

The logo features a stylized orange figure with arms raised, resembling a person or a plant, positioned to the left of the text. The text 'Green Up' is in a bold, green, sans-serif font, and 'Yourself' is in a bold, orange, sans-serif font. A green leaf is attached to the end of the word 'Yourself'.

# Green Up Yourself

Potrebe po usposabljanju na področju zelenih kompetenc in podjetništva za mlado evropsko podeželsko prebivalstvo



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GREEN UP YOURSELF  
Erasmus+ Projekt:  
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Projekt Green Up Yourself sofinancira program Erasmus+ Evropske unije. Za vsebino te predstavitve je odgovorno izključno partnerstvo in niti Evropska komisija niti španska nacionalna agencija (ANE) ne odgovarjata za kakršno koli uporabo informacij iz te predstavitve.

## 1. UVOD

Projekt Green Up Yourself je del programa "Erasmus +". Njegov glavni cilj je **spodbujanje podjetništva in zaposljivosti mladih, ki živijo na podeželskih območjih v Evropski uniji (EU)**.

Cilj projekta je razviti program usposabljanja, namenjen spodbujanju zaposljivosti mladih s podeželskih območij na "zelenih" delovnih mestih in v podjetništvu, in sicer na podlagi rezultatov obsežne raziskave, ki so predstavljeni v tem poročilu.

**Zato je cilj te študije opredeliti potrebe po usposabljanju v zvezi s kompetencami, opisanimi v evropskih okvirih zelenih kompetenc (GreenComp) in podjetništva (EntreComp), med mladim prebivalstvom s podeželskih območij, zbrati najboljše prakse na področju zelenega podjetništva in opredeliti zelene zaposlitvene niše v vsaki od sodelujočih držav.**

V projektu, ki ga vodi Španija prek fundacije Fundación Santa María la Real (FSMLR), sodeluje pet subjektov iz različnih držav članic EU, in sicer Ciper (CARDET)<sup>1</sup>, Slovenija (STEP)<sup>2</sup>, Grčija (iED)<sup>3</sup>, Italija (CIAPE)<sup>4</sup>, Severna Makedonija<sup>5</sup> (LAG)<sup>6</sup>, države, v katerih je bila ta raziskava izvedena in katerih subjekti so sodelovali pri zbiranju pridobljenih informacij.

V drugem delu tega dokumenta so zbrani cilji projekta, katerim sledi uporabljena metodologija, ki je podrobno opisana v tretjem delu; v četrtem delu je predstavljeno stanje na področju zelenega zaposlovanja in podjetništva mladih in podeželja ter obstoječe potrebe po usposabljanju; peti del odraža pridobljene rezultate, razdeljene v tri dele; šesti del se zaključuje z glavnimi ugotovitvami raziskave, zadnji del pa predstavlja priporočila, ki jih je treba upoštevati pri razvoju programa usposabljanja.

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<sup>1</sup> Centre for Advancement of Research and Development in Educational Technology LTD-CARDET.

<sup>2</sup> STEP Institut, zavod za psihologijo dela in podjetništvo.

<sup>3</sup> Institute of Entrepreneurship Development.

<sup>4</sup> CIAPE - Centro Italiano per l'apprendimento permanente.

<sup>5</sup> Po podatkih Sveta Evropske unije je Severna Makedonija v postopku pridruženja EU in ima od decembra 2005 status države kandidatke. <https://bit.ly/471a4zz>

<sup>6</sup> LAG Agro Lider Krivogastani.

## 2. CILJI PROJEKTA

Splošni cilj projekta Green Up Yourself je "spodbuditi podjetništvo in zaposljivost mladih, ki živijo na podeželskih območjih v Evropski uniji, z usposabljanjem na področju zelenih in podjetniških veščin ter s spodbujanjem zelenega podjetništva".

Namen tega poročila je zlasti odgovoriti **na specifični cilj 1**, ki obsega "**opredelitev potreb po usposabljanju, zelenih zaposlitvenih niš in dobrih praks, povezanih z zelenim zaposlovanjem v Evropski uniji**", da bi razvili modul usposabljanja, namenjen mladim, ki živijo na podeželskih območjih, ter spodbujali njihovo zaposljivost in zeleno podjetništvo v EU.

Ta program usposabljanja bo temeljil na tukaj predstavljeni raziskavi, ki vključuje posodobljeno "stanje na področju zelenih delovnih mest in podjetništva" v šestih sodelujočih državah članicah EU. Pomagala bo tudi določiti vsebine, ki naj bi oblikovale učne enote programa usposabljanja, in poudarila inovativne pobude, povezane z zelenimi delovnimi mesti in podjetništvom.

## 3. METODOLOGIJA

Za doseg tega cilja je bila uporabljena **mešana metodologija**, sestavljena iz več tehnik, ki združujejo pregled sekundarnih virov ter kvantitativne in kvalitativne metode, ki so bile razdeljene v naslednje faze:

### 1. Faza pregleda sekundarnih virov:

Najprej je bila opravljena predhodna študija o trenutnem stanju zelenega zaposlovanja v Evropi in podjetniških značilnostih držav partneric projekta, nazadnje pa je bil opravljen pregled literature o priložnostih, ki jih ponuja mlado, zeleno in podeželsko podjetništvo. Skupaj je bilo pregledanih **83 bibliografskih virov**. Poleg tega so bile po tem pregledu opredeljene **nastajajoče zelene zaposlitvene niše in možna usposabljanja za dostop do njih, ki so bile pozneje dopolnjene z informacijami, pridobljenimi z intervjuji**.

### 2. Faza zbiranja najboljših praks:

Subjekti, ki so sodelovali **v projektu, so zbrali skupno 68 dobrih praks zelenega poslovanja**<sup>7</sup>, med katerimi so bile upoštevane pobude, ki jih spodbujajo mladi in/ali se izvajajo na podeželskih območjih.

### 3. Faza kvantitativne analize:

Po analizi konteksta zaposlovanja mladih in podeželja ter zelenega podjetništva v šestih državah članicah EU, ki sodelujejo v projektu, so bile izvedene kvantitativne tehnike, pri čemer so bile **izvedene skupno 4 ankete za različne profile, ki so dosegle skupno 430**

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<sup>7</sup> Da bi podjetja veljala za "zeleno", se morajo ukvarjati z eno ali več od naslednjih dejavnosti, kot jih opredeljuje ILO (2016): povečati učinkovitost porabe energije in surovin, prispevati k omejevanju emisij toplogrednih plinov, zmanjšati količino odpadkov in onesnaževanja ter prispevati k zaščiti in obnovi ekosistemov.

**udeležencev:** 322 mladih iz podeželskih okolij<sup>8</sup>, 14 podjetij, ki spadajo v zelene sektorje, 71 strokovnjakov, ki delajo z mladimi in podeželskim prebivalstvom, ter 23 strokovnjakov iz javne uprave in tretjega sektorja<sup>9</sup>.

#### 4. Faza kvalitativne analize:

Četrta faza: za poglobitev predhodno ugotovljenih informacij je bilo opravljenih **32 intervjujev:** 12 z mladimi prebivalci s podeželskih območij, 11 s strokovnjaki, ki delajo z mladimi prebivalci s podeželskih območij ali jih zanima delo na podeželju, in 9 z zelenimi podjetji, katerih glavne dejavnosti so povezane s skrbjo za planet.

#### 5. Faza končne analize:

Na koncu so bile informacije, pridobljene z različnimi raziskovalnimi metodologijami, triangulirane, da bi se ta analiza ponovila v razdelku z rezultati. In pripravljeno je bilo to poročilo, ki se zaključuje z nizom priporočil, ki jih je treba upoštevati pri razvoju naslednjega modula usposabljanja.

## 4. DEJANSKO STANJE

### 4.1. ZELENA DELOVNA MESTA V EVROPI, IZVOR IN OPREDELITEV

Vse močnejši učinki podnebnih sprememb na svetovni ravni so spodbudili vse večje politične zaveze, namenjene ohranjanju biotske raznovrstnosti in zaustavitvi degradacije okolja. Leta 2015 je bil na mednarodni ravni sprejet Pariški sporazum, pogodba, s katero so se zavezali, da bodo zaustavili in zmanjšali povprečno globalno temperaturo (Združeni narodi, 2015), od takrat pa je **zmanjšanje števila emisij toplogrednih plinov (TGP) postalo prednostna naloga Evrope**, kjer so bile pripravljene različne direktive in uredbe z namenom voditi energetske prehode k večji uporabi obnovljivih virov energije in se **zavezati k doseganju podnebne nevtralnosti do leta 2050** (Evropska komisija, 2019).

Ta kontekst je v zadnjih dveh desetletjih spodbudil **nastanek novih delovnih mest, usmerjenih v doseganje in prispevanje k bolj trajnostnemu razvoju**, popularno imenovanih "**zelena delovna mesta**". Trenutno ni enotne opredelitve, kaj se šteje za zelena delovna mesta, obstaja pa enotna opredelitev vključenih dejavnosti. Institucije, kot sta Mednarodna organizacija dela (ILO) in Program Združenih narodov za okolje (UNEP), opredeljujejo zelena delovna mesta kot tista, ki prispevajo k doseganju trajnostnega razvoja, tj. tista "**dostojna delovna mesta, ki prispevajo k ohranjanju in obnavljanju okolja**" (ILO, 2016:1). Ta delovna mesta so lahko v tradicionalnih sektorjih, kot sta proizvodnja ali gradbeništvo, ali v novih in nastajajočih sektorjih, kot sta obnovljivi viri energije in energetska učinkovitost (UNEP, 2008). Zato se **v okviru tega projekta za zelena delovna mesta štejejo vsa tista, ne glede na sektor, v katerem se nahajajo**,

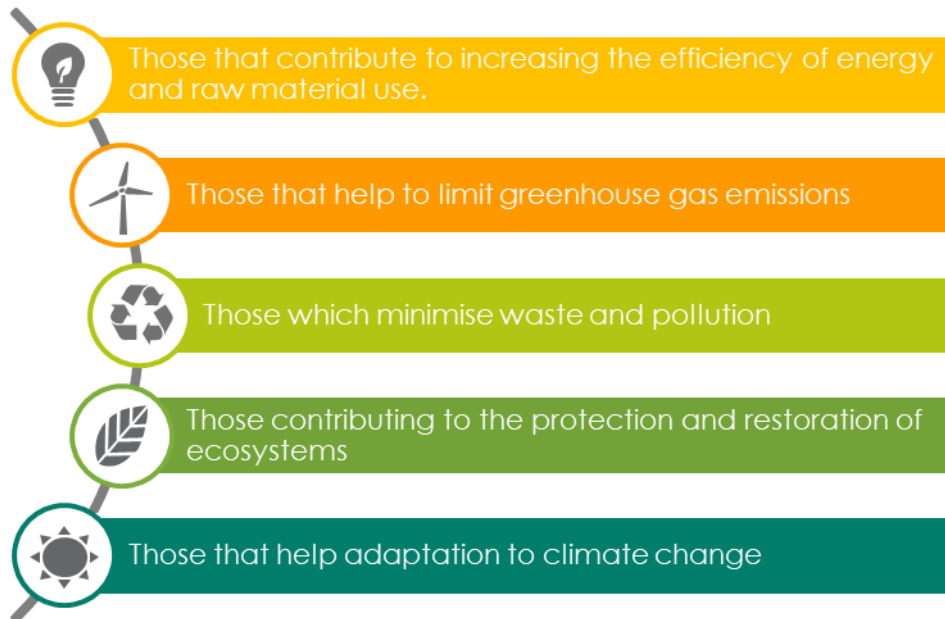
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<sup>8</sup> Za izbor podeželskega prebivalstva je bila uporabljena klasifikacija DEGURBA (DEGREE of URBANISATION), ki opredeljuje mlade, ki živijo v kategorijah 2 in 3, tj. tiste, ki živijo na območjih s srednjo gostoto (kjer manj kot 50 % prebivalstva živi v podeželskih celicah in manj kot 50 % v skupinah z visoko gostoto); in redko poseljenih območjih (kjer več kot 50 % prebivalstva živi v podeželskih celicah) (Eurostat, 2022).

<sup>9</sup> Opomba: Vsak subjekt je ankete prevedel iz angleščine v svoj nacionalni jezik, razen v Italiji in Sloveniji, kjer so bile ankete razdeljene v angleščini. Na Cipru so bile ankete prevedene v grščino.

ki omogočajo izvajanje ene ali več dejavnosti, predvidenih v poročilu ILO (2016), predstavljenem na sliki 1:

Slika 1. Seznam zelenih delovnih mest



Vir: lastna priprava

Na mednarodni ravni je bilo ustvarjenih **več deset milijonov zelenih delovnih mest, ki naj bi se še povečala** (UNEP, 2011), do leta 2030 pa naj bi po vsem svetu ustvarila do 24 milijonov delovnih mest (ILO, 2018). Evropski zeleni dogovor (Evropska komisija, 2019) določa, da mora biti prehod na novo razogljičeno gospodarstvo pravičen, zlasti za tiste skupine, ki jih bo prehod negativno prizadel, in tiste, ki se nahajajo na bolj ranljivih geografskih območjih, kot so podeželska območja (ILO, 2018).

## 4.2. PRILOŽNOSTI ZA ZELENO PODJETNIŠTVO MED EVROPSKO MLADINO IN NA PODEŽELSKIH OBMOČJIH

### 4.2.1. PODJETNIŠTVO MED EVROPSKO MLADINO

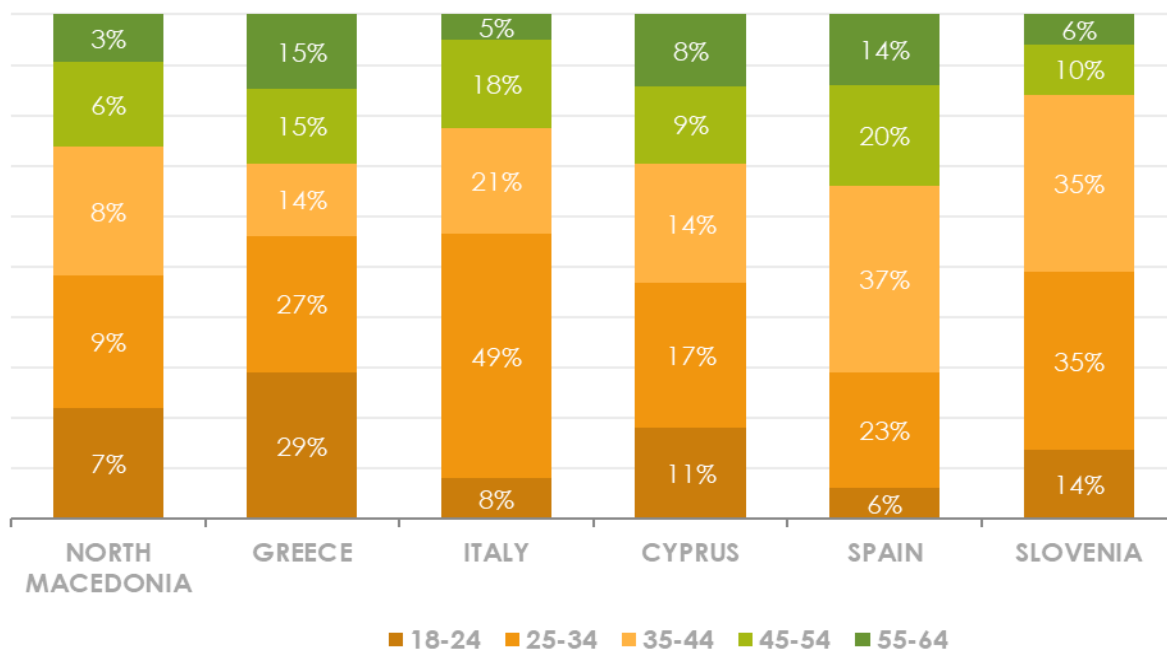
Po podatkih konzorcija Global Entrepreneurship Monitor (GEM), vodilnega svetovnega merila o stanju podjetništva, se podjetništvo nanaša na proces, v katerem oseba postane lastnik, solastnik ali ustanovitelj enega ali več podjetij, ki na trgu vztrajajo od 0 do 42 mesecev (3,5 leta) (GEM, 2023a). **Zeleno podjetništvo se torej razume kot ustanovitev podjetja, ki je namenjeno ohranjanju in/ali obnavljanju okolja.** Podjetniški profili so zelo raznoliki in se nanašajo na osebe, ki so v začetni fazi utrjevanja podjetja (Díaz-Catalán in Díaz-Chorne, 2016).

Po mnenju GEM **je podjetniška pobuda povezana z dejavniki, povezanimi z značilnostmi posameznika na eni strani in ugodnimi pogoji, ki jih ponuja okolje, na drugi** (GEM, 2023b), od orodij in instrumentov, ki jih zagotavlja vlada, pa bo odvisno, ali bo ta podjetniška dejavnost dosegla večji ali manjši razvoj (González-Morales et al., 2020). Kar zadeva značilnosti posameznika, je za profil mladih podjetnikov značilno večje navdušenje in poznavanje novih trendov in tehnologij, čeprav imajo manj znanja in izkušenj v poslovnem svetu (GEM, 2023a);

njihovi motivi so bolj povezani z nedenarnimi razlogi, kot so želja po samostojnosti, samouresničevanju, koristnosti in vrednosti (Soto-Simeone in Kautonen, 2020). Glede na pogoje, ki jih zagotavlja kontekst, v Evropi obstajajo različne usmeritve za spodbujanje podjetništva, ki jih spodbuja **strategija Evropa 2020** (Evropska komisija, 2010), ki v sodelovanju z Organizacijo za gospodarsko sodelovanje in razvoj (OECD) vključuje usmeritve za financiranje držav članic Evropske unije za izboljšanje njihovih politik in ukrepov v podporo podjetništvu. **Mikrofinanciranje je bilo doslej eden najpomembnejših evropskih instrumentov za spodbujanje ustanavljanja podjetij** (González-Morales et al., 2020), **nekatero skupine, kot so mladi prebivalci ali ženske, pa imajo posebne finančne postavke za spodbujanje mladega in pravičnega podjetništva** (Evropska komisija, 2010).

