



social affairs

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GREEN JOBS FOR SOCIAL INCLUSION

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EUROCITIES



- inclusive labour markets
- examples from 13 cities
- analysis of success factors
- various models: public, private, third sector
- range of activities
- range of target groups
- often linked to city's climate targets



GREEN JOBS FOR SOCIAL INCLUSION





Map





Village Finance, Brussels



Maxime Bacq

Green Wardens, Glasgow



Laura McGibbon

With me today:

EcoHouse, Antwerp



Jana Deforche



Amsterdam: 10
young people;
€100,000 saved
in welfare costs

Newcastle:

- 120 jobs created
- 2,900 h of training
- 17 NEETs gained formal qualification
- reduction 6,142t of CO2 emissions
- new energy efficiency installations 3,136 households
- new boilers: 1,060 households

More examples of impact

Barcelona: for
every €1
spending, €1,38
in social value
created

Rennes
Metropole:
500-1000
people
annually; 60%
return to work



This is how we do it:

Public intervention to connect vulnerable groups to the green economy - cities can play a strong role here

1. The right mix of supply and demand side interventions
2. The mix has to link to local employment opportunities
3. Tailoring activation measures to the specific needs of target groups and individuals

The right mix of supply and demand side interventions

CITY	DEMAND SIDE INTERVENTION	SUPPLY SIDE INTERVENTIONS
	Intermediate labour markets	Activation and training
Amsterdam Antwerp Glasgow Gothenburg Oslo Rennes Metropole Zagreb	<ul style="list-style-type: none"> Work placement 	+ <ul style="list-style-type: none"> on-the-job training educational programme developing soft skills job search advice and assistance
	Local job creation	Activation and training
Birmingham Brussels Newcastle Tampere	<ul style="list-style-type: none"> new jobs created by energy efficiency programme grants for new entrepreneurs stimulating demand by encouraging energy efficiency refurbishments 	+ <ul style="list-style-type: none"> targeted recruitment among disadvantaged groups pre-employment training educational programme entrepreneurship and business development advice



Strength of cities: knowledge of local labour market needs

1. Jobs skills match /
anticipating future
skills shortages
2. Shaping local
economy and
creating local jobs

Linking interventions to local employment opportunities



Examples of sectors where people find employment:

- eco-construction
- energy efficiency
- energy auditing and advice
- renewable energy industry
- 'green' enterprises
- green area / bio-diversity
maintenance
- waste disposal and recycling

Tailoring activation measures to specific needs

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Amsterdam:
4 days work + 1 day education

Education & Training

Berlin:
working with
youth at risk
and solar cars

Antwerp: 6 months
training with
individualised
programme

Tampere: training
in improving
energy efficiency
of heritage housing

Birmingham:
pre-employment training for
job seekers

Newcastle:
1 week course in sustainability
+ guaranteed interview

Public procurement

- Social clauses in public procurement
- Competitive dialogue process

Partnerships

PARTNERSHIP WITH	CITY EXAMPLES
Departments within the municipality	Antwerp, Barcelona, Glasgow, Rennes Metropole, Oslo, Tampere
Community groups	Antwerp, Birmingham
Local advisory services and public employment services / referral agencies	Birmingham, Brussels, Gothenburg, Oslo, Zagreb
Welfare and housing organisations	Antwerp, Newcastle, Oslo
Non-governmental organisations	Antwerp, Newcastle, Tampere
Social/non-profit enterprises	Antwerp, Rennes Metropole, Tampere
Trade unions	Oslo
Training and educational institutions and local schools	Amsterdam, Antwerp, Berlin, Newcastle, Tampere, Zagreb
Private businesses and expert / business associations	Amsterdam, Birmingham, Brussels, Newcastle, Oslo, Tampere
Regional or national government departments or agencies	Antwerp, Oslo, Rennes Metropole

Challenges

People from disadvantaged backgrounds may have problems remaining in formal education and sustaining jobs

- Making people feel valued
- Supporting people from a variety of backgrounds
- Lack of social and technical skills

Funding and project sustainability

Coordinating partnerships

Coordinating between city departments

Changes in national policy framework

Gaining insight into challenges at district level

Reaching out to target groups

Launching new businesses with less qualified people





Conclusions

- Green economy - opportunity to tackle major societal challenges
- Public intervention important to facilitate access of disadvantaged groups to the labour market
- Linking them with the green economy can provide sustainable route out of poverty
 - Combining greening and social inclusion brings efficiency to public spending



Cities contribute directly to Europe 2020

- Integrated, place-based, city perspective on Europe 2020 targets as part of a broader EU urban agenda:
 - Increasing employment
 - Reducing school dropouts
 - Lifting people out of poverty
 - Climate change targets



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THANK YOU!



WHAT ARE 'GREEN JOBS'?

There is no clear-cut definition of 'green jobs' but in the broadest sense the term applies to all employment and entrepreneurial opportunities that arise through any action to prevent, limit, minimise or correct the negative impact of human beings on the environment. The jobs are mainly related to combating climate change, production of energy from renewable sources, reducing carbon emissions, increasing energy efficiency, waste and water management, improving air quality, and restoring and preserving biodiversity.

Green jobs tend to stay local as they are not easily outsourced. The green economy has also shown to be resilient to business cycle changes. Developing the green economy stimulates demand for both high and low skilled labour.