

GREEN AT YOU

Social Innovations for Inclusive Green and Digital Jobs

Green at you is an innovative project that offers a comprehensive methodology based on social innovation, a network of valuable partnerships, and a set of transformative training pathways aimed at fostering high levels of employment and creating a resilient workforce primed for the future of work.

This initiative focuses on addressing the challenges and opportunities associated with the green and digital transition in Europe, aiming to make green job opportunities more inclusive and accessible to people in vulnerable situations. The project addresses the pressing needs of the European Commission's agenda for a cleaner environment, green economy, and digitalization, aligning with initiatives like the [European Green Deal](#) and the [EU Digital Strategy](#). The project recognizes the urgency of supporting affected social segments, adapting labour policies, promoting mobility, and developing educational frameworks to bridge occupational shortages and skill gaps, as outlined in the [New Skills Agenda](#) and the [Green Employment Initiative](#).

Green at you focuses on empowering women, people with migrant backgrounds, young NEETs (Not in Education, Employment, or Training), and long-term unemployed individuals by equipping them with the essential skills needed to seize the opportunities emerging from the shift towards green and digital economies. The project is centred around five key sub-sectors within the green economy: **renewable energies, sustainable construction and building rehabilitation, agriculture and food production, circular economy, and forestry.**

The Green at you Consortium - a network of valuable partnerships

The **Green at you** project is powered by a dynamic consortium of seven partners from four European countries, each bringing unique expertise to the table. Our partnership combines organizations dedicated to labour inclusion, sustainability promotion, green employment, educational innovation, and inclusive digitalization. Together, we form a transnational cooperation unit with a diverse range of profiles, skills, experiences, and knowledge.

- [Fundación Acción contra el Hambre \(ACH\)](#), the project coordinator, specializes in self-employment and employability programs for marginalized groups in Spain. ACH ensures consortium coordination, result quality, and innovation.
- The [Universidad Politécnica de Madrid \(UPM\)](#) research team provides expertise in key employment niches within the green sector and incubates green and social entrepreneurship.
- [Fundación Ecología y Desarrollo \(ECODES\)](#) focuses on accelerating the transition to a green, fair, inclusive, and responsible economy.
- [European Grants International Academy \(EGInA\)](#), an accredited training agency for ESF-funded programs, plays a crucial role in curriculum design, training guides, and e-learning adaptation.
- [ALL DIGITAL \(AD\)](#), a leading Pan-European association based in Brussels, specializes in enhancing digital skills across Europe through digital competence centres.
- [Next Nuova Economia per Tutti \(NeXt\)](#) promotes a new economy that is civil, participatory, and sustainable and leads the execution of pilot courses and hackathons.
- [ORGANOSI GI \(ORGEARTH\)](#), Organization Earth is dedicated to promoting nature-based solutions for inclusive cities, focusing on vulnerable social groups. It runs the Center of the Earth, an educational hub, specializing in green skills and sustainability.

ECODES and UPM are partners in the [Platform for Employment and Green Entrepreneurship](#), contributing their experience in facilitating green sector employment and entrepreneurship.

Additionally, **Green at you** collaborates with a network of 12 associated partners, further expanding our reach and impact.

In this spirit, the project gives special attention to close collaborations with a wide range of stakeholders, including, policymakers, green jobs alliances, national and European-level organizations, relevant employers, companies in strategic sub-sectors, as well as trainers and vocational education and training (VET) providers. This collective effort is crucial to ensuring the success and sustainability of the initiative and aims to foster an inclusive economy that supports a fairer transition by actively engaging all relevant stakeholders.

The Green at you Project - A Social Innovation Methodology

Our overarching goal is to ensure that the green transition is inclusive and offers opportunities to all. The [European Commission's Pact for Skills](#), advocating for upskilling and reskilling, is at the core of our mission. We leverage the flexibility of micro-credentials to provide certification for shorter learning experiences, making it easier for disadvantaged groups to overcome personal, economic, and social barriers.

In particular, we aim to identify and address reskilling and retraining needs arising from new green products, services, or technologies. Our approach involves conducting a comprehensive analysis of green job trends and challenges across the European Union, coupled with the identification of training requirements for thriving sub-sectors. These findings will serve as the foundation for providing individuals with the green, digital, and entrepreneurial knowledge and skills required, all based on European competency frameworks.

Green at you follows the stages of a social innovation process through the following work packages (WP) and activities:

- **DEFINITION OF THE CHALLENGE, IDEATION AND CO-IDEATION**

Alliances building, analysis and exchange of good practices.

1. **Identification and contact of key stakeholders and experts to map and network relevant organizations engaged with green job creation.**
2. **Organize online workshops with stakeholders to discuss main issues and challenges, identify training needs in green, digital, and entrepreneurship skills and design future joint actions and strategies.**
3. **Conduct desk research to map key trends and foreseen developments in the green sector and research on labour demand and supply, including educational levels and professions.**
4. Investigate key policies, regulations, incentives, and public support for green entrepreneurship.
5. **Select and identify good practices on successful models in green employment and entrepreneurship. And consequently, organize national and EU-level exchange of practices.**

All the above will help to the elaboration of a report on Green Jobs Trends and Challenges, Skills Needs, and Good Practices for the Digitalization of Green Economy.

- **PROTOTYPING**

Social innovation design: making the green more digital.

1. **Analyse EU Competence Frameworks** ([GreenComp](#), [DigComp](#), [EntreComp](#)) to identify relevant competencies.
2. Design curricula and training modules for green employment and entrepreneurship.
3. Develop the **Green at you MOOC** (Massive Open Online Course) for accessible online training.
4. Create training guides for trainers.
5. Provide training for trainers on both employment and entrepreneurship.

- **PILOT TESTING**
Social innovation test and delivery: employability for vulnerable groups in green professions.
 1. Deliver pilot courses for employment and entrepreneurship in both face-to-face and online formats.
 2. **Adapt and certify training through micro-credentials.**
 3. Evaluate the impact of the project on beneficiaries and stakeholders.

- **EXPANSION**
Dissemination, awareness and sustainability.
 1. Develop the project's brand identity, including logo, digital leaflet, and materials.
 2. Create a communication plan and activities.
 3. **Develop a plan for scaling up VET programs and curricula.**
 4. Conduct awareness campaigns targeting companies and public administrations.
 5. Organize the **Green at you hackathon** to encourage innovative solutions.
 6. Host multiplier events aimed at relevant companies, employers, stakeholders, and VET providers.
 7. Organize the **Green at you EU Conference** for stakeholders to explore project results.

The Green at you impact - inclusive access to the dual green and digital transition

Our project's impact and ambition are profound. In the short term, we anticipate an immediate impact on vocational education and training by offering 58 innovative training modules and micro-credentials. This modular approach allows individuals to incrementally enhance their skills, ensuring a progressive learning journey. We plan to train 42 trainers, enhancing their capacity to deliver effective training, while 480 individuals at risk of vulnerability will witness improved employment prospects through face-to-face or online training.

In the medium term, we envision the widespread adoption of our training materials in countries beyond the consortium. Our Green at you MOOC will facilitate the dissemination of training effects to vulnerable populations in all

countries. In the long term, the project methodology has great potential to be replicated in new green sub-sectors identified as emerging and to ensure their inclusiveness.

Please feel free to reach out to us to explore collaboration opportunities or to learn more about how you can get involved. We look forward to working together to make the green transition accessible to everyone.

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**Yours faithfully,
The Green at you consortium**