Vendar pa so med državami članicami EU velike razlike v stanju podjetništva, pri čemer so ugodnejše tiste **linije ukrepanja, ki so prisotne v državah, ki spadajo v euroobmočje** (Serrasqueiro et al., 2018; González-Morales et al., 2020). Glede na zadnje poročilo, ki ga je objavil GEM, je na splošno verjetneje, da bodo **mladi v starosti od 18 do 35 let ustanovljali nova podjetja**, pri čemer je skupna zgodnja podjetniška aktivnost (TEA) v 37 od 49 gospodarstev EU višja kot pri prebivalstvu, starem od 35 do 64 let. Zaradi tega so **države z večjo prisotnostjo mladih v ugodnejšem položaju za podjetništvo** na škodo držav s starejšim prebivalstvom, kar velja za večino severnoevropskih držav (GEM, 2023a). V skladu s kazalnikom, ki ga je za merjenje podjetništva na nacionalni ravni predlagal GEM, v nadaljevanju predstavljamo **skupne stopnje zgodnje podjetniške aktivnosti (TEA) v državah članicah projekta: TEA v naslednjih državah: Severna Makedonija, Grčija, Italija, Ciper, Španija in Slovenija.**

**Graf 1. Odstotek podjetništva ("TEA") po starostnih skupinah v projektnih državah**



Vir: Lastna priprava na podlagi nacionalnih poročil GEM za Španijo (OEE, 2023), Italijo (FAM, 2020), Slovenijo (Širec, K. in Crnogaj, 2023), Grčijo (Yiotopoulos et al., 2019), Ciper (Polyviou et al., 2021) in Severno Makedonijo (GEM, 2014). Ta graf je bil izdelan na podlagi najnovejših starostno razčlenjenih podatkov o skupni zgodnji podjetniški aktivnosti (TEA), ki so na voljo za vsako državo. V primerih Grčije,

Italije, Španije in Slovenije je bil TEA izračunan na podlagi skupnega števila podjetnikov. Na Cipru in v Severni Makedoniji je bila TEA izračunana glede na celotno prebivalstvo različnih starostnih skupin.

Na splošno se zdi, da **v razvitejših regijah podjetništvo vodijo odrasli, medtem ko je v državah v razvoju podjetništvo bolj razširjeno med mladimi** (GEM, 2019). Vendar pa pričujoča raziskava kaže, da med državami članicami projekta obstajajo pomembne razlike; v primeru **Grčije** je to država, kjer najdemo najvišjo stopnjo podjetništva med najmlajšim prebivalstvom (18-24 let), sledijo mlajši odrasli (25-34 let), ki prevladujejo v **Italiji** (49 %), na **Cipru** (17 %), v **Severni Makedoniji** (9 %) in **Sloveniji** (35 %). Med starejšimi podjetniki (35-44 let) prevladujejo starejši (35-44 let) v **Sloveniji** (35 %) in **Španiji** (37 %).

V **Grčiji** ugotavljamo višjo stopnjo zgodnjega podjetništva med mlajšim prebivalstvom, kar je verjetno **posledica visoke brezposelnosti mladih v državi**. Vendar obstaja tveganje, da ta položaj ni ugoden, saj lahko zgodnje podjetništvo poveča tveganje neuspeha zaradi omejenih izkušenj in usposabljanja podjetnikov, kljub strasti in dinamiki, povezani z mladimi (Yiotopoulos et al., 2019). V primeru **Italije** se je po zadnjih razpoložljivih podatkih za leto 2019 podjetniška aktivnost zmanjšala tako v starejših kot v mlajših starostnih skupinah, pri čemer so **omejene možnosti za pridobivanje delovnih izkušenj in pozen dostop do trga dela nekateri od dejavnikov, ki so povzročili nižjo raven podjetništva med mladim prebivalstvom** (FAM, 2020). Prav tako podatki s **Cipra in Severne Makedonije** odražajo zanimanje mladih in mladih odraslih za podjetništvo v zgodnjih fazah poklicne kariere (GEM, 2014; Polyviou et al., 2021).

V isti smeri primer **Slovenije** ponazarja, kako so kljub staranju prebivalstva tisti med 25. in 44. letom starosti bolj verjetno podjetniki (Širec, K. in Crnogaj, 2023), podobno kot v primeru **Španije**, ki predstavlja scenarij, bolj nasproten preostalim članicam, s prevlado odraslih podjetnikov med 35. in 44. letom starosti. **Po drugi strani pa med podjetji, povezanimi s srednje visoko tehnološko ravno, prevladuje mlado prebivalstvo, ki ga večinoma vodijo mladi moški** (OEE, 2023).

Glede opaženih razlik med spoloma ugotavljamo, da so **moški** na splošno **še vedno pogosteje podjetniki** in da so po najnovejših podatkih iz leta 2022 na vsakih 7 moških 4 ženske podjetnice (GEM, 2023a).

#### 4.2.2. MLADI IN ZELENO PODJETNIŠTVO NA PODEŽELSKIH OBMOČJIH

Od objave zelene knjige leta 2003 in evropskega podjetniškega programa leta 2004 je bil **poudarjen pomen spodbujanja podjetništva kot prispevka k razvoju podeželja ter doseganju trajnostne in vključujoče rasti**, ki sta cilja strategije Evropa 2020 (Evropska komisija, 2010). Zato sta **spodbujanje podjetništva na podeželju in ustanavljanje novih zelenih podjetij v središču te strategije**, ki vključuje posebno podporo v ta namen v okviru programov razvoja podeželja, ki jih sofinancira Evropski kmetijski sklad za razvoj podeželja (EKSRP) (EU, 2013).

Vendar **pogoji za podjetništvo na podeželju niso ugodni zaradi staranja prebivalstva in vse večje konkurenčnosti zaradi globalizacije** (EU, 2012), kar je povzročilo zmanjšanje zaposlenosti in dohodkov v kmetijstvu. Leta 2007 je bilo 82 % zaposlitev na evropskih podeželskih območjih v nekmetijskih sektorjih, 35 % kmetov pa se je ukvarjalo z drugo dodatno pridobitno dejavnostjo (Evropska komisija, 2017). Te razmere so države članice EU spodbudile k izvajanju konkretnih političnih ukrepov za spodbujanje inovacij, zlasti na področju ustanavljanja novih kmetijskih podjetij (EU, 2012), hkrati pa si prizadevajo spodbujati podjetništvo med mladimi (Evropska komisija, 2010).



Na žalost prevladujoči kontekst depopulacije podeželskih območij v Evropi (Evropska komisija, 2021) pomeni, da se **podeželska podjetniška populacija sooča s posebnimi izzivi, kot so dostopnost, nizka gostota prebivalstva ali socialno-ekonomska struktura** (EU, 2012), kar **predstavlja še bolj zapleten scenarij za mlade podeželske podjetnike**. Vse manj mladih kmetov je zainteresiranih za nadaljevanje tradicije družinskega kmetovanja, ovire za vstop novih mladih, ki jih zanima ta sektor, pa so vse večje, kot so težave pri dostopu do zemljišč, posojil in nizke stopnje donosnosti kmetijskih podjetij (EU, 2012).

Na srečo pa **porast dela na daljavo, diverzifikacija podeželskih gospodarstev in zelena podjetja spodbujajo priložnosti za podjetništvo na podeželju**. Zaradi možnosti dela na daljavo vse več mladih razmišlja o vrnitvi na podeželje in ustanovitvi podjetja v teh okoljih, pri čemer sta zlasti v primeru Španije najbolj priljubljena kmetijsko-živilsko in turistično podjetništvo (UPTA, 2020). Evropski skladi, namenjeni razvoju podeželja (EKSRP), pa spodbujajo ustvarjanje novih gospodarskih dejavnosti in diverzifikacijo nekmetijskih dejavnosti s poudarkom na lažjem vključevanju mladih in žensk na podeželju, spodbujanju njihovega podjetniškega duha in hkrati trajnostnem upravljanju virov (EU, 2013).

Ta kontekst ustvarja scenarij, v katerem kljub težavam, značilnim za podeželsko okolje, nastajajoči globalni izzivi, povezani s prehransko varnostjo, ohranjanjem biotske raznovrstnosti in podnebnimi spremembami, predstavljajo nove **priložnosti v smislu zelenega zaposlovanja in podjetništva, saj so bistveno povezani s ključnimi surovinami** ter celo turizmom in prostočasnimi dejavnostmi (EU, 2012).

### 4.3. POTREBE PO USPOSABLJANJU ZA ZELENA DELOVNA MESTA IN PODJETNIŠTVO

Razogljičenje gospodarstva prinaša velike spremembe na trgu dela zaradi vpliva na celoten proizvodni sistem (Vlada Španije, 2016; 2019), kar pa bo zahtevalo nove potrebe po usposabljanju (CEDEFOP, 2022), **ki ne bodo povezane le z ustanavljanjem podjetij, temveč tudi z iskanjem bolj trajnostnega ali zelenega podjetništva**, ki bo prispevalo k prehodu na novo razogljičeno gospodarstvo (Evropska komisija, 2019). V tem smislu je Evropska unija objavila dva kompetenčna modela, ki prispevata k doseganju tega cilja: okvir trajnostnih kompetenc **GreenComp** (Evropska komisija, 2022a) in okvir podjetniških kompetenc **EntreComp** (Bacigalupo et al., 2016).

Okvir trajnostnih kompetenc GreenComp, znan tudi kot zelene kompetence, je bil **priporočen za krepitev zmogljivosti na področju učenja za okoljsko trajnost in se razume kot znanje, spretnosti in stališča, ki odražajo razumevanje in zavezanost k ukrepanju za zaščito planeta** (Evropska komisija, 2022a). Ta okvir vključuje skupno 12 kompetenc, razvrščenih v 4 področja, ki so predstavljena v spodnji preglednici 1:

Preglednica 1. Trajnostne kompetence v skladu z okvirom GreenComp:

PODROČJA KOMPETENC	KOMPETENCE	OPIS
Kompetence, povezane z vrednotenjem trajnosti	<b>Vrednotenje trajnosti</b>	Razmislek o lastnih dejanjih in njihovem vplivu
	<b>Podpiranje pravičnosti</b>	Razumevanje povezave med okoljsko in družbeno pravičnostjo
	<b>Spodbujanje narave</b>	Odražanje empatičnega odnosa do planeta
Kompetence, povezane s sprejemanjem kompleksnosti v trajnostnem razvoju	<b>Sistemske razmišljanje</b>	Razumevanje medsebojnih povezav med sistemi
	<b>Kritično mišljenje</b>	Sposobnost postavljanja vprašanj in soočanja z negotovostjo
	<b>Oblikovanje problemov</b>	Opredeleitev problemov v posebnih okoliščinah, z namenom, da bi jih rešili
Kompetence, povezane s predvidevanjem trajnostne prihodnosti	<b>Pismenost prihodnosti</b>	Spoznavanje prihodnosti kot različnih alternativ, ki so združljive s trajnostjo
	<b>Sposobnost prilagajanja</b>	Sposobnost upravljanja in odločanja ob soočanju s kompleksnimi izzivi trajnostnega razvoja
	<b>Raziskovalno razmišljanje</b>	Sposobnost povezovanja in povezovanja misli z različnih področij
Kompetence, povezane z delovanjem za trajnost	<b>Politično posredovanje</b>	Znanje, kako prepoznati politično odgovornost in zahtevati učinkovite ukrepe za trajnost.
	<b>Kolektivno delovanje</b>	Delovanje za trajnost v sodelovanju z drugimi
	<b>Individualna pobuda</b>	Poznavanje lastnega potenciala in proaktivno prispevanje k trajnosti

Vir: lastna priprava na podlagi okvira GreenComp, ki ga je predlagala Evropska unija (Evropska komisija, 2022a).

Po drugi strani so podjetniške kompetence, ki se odražajo v okviru EntreComp, tiste, ki odražajo **sposobnost preoblikovanja idej v dejanja, ki ustvarjajo vrednost za druge in ne le za nas**, popularno znane kot podjetništvo, ta transverzalna kompetenca, ki poskuša priložnosti preoblikovati v vrednost za katero koli področje, vključno s socialnim in ekološkim podjetništvom (Bacigalupo et al., 2016). Okvir EntreComp sestavljajo tri glavne razsežnosti, razdeljene na 15 kompetenc, ki so podrobno opisane v preglednici 2.

## Preglednica 2. Podjetniške kompetence v skladu z okvirom EntreComp

PODROČJA KOMPETENC	KOMPETENCE	OPIS
Kompetence, povezane z idejami in priložnostmi	<b>Odkrivanje priložnosti</b>	Sposobnost prepoznavanja priložnosti za ustvarjanje vrednosti
	<b>Ustvarjalnost</b>	Sposobnost razvijanja ustvarjalnih in inovativnih idej
	<b>Vizija</b>	Vizualizacija prihodnjih scenarijev ter usmerjanje svojih prizadevanj in ukrepov za njihovo uresničitev
	<b>Vrednotenje idej</b>	Sposobnost prepoznati potencial idej in jih kar najboljše izkoristiti
	<b>Etično in trajnostno razmišljanje</b>	Sposobnost oceniti posledice in vpliv dejanj, da bi ravnali odgovorno
Kompetence, povezane z upravljanjem virov	<b>Samozavedanje in samoučinkovitost</b>	Sposobnost prepoznati, da lahko vplivamo na potek dogodkov
	<b>Motivacija in vztrajnost</b>	Sposobnost ostati osredotočen in ne obupati kljub pritiskom
	<b>Mobilizacija virov</b>	Sposobnost pridobivanja in upravljanja z materialnimi in nematerialnimi viri ter njihove najboljše možne uporabe
	<b>Finančna in ekonomska pismenost</b>	Imeti finančno in ekonomsko znanje za izračun stroškov izvedbe zamisli in upravljanje njenega financiranja
	<b>Mobilizacija drugih</b>	Sposobnost navdihovanja in motiviranja drugih članov ekipe
Kompetence, povezane z dejavnostmi	<b>Prezemanje pobude</b>	Sposobnost samostojnega delovanja za doseganje ciljev
	<b>Načrtovanje in vodenje</b>	Sposobnost določanja prednostnih nalog in oblikovanja akcijskih načrtov
	<b>Spoprijemanje z dvoumnostjo, negotovostjo in tveganjem</b>	Sposobnost sprejemanja odločitev, tudi če je rezultat ukrepanja negotov
	<b>Sodelovanje z drugimi</b>	Sposobnost sodelovanja z drugimi in reševanja težav
	<b>Učenje z izkušnjami</b>	Sposobnost učenja iz uspehov in neuspehov

Vir: lastna priprava na podlagi okvira EntreComp, ki ga je predlagala Evropska unija (Bacigalupo et al., 2016).

**Usposabljanje na področju zelenih veščin je skupaj s podjetniškimi veščinami strateški cilj, ki naj bi prispeval k oblikovanju poslovnih modelov, ki priznavajo kompleksnost doseganja trajnosti.** Prve omogočajo razvoj miselnosti, ki je naklonjena trajnostnemu razvoju in prispeva k razmišljanju, načrtovanju in delovanju z empatijo (Evropska komisija, 2022a), druge pa k razvoju avtonomije in odgovornosti pri delovanju ob ustvarjanju vrednosti za družbo (Bacigalupo et al., 2016). **Usposabljanje na obeh področjih prispeva k usposabljanju strokovnjakov, ki znajo optimizirati priložnosti, ki jih ponuja sedanji kontekst,** kar prispeva k oblikovanju trajnostnih poslovnih modelov.

## 5. REZULTATI

Dobljeni rezultati so predstavljeni v nadaljevanju, razdeljeni v tri podpoglavja. V prvem so zbrane zelene zaposlitvene priložnosti, ki so bile ugotovljene v državah partnericah projekta, v drugem so predstavljene dobre prakse, zbrane na področju zelenega podjetništva, v tretjem pa so zbrane potrebe po usposabljanju, ugotovljene pri mladem podeželskem prebivalstvu v smislu pridobivanja zelenih in podjetniških znanj, ter njihove potrebe po dostopu do teh znanj in do zelenega trga dela.

### 5.1. ZELENE ZAPOSLOTVENE NIŠE IN PRILOŽNOSTI ZA USPOSABLJANJE

Po podatkih Mednarodne organizacije dela (ILO) bo prehod na bolj trajnostni gospodarski model povzročil spremembe na svetovnem trgu dela; čeprav se ocenjuje, da bo zaradi tega izgubljenih 6 milijonov delovnih mest, povezanih z manj trajnostnimi gospodarskimi dejavnostmi, se pričakuje vzporedna rast za približno 24 milijonov delovnih mest. Skupaj bi lahko **zelena delovna mesta ustvarila približno 18 milijonov delovnih mest po vsem svetu**, zlasti zaradi napredka na področju energetske učinkovitosti stavb, uporabe energije iz obnovljivih virov in večje uporabe električnih vozil (ILO, 2018). Po podatkih UNEP (2011) bo v prihodnjih letih največje spremembe med tem prehodom doživelo do osem sektorjev: kmetijstvo, gozdarstvo, ribištvo, energetika, proizvodnja, recikliranje, gradbeništvo in promet.

V nadaljevanju na podlagi pregleda sekundarnih virov in intervjujev z zelenimi podjetji predstavljamo **zelene zaposlitvene niše, zaznane med državami članicami projekta: V tem pogledu smo se osredotočili na zelene niše v Italiji, Grčiji, na Cipru, v Sloveniji, Severni Makedoniji in Španiji**, kjer smo ugotovili, da je zavezanost k zeleni politiki zelo razširjena. V vseh primerih si države prizadevajo povečati število zelenih delovnih mest in v večji ali manjši meri sprejemajo politične ukrepe za njihovo spodbujanje.

