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Green Up VET!



PROJECT PARTNERS:



Project no. 2022-2-PL01-KA210-VET-000101769 co-funded by the European Union.



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About the project

The project focuses on the institutional growth and internationalization of WIR and WEA organizations through the implementation of transnational activities in the areas of career guidance, vocational education and training, digital development, and sustainable development. Both organizations aim to align vocational education with the demands of the labor market, while simultaneously increasing its quality and attractiveness. International cooperation allows for the use of existing solutions and their adaptation to local needs, with an emphasis on innovative approaches such as lifelong career guidance (Long Life Guidance) and green guidance (Green Guidance).








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Project Objectives

-  Aligning vocational education and training with the needs of the labor market
-  Improving quality assurance in vocational education and training
-  Enhancing the attractiveness of vocational education and training





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Target Groups



Career Counselors



Labor Market Institutions



**People of all ages,
regardless of their
employment status**



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Project Results



**Green Career
Map**



**Guide for Career
Counselors
"Life Long Green Guidance"**



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GREEN LABOR MARKET IN POLAND

New Career
Just Ahead



According to forecasts developed by the European Centre for the Development of Vocational Training (CEDEFOP), the implementation of actions aimed at achieving the goals of the European Green Deal by 2030 will result in a 1.2% increase in employment in the European Union (which in absolute terms means an additional 2.5 million jobs). Furthermore, around 286,000 people employed in the energy sector by 2030 will need to find jobs in other, “greener” industries (CEDEFOP, 2021).



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Main sectors



ENERGY SECTOR



TRANSPORT SECTOR



CONSTRUCTION SECTOR



Energy

- ✓ Renewable Energy Growth
- ✓ Offshore Wind Energy Development
- ✓ Biomass and Biogas
- ✓ Energy Storage and Smart Grids
- ✓ Energy Efficiency and Decarbonization
- ✓ Nuclear Energy Plans

Challenges:

- Dependence on coal remains a significant challenge for Poland, as the country historically relied on coal for around 70% of its electricity generation. Although this percentage is gradually decreasing, a full transition away from coal will require substantial investment and time.
- The high cost of renewable energy infrastructure and energy storage solutions is a barrier, though EU funds and private sector investments are helping to bridge the gap.





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Transport

- ✓ Electromobility growth
- ✓ Charging infrastructure expansion
- ✓ Public Transport modernization
- ✓ micromobility solutions
- ✓ Sustainable Urban Mobility Plans
- ✓ Railway Investments and high- speed rail

Challenges:

- air pollution from road transport remains a major issue in Polish cities.





CONSTRUCTION

- ✓ Increase in the number of certified eco-friendly buildings
- ✓ Growing interest in passive building
- ✓ Thermomodernization
- ✓ Trends in sustainable building
- ✓ EU support and investments
- ✓ Government policy and regulations

Challenges:

- Despite growing interest, high initial costs of investment in green building remain a barrier for many developers, especially in the residential segment.
- Poland still faces low awareness of sustainable building among parts of the public and some investors.





Among the new job positions that have emerged in response to green transformation processes in companies operating in Poland are:

- In the energy sector: energy auditor; environmental project managers and coordinators; specialists in technological process efficiency, energy management, gas and steam turbines, and photovoltaic installations;
- In the automotive industry: electric and hydrogen drive engineers; ESG managers; battery product managers;
- In industrial manufacturing: decarbonization managers and specialists, environmental protection specialists, certification specialists, automation engineers;
- In banking: energy transformation specialists; Chief Sustainability Officer;
- In the pharmaceutical industry: energy efficiency specialists;
- In FMCG: sustainable development project managers; green transformation leaders.





Key skills in green jobs

- Environmental awareness and respect; a willingness to learn about sustainable development.
- Adaptability skills to enable employees to acquire theoretical and practical knowledge of new technologies and processes necessary for greening their workplaces.
- Teamwork skills, reflecting the need for collaboration within the organization to find solutions that reduce the organization's environmental footprint.
- Resilience – the ability to adapt to changing conditions.
- Communication and negotiation skills to promote the necessary changes among colleagues and clients.
- Entrepreneurial skills to seize opportunities in low-emission technologies and environmental adaptation.





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GREEN LABOR MARKET AND CAREER GUIDANCE

**I LOVE
MY JOB!**



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Developing green skills is one of the priorities of the European Union.

