upgrading public buildings and spaces, greening public service provision (waste management, public procurement, public transport etc)		
Involvement of social partners in the development of a green agenda (community driven engagement towards green innovation)		
Ambitious employers with commitment to providing high quality jobs and career progression (backed up by public sector incentives and legal framework)		
Communications / awareness raising activities to help citizens and businesses understand the low carbon economy and to drive demand for products and services		

Utensils: So now you are clear about the ingredients, what utensils do you need to blend them together effectively?

First on the list is **UNDERSTANDING**. We all talk about Green Growth and Green Jobs but do we share a common view of what this means? Some organisations (like the OECD) choose not to define the term saying that all jobs have potential to be greened in some way. Others have strict definitions. It is likely that what constitutes a green job will be different in different localities. What is clear is that local policy makers need to have a common understanding of what a green job is in their city before they can design and implement strategies to support green growth.

Next, cities need to consider and develop **STRATEGY** and **PUBLIC POLICY**. Many of the jobs created to date in the green economy are as a direct result of the legal and regulatory framework. At local level policy makers can create significant opportunities for the expansion of green activities, investments and jobs e.g. by considering sustainability practices and principles when procuring construction companies for built environment projects. They can also remove barriers which may hinder the emergence or expansion of the green economy e.g. by introducing sustainable public procurement strategies where green approaches to the supply of products and services are recognised, accommodated and even encouraged.

Linked to this cities need to develop **INFORMATION AND EDUCATION** programmes which raise awareness of new low carbon technologies and drive demand for green products and services.

The new green economy will need a mix of both **TRADITIONAL AND NEW GREEN SKILLS**. Flexible and regularly updated skills training will be a prerequisite of success. Training providers, public funding programmes and employers will need to work closely to forecast skills needs, develop new training provision and update the skills of existing and new workers alike.

Finally we need to consider new ways to **MEASURE** performance in this area and use these new measures to **REVIEW** policy and practice regularly to ensure it is fit for purpose in a rapidly changing international context. For example we could consider metrics which account for the type and level of jobs created (in the green economy) rather than just the number. It may be that in this new era there are better quality new and existing jobs but that the number of jobs does not actually increase. We need tools which allow us to measure and recognise quality and value rather than the traditional ones which focus on numbers and quantities.

Serving tip:

turn the page for an example of how Albacete, one of ESIMEC's Spanish partners, is taking a proactive approach to Green Growth.

Good food guide listing: When unemployment was the highest in the region following a contraction of traditional manufacturing sector (potash mining, textiles, automobiles and chemicals), Mulhouse (a medium sized city in France) made a decision to actively support the transition to the green economy. The city has developed a comprehensive strategy to support green job creation and career progression. A range of stakeholders work together to:

- Understand the market and the changing skills and needs of businesses
- Educate and inform businesses about the potential offered by the green economy and the availability of training in this field
- Develop new training and skills programmes to meet specific current and future skills needs
- Facilitate professional mobility between traditional and new green jobs

The work is based around a structured cross sectoral approach to labour market policy where the "Maison de l'Emploi et de la Formation" (Employment and Training Agency) identifies contracting employment sectors; maps skills within these that could be transferred to the green economy and actively brokers links to facilitate the integration of the existing workforce into new jobs with ongoing support and training. One of the main tools is an interactive website which allows policy makers, workers and businesses alike to gather information on the workforce and on training and careers opportunities tailored to their individual needs. The agency has also run a series of education and information campaigns targeting school children, citizens and business which demonstrate the benefits and potential offered by the green economy.