Kot je bilo že omenjeno, zeleno gospodarstvo ponuja ogromno priložnosti za ustvarjanje novih delovnih mest in zajema tako sektorje, ki so tradicionalno povezani z okoljem, kot sta upravljanje obnovljivih virov energije ali recikliranje, kot tudi druge nove sektorje, kot je trajnostna mobilnost (Avsec in Kaučič, 2018). Glede na obseg in raznolikost novih zelenih zaposlitvenih niš, zaznanih v analiziranih državah, bomo sledili kategorizaciji, ki jo je predlagal Fundación Biodiversidad (2023), in **delovna mesta razdelili na tri področja: prvič, tista, ki so povezana s podnebjem**, tj. dejavnosti, namenjene zmanjševanju emisij toplogrednih plinov (TGP) in blaženju tveganja podnebnih sprememb; drugič, **tista, ki so povezana z varstvom biotske raznovrstnosti**, tj. gospodarski sektorji, namenjeni ohranjanju in odgovornemu upravljanju naravnih in bioloških virov; in tretjič, **tista, ki so prečno povezana z obojim**.

#### 5.1.1. ZELENE ZAPOSLOTVENE NIŠE NA PODROČJU PODNEBJA IN ZMANJŠEVANJA TVEGANJA PODNEBNIH SPREMEMB

Na tem področju so bile zlasti opredeljene **gospodarske dejavnosti, namenjene proizvodnji obnovljivih virov energije, energetske sanaciji stavb in uvajanju bolj trajnostnih prevoznih sredstev**.

Kar zadeva **zaposlitvene niše v sektorjih obnovljivih virov energije**; na splošno ima prehod na uporabo obnovljivih virov energije velik potencial za ustvarjanje novih delovnih mest, saj bi se po poročilu "A 100% Renewable Energy Vision for the European Union", ki ga je objavil Evropski svet za obnovljive vire energije, **zaposlenost v tem sektorju do leta 2030 v EU lahko povečala za 30-36 % na leto** (v primerjavi s podatki iz leta 2009), če bo dosežen cilj 45 % deleža obnovljivih

virov energije v končni porabi energije do leta 2030 (Gospodarska zbornica Slovenije, 2017). V tem primeru **so bile v vseh državah članicah projekta odkrite zaposlitvene niše**. Izboljšanje in optimizacija energetskega sistema vodita v nastanek novih tehničnih delovnih mest, povezanih z izvajanjem obnovljivih virov energije, zlasti sončne fotovoltaike in vetrne energije (IRENA, 2023), ter drugih specializiranih delovnih mest, kot so energetskega menedžerji (Gelasio in Gisotti, 2019). V bližnji prihodnosti se pričakuje nadaljnje povečanje teh zaposlitvenih niš, zlasti v Grčiji (IEA, 2020) in na Cipru (IRENA, 2023).

Iskanje večje energetske učinkovitosti spodbuja vzporedne zelene zaposlitvene niše v gradbenem sektorju, natančneje, pojavljajo se tiste **dejavnosti, ki so namenjene energetske sanaciji stavb**, zlasti v primerih Slovenije (Avsec in Kaučič, 2018), Severne Makedonije (Nedanovski, 2013), Italije (Unioncamere, 2021a) in Španije (Fundación Biodiversidad, 2023). Za te zaposlitvene niše je značilno povpraševanje po specializiranih profilih, kot so energetskega inženirji, ali bolj tehničnih profilih, kot so poklicni električarji ali vodovodarji (Russo, 2022; Forética, 2022; ATEI, 2022a).

Po drugi strani se pojavljajo zelene zaposlitvene niše, povezane z **novimi tehnološkimi inovacijami, povezanimi s prizadevanji za večjo energetske učinkovitost**, tako pri stavbah kot pri materialih, npr. proizvodnja in namestitve sistemov za nadzor energije, toplotna izolacija ali tehnologija LED razsvetljave. To predstavlja veliko priložnost za ustvarjanje novih podjetij in delovnih mest, zlasti tam, kjer ukrepi za energetske učinkovitost še vedno niso dovolj učinkoviti, na primer v Severni Makedoniji (Nedanovski, 2013; Mitevaska et al., 2019). Posledično **nastajajo zaposlitvene niše tudi v proizvodnem sektorju**, na primer v Sloveniji, kjer se pričakuje znatna rast razvoja tehnologij, namenjenih povečanju energetske ali snovne učinkovitosti (zlasti v lesnopredelovalni, metalurški, elektrotehnični in elektronski industriji) (Avsec in Kaučič, 2018) (Avsec in Kaučič, 2018). Ali pa v Italiji ali Španiji, kjer se informacijske in komunikacijske tehnologije (IKT) na področju gradbeništva močno razvijajo in je vse večje povpraševanje po IT-profilih in sistemskih inženirjih IKT za izvajanje dejavnosti, povezanih z optimizacijo energetskega sistema (Russo, 2022; Unioncamere, 2022a; ATEI, 2022b; Fundación Biodiversidad, 2023;).

In nenazadnje, pomembne zaposlitvene niše se spodbujajo tudi **v sektorju mobilnosti in prometa**, zlasti v Španiji, kjer se sprejemajo ukrepi za uvedbo obnovljivih virov energije za električni promet (s ciljem 5 milijonov električnih vozil v uporabi do leta 2030) ali vozila na biogoriva (ATEI, 2021a; Fundación Biodiversidad, 2023). Enako velja za Italijo, kjer se povprašuje po tehničnih poklicih, kot so serviserji motornih vozil (Unioncamere, 2021a) ali specializirani "menedžerji mobilnosti" (Ecnopoly, 2022); Slovenijo, kjer se zaposlitvene možnosti pojavljajo bolj v povezavi z javnim prevozom (Avsec in Kaučič, 2018); ali v Severni Makedoniji, kjer so zaposlitvene možnosti v tem sektorju sicer še vedno slabo raziskane, saj gre za enega najbolj onesnaževalnih sektorjev v državi (WBG, 2014), vendar se v tem sektorju pričakujejo velike spremembe glede na pobudo pri delu na področju elektrifikacije osebnih vozil, zlasti tistih, povezanih z električnimi polnilnicami.

Zaradi sprememb v prometnem sektorju se pričakuje tudi okrepitev zaposlovanja v **industrijskih sektorjih**, ki se ukvarjajo s kovinskimi izdelki, zlasti tistih, ki so povezani s proizvodnjo strojev, opreme in prevoznih sredstev; to bo vplivalo na industrijo kovin in kovinskih izdelkov (Unioncamere, 2022a) ter električno in elektronsko industrijo (Unioncamere, 2021a), vključno s strojnimi storitvami (Unioncamere, 2021a). Te zaposlitvene niše so bile zaznane zlasti v primerih Italije in Španije.

### 5.1.2. ZELENE ZAPOSLOTVENE NIŠE NA PODROČJU BIOTSKE RAZNOVRSTNOSTI

Čeprav so zaposlitvene niše, opredeljene na področju podnebja, manj prisotne, so zaposlitvene možnosti opredeljene tudi na področju ohranjanja in varstva biotske raznovrstnosti, **zlasti na področju trajnostnega kmetijstva, turizma in upravljanja gozdov.**

V Sloveniji ekološko kmetovanje ustvarja pomembne zaposlitvene priložnosti (Avsec in Kaučič, 2018). Podobno velja za Grčijo, kjer se poseben poudarek namenja povečanju zaposlitvenih možnosti v **trajnostnem kmetijstvu** (Evropska komisija, 2022b). V Španiji pa se na splošno pojavljajo zaposlitvene možnosti za delo na kmetijah, ki vključujejo kmetijstvo, živinorejo in čebelarstvo, saj imajo potencial, da ublažijo praznjenje podeželskih območij (Fundación Biodiversidad, 2023).

Prav tako je možnost **trajnostnega turizma** dejavnost, ki postaja vse bolj priljubljena v več državah, kot v Grčiji, ki spodbuja delovna mesta, povezana s prodajo lokalnih proizvodov (Evropska komisija, 2022b), ali v Italiji (Gelasio in Gisotti, 2019) in Španiji, kjer se prav tako pojavljajo zaposlitvene niše, povezane z naravnim turizmom, zlasti delovna mesta, kot so vodniki po naravi in okoljski razlagalci (Fundación Biodiversidad, 2023).

Nazadnje so bile zaposlitvene niše opredeljene tudi v **gozdarskem sektorju** v Sloveniji (Avsec in Kaučič, 2018) in Španiji (Morgan in Konecta Fundación, 2021; ATEI, 2021b; Fundación Biodiversidad, 2023). Ta delovna mesta so povezana z dejavnostmi trajnostnega upravljanja gozdnih virov in spodbujajo posebna delovna mesta, kot so gozdarski delavci, ki se ukvarjajo s čiščenjem, vzdrževanjem in obnovo gozdov. Ta delovna mesta so zlasti pomembna pri preprečevanju gozdnih požarov (Fundación Biodiversidad, 2023), ki se v zadnjih letih v šestih državah članicah tega projekta povečujejo (EP, 2021a; 2021b; 2022; EuroNews, 2023).

### 5.1.3. MEDSEKTORSKE ZELENE ZAPOSLOTVENE NIŠE

Hkrati smo opredelili zelene zaposlitvene niše, ki bi lahko izpolnile oba cilja: boj proti podnebnim spremembam in ohranjanje biotske raznovrstnosti. Funkcije teh delovnih mest so tesneje povezane z bolj specializiranimi poklici in se nahajajo zlasti v **storitvenem sektorju in pri upravljanju virov, kot so odpadki ali voda.**

V primerih Italije in Španije so bile ugotovljene pomembne zaposlitvene možnosti, povezane z bolj specializiranimi **storitvenimi poklici**, na primer na področju prava (okoljski pravniki), oblikovanja (zeleni oblikovalci), trženja (strokovnjaki za okoljsko trženje), informacijske tehnologije (okoljski informatiki), revizije (okoljski certifikatorji kakovosti) ali financ (zeleni računovodje) (Unioncamere, 2021b; Unioncamere in Fondazione Symbola, 2022; Fundación Biodiversidad, 2023).

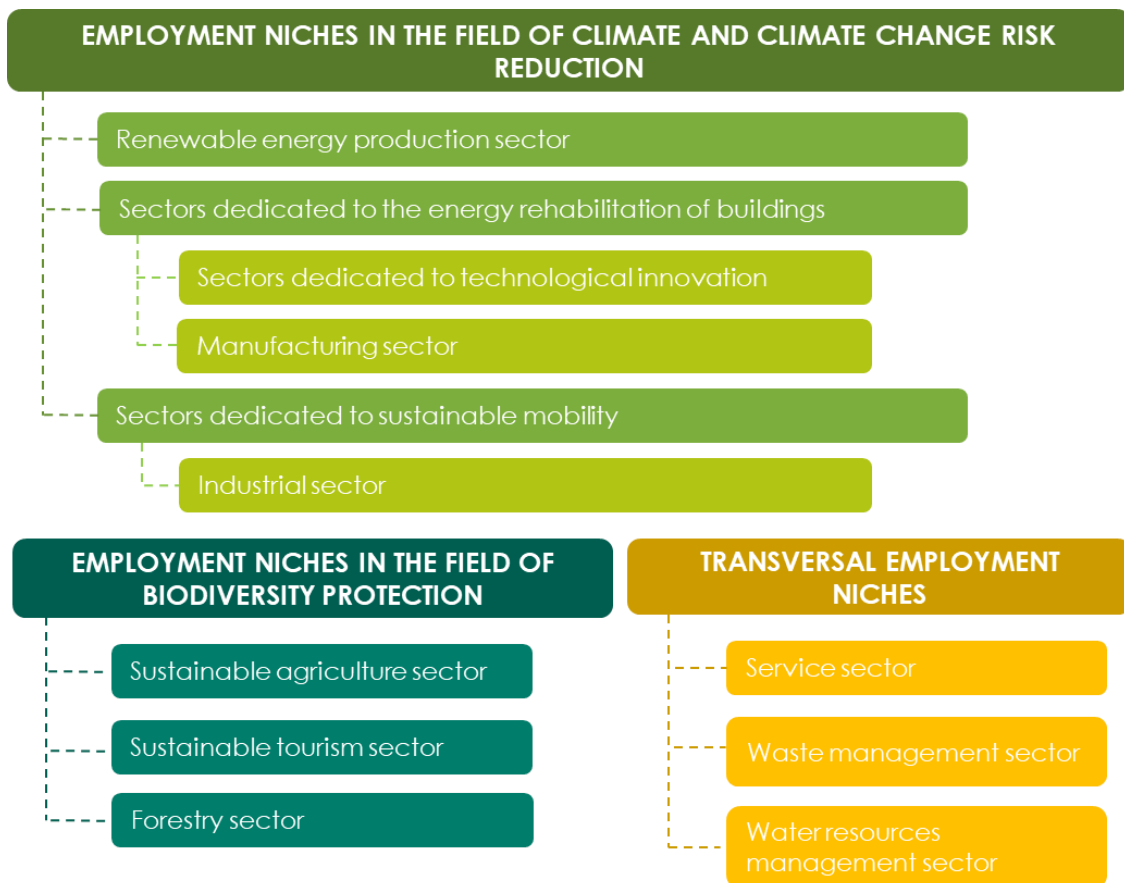
Tudi **ravnanje z odpadki**, tako komunalnimi kot odpadki iz različnih industrij in sektorjev, povečuje število delovnih mest, zlasti ker se države zavzemajo za krožno gospodarstvo<sup>10</sup> in se ukvarjajo z dejavnostmi, kot je recikliranje. Tako je v Španiji, Italiji in Sloveniji, kjer ravnanje z odpadki trenutno zagotavlja visoko stopnjo zaposlenosti na nacionalni ravni, v prihodnosti pa se pričakuje še večja rast (Avsec in Kaučič, 2018; Russo, 2022; ISTAS in Ecoembes, 2019; Forética, 2022). V Severni Makedoniji pa opazamo večjo vključenost v **sektor upravljanja vodnih virov** zaradi neučinkovitosti sedanjega sistema, zato se pričakuje, da bo z izboljšanjem

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<sup>10</sup> Krožno gospodarstvo se nanaša na izvajanje krožnega proizvodnega sistema, katerega cilj je optimizirati vire z njihovim čim daljšim ohranjanjem v proizvodnem procesu in čim pogostejšim ponovnim vključevanjem nastalih odpadkov v proces (Vlada Španije, 2020).

upravljanja voda v Severni Makedoniji nastalo veliko številnih delovnih mest, povezanih s to dejavnostjo (WBG, 2014). Podobno tudi Ciper predstavlja prihodnje priložnosti tako na področju ravnanja z odpadki kot na področju upravljanja voda zaradi velikega števila pričakovanih sprememb v obeh sektorjih (ICEX, 2022).

Slika 2. Opredeljeni sektorji z zelenimi zaposlitvenimi nišami



Vir: lastna priprava

#### 5.1.4. PONUDBA USPOSABLJANJA O DOSTOPU DO ZAPOSLOTIVNIH NIŠ IN ZELENEM PODJETNIŠTVU

Na splošno imajo države članice EU še vedno vrzeli v znanju in spretnostih, ki jih omejujejo pri izkoriščanju priložnosti, ki jih ponuja zelena rast, pri čemer je veliko teh **potreb po znanju in spretnostih povezanih z izvajanjem posebnih znanj in spretnosti na področju naravoslovja, tehnologije, inženirstva in matematike ter s pomanjkanjem "novih" zelenih znanj** (CEDEFOP, 2010).

Povpraševanje po zelenih delovnih mestih, ki **se pojavljajo na mednarodni ravni, zahteva tako tehnične kot specializirane strokovne profile**, v obeh primerih pa bo vse bolj potrebno usposabljanje o okoljskih vprašanjih, kot so ekološka trajnost, varčevanje z energijo ali krožno gospodarstvo (Unioncamere, 2021b). Zato je v Evropi še vedno aktualno posodabljanje izobraževalnih sistemov, ki se ukvarjajo s temi izzivi, in **ob nadgradnji obstoječih znanj in spretnosti so potrebne posodobitve tako na sektorski kot tudi na medsektorski ravni**, da bi še naprej spodbujali bolj zeleno in trajnostno gospodarstvo (CEDEFOP, 2021).

V [Prilogi I](#) prikazujemo nekatere programe usposabljanja, ki trenutno potekajo v državah članicah projekta in omogočajo dostop do nekaterih opredeljenih zelenih delovnih mest ali usposabljanje za razvoj zelenih podjetij.

## 5.2. UGOTOVLJENE DOBRE PODJETNIŠKE PRAKSE

Po pregledu potencialnih novih zaposlitvenih niš je bilo zbranih in analiziranih **68 dobrih praks zelenega podjetništva iz držav članic**. Za dobro prakso so bila izbrana tista zelena podjetniška podjetja ali projekti, programi, pobude ali dejavnosti, ki spodbujajo zeleno podjetništvo in poleg tega nudijo koristi ne le celotnemu prebivalstvu, temveč tudi posebnim skupinam, kot so mladi in/ali podeželsko prebivalstvo. Pri njihovem izboru je bilo upoštevano predvsem to, da se njihova glavna dejavnost šteje za zeleno podjetništvo, vključene pa so bile tudi pobude, ki zlasti spodbujajo zaposlovanje in podjetništvo na podeželju in/ali med mladimi.

**Seznam ugotovljenih dobrih praks je na voljo v [Prilogi II](#)**, kjer so navedena imena projektov, njihova lokacija in dejavnost ter druge podrobnosti o njihovi uporabi, kot so posebne koristi dejavnosti za prebivalstvo, njena inovativna narava ali ovire in/ali težave, ugotovljene med njenim izvajanjem<sup>11</sup>.