*Council Recommendation of 16 June 2022 on learning for the
green transition and sustainable development
(OJ C 243, 2022, p. 1).*



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Lifelong Career Guidance

Lifelong Career Guidance is a process of continuous support for individuals at various stages of life, aimed at helping them make informed educational and career decisions that adapt to the changing conditions of the labor market and personal development..



Green Career Guidance

Green Career Guidance is the process of supporting individuals in choosing a career path that takes into account sustainable development and green skills, promoting an environmentally friendly approach to work and adapting to the needs of the green economy.





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What is Life Long Green Guidance?

Definition and significance

Lifelong Green Career Guidance is a concept of continuous educational and career counseling that focuses on promoting sustainable development and green skills throughout life. It supports individuals in making career and educational decisions that align with the principles of environmental protection and sustainability.

Ecological transformation in career guidance

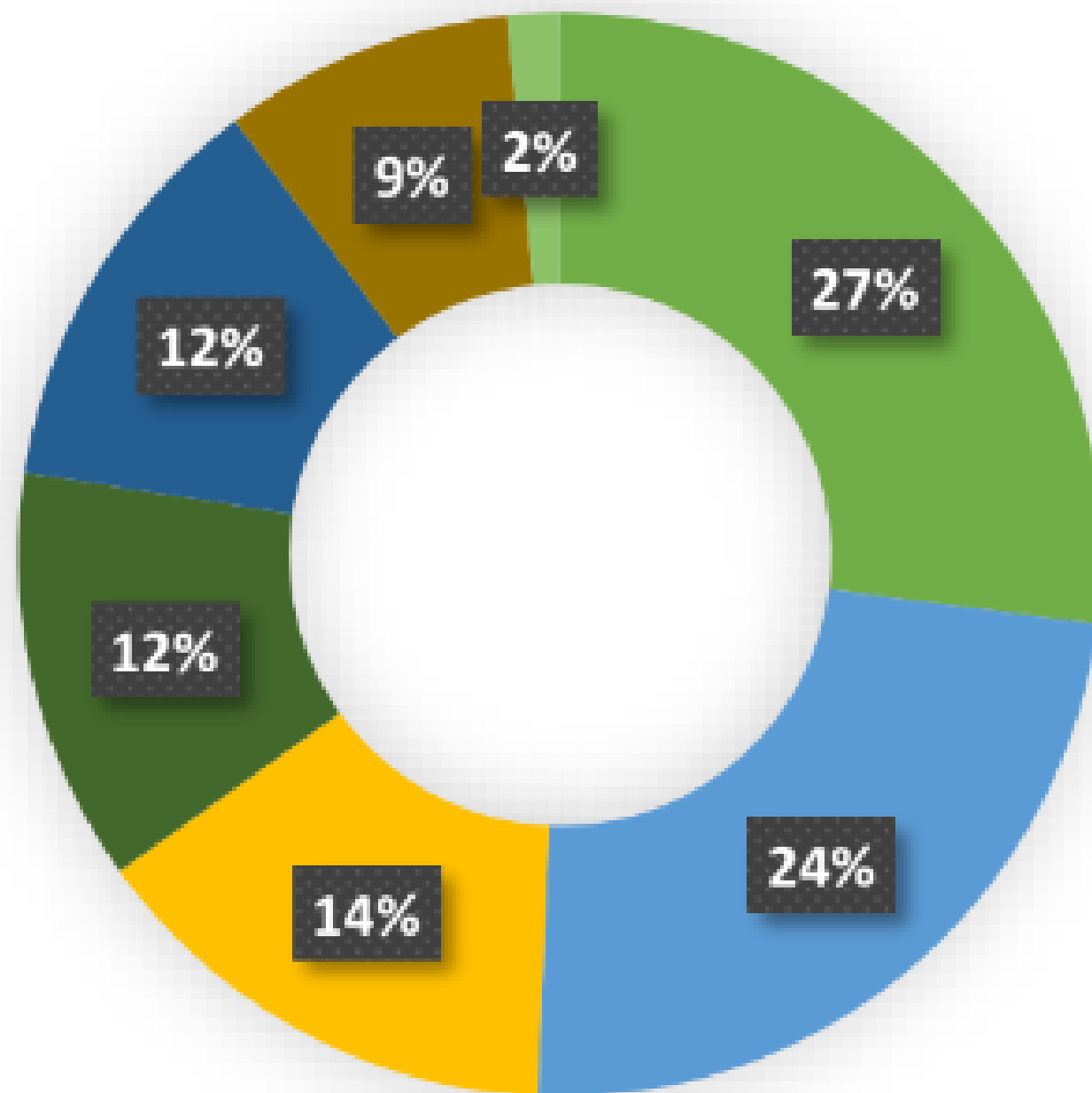
Ecological transformation in career guidance involves integrating the principles of sustainable development and green skills into the counseling process to support individuals in choosing career paths that contribute to environmental protection and adapt to the ecological demands of the labor market.