Takeaway menu: if you like the sound of this recipe and want to try it in your kitchen you can find lots of useful equipment to make your life easier at:

<http://www.oecd.org/greengrowth>
<http://www.projetdeterritoire.com>
<http://www.mef-mulhouse.fr>
<http://www.monmetierdedemain.com>



Serving tip

AN EXAMPLE OF A PROACTIVE APPROACH TO GREEN GROWTH



Albacete is a medium sized city of 171000 people located in Central Spain in the Castilla la Mancha region. In the years immediately prior to the global economic crisis the city experienced rapid economic growth and huge expansion of the construction sector. The crisis brought with it serious decline and high levels of unemployment. At the same time the municipality, through its Agenda 21 work, highlighted the green economy as offering potential for growth. The Strategic City Plan has ambitious targets for energy efficiency including the reduction of energy consumption by 20% by 2016. The municipality believes that this offers an opportunity to stimulate the construction sector and thus the economy in a new and sustainable way. The city is trying to get workers (employed and unemployed) ready for the new green economy whilst simultaneously creating jobs in this sector by investing in retrofitting public buildings with energy efficiency measures.

Ingredients:

a) **Solid policy foundations**

The Strategic City Plan, now in its second phase, is founded in the city's Local Agenda 21 work and methodology which started in 2000. The 2nd Plan has 8 priorities, 37 programmes and 269 individual actions. Everything the municipality does is rooted in the plan and one of the key priorities is "Green and Sustainable Economy". This gives a firm policy foundation for the city's work in this area and allows it to implement a wide range of actions from strategic positioning to local employment and business development and rehabilitation of public buildings.

b) **Robust information and shared understanding**

In recent years the city has audited all public buildings and facilities for energy consumption and emissions. Through this work it has developed a clear body of evidence demonstrating which areas of public service provision have an adverse impact on the environment. Public buildings accounted for 30% of the city's energy consumption – 2nd only to transport. From this information the city has built a comprehensive action plan to reduce carbon consumption in public buildings. The municipality believe that this will stimulate demand which will then be met by new and growing private sector companies.

c) Multi stakeholder approach

The work in the green and sustainable economy is led by the municipality and there is close collaboration with a wide range of stakeholders including business, business intermediaries, training and education providers, research establishments, Trade Unions and Workers Unions. Albacete is renowned for its civic participation through the Forum of Participation and Participatory Budgeting and this methodology has been useful in the development of the green economy, developing and maintaining buy-in across society. In addition the Institute of Renewable Energy at the University incentivises research into renewable and green technologies which, when successfully transferred to the private sector, has a substantial impact on the green economy.

d) Growing amount of Green skills training

Albacete is home to a regional university. Vocational training is delivered by a range of agencies including the Employment and Training Agency Forem, the Federation of Small Business and the Centre for Integrated Professional Training (CIFP Aguas Nuevas). All of these are starting to rise to the challenge of the Green Economy and develop green skills programmes – e.g.

- Forem offers training programmes in energy efficiency – e.g. on the current legal framework for energy efficiency / in the maintenance and management of renewable installations (e.g. solar, wind, geothermal). The organisation's market surveys help them to predict future skills needs.
- The FSB also offers some training in this field e.g. waste management, energy reduction and innovation and adaptability skills. They have daily links with their members which are small employers and this provides real time intelligence on skills needs.
- The Centre for Integrated Professional Training (CIFP Aguas Nuevas) offers higher level training in energy installations maintenance and management with a focus on eco innovation and internationalisation.

Secret ingredients – herbs and spices

- Win-win formula – “smart growth” which creates jobs and reduces environmental impact of economic development
- Strong leadership from public sector
- All actions rooted in public policy at local, regional and national level
- Multi stakeholder approach
- Participatory consultation model meaning all actions are based on social dialogue

Cook's tip:

“Social and employment development must be progressed alongside a change of production and consumption models as well as a change of lifestyle based on an efficient use of resources. To achieve these changes we must adapt our values and our economy to promote inclusive, sustainable and smart green growth”.

Ramón Sotos Callejas, former Deputy Mayor for Economic Development and Sustainability, Albacete, Spain.

Calories: In Spain there is a new law on the Sustainable Economy which has a long term aim of reducing the environmental impact of business whilst promoting green jobs. As part of this, Albacete has already received over €14m of public funding for energy efficiency projects.