Ugotovljeno je bilo veliko število pobud, ki ustrezajo opredeljenim zaposlitvenim nišam, zlasti v kmetijstvu, energetski sanaciji in izvajanju obnovljivih virov energije, ravnanju z odpadki in gozdarstvu. **Največ pobud je osredotočenih na proizvodnjo ekoloških in organskih živilskih izdelkov ter recikliranih proizvodnih izdelkov**, sledijo pobude, namenjene **izvajanju energetskih ukrepov in ponovni uporabi odpadkov za proizvodnjo novih izdelkov, zlasti v lesnem sektorju**. Veliko število pobud prečno obravnava **izvajanje krožnih sistemov**, nekatere od njih pa v ta namen celo zagotavljajo storitve drugim podjetjem. Čeprav v manjšem obsegu, pa so bile zbrane tudi pobude, usmerjene v varstvo okolja, odgovorno ravnanje z materialnimi viri in trajnostni turizem.

Prav tako **so bile identificirane pobude, ki se osredotočajo na spodbujanje družbenega vpliva in delujejo kot motivatorji pri nastajanju novih trajnostnih poslovnih modelov**. Med njimi so na primer storitvene pobude, namenjene spodbujanju načrtovanja trajnostne prihodnosti, učni programi o digitalnih orodjih ter gospodarskih in družbenih koristih trajnostnih poslovnih modelov ali programi za razvoj ustvarjalnih podjetij.

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<sup>11</sup> Pri izbiri teh dobrih praks s strani subjektov je bila dana prednost iskanju na nacionalni ravni, v primerih, ko to ni bilo mogoče, pa je bilo iskanje razširjeno na mednarodno raven.



### 5.3. POTREBE PO USPOSABLJANJU IN ZELENE PRILOŽNOSTI ZA MLADE NA PODEŽELJU

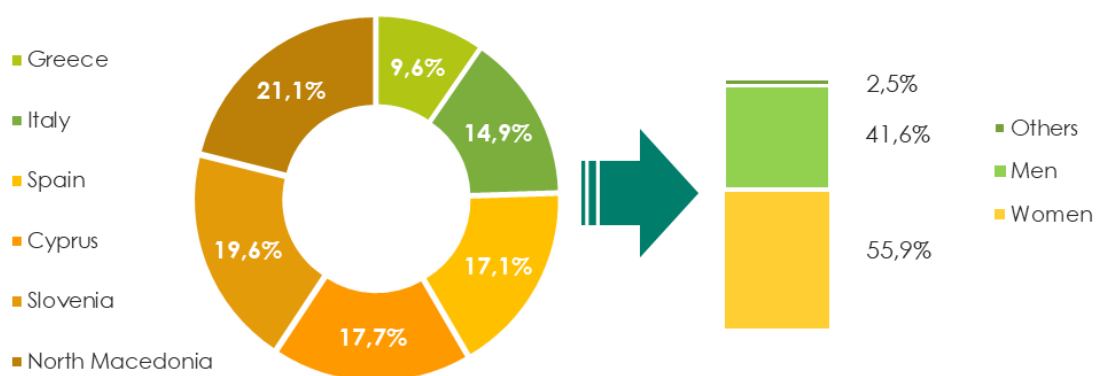
Ugotavljanje potreb po usposabljanju med mladim podeželskim prebivalstvom je temeljilo na različnih raziskovalnih tehnikah, tako kvantitativnih kot kvalitativnih, ki so povzete v treh podpoglavjih. Vsak od njih je uveden s predstavitvijo podrobnosti o vzorcih posamezne raziskave, nadaljuje pa se z rezultati, pridobljenimi s triangulacijo obeh raziskovalnih tehnik, anket in intervjujev.

#### 5.3.1. POTREBE MLADIH, KI ŽIVIJO NA PODEŽELJU, PO USPOSABLJANJU ZA PRIDOBIVANJE ZELENIH IN PODJETNIŠKIH SPRETNOSTI

Z metodologijo mešane analize, ki je vključevala ankete in intervjuje z mladimi s podeželskih območij in zelenimi podjetji, **so bile ugotovljene glavne potrebe mladih po usposabljanju v smislu kompetenc za učinkovito udeležbo na zelenem trgu dela.** V ta namen je bilo kot referenca uporabljeno znanje, povezano s trajnostnimi in podjetniškimi kompetencami, opredeljenimi v evropskih okvirih GreenComp in EntreComp.

- Intervjuvanih je bilo 12 mladih s podeželskih območij v državah članicah projekta, 322 pa jih je bilo anketiranih, od tega 41,6 % moških in 55,9 % žensk. **Skupaj je v raziskavi sodelovalo 334 mladih s podeželja.**

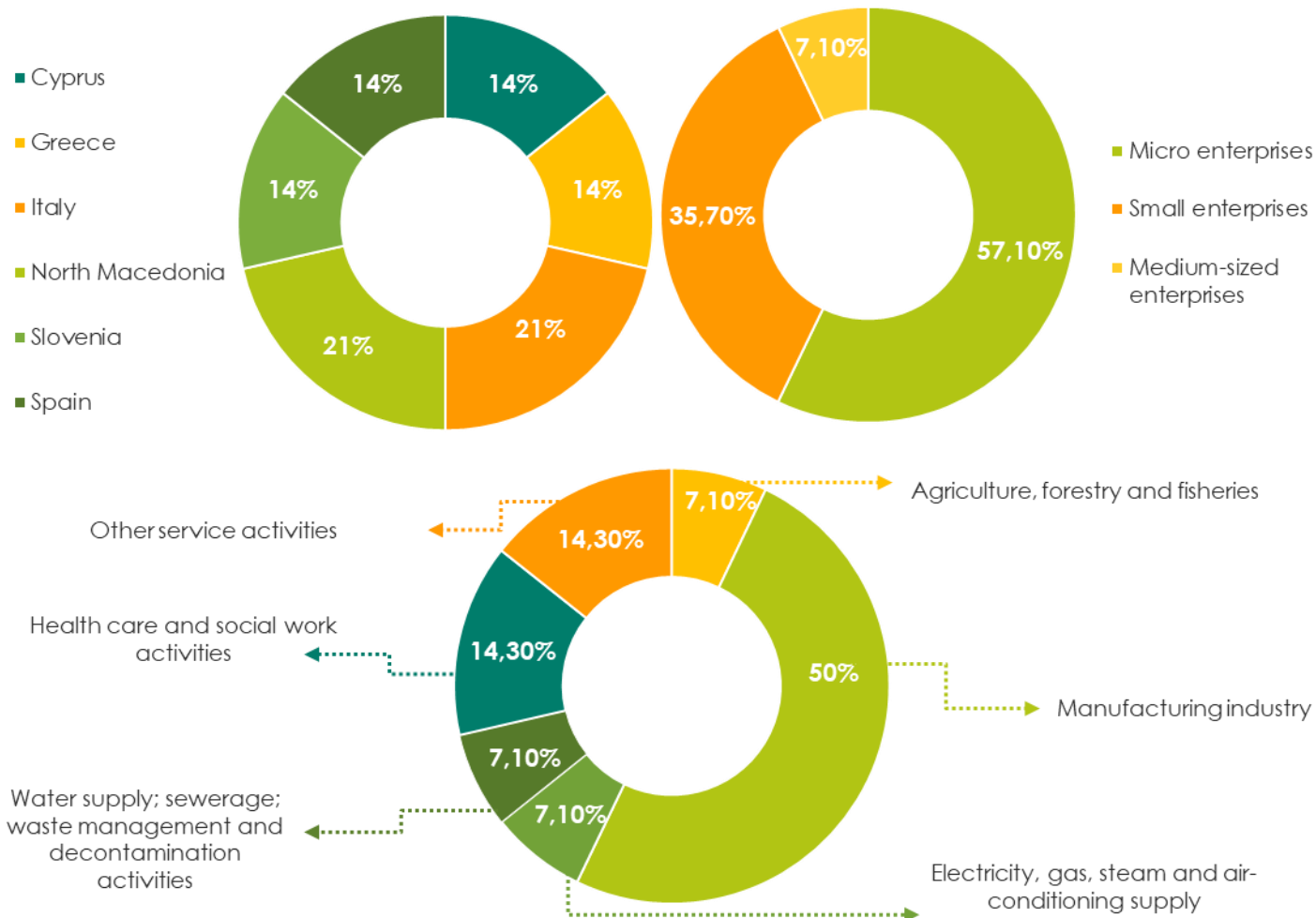
**Graf 2. Porazdelitev vzorca raziskave o podeželski mladini (16-30 let):**



Vir: lastna priprava

- Poleg tega je v projektu sodelovalo **23 zelenih podjetij**, od katerih je bilo 9 intervjuvanih, 14 pa anketiranih. Ta podjetja so prisotna v šestih državah članicah projekta in se ukvarjajo z dejavnostmi, povezanimi s skrbjo za okolje.

Graf 3. Porazdelitev vzorca raziskave o zelenem poslovanju po državah, velikosti in sektorjih (v %):



Vir: lastna priprava

### - ANALIZA RAVNI TRAJNOSTNIH SPRETNOSTI MED MLADIMI IN NJIHOVEGA POVPRASEVANJA NA TRGU DELA

Na podlagi informacij, pridobljenih v intervjujih in anketah med mladimi, se zdi, da **večina mladih Evropejcev na podeželju ne pozna formalnega koncepta "trajnostnih veščin" ali "zelenih veščin", ampak pozna bolj splošno znanje, na katerega se nanašajo: skrb za planet.** 42,9 % mladih Evropejcev na podeželju **je za zelene veščine slišalo le nekajkrat**, kar je skoraj 14 odstotnih točk razlike v primerjavi s tistimi, ki so zanje slišali precej (29,2 %) ali velikokrat (10,2%)<sup>12</sup>.

Pri opisovanju pomena teh kompetenc več kot polovica vzorca, **56,8 %, meni, da jih ima**, sledi 29,8 %, ki ne ve, ali jih ima, in 13,4 %, ki pravi, da jih nima. Podobno, ko smo jih o teh

<sup>12</sup> 17,7 % jih še nikoli ni slišalo za trajnost ali zelene kompetence.

kompetencah povprašali razčlenjeno<sup>13</sup>, smo ugotovili, da na splošno **večina podeželske mladine meni, da ima večino kompetenc, povezanih s trajnostnimi vrednotami in razumevanjem njihove kompleksnosti, vendar se bolj razlikujejo glede tistih, ki so povezane z njihovo sposobnostjo predvidevanja trajnostne prihodnosti in delovanja v korist trajnosti.**

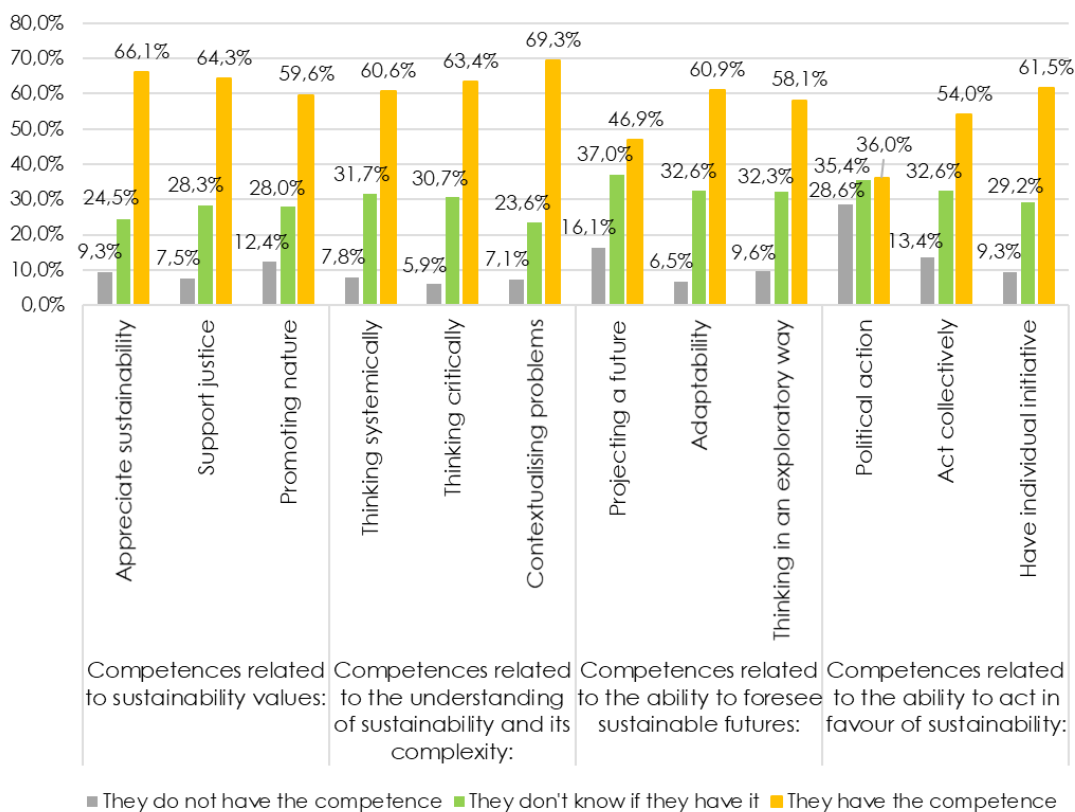
- Glede **kompetenc, povezanih s trajnostnimi vrednotami**, so zelena podjetja najbolj cenila **vrednotenje trajnosti** (v 71,4 % primerov), ki je tudi najbolj prisotna med mladim podeželskim prebivalstvom (66,1 %). Medtem sta **podpiranje pravičnosti in spodbujanje narave** zahtevani v 50 % primerov, kar je celo pod številkami, ki jih je izrazila podeželska mladina, katere samoocena kaže, da sta na voljo v 64,3 % oziroma 59,6 %, kar predstavlja pozitiven scenarij za podeželsko mladino.
- Podobno je s **kompetencami, povezanimi s sprejemanjem kompleksnosti na področju trajnosti**, kjer sta najbolj zahtevani **kritično mišljenje in oblikovanje problemov**, obe v 64,3 % (ki ju ima 63,4 % in 69,3 % mladih). In čeprav je **sistemsko razmišljanje** bolj cenjeno v 57,1 % primerov, vendar ne tako zelo iskano (v 42,9 %), podeželska mladina meni, da ga ima v 60,6 % primerov.
- Pri **kompetencah, povezanih s predvidevanjem trajnostne prihodnosti**, pa najdemo nižje številke, če upoštevamo samooceno mlade podeželske populacije, in čeprav še naprej prevladujejo tisti mladi, ki pravijo, da znajo predvideti prihodnost (46,9 %), se prilagoditi (60,9 %) in razmišljati raziskovalno (58,1 %), je razlika s tistimi, ki pravijo, da ne vedo, ali imajo te kompetence, manjša (37 %, 32,6 % in 32,3 %). Vendar pa so te tri spretnosti enako iskane na trgu dela v 57,1 % vseh primerov.
- Podobno velja za tiste **kompetence, ki so povezane z delovanjem za trajnost**, pri čemer je med mladim podeželskim prebivalstvom opaziti večjo zmedo, saj so odstotki tistih, ki pravijo, da jih imajo, in tistih, ki ne vedo, ali jih imajo, vedno bolj podobni: gre za kompetence, povezane s **političnim posredovanjem** (36 % proti 35,4 %) in **kolektivnim delovanjem** (54 % proti 32,6 %). Te razlike se sicer razblinijo v zvezi s **sposobnostjo individualne pobude**, pri kateri ponovno prevladujejo tisti mladi, ki menijo, da jih imajo (61,5 %). Vendar pa trg dela ponovno pozitivno vrednoti vse, ki delujejo politično (57,1 % kolektivno) in z individualno pobudo (50 %).

V grafu 4 so prikazane kompetence, ki glede na samooceno najbolj prevladujejo med mladim podeželskim prebivalstvom, v grafu 5 pa so prikazane najbolj zahtevane in cenjene kompetence:

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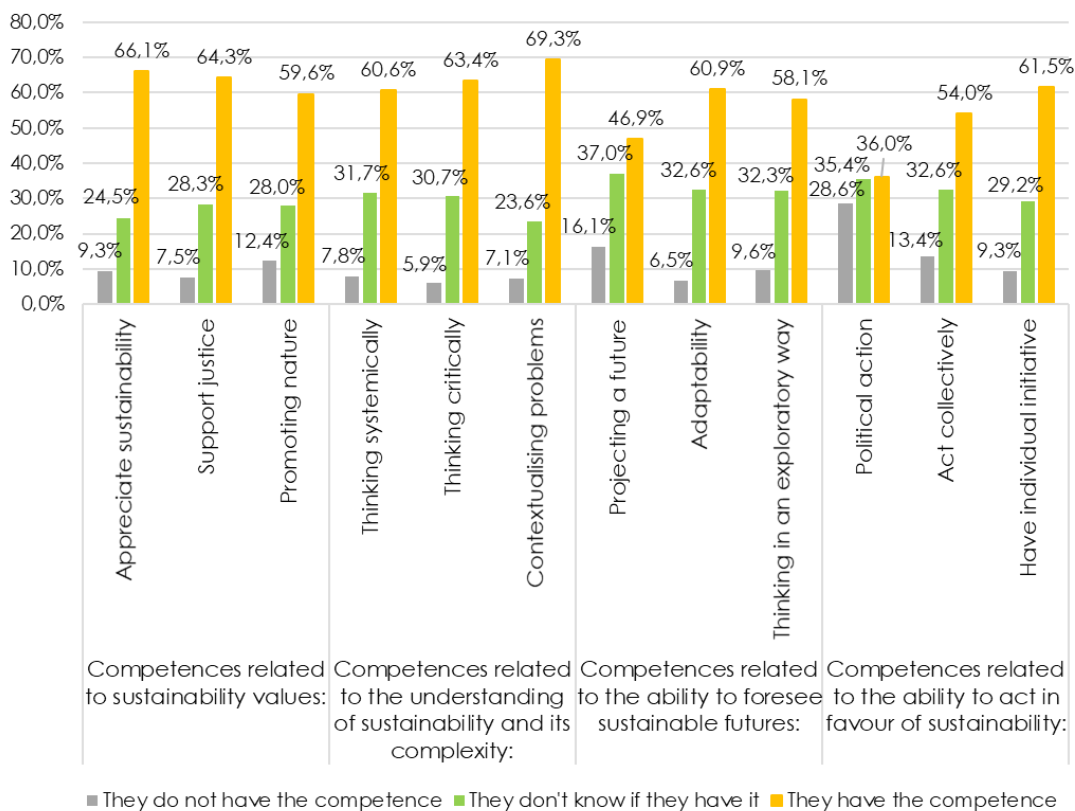
<sup>13</sup> Vprašanja, katerih namen je bil ugotoviti, ali ima podeželska mladina zelene in podjetniške kompetence, so vključevala seznam teh kompetenc skupaj z njihovo opredelitvijo in primeri. Možnosti odgovorov, med katerimi je bilo mogoče izbirati, so bile: a) ne, te kompetence nimam, b) ne vem, ali imam to kompetenco, ker je večino časa ne uporabljam, in c) da, to kompetenco imam, ker jo večino časa uporabljam.