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GREEN SKILLS*



- Information skills
- Communication, collaboration, and creativity
- Assisting and caring
- Management skills
- Handling and moving
- Working with machinery and specialized equipment
- Constructing

*Green Skills and Knowledge Concepts: Labelling the ESCO classification,2023,KE

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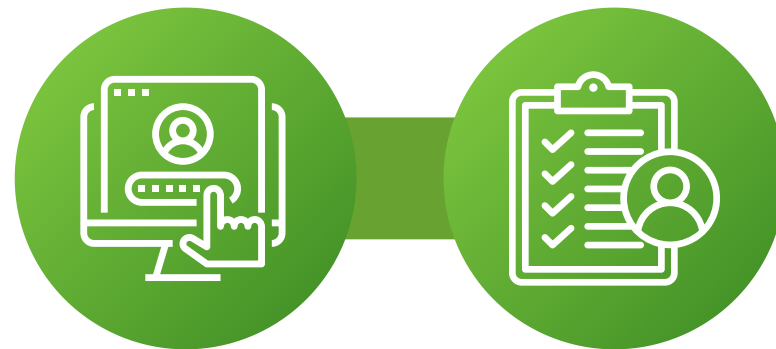
Dimensions of green skills

Green knowledge – relates to general knowledge about the natural environment.



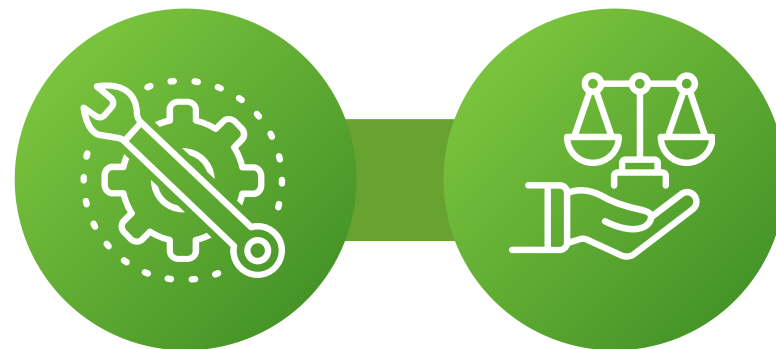
Green attitudes – understood as individuals' perception of the value of environmental protection.

Green skills – professional and general skills that are essential primarily in green jobs, but also in other occupations impacted by the green transformation.



Green abilities – essential for self-development and enhancing productivity in the green economy.

Green awareness – refers to the awareness of the impact of human activities on the environment, including issues such as air pollution, carbon footprint, and more..



Green behaviors – actions that support environmental balance.



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Green Jobs

According to the International Labour Organization, green jobs are those that contribute to preserving or restoring the environment, regardless of whether they are in traditional sectors or emerging "green" industries. Green jobs positively impact increasing energy and resource efficiency, reducing greenhouse gas emissions, minimizing waste and pollution, protecting and restoring ecosystems, and supporting adaptation to the effects of climate change*.

* https://www.ilo.org/global/topics/green-jobs/news/WCMS_220248/lang--en/index.html





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Aspects of evaluating "green" jobs*



Outcome of the conducted activity – whether the produced product or service is "green."



Work style – whether the working conditions promote a sustainable lifestyle for the employee.



Occupation – to what extent the tasks and activities performed by the employee reflect the principles of sustainable development.



eOutcome efficiency – how resource-efficient the production process is.

*(Bohnenberger, 2022)



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Green Career Map

<http://fwir.pl/mzk/>





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Contact us



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Thank you

for your attention

