

Working Group 2 «Promoting green and digital skills and jobs for young people»

10TH INTERNATIONAL STAKEHOLDER CONFERENCE OF EUSDR PRIORITY AREA 9

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www.greenjobs-noe.at

Introduction to the project



and its executing organisation as well as
the project partners

About me:



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Environmental education & Education for Sustainable Development (ESD)

Educating & raising awareness in the fields of environmental and climate protection, nature conservation, SDGs;

Network of 85 partner organizations

Pool of experts

Network events incl. symposia, conferences and network meetings

Leading and coordinating a consortium for the Erasmus+ 2021-2027 program

Schools & kindergartens & libraries & ...

Certifying schools as *Umwelt.Wissen.Schule*

Providing education vouchers, workshops, educational material, ..

Online catalogue (incl. more than 800 offers) & newsflash & environmental consulting provided by our own team of counsellors

Conferences & seminars & workshops for teachers

Initiatives & Projects

Such as, leseumwelt (library project),

as well as **Green Jobs for you** in order to promote and further enhance the Lower Austrian Climate & Energy program 2030



The Lower Austrian Climate & Energy Program 2030

Office of the Lower Austrian Government, Department of Environmental and Energy Management

including a total of 353 measures

268 measures having a direct effect on climate protection to tackle climate change

134 measures to promote the use of renewable energies and increase energy efficiency

173 measures to support adaptation to the effects of climate change



«Green Jobs for YOU»

This project aims to sensitize, inform and motivate young people (between the ages of 13 and 18) for *Green Jobs*.

The Government of Lower Austria is the executing organization and provides financing

Project partners:

Bildungsberatung NÖ (Educational counselling service)

JUSY Jugendservice Ybbstal (Youth counselling service)

Project launch: 2021

Focal Points of the Project:



- Research and content related preparation
- Cooperation with stakeholders [ibw – Inst. f. Bildungsforschung d. Wirtschaft (Institute for educational research in the economy), Directorate of Education, Chamber of Commerce & Agric., Energy & Environ. Agency of L.A.,...]
- Website
- Video production
- Developing & carrying out workshops at schools and also extracurricular
- Further education for teachers [career counselling], training for teachers and another youth counselling centres

Green Jobs – Definition(s)

The EU defines Green Jobs as

“... those that, irrespective of which sector they are in - be it manufacturing, technology, or services - minimize environmental damage and preserve natural resources.”

International Labour Office (ILO):

“Green jobs are decent jobs that **contribute to preserve or restore the environment**, be they in traditional sectors such as manufacturing and construction, or in new emerging green sectors such as renewable energy and energy efficiency. Green jobs help

- a) improve energy and raw materials efficiency;
- b) limit greenhouse gas emissions;
- c) minimize waste and pollution;
- d) protect and restore ecosystems; and
- e) support adaptation to the effects of climate change.”



What are Green Jobs in our project?

Green Jobs are jobs, that are good for nature, the environment and thereby improve the wellbeing of all of us.
Jobs of the future and jobs for a bright future – with our future generations in mind.

Green Jobs are of **utmost importance** for
Conservation of Resources, Energy Transition,
Preservation of an intact Environment as well as
Sustainable Life and Sustainable Management or
Social Transformation of our Society.

website design

The image shows a browser window displaying a website design for 'GREEN JOBS for you'. The website has a bright yellow-green background. The central text reads 'GREEN JOBS for you' in a large, bold, black font, with 'for you' in a smaller font. Below this, it says 'Deine **Karriere** + Deine **Umwelt**' followed by '↓ Your career Your environment'. The website is annotated with several white speech bubbles and a purple oval. The annotations include: 'Bitte was? Please what?' (top left), 'Grüne Berufe Green jobs' (middle left), 'Grüne Betriebe Green companies' (bottom left), 'Videos' (purple oval, bottom left), 'Grüne Schulen + Unis Green schools + Universities' (top right), 'Workshops + Beratung Workshops + Guidance' (middle right), and 'MENÜ' (purple oval, bottom right). The browser address bar shows 'https://www.greenjobs-noe.at/de/'.

Browser address bar: <https://www.greenjobs-noe.at/de/>

Website content:

GREEN JOBS
for you

Deine **Karriere** +
Deine **Umwelt**
↓ Your career
Your environment

Annotations:

- Bitte was?
Please what?
- Grüne Berufe
Green jobs
- Grüne Betriebe
Green companies
- Videos
- Grüne Schulen +
Unis
Green schools +
Universities
- Workshops +
Beratung
Workshops +
Guidance
- MENÜ

Green Jobs

in
5 Categories

Sustainable
construction
and resource
management

Sustainable
management
and Life

Social change,
education and
counsel/guidance

Energy transition
and Climate
protection

Securing an intact
environment

Slogans

videos

Workshops «Green Jobs for YOU»



Target groups: Students (btw. 13 and 18 years old)
Youth groups (extracurricular)

Objectives:

Through workshops

- students shall be motivated to think about a Green Job
- students will be approached in a personal way through **social work methods** (actively involved, individual experiences and life situations)

Workshops «Green Jobs for YOU»



Objectives:

Through workshops

- students will become more self-aware during this phase of career orientation and
- students get to know better their own role as actors to protect the environment.

Therefore, the workshop is not only knowledge-based, but also provides a character-building experience.

Workshops «Green Jobs for YOU»



Contents:

- Standard group work & online tools [used in online workshops as well as classroom-based trainings for a more versatile atmosphere adapted to the working style of youth]
- Focus on their own values regarding environmental protection and [general] job opportunities
- Information about Green Jobs as well as practical advices on environmental protection.

Workshops «Green Jobs for YOU»



Experiences:

- Extraordinarily positive feedback from students on the interactive quizzes
- Feedback shows, that young people are very interested in the topics of Green Jobs and environmental protection
- Quite a number of students mentioned, that they would reflect more on environmental issues in the future

Information events for multipliers in the education sector



Informing multipliers and teachers [subject career counselling] about Green Jobs and our support on the project.

Providing them with different tools and methods for their daily work with adolescents:

- Learning Snacks for Padlet
bit.ly/PadletGreenJobsforYOU
- Kahoot – Quiz online
- Playing cards
- BOgrün – Teaching material and worksheets



Bildungs- und Berufsberatung NÖ

[Educational counselling and career guidance]

- Aimed at people between the ages of 15 and 65
- Everything related to education and career
- Approx. 10.000 persons per year
- 90 locations
- Online conversations by video, Phone calls, e-mail communication
- Client-focused, resource-oriented and solution-oriented



Pursuit of meaningful work: social and green

www.bildungsberatung-noe.at

New/green approaches of educational counselling in Lower Austria

- Collaborative project «Green Jobs for YOU»
- «Green Jobs»
Information sheet for counsellors
- Network with green stakeholders, multipliers and companies
- «Green Guidance»: Sensitizing, informing and motivating people for green education and green employment paths.
Encouraging “out of the box” thinking
- Making one’s own work greener (promotional material, business trips, events,...)



To summarize



1. We would like to assist in reaching the **targets** defined in the Lower Austrian climate and **energy program for 2030** by means of this initiative.
2. We would like to make young people in the phase of occupational orientation **aware of the multitude of green jobs** and, in particular, to also **motivate young women** to embark on such a career.

To summarize



3. We would like to help reduce the shortage of apprentices and skilled workers, particularly in technical fields.
4. We would like to convey the message to youths that green jobs have a future and are secure; that they can actively contribute towards protecting the environment, nature, and the climate in this way; and that they can work in a job that is meaningful and has an effect on the whole of society.

THANKS for your attention!

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