**Graf 4. Odstotek mladega podeželskega prebivalstva z zelenimi znanji:**



Vir: lastna priprava

**Graf 5. Odstotek zelenih znanj, ki jih zelena podjetja najbolj cenijo in zahtevajo:**



Vir: lastna priprava

**Kljub visokemu odstotku mišljenja mladega podeželskega prebivalstva, da ima zelene kompetence, je delež tistih, ki pravijo, da teh kompetenc nimajo ali ne vedo, ali jih imajo, izjemen in ostaja med 33,8 % in 53,1 % pri vseh analiziranih kompetencah.** V tistih skupinah znanj, ki so najbolj povezane z načrtovanjem trajnostne prihodnosti in delovanjem za trajnost, pa se kljub temu, da so mladi bolj zmedeni glede posedovanja teh znanj kot v drugih skupinah znanj, vsaj v 50 % primerov ohranjajo ravni povpraševanja po teh znanjih na trgu dela (z izjemo znanja "politično delovanje", čeprav je to še vedno pozitivno vrednoteno).

Informacije, pridobljene v razgovorih s podeželsko mladino, kažejo, da **so tečajni usposabljanja za te veščine v univerzitetnih sistemih zastareli**, in čeprav raziskava zelenih podjetij kaže, da jih 57,1 % svojim delavcem ponuja usposabljanje za te veščine, je še vedno precejšnje število takih, ki tega ne ponujajo (42,9 %); **oba dejavnika omejujeta možnosti podeželske mladine za usposabljanje na področju zelenih veščin.**

100 % anketiranih zelenih podjetij pravi, da od svojih kandidatov zahtevajo zelena znanja, večina mladih prebivalcev podeželja pa se teh visokih zahtev zaveda: 62,4 % vprašanih meni, da so ta znanja in spretnosti **iskani na trgu dela**, 69,9 % pa jih meni, da bi **usposabljanje za ta znanja in spretnosti lahko povečalo njihove možnosti za pridobitev zelene zaposlitve ali ustanovitev zelenega podjetja**. V skladu s tem se jih 71 % zanima za usposabljanje, da bi pridobili ali razširili svoja zelena znanja in spretnosti.

Poleg zgoraj omenjenih medsektorskih kompetenc so podjetja med razgovori izrazila posebno **povpraševanje po bolj tehničnem znanju, povezanem z ravnanjem z odpadki, obnovljivimi viri energije, trajnostno kmetijsko proizvodnjo, merjenjem ogljičnega odtisa ali zelenimi certifikati.**

Po drugi strani so mladi v pogovorih z njimi na splošno priznavali pomen teh programov usposabljanja tako za izboljšanje svoje zaposljivosti kot za učenje, kako skrbeti za okolje, vendar so omenili, da **se v njih niso usposabljali predvsem zato, ker niso vedeli za obstoj teh programov usposabljanja**. Vendar so izpostavili tudi nekatere zunanje omejitve pri usposabljanju v njih, kot so težave pri iskanju popolnih in akreditiranih programov usposabljanja, prevelika specializiranost obstoječe ponudbe, ki jo za mlade zagotavljajo podjetja, in **pomanjkanje posodobitve usposabljanja, ki ga zagotavljajo univerze**, glede na potrebe trga dela.

## - ANALIZA RAVNI PODJETNIŠKIH SPRETNOSTI MED MLADIMI IN POVPRÁŠEVANJA PO NJIH NA TRGU DELA

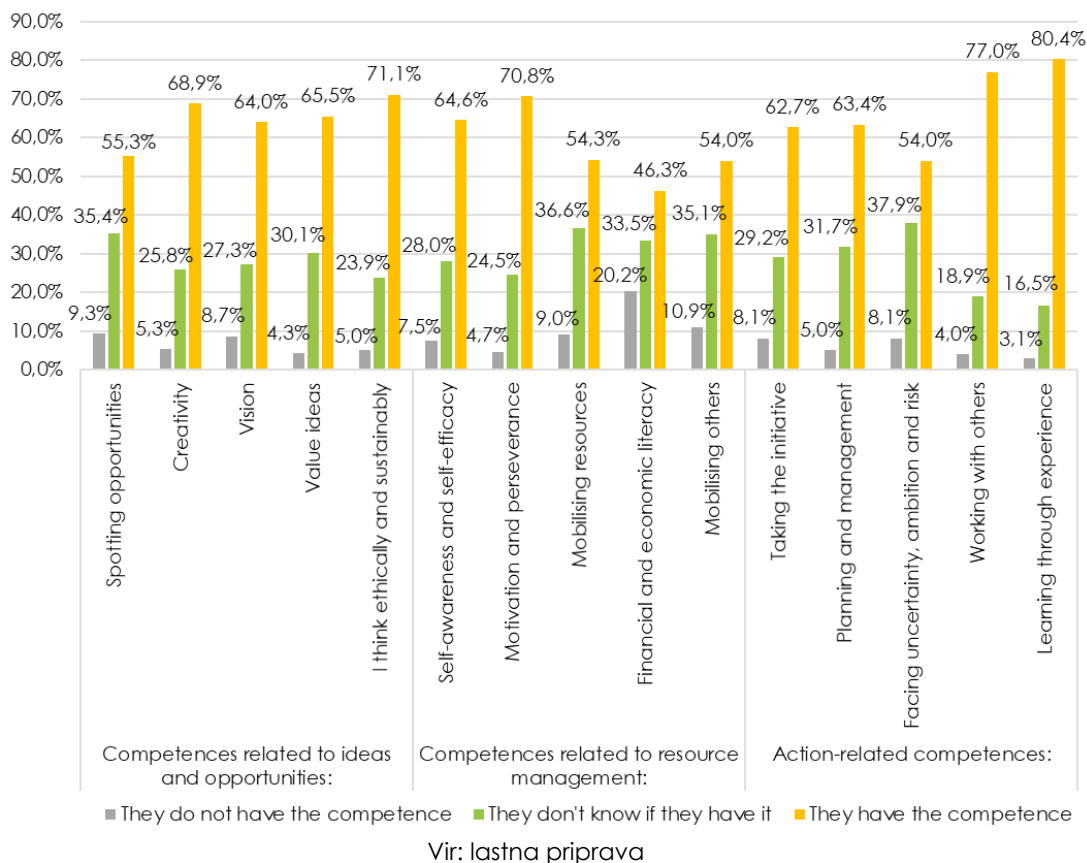
**V nasprotju z zelenimi kompetencami je mlado podeželsko prebivalstvo bolj seznanjeno s tem izrazom** in velika večina, 91,7 %, je že slišala zanje (38,2 % malo, 40,1 % precej in 13,4 % večkrat). Podobno je tudi pri splošnem vprašanju, ali imajo te kompetence ali ne, opazna **večja razlika v deležu odgovorov v primerjavi z zelenimi kompetencami**: 46,9 % jih meni, da jih ima, sledi 37,9 % tistih, ki ne vedo, in 15,2 % tistih, ki ne vedo.

V skladu z okvirom EntreComp smo razdelili kompetence teh podjetniških znanj in jih primerjali s tistimi, ki jih zahteva zeleni trg dela, ter **ugotovili večjo usklajenost s tistimi, ki jih zahteva ali ceni zeleni trg dela, in kompetencami, ki jih mladi na podeželju sami ocenjujejo**, pri čemer se v vseh skupinah kompetenc najbolj zahtevane kompetence ujemajo s tistimi, ki jih ima največ ljudi. **Vendar pa je povpraševanje po kompetencah, ki bi lahko bile še posebej ugodne za podjetništvo, manjše:**

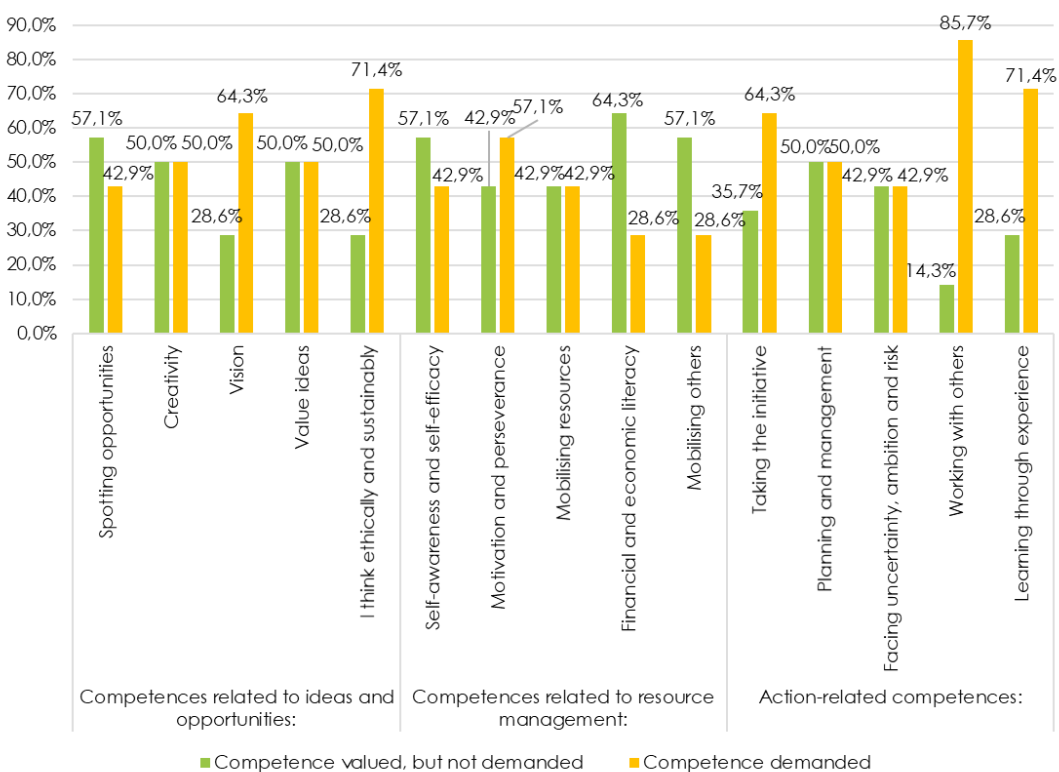
- Pri **kompetencah, povezanih z idejami in priložnostmi**, najdemo največje razmerje med posedovanjem in povpraševanjem s strani zelenega trga dela: najbolj zahtevana kompetenca te skupine je **sposobnost etičnega in trajnostnega razmišljanja** (71,4 %), za katero 71,1 % mladih s podeželja pravi, da jo ima; drugič, trg dela zahteva **sposobnost vizije** (64,3 %), ki je prav tako prisotna pri 64 % mladih, in tretjič, 50 % zahteva **ustvarjalnost in vrednotenje idej**, kompetenci, za kateri mladi menijo, da ju imajo v 68,9 % oziroma 65,5 %. Nazadnje, manj kot polovica podjetij (42,9 %) zahteva sposobnost odkrivanja priložnosti, čeprav to kompetenco ceni 57,1 %, kar se razmeroma dobro ujema s 55,3 % mladih, ki trdijo, da jo imajo.
- Med **kompetencami, povezanimi z upravljanjem virov**, je kompetenca, za katero mladi na podeželju največkrat poročajo, da jo imajo, **motivacija in vztrajnost** (70,8 %), po kateri podjetja v tej skupini tudi najbolj povprašujejo (57,1 %). In čeprav 64,6 % mladih na podeželju poroča, da imajo **sposobnost samozavedanja in samoučinkovitosti**, jo zahteva le 42,9 % podjetij (čeprav je cenjena v 57,1 % primerov). **Sposobnost mobilizacije drugih in finančno pismenost** ceni od 57,1 % do 64,3 %, vendar je ne zahteva posebej, podobno pa skoraj polovica mladih (54 % oziroma 46,3 %) poroča, da jo ima (čeprav 35,1 % oziroma 33,5 % ne ve, ali ima te sposobnosti). In končno, **sposobnost mobilizacije virov** je enako cenjena in zahtevana v 42,9 % primerov, čeprav 54,3 % mladih pravi, da jih imajo.
- Iz skupine **kompetenc, povezanih z dejavnostmi**, sta kompetenci, za kateri mladi na podeželju pravijo, da ju imajo, v največji meri **sposobnost učenja z izkušnjami** (80,4 %) in **sposobnost sodelovanja z drugimi** (77 %), ki sta tudi najbolj zahtevani na trgu dela: učenje z izkušnjami v 71,4 % in sposobnost sodelovanja z drugimi v 85,7 %. Po spretnostih, povezanih s **prevzemanjem pobude ter sposobnostjo načrtovanja in vodenja**, povprašuje 64,3 % in 50 % mladih, kar je podobno odstotku mladih, ki pravijo, da jih imajo, in sicer 62,7 % in 63,4 %. Nazadnje, **obvladovanje dvoumnosti, negotovosti in tveganja** prav tako zahteva le 50 %, kar sovpada z dvomi mladih: 54 % jih pravi, da jih ima, sledi pa jim 37,9 %, ki ne vedo, ali imajo to sposobnost.

Naslednja grafa 6 in 7 prikazujeta podjetniške spretnosti, ki so glede na samooceno najbolj prisotne pri mladih s podeželja, in tiste, ki jih najbolj zahtevajo ali cenijo zelena podjetja:

**Graf 6: Odstotek podeželske mladine s podjetniškimi spretnostmi:**



**Graf 7: Odstotek podjetniških kompetenc, ki jih zelena podjetja najbolj cenijo in zahtevajo:**



Kljub povezanosti med zahtevanimi in pridobljenimi podjetniškimi spretnostmi **ugotavljamo, da so tiste spretnosti, ki so ugodnejše za podjetniško dejavnost, na zelenem trgu dela manj zahtevane**, kot so spretnosti, povezane s prepoznavanjem priložnosti, samozavedanjem in samoučinkovitostjo, finančno pismenostjo in sposobnostjo mobilizacije drugih. Te kompetence so v anketah pozitivno ocenjene, vendar niso posebej zahtevane, vendar so tudi med najpogostejše omenjenimi v razgovorih, ko gre za spodbujanje zelenega podjetništva. Na vprašanje o najbolj zahtevanih podjetniških kompetencah v razgovorih z zelenimi podjetji **je bil kot ključni elementi za gradnjo podjetij izpostavljen pomen kompetenc, kot so samozavest, vodenje, ustvarjalnost, komunikacijske sposobnosti in znanje za prepoznavanje priložnosti**.

71,4 % vprašanih zelenih podjetij zahteva podjetniške spretnosti, kar je v skladu z mnenjem mladih na podeželju, od katerih jih 73,6 % meni, da so te spretnosti trenutno iskane, **73,3 % pa jih meni, da bi usposabljanje za te spretnosti povečalo njihove možnosti za pridobitev zelene zaposlitve ali ustanovitev zelenega podjetja**. V skladu s tem se jih 69,6 % zanima za učenje ali razširitev svojih podjetniških spretnosti.

Kar zadeva **možnosti za usposabljanje** na področju podjetniških spretnosti, so pogovori z mladimi na podeželju pokazali pomanjkanje zanimanja za usposabljanje na področju teh spretnosti ali pomanjkanje zavedanja o obstoju takšnega usposabljanja. **Zanimanje za podjetništvo se dojema bolj kot individualna dejavnost, za katero ima posameznik naravne sposobnosti ali pa jih razvije po dolгих poklicnih izkušnjah, kar zmanjšuje zanimanje za usposabljanje za te veščine**. Pri raziskovanju omejitev tega usposabljanja poročajo, da je sicer na voljo veliko brezplačnega spletnega usposabljanja, vendar je obstoječe usposabljanje površno, usposabljanje, pridobljeno v času njihove izobraževalne faze, pa omejeno. Hkrati je bilo v nekaterih primerih zaznati boljše znanje o tem, kako do tega usposabljanja dostopati, kje najti informacije o tej temi ali s kom se posvetovati. Tako med mladimi na podeželju obstaja latentna **potreba po več podpornih storitvah, namenjenih ozaveščanju o teh spretnostih in njihovih prednostih, da bi spodbudili njihovo zanimanje**.

#### - PRIMERJALNA ANALIZA RAVNI ZELENIH IN PODJETNIŠKIH VEŠČIN MED PODEŽELJSKO IN MESTNO MLADINO

Glede razlik, ugotovljenih v primerjavi z mestnim prebivalstvom, **očitno ni bilo ugotovljenih posebnih potreb po usposabljanju v primerjavi z mladim mestnim prebivalstvom**. Podjetja ne ugotavljajo opaznih razlik glede prisotnosti zelenih ali podjetniških veščin med mladimi, ki prihajajo v njihova podjetja, glede na to, ali gre za podeželsko ali mestno prebivalstvo. Raziskava med zelenimi podjetji je pokazala, da 38,4 % mladih, ki prihajajo k njim s podeželja, pravi, da imajo zelena znanja, 38,4 % pa, da jih nimajo. Prav tako jih le 38,4 % meni, da imajo podjetniške spretnosti. Informacije, pridobljene iz **intervjujev z zelenimi podjetji, so različne**: po eni strani je bilo le v dveh primerih omenjeno, da ima mlado podeželsko prebivalstvo več zelenih veščin kot mestno prebivalstvo; v drugem primeru, da mlado podeželsko prebivalstvo nima teh zelenih veščin in da je mlado mestno prebivalstvo bolj konkurenčno kot podeželsko (kar se nanaša na večjo prisotnost podjetniških veščin); vendar večina (5 intervjuvancev) **teh veščin ne povezuje s podeželjem, temveč meni, da je to bolj individualna zadeva, odvisna od stopnje študija in osebnih interesov**. Hkrati pa so podjetja v intervjujih poudarila, da je kljub temu, da imajo postopke za njihovo odkrivanje, **težko natančno ugotoviti, ali je ta vrsta spretnosti prisotna med njihovimi iskalci zaposlitve**.

