

Generation

GREENING THE WORKFORCE: OUR PROGRESS IN EUROPE

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<https://www.generation.org/>



WHO WE ARE

Generation is a **global** nonprofit network that supports people to achieve **economic mobility** by placing them in **life-changing careers**

OUR NETWORK



120,000

GRADUATES SINCE
2015

18,000

EMPLOYERS

18

COUNTRIES

46

PROFESSIONS

THE CHALLENGE AHEAD

18m

workers need to be reskilled for Europe to reach its climate neutrality goals by 2050¹

2X

labour shortages in sectors considered key for the green transition between 2015 and 2021²

1m

workers in Europe will be needed in the solar sector as soon as 2025³

Accelerating **reskilling and upskilling initiatives is critical** to achieve ambitious climate targets.

OUR GREEN PROGRAMS

In 2021, our Generation network in Europe launched green job training programs and within three years, it has already trained **472** graduates across **13** cities

**RETROFIT ADVISOR/
SUSTAINABILITY
PROJECT OFFICER**



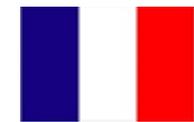
**SOLAR PV
INSTALLATION**



**BIKE REPAIR AND
MAINTENANCE**



**HEAT PUMP
INSTALLATION**



OUR IMPACT IN EUROPE

	Enrolled learners	Graduates	Placement rate within 6 months	Income multiplier	Drop out rate
 <p>Sustainability project officer</p>	165	110	81%	3.35	24%
 <p>Solar PV installation</p>	412	269	87%	1.52	13%
 <p>Bike repair & maintenance</p>	100	63	90%	1.15	21%
 <p>Heat pump installer</p>	18	18	n/a	n/a	n/a
Overall	695	460	86%	1.96	16%

Note: Figures exclude Ireland's green pilot programmes

LEARNER PROFILE



21% identify themselves as female



74% didn't go to university



25% are above 45 years old



90% are unemployed

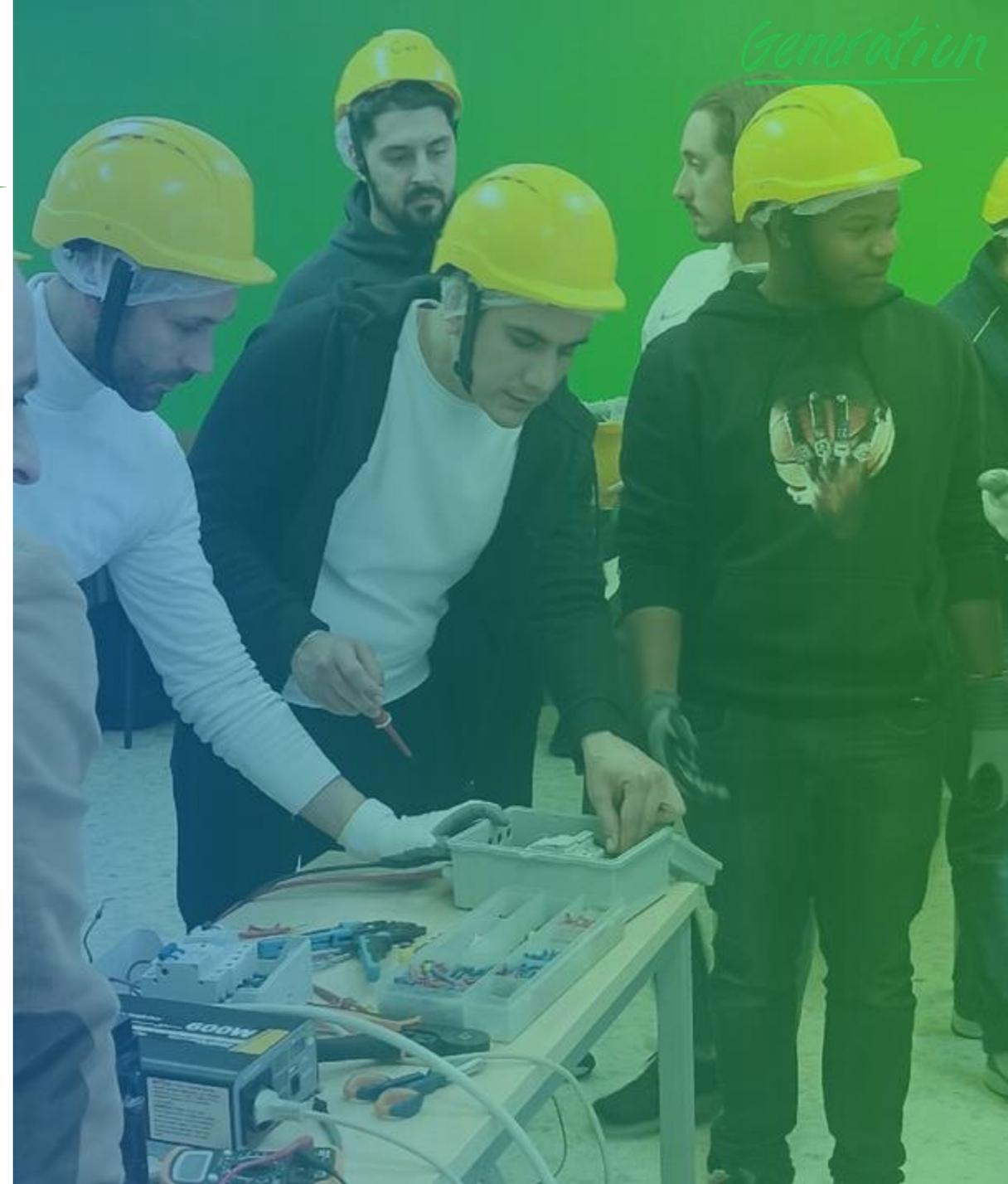


32% have 1 or more dependents



34% cannot cover daily needs

Note: Figures exclude Ireland's green pilot programmes



KEY BARRIERS TO ADDRESS

WORK EXPERIENCE AND/OR EDUCATIONAL REQUIREMENTS

According to LinkedIn data, 81% of transitions into the green sector involve workers with existing green skills or prior green job experience.



LACK OF AWARENESS,

There is a lack of awareness on the opportunities that exist in green jobs specially among underrepresented communities.



Barriers to scaling up green programs

INFRASTRUCTURE CHALLENGES

Most programs require facilities where learners can have hands-on practice. Often we face space limitations at these facilities.



GENDER GAP

Only 21% of our learners are female (much lower for PV solar and heat pump) due to biases related to manual work and/or safety concerns, and travel requirements.



SALARY GAP

The salary disparity between fossil fuel and renewables industry is a challenge to attract transitioning workers.



MOBILITY REQUIREMENT

Certain roles require frequent travel and driver's license or car ownership; and in some cases, long absences from home.

KEY BARRIERS & SOLUTIONS

Predominantly affects female learners

KEY BARRIERS TO MOBILIZE LEARNERS



Awareness gap, especially among underrepresented communities



Applicant biases/negative perceptions



Travel requirements or relocation away from home



Work experience/ educational requirements

PROPOSED SOLUTIONS



Engage with industry association and government bodies to **raise awareness** of green job opportunities



Partner with local organisations and B2C market agencies to launch **targeted campaigns** that dismantle biases and negative perceptions



Engage with local associations and public schemes to offer **social support** (e.g., childcare support, grants to cover travel expenses)



Promote **skills-based hiring** and focus on **entry-level roles** with fewer requirements