Skratka, **100 % in 92,9 % zelenih podjetij meni, da bodo zelena in podjetniška znanja in spretnosti v prihodnosti vse bolj zahtevana v zelenih podjetjih**, zato je treba spodbujati tovrstno



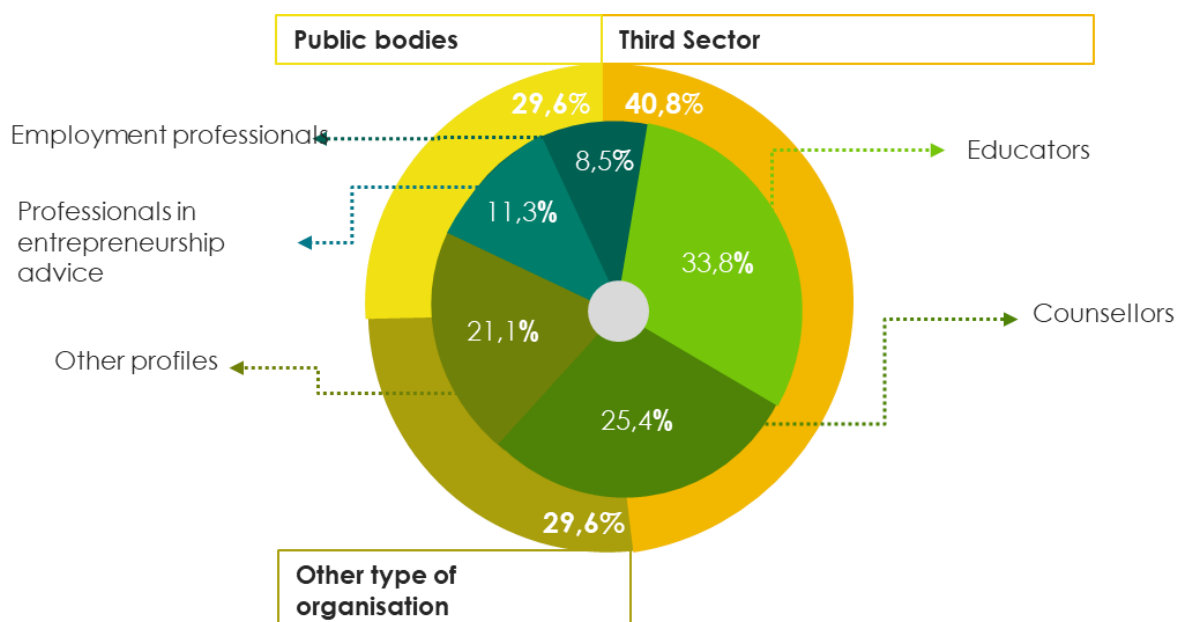
usposabljanje, usmerjeno v spretnosti, da bi mladim pomagali slediti dinamičnim potrebam trga dela in pridobiti potrebna znanja, ki bi jih spodbudila, da tudi sami postanejo podjetniki.

### 5.3.2. STORITVE, KI JIH POTREBUJEJO MLADI NA PODEŽELJU V ZVEZI Z USPOSABLJANJEM ZA DOSTOP DO ZAPOSLOTVE IN ZELENEGA PODJETNIŠTVA

Informacije, zbrane v tem razdelku, temeljijo na 71 anketah in 11 intervjujih s strokovnjaki, ki se ukvarjajo s spodbujanjem zaposljivosti podeželske mladine, ter na 23 anketah s strokovnjaki iz javne uprave in tretjega sektorja.

- Vzorec **anketiranih delavcev, ki se ukvarjajo z zaposljivostjo mladih**, kaže zastopanost petih različnih profilov: izobraževalci (33,8 %), svetovalci za zaposlovanje (25,4 %), drugi profili, namenjeni zaposljivosti mladih (21,1 %), posebni strokovnjaki za podjetniško svetovanje (11,3 %) in uradniki za zaposlovanje (8,5 %). Ti profili pripadajo socialnim subjektom tretjega sektorja (40,8 %), javni upravi (29,6 %) ali drugim vrstam organizacij (29,6 %), kot je prikazano v grafu 8. Skupno je povprečna zastopanost šestih držav članic 16,6 %.

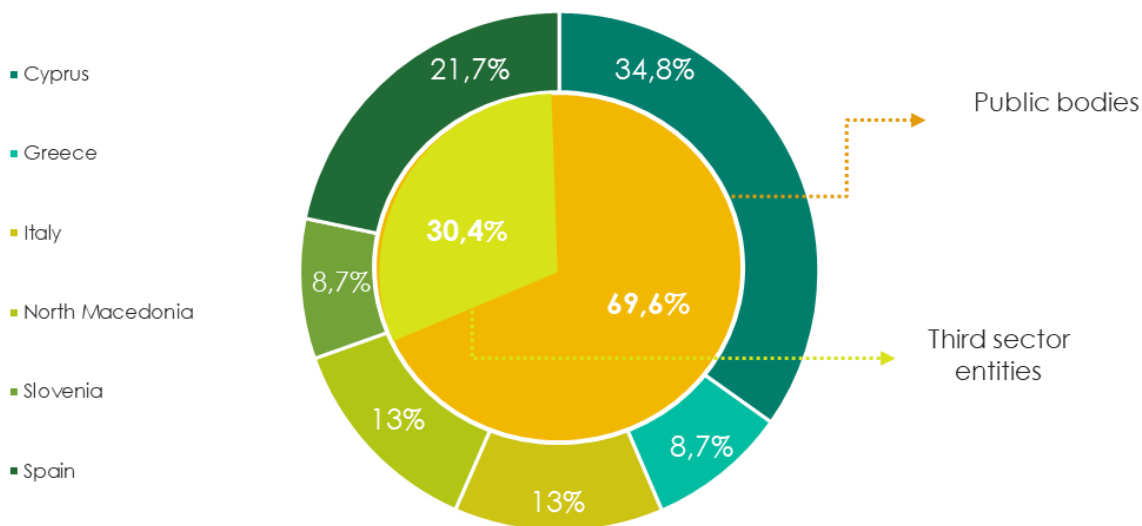
**Graf 8. Porazdelitev vzorca mladinskih strokovnjakov glede na njihov poklicni profil in vrsto organizacije, ki ji pripadajo (v %):**



Vir: lastna priprava

- Raziskava o **javnih upravah in subjektih tretjega sektorja** je razdeljena na 69,6 % oziroma 30,4 %, pri čemer je najmanjša zastopanost držav približno 10 % (podrobnosti v grafu 9).

**Graf 9: Porazdelitev vzorca raziskave javnih uprav in subjektov tretjega sektorja po državah (v %):**



Vir: lastna priprava

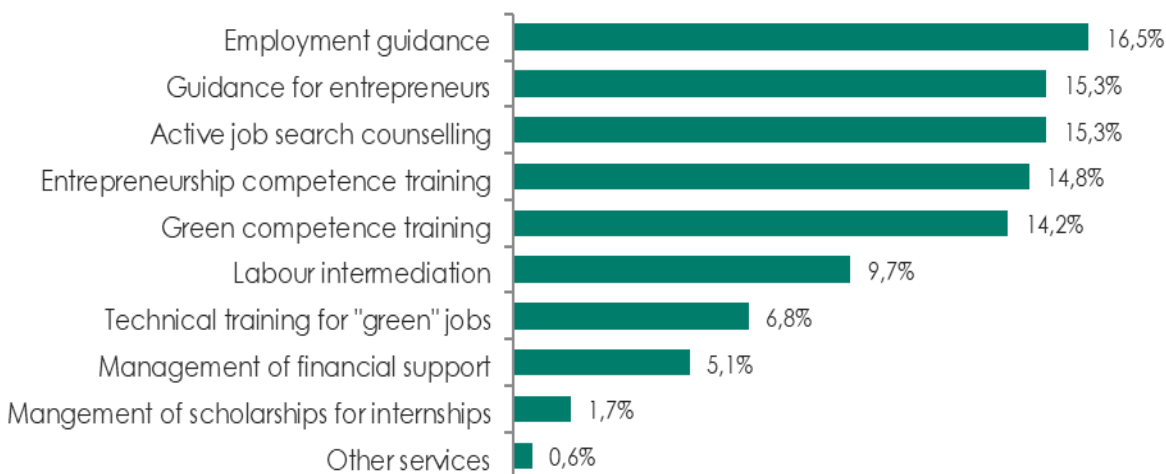
## - STORITVE, KI SO NA VOLJO PODEŽELSKI MLADINI

V tem poglavju je na podlagi informacij, pridobljenih iz intervjujev z javno upravo in tretjim sektorjem ter raziskav in intervjujev s strokovnjaki, ki delujejo na področju zaposljivosti mladih, **raziskano, kako javne uprave in socialni subjekti spodbujajo zaposlovanje in zeleno podjetništvo za mlado podeželsko prebivalstvo.**

Na splošno ima velika večina anketiranih organizacij javnega in tretjega sektorja programe ali pobude za mlade za iskanje zelenih delovnih mest (91,3 %) ali začetek zelenega podjetništva (87 %); vendar **je večina na vprašanje o programih, namenjenih mladim, ki živijo na podeželju, odgovorila, da imajo zanje le malo programov ali pobud za iskanje delovnih mest ali spodbujanje zelenega podjetništva (47,8 % oziroma 39,1 %).** Čeprav v manjšem obsegu, je treba omeniti, da jih 38,8 % ponuja precej programov za zaposlovanje, 26,1 % pa programe za zeleno podjetništvo, ki so ocenjeni kot zelo ali precej učinkoviti (60 % oziroma 57,9 %).

Na enak način, čeprav z nekoliko višjimi številkami, raziskava, namenjena mladinskim strokovnjakom, kaže, da imajo subjekti, prisotni v šestih državah, **v 66,2 % primerov specializirane storitve svetovanja in/ali usposabljanja na področju zaposlovanja ali zelenega podjetništva za mlado podeželsko prebivalstvo. Med glavnimi specializiranimi storitvami, ki jih ponujajo anketirani subjekti, so:** Svetovanje za zaposlovanje (16,50 %), 2) svetovanje pri iskanju zaposlitve (15,30 %) in svetovanje za podjetnike (15,30 %), 3) usposabljanje na področju podjetniških veščin (14,80 %) in 4) usposabljanje na področju zelenih veščin (14,20 %). Graf 10 prikazuje širši delež ponujenih storitev.

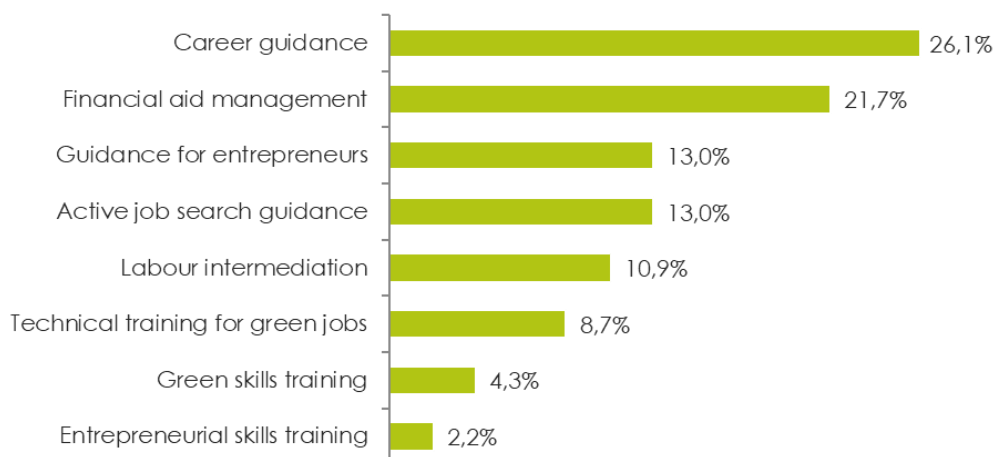
**Graf 10. Storitve, ki jih anketirani subjekti ponujajo mladim s podeželja, ki želijo najti zeleno delovno mesto ali ustanoviti zeleno podjetje:**



Vir: lastna priprava

Med subjekti, ki ponujajo specializirane storitve za mlade na podeželju, **jih večina navaja, da imajo veliko ali zelo veliko povpraševanje po storitvah svetovanja in/ali usposabljanja na področju zaposlovanja ali zelenega podjetništva (51,1 %)**, sledijo jim subjekti, ki imajo malo ali nič povpraševanja (48,9 %). **Zlasti storitve, po katerih mladi na podeželju najbolj povprašujejo** in so predstavljene v grafu 11, so: 1) svetovanje za zaposlovanje (26,1 %), 2) upravljanje individualne finančne pomoči ali financiranje projektov (21,7 %), 3) svetovanje za aktivno iskanje zaposlitve (13 %) in usmerjanje podjetnikov (13 %) ter 4) posredovanje dela (10,9 %). In čeprav usposabljanja na področju zelenih in podjetniških veščin ni med njimi, je večina mladinskih delavcev na konkretno vprašanje, **ali jih podeželska mladina potrebuje**, na splošno odgovorila, da jih potrebuje (78,7 % oziroma 87,2 %).

**Graf 11. Storitve, po katerih mladi na podeželju najbolj povprašujejo**



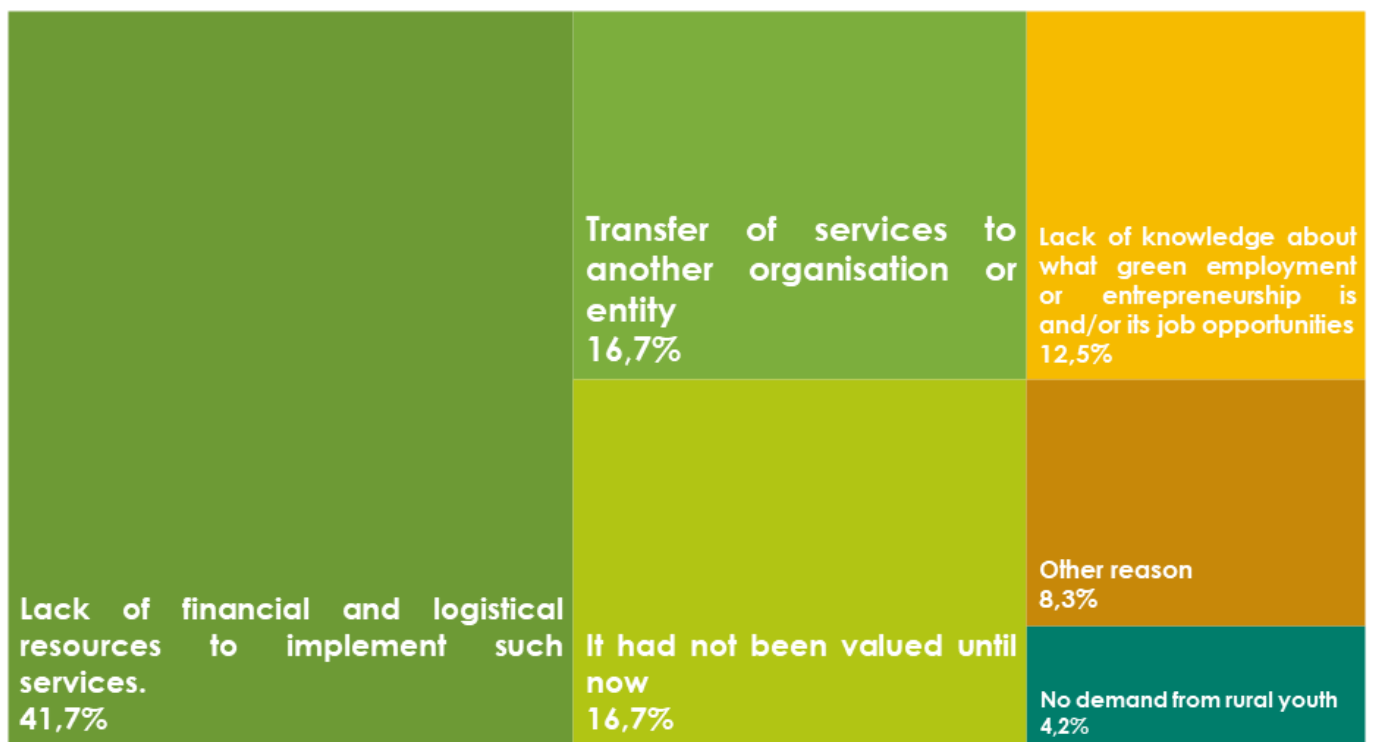
Vir: lastna priprava

Te številke odražajo zanimanje mladega podeželskega prebivalstva za usposabljanje na področju tovrstnih znanj in spretnosti, čeprav v primerjavi z drugimi storitvami ni prednostna naloga. Vendar **mladinski strokovnjaki v povprečju z 8,4 od 10 ocenjujejo pomen usposabljanja na področju zelenih ali podjetniških spretnosti za mlade podeželane (ne le za vključitev v zelena delovna mesta, temveč tudi za katero koli drugo vrsto zaposlitve glede na njene prednosti na osebni in poklicni ravni, kot so poročali v intervjujih)**. Prav tako **javni organi in predstavniki tretjega sektorja menijo, da je to usposabljanje potrebno v 91,3 % in 87 % primerov**. Glede na to, da imajo **mladi na podeželju večje težave pri iskanju zaposlitve kot mladi, ki živijo v mestih (po mnenju 66,2 % anketiranih mladinskih delavcev)**, se vloga javnih organov in subjektov tretjega sektorja pri spodbujanju zaposlovanja in zelenega podjetništva med mladimi na podeželju zdi precej ali zelo pomembna (87 %).

Kljub temu, da ti rezultati kažejo na pomembnost tovrstnih storitev za izboljšanje zaposlitvenega položaja mladih na podeželju, **javni subjekti in člani tretjega sektorja** nacionalno spodbujanje zaposlovanja in zelenega podjetništva med to skupino ocenjujejo z oceno 5,2 na lestvici od 1 do 10.

V zvezi s tem so ankete med strokovnjaki za zaposljivost mladih pokazale, da so **glavni razlogi za nenudenje specializiranih storitev (predstavljeni v grafu 12) naslednji**: (1) pomanjkanje finančnih in logističnih sredstev za izvajanje tovrstnih storitev (41,7 %), 2) prenos teh storitev na druge subjekte (16,7 %) ali da o ponudbi storitev še niso razmišljali (16,7 %) ter 3) pomanjkanje znanja o zaposlitvenih možnostih, ki jih ponujata zeleno zaposlovanje in podjetništvo (12,5 %).

**Graf 12. Razlogi, zakaj organizacije mladim s podeželja ne ponujajo specializiranih storitev svetovanja in/ali usposabljanja na področju zaposlovanja ali zelenega podjetništva:**



Vir: lastna priprava

Ti rezultati kažejo na pomen usposabljanja na področju zelenih in podjetniških spretnosti z vidika profilov, specializiranih za zaposlitvene možnosti mladih in podeželskega prebivalstva, hkrati pa **opozarjajo na slabo pokritost storitev usposabljanja v zvezi s tem in slabo zaznavanje mladih prebivalcev podeželja kot prednostne naloge** pri povpraševanju po storitvah za dostop do zelenega trga dela.

### 5.3.3. POTREBA PO SPODBUJANJU ZELENEGA ZAPOSLOVANJA IN PODJETNIŠTVA MED MLADIMI NA PODEŽELJU

To poglavje temelji na informacijah, pridobljenih z različnimi zgoraj navedenimi tehnikami, zlasti iz naslednjih virov: ankete in intervjuji z mladim podeželskim prebivalstvom, intervjuji z zelenimi podjetji, ankete z javnimi organi in subjekti tretjega sektorja ter intervjuji in ankete z delavci za zaposlovanje mladih<sup>14</sup>.

#### - ZELENA ZAPOSILITEV SE V VEČJI MERI DOJEMA KOT PRILOŽNOST ZA ZAPOSILITEV KOT ZELENO PODJETNIŠTVO

73,9 % anketiranih javnih organov in subjektov tretjega sektorja meni, da podeželska mladina dojema zelena delovna mesta ali zeleno podjetništvo kot priložnost za zaposlitev, kar se v veliki meri ujema z informacijami, pridobljenimi v intervjujih in raziskavi med podeželsko mladino. Rezultati intervjujev s podeželsko mladino odražajo obstoj dobrega dojemanja zelenih delovnih mest, večina jih **meni, da so ta delovna mesta priložnost za zaposlitev, in večina tistih, ki so trenutno zaposleni na enem od teh delovnih mest, želi to zaposlitev ohraniti dolgoročno** (nihče od njih ni uporabil nobenega zavoda za zaposlovanje, da bi do nje prišel). Po drugi strani je večina tistih, ki nimajo poklicnih izkušenj na tem področju, tudi razmišljala o sodelovanju na njem zaradi njegovih pozitivnih posledic za okolje in možnosti za prihodnjo rast; tisti, ki o tem niso razmišljali, pa so kot glavni razlog, da jih to ni zanimalo, navedli nepoznavanje te vrste zaposlitve.

Na splošno raziskava med mladimi kaže, da se **75,5 % podeželske mladine zaveda pomena zelenih delovnih mest** in se zaveda njihove prisotnosti v različnih gospodarskih sektorjih. In čeprav je večina (33,2 %) že kdaj razmišljala o delu na zelenem delovnem mestu, 28,3 % pa večkrat, **je med podeželsko mladino precejšen delež (32,3 %) takih, ki o tem niso nikoli razmišljali (graf 13).**

V zvezi z **zelenim podjetništvom** ugotavljamo **nekoliko bolj negativno dožemanje zaposlitvenih možnosti**. Raziskave kažejo, da **61,5 % podeželske mladine nikoli ni razmišljala o ustanovitvi zelenega podjetja (graf 14)**. Po drugi strani pa nihče od anketiranih mladih nima podjetniških izkušenj in čeprav 8 od 12 mladih meni, da je podjetništvo zanje priložnost za zaposlitev, se pri tem soočajo s številnimi dejavniki, povezanimi z njihovimi še vedno omejenimi poklicnimi izkušnjami, pomanjkanjem sredstev in znanja za ustanovitev podjetja ali pomanjkanjem zaupanja v zeleni razvoj na nacionalni ravni<sup>15</sup>. **Od 12 anketirancev jih je polovica razmišljala o ustanovitvi zelenega podjetja, vsi pa bodo to storili v prihodnosti, ko bodo imeli več usposabljanja in sredstev**. Njihovi razlogi so podobni tistim, ki so jih prej omenili za zeleno zaposlovanje: pozitivne posledice za okolje in perspektive rasti v prihodnosti, čeprav so v tem

<sup>14</sup> Podrobnosti o vzorcih, ki sestavljajo posamezne tehnike, so na voljo v metodološkem razdelku. Podrobnejša razmerja raziskav pa so na voljo v prejšnjih razdelkih o rezultatih 5.3.1 in 5.3.2.

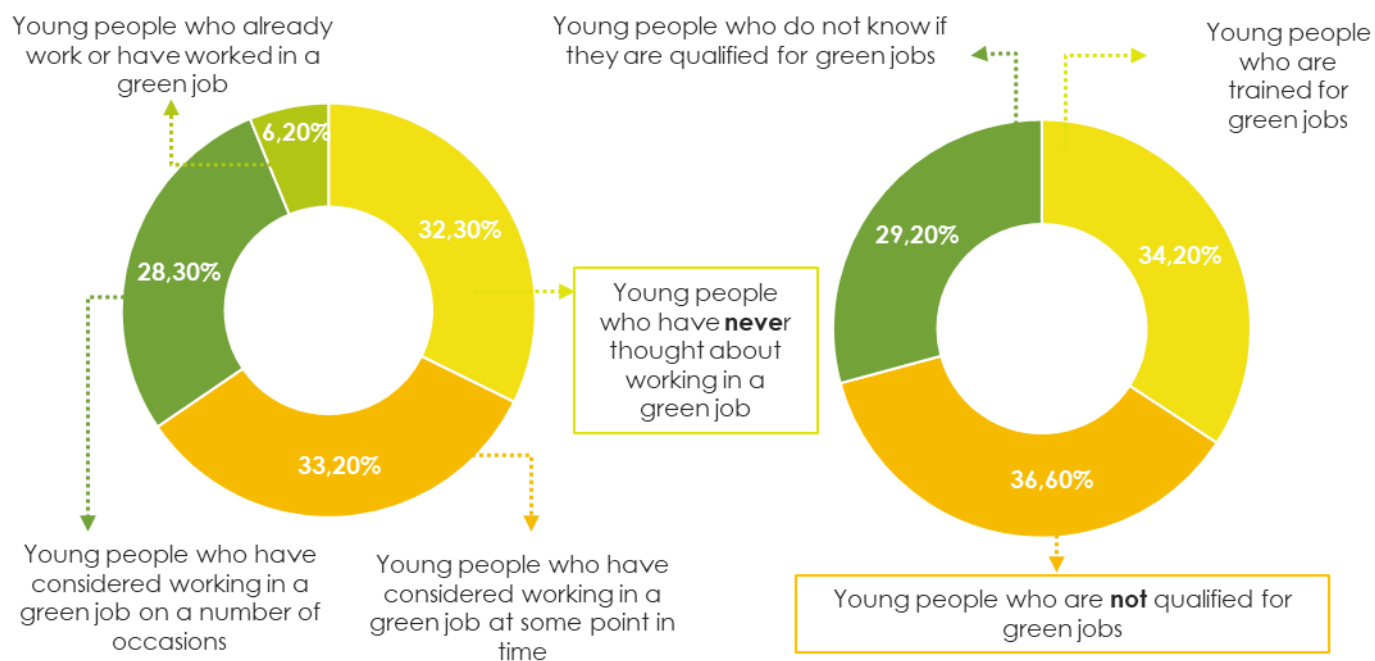
<sup>15</sup> Ta primer je bil posebej odkrit v dveh intervjujih, opravljenih med mladim podeželskim prebivalstvom v Severni Makedoniji.

primeru dodani še drugi razlogi, kot je izkoriščanje subvencij in dotacij za mlade in ženske, ki so na voljo na nacionalni ravni<sup>16</sup>.

Ti rezultati kažejo, **da čeprav večina mladih meni, da so zelena delovna mesta priložnost za zaposlitev, je še vedno precejšen delež tistih, ki jih ne poznajo ali pa dvomijo, ali imajo dovolj znanja za njihovo opravljanje, kot je prikazano v grafu 13:** večina mladih meni, da se ne more ukvarjati z zelenim delom (36,6 %), sledijo jim tisti, ki ga lahko opravljajo (34,2 %), in tisti, ki ne vedo (29,2 % primerov). **Podobno velja tudi za zeleno podjetništvo, ki sicer velja za priložnost za zaposlitev, vendar ga mladi kratkoročno ne dojemajo kot realno možnost.**

Glede poznavanja zelenih delovnih mest in glede tega, ali so kdaj razmišljali o sodelovanju pri njih, ni bilo ugotovljenih statističnih razlik med spoloma. Vendar pa so **mlade ženske manj samozavestne, ko jih vprašamo, ali imajo znanja in spretnosti za dostop do njih.** Večina žensk (44,4 %) meni, da niso usposobljene za zeleno delovno mesto, v primerjavi z večino mladih moških (45,5 %), ki menijo, da so usposobljeni<sup>17</sup>.

**Graf 13. Odstotek mladih, ki so razmišljali o sodelovanju na zelenih delovnih mestih, in njihovo dojetje usposabljanja za njihovo opravljanje:**

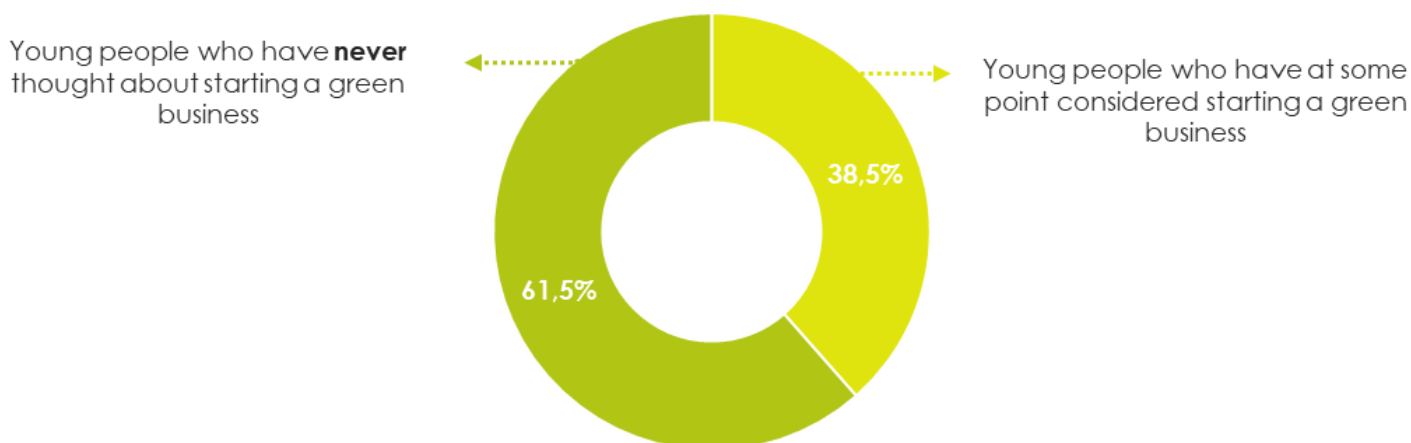


Vir: lastna priprava

<sup>16</sup> V pogovorih z mladimi v Španiji je bila posebej omenjena razpoložljivost subvencij in podpore za podjetništvo za mlade in ženske.

<sup>17</sup>  $\chi^2 = 19,190$   $p = .001$

Graf 14. Odstotek mladih, ki so razmišljali o podjetništvu



Vir: lastna priprava

Intervjuji s strokovnjaki za zaposljivost mladih se strinjajo v njihovem pozitivnem pogledu na zelene zaposlitvene priložnosti in večje težave mladih pri ustanavljanju kakršnih koli podjetij. Z izjemo strokovnjakov v Severni Makedoniji (kjer velja, da se ta delovna mesta še pojavljajo) strokovnjaki menijo, da zelena delovna mesta ponujajo pomembne zaposlitvene možnosti za mlade na podeželju. V Španiji pa je bil prav tako izpostavljen otežen dostop do teh delovnih mest, ne toliko zaradi ruralnega položaja ljudi, temveč zaradi velike privatizacije in nizke ponudbe javnih delovnih mest, zlasti tistih, ki se nahajajo na področju ravnanja z odpadki. In čeprav **tudi oni zaznavajo potencial zelenega podjetništva za zaposlovanje na podeželju, se strinjajo, da je to še vedno zelo odvisno od prisotnosti pomoči in nepovratnih sredstev**, ki so trenutno omejena.

Zaradi tega konteksta strokovnjaki, ki se ukvarjajo z zaposljivostjo mladih, poudarjajo, da je usmerjanje podeželske mladine v delo zapleteno, **saj od šolskih stopenj naprej ni ustreznih smernic za spodbujanje dela na podeželju**. Zato menijo, da na splošno institucije, namenjene usposabljanju ali poklicnemu usmerjanju, spodbujajo mlade na podeželju, da poskušajo dostopati do zelenih delovnih mest, vendar se informacije, ki se zagotavljajo v šolah, štejejo za zastarele<sup>18</sup>, obstoječe usposabljanje zunaj šole pa običajno ne ustvarja povezav s podjetji. Menijo, da **se dostop do teh storitev ne spodbuja bolj, ker se premalo zavedajo potreb po usposabljanju na "zelenem"**<sup>19</sup> **področju, kar je v nekaterih primerih povezano z veliko dinamiko, ki jo ti sektorji doživljajo.**

<sup>18</sup> To je bilo posebej omenjeno v intervjujih s podeželsko mladino in strokovnjaki za zaposljivost mladih v Italiji.

<sup>19</sup> To pomanjkanje znanja o zelenih zaposlitvenih možnostih so omenili zlasti strokovnjaki za zaposljivost mladih v Severni Makedoniji.

**Glede zelenega podjetništva** pa ugotavljamo, da v večini držav mladinski strokovnjaki poročajo, da institucije, namenjene usposabljanju ali poklicnemu usmerjanju, spodbujajo mlade na podežlju k ustanovitvi zelenih podjetij, čeprav na splošno poudarjajo, da to ni dovolj, pri čemer izpostavljajo dve glavni omejitvi: 1) kljub obstoju različnih programov usposabljanja (zlasti spletnih) o razvoju podjetništva so **ti pristopi pogosto zelo teoretični in splošne narave ter redko obravnavajo posebne potrebe in razmere podeželske mladine**. In 2) pogosto **primanjkuje finančnih sredstev**, zaradi česar mladi podjetniki težko začnejo izvajati svoje projekte. V tem smislu je bila v primerih, ko je bilo ugotovljeno, da se mladih na podežlju ne spodbuja k ustanovitvi zelenih podjetij (Slovenija, Italija in Severna Makedonija), izpostavljena še ena omejitev, kot je pomanjkanje znanja med strokovnjaki na področju usposabljanja in poklicnega usmerjanja.

Javni organi in organizacije tretjega sektorja imajo lahko ključno vlogo pri tem, **da se zaposlitvene možnosti, ki jih ponujajo zelena delovna mesta, predstavijo tistim, ki jih še ne poznajo, in da se opolnomočijo tisti, ki jih sicer poznajo, vendar trenutno menijo, da jih niso sposobni opravljati**. Prav tako lahko poznavanje priložnosti, ki jih ponuja zeleno podjetništvo za mlade, prispeva k izboljšanju trenutnega dožemanja njihovih zaposlitvenih možnosti v njihovi regiji. Vendar pa je **nujno treba posodobiti obstoječe programe usposabljanja in jim zagotoviti čim več virov, po možnosti prilagojenih realnosti mladih na podežlju**.

#### - STRATEGIJE ZA SPODBUJANJE ZELENEGA ZAPOSLOVANJA IN PODJETNIŠTVA MED MLADIMI NA PODEŽELJU.

Glede na te potrebe po storitvah in programih usposabljanja, namenjenih mladim na podežlju, smo zbrali predloge, pridobljene v intervjujih z različnimi profili: mladimi, zelenimi podjetji in strokovnjaki za zaposljivost mladih, da bi zagotovili prispevke za končna priporočila te raziskave.

Preglednici 3 in 4 spodaj povzemata strateške predloge, pridobljene iz vseh intervjujev, za **spodbujanje usposabljanja na področju zelenih in podjetniških veščin ter večjega dostopa do zaposlitve in zelenega podjetništva**.



**Preglednica 3: Seznam strategij za spodbujanje zelenih veščin in podjetniškega usposabljanja z vidika podeželske mladine, zelenih podjetij in strokovnjakov za zaposljivost mladih**

	PODEŽELSKA MLADINA	ZELENA PODJETJA	STROKOVNJAKI ZA ZAPOSILIVOST MLADIH
<p><b>SPODBUJANJE USPOSABLJANJA NA PODROČJU ZELENIH IN PODJETNIŠKIH VEŠČIN</b></p>	<ol style="list-style-type: none"> <li>1. Spodbujanje <b>usposabljanja učiteljev za te kompetence</b>, da jih bodo lahko učenci pridobivali že od začetka šolanja.</li> <li>2. Vzpostavite <b>več odnosov med občinami in izobraževalnimi ustanovami</b> ter zagotovite to usposabljanje na lokalni ravni.</li> <li>3. Izkoristite <b>spletne vire</b> za usposabljanje, saj so koristni za podeželsko prebivalstvo, <b>ne da bi pri tem opustili osebna srečanja</b>, ki pomagajo ustvarjati mreže in zmanjšujejo občutek osamljenosti.</li> <li>4. V okviru spletnega usposabljanja <b>spodbujajte srečanja v živo</b>, ki omogočajo interakcijo in bližino med mladim podeželskim prebivalstvom.</li> <li>5. Uporabite <b>nove izobraževalne strategije</b>, kot so mobilne aplikacije, ki omogočajo usposabljanje za te kompetence na interaktiven način.</li> <li>6. Zagotovite <b>več praktičnega usposabljanja</b> o podjetništvu.</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Ponudite jim usposabljanje za veščine v podjetjih</b>, kjer bi lahko to znanje tudi uporabili s pripravnostvom v podjetjih.</li> <li>2. <b>Povečajte samozavest mladih s podeželja</b>, da bi jih motivirali za iskanje priložnosti za izboljšanje usposabljanja v tako dinamičnem okolju.</li> <li>3. <b>Ustvarite mreže iz podjetij z mladimi</b>, ki bi jim pomagale razviti te kompetence in delovale kot mentorji, da bi jih ozavestile o potrebah trga dela.</li> <li>4. Poskušajte mladim pokazati, <b>kako pomembno je dajati vrednost majhnim vsakodnevnim dejanjem</b>, saj se tako te kompetence ponotranjijo.</li> <li>5. <b>Povečajte ozaveščenost o pomenu usposabljanja</b> tudi za tista delovna mesta, kjer se morda ne zdi potrebno, na primer v kmetijskem sektorju.</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Usposablajte učitelje in trenerje za te veščine</b>, da bi spodbudili večji prenos teh veščin na lokalno mladino.</li> <li>2. <b>Omogočite srečanja med podjetji in mladimi</b>, da bi spodbujali poznavanje te vrste usposabljanja in delovali kot motivatorji.</li> <li>3. <b>Izvedite kampanje za ozaveščanje, ustvarite odprte forume, okrepite povezave s šolami</b> ter ponudite brezplačne programe usposabljanja in mentorstva, da bi spodbudili znanje in dostop mladih do teh usposabljanj.</li> <li>4. <b>Delujte kot motivatorji</b> za usposabljanje na področju teh kompetenc, tako da naredite vidno preobrazbeno moč teh kompetenc, ne le na poklicni, temveč tudi na osebni ravni. Kot tudi njihov potencialni učinek na lokalni ravni.</li> <li>5. <b>Prilagodite se novim potrebam mladih</b>, zlasti novim načinom interakcije z njimi in novim učnim pristopom, ki so na voljo, na primer s ponudbo bolj praktičnega ali tehnološkega usposabljanja in z izkoriščanjem manj formalnih metodologij poučevanja.</li> </ol>

Vir: lastna priprava

**Preglednica 4: Seznam strategij za spodbujanje dostopa do zaposlitve in zelenega podjetništva z vidika podeželske mladine, zelenih podjetij in strokovnjakov za zaposljivost mladih**

**SPODBUJANJE ZELENIH DELOVNIH MEST IN PODJETNIŠTVA**

PODEŽELSKA MLADINA	ZELENA PODJETJA	STROKOVNJAKI ZA ZAPOSLOJIVOST MLADIH
<ol style="list-style-type: none"> <li>1. <b>Poznavanje koristi in prednosti zelenih delovnih mest</b> na okoljski, socialni in delovni ravni, da bi jih motivirali za sodelovanje na zelenem trgu dela.</li> <li>2. Seznanite se z <b>uspešnimi poslovnimi primeri</b> mladih na podeželju ter omogočite srečanja z njimi in mladim podeželskim prebivalstvom.</li> <li>3. Spoznajte priložnosti, ki so na voljo v zelenem sektorju, s pomočjo <b>orodij</b>, kot so: zaposlitvene platforme ali zemljevidi zelenih podjetij.</li> <li>4. Zagotovite <b>posebne storitve</b>, ki podeželski mladini omogočajo: 1) spoznavanje zelenih zaposlitvenih možnosti, 2) usposabljanje, ki je na voljo za dostop do teh delovnih mest, in 3) svetovanje o razpoložljivih subvencijah za podjetništvo ali usposabljanje na teh področjih.</li> <li>5. <b>Spodbujajte sodelovanje podjetij v šolah</b> z obiski in predstavitvami.</li> <li>6. <b>Spodbujajte bolj vključujoče prostore</b> na področju zelenih delovnih mest za družbene manjšine.</li> </ol>	<ol style="list-style-type: none"> <li>1. Izkoristite povezavo med mladim podeželskim prebivalstvom in naravnim okoljem ter <b>spodbujajte ta delovna mesta z ozaveščanjem o njihovih številnih koristih</b> na družbeni in okoljski ravni.</li> <li>2. <b>Spodbujajte podjetništvo</b> in vključite mlade v zelene pobude, pri čemer jim omogočite dostop do informacij in tako spodbudite tesnejše odnose med podjetji in mladimi.</li> <li>3. <b>Okrepite povezave med zelenimi podjetji in mladimi</b>, jih obveščajte o tržnih trendih ter jim ponudite storitve pripravnosti in certificiranega usposabljanja na področjih, kot so obnovljivi viri energije ali trajnostno kmetijstvo.</li> <li>4. <b>Objavljajte dobre prakse</b>, ki so bile odkrite na drugih območjih, in kako jih je mogoče prilagoditi drugim lokalnim in nacionalnim kontekstom.</li> <li>5. <b>Izobražujte mlade o vrednotah</b>, da bi spodbudili njihovo zanimanje za etična in trajnostna delovna mesta.</li> </ol>	<ol style="list-style-type: none"> <li>1. <b>Spodbujajte srečanja med podjetniki na podeželju, da bi delovali kot motivatorji</b> in preprečili občutek osamljenosti med mladimi, ki želijo postati podjetniki.</li> <li>2. <b>Povečajte ozaveščenost o zelenih delovnih mestih med inštruktorji in svetovalci za zaposlovanje</b>, da jih bodo lahko optimalno promovirali med mladim podeželskim prebivalstvom ali tujci, ki se zanimajo za selitev na podeželje.</li> <li>3. <b>Spodbujajte povezavo med trajnostnim razvojem in podjetništvom</b> že v najzgodnejših fazah izobraževanja.</li> <li>4. <b>S kampanjami ozaveščanja o zelenem podjetništvu na podeželju</b> predstavite potencial podeželskih območij in njihove edinstvene priložnosti za zeleno zaposlovanje.</li> <li>5. Spodbujanje <b>možnosti usposabljanja med mladimi priseljenci</b>, ki se želijo preseliti na podeželje<sup>20</sup>.</li> </ol>

Vir: lastna priprava

<sup>20</sup> Razgovori s strokovnjaki za zaposljivost v Španiji so pokazali, da se priložnosti na zelenih delovnih mestih ne razlikujejo od drugih običajnih delovnih mest, priložnosti za usposabljanje pa so omejene za mlade priseljence, ki imajo zaradi zamud pri postopkih za njihovo pravno ureditev v državi že zdaj težave pri dostopu do brezplačnega usposabljanja.

Iz zbirke predlogov o tem, kako izboljšati usposabljanje za spretnosti in večjo udeležbo na zelenem trgu dela, je razvidno, da se številni predlogi različnih profilov, s katerimi smo se pogovarjali, **ujemajo, zlasti v naslednjih točkah:**

- Potreba po spodbujanju teh usposabljanj in interesov že v najzgodnejših fazah izobraževanja.
- Krepitev povezav med različnimi akterji (mladimi, podjetji in družbenimi subjekti) za vzpostavitev mrež, ki mlade na podeželju navdihujejo in motivirajo za sodelovanje na zelenem trgu dela.
- Ponujanje mladim dejanskih priložnosti za sodelovanje na zelenem trgu dela s pripravništvom v zelenih podjetjih.
- In posodobitev obstoječega usposabljanja glede na nove potrebe mladih, ki zahtevajo večjo praktičnost in poglobljenost pridobljenega znanja.

## 6. SKLEPNE UGOTOVITVE

Ugotovitve tega poročila potrjujejo priložnosti, ki jih ponuja zeleni trg dela v Evropi, potem ko so bile **ugotovljene zelene zaposlitvene niše v 12 različnih sektorjih v šestih analiziranih evropskih državah in sledenje 68 dobrim praksam, ki spodbujajo te dejavnosti.**

Raznolikost uporabljenih metodologij je omogočila razumevanje **potreb podeželske mladine po usposabljanju na področju zelenih in podjetniških veščin** z različnih profilov in pristopov, pri čemer je bilo ugotovljeno, da ta kolektiv vendarle zaznava koristi usposabljanja na področju zelenih in podjetniških veščin:

- Kljub prisotnosti zelenih in podjetniških veščin med mladim podeželskim prebivalstvom je še vedno precejšen delež mladih, ki ne morejo ugotoviti, ali jih imajo, in/ali se ne zavedajo obstoja takšnega usposabljanja.
- Med mladimi ženskami je večje pomanjkanje zaupanja, ko razmišljajo o svoji udeležbi na zelenih delovnih mestih.
- Obstoječe usposabljanje za pridobitev znanj in spretnosti v izobraževalnih sistemih velja za zastarelo, v podjetjih pa za preveč specializirano. Dejansko je za prevladujoče usposabljanje značilno, da je spletno, teoretično in ne preveč praktično.
- Podjetniške spretnosti, po katerih zelena podjetja najmanj povprašujejo, so tudi najbolj ugodne za podjetništvo, prav pri samooceni teh spretnosti pa mladi na podeželju potrebujejo največ usposabljanja.
- Te sposobnosti zelena podjetja v svojih izbirnih postopkih še vedno težko odkrivajo.

Prav tako je **treba razširiti storitve usposabljanja, ki so na voljo mlademu podeželskemu prebivalstvu, in sicer tako v smislu usposabljanja spretnosti kot tudi dostopa do zelenega trga dela:**

- - Usposabljanje na področju zelenih in podjetniških veščin je med podeželsko mladino zelo iskano, čeprav v primerjavi z drugimi storitvami zaposlovanja ni prednostna naloga. Hkrati pa ga intervjuvani strokovnjaki visoko cenijo, ko gre za spodbujanje zaposlitvenih možnosti za mlade na podeželju.
- - Kljub obstoju specializiranih storitev za vključevanje mladih podeželskih prebivalcev na zeleni trg dela, se jim zdi, da niso zadostne. Še vedno obstaja velika potreba po svetovalnih in podpornih storitvah tako za usposabljanje kot za zelene podjetniške priložnosti, zlasti zaradi dinamične narave teh storitev.
- - Obstaja potreba po nadaljnjem prilagajanju obstoječega usposabljanja za mlade podeželske prebivalce, da bi zadostili tako potrebam podeželskega okolja kot tudi novim potrebam zelenega trga dela.
- - Med mladimi, ki zelenega trga dela ne poznajo, še vedno obstaja potreba po dodatnih informacijah o priložnostih, ki jih ponuja zeleni trg dela. V zvezi s tem je treba dodatno promovirati tudi zaposlitvene možnosti zelenega podjetništva, saj je nezaupanje mladih zaradi velike odvisnosti od subvencij in podpore ter njihovega omejenega znanja in poklicnih izkušenj vse večje.
- - Še vedno si je treba še naprej prizadevati za to, da bi zelena delovna okolja ponujala resnične priložnosti za socialno vključenost.

## 7. PRIPOROČILA ZA ZADOVOLJITEV POTREB PO USPOSABLJANJU MLADIH NA PODEŽELJU

Namen priporočil v tem razdelku je povzeti najpomembnejše informacije za razvoj prihodnjih programov usposabljanja, ki vključujejo zelena in podjetniška znanja:

### Glede vsebine usposabljanj je priporočljivo:

- Tečajji usposabljanja za pridobitev kompetenc bi morali zagotavljati **predvsem praktično znanje**, ki omogoča, da se znanje o uporabi pridobljenih kompetenc **posodablja v skladu s potrebami trga dela**.
- Spodbujanje **sodelovanja zelenih podjetij** pri usposabljanjih, da se iz prve roke seznanijo z možnostmi za zelena delovna mesta in prednostmi zelenih delovnih mest.
- V usposabljanja vključite **zgodbe o uspehu in organizirajte srečanja z mladimi podeželskimi podjetniki**, da bi spodbudili ustvarjalnost in navdušenje za podjetništvo med mladimi.
- **Usposabljanje za pridobivanje spretnosti dopolnite s tehničnim usposabljanjem** na področjih, kot so ravnanje z odpadki, obnovljivi viri energije, trajnostna kmetijska proizvodnja, merjenje ogljičnega odtisa ali zeleni certifikati.
- Vključitev **vidika spola** v njegovo zasnovo, da se zmanjša vrzel v znanju in udeležbi na zelenem trgu dela.
- **Upoštevajte informacije, ki se nanašajo na podeželske razmere:**
  - Znanje o **posebnih težavah pri podjetništvu**, kot so odsotnost poslovnih prostorov ali registri razpoložljivih poslovnih prostorov, in strategijah za njihovo reševanje.
  - Znanje o **strategijah kooperativnega poslovanja**, kot je delitev virov ali trgovcev s preostalim podeželskim prebivalstvom, da bi poskušali čim bolj razdeliti stroške in povečati konkurenčnost podeželskih podjetij v primerjavi z multinacionalnimi podjetji.
  - Znanje o **težavah, povezanih z dostopom do kmetijskih zemljišč** pri razvoju kmetijskega podjetništva, in strategijah za boj proti njim.

### V zvezi z organizacijo tečajev usposabljanja:

- Kljub prednostim, ki jih spletno usposabljanje prinaša podeželskim območjem, je priporočljivo, da **ne opustite osebnih srečanj**, da bi spodbudili ustvarjanje mrež in povezav med različnimi akterji na območju (mladimi, podjetji, javnimi upravami in družbenimi subjekti). Ta srečanja krepijo odnose in omogočajo mladim, da se počutijo bolj podprte pri svojih poklicnih projektih.
- Prihodnja usposabljanja bi morala **biti bolj inovativna glede metodologij poučevanja** in vključevati uporabo orodij IKT ter interaktivnih ali manj uradnih metod poučevanja.
- Priporočljivo je, da se mladim na podeželju omogoči, da pridobljeno znanje v praksi uporabijo v zelenih podjetjih s pomočjo **pripravnih**. S tem se bo spodbujalo, da se priložnosti za usposabljanje povežejo s priložnostmi za zaposlitev.
- Priporočljivo je, da **usposabljanje o kompetencah spremljajo certifikati**, da bi podjetjem pomagali pri odkrivanju teh kompetenc med postopkom zaposlovanja.
- Primerno je ponuditi **široko paleto usposabljanj na različnih ravneh**, ki zajemajo od najnižjih stopenj izobrazbe do bolj specializiranih in so **dostopna skupinam, ki jim grozi socialna izključenost**, kot so mladi priseljenci ali pripadniki manjšinskih skupin.

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## PRILOGA I: USPOSABLJANJE ZA ZELENO PODJETNIŠTVO IN ZELENA DELOVNA MESTA

Country	Training Course	Link for further information
<b>North Macedonia</b>	- The <b>South East European University</b> offers a training programme dedicated to green economy and sustainable development and others focused on providing a comprehensive training in the field of sustainable energy systems.	<a href="https://www.seeu.edu.mk/en/faculties/be/be-study-programmes?id=246">https://www.seeu.edu.mk/en/faculties/be/be-study-programmes?id=246</a>
	- The <b>Macedonian Solar Association</b> , offers focused training for recycling or further training in the use of renewable sources.	<a href="https://www.masterstudies.com/instituti-ons/seeu/energy-management-and-sustainable-development">https://www.masterstudies.com/instituti-ons/seeu/energy-management-and-sustainable-development</a>
	- The " <b>YES Foundation</b> " offers a programme to support green business ideas and support entrepreneurial activities in the territory.	<a href="https://wbc-rti.info/object/call/22874">https://wbc-rti.info/object/call/22874</a>
<b>Cyprus</b>	- Courses in sustainable development, renewable energy and environmental engineering are offered at <b>Cyprus University of Technology</b> .	CYPRUS UNIVERSITY OF TECHNOLOGY (cut.ac.cy)
	- Courses on renewable energy resources and sustainable building design offered by the <b>Cyprus Institute of Energy</b> .	University of Cyprus, FOSS Research Centre for Sustainable Energy   Office of International Programs (princeton.edu)
	- Courses related to green employment, including modules on climate change, environmental protection and renewable energy at the <b>University of Cyprus</b> .	Home - Department of Civil and Environmental Engineering (ucy.ac.cy)
<b>Greece</b>	- Numerous training courses on sustainable agriculture offered at the <b>Agricultural University of Athens</b> .	<a href="https://www.agrofossilfree.eu/es/universidad-agricola-de-atenas/">https://www.agrofossilfree.eu/es/universidad-agricola-de-atenas/</a>
	- <b>International Master's Programme (MSc)</b> "Sustainable Tourism Development: Heritage, Environment, Society"	<a href="https://www.tourismheritage.hua.gr/">https://www.tourismheritage.hua.gr/</a>
	- <b>National Technical University</b> of Athens offers training in Renewable Energy Engineering.	<a href="https://www.ece.ntua.gr/en/undergraduate/courses/3244">https://www.ece.ntua.gr/en/undergraduate/courses/3244</a>
<b>Slovenia</b>	- <b>Katapult</b> is a private initiative whose objective is to contribute to the promotion of local entrepreneurship.	<a href="https://katapult.si/">https://katapult.si/</a>
	- The <b>University of Ljubljana</b> offers a renewed Public Sector Economics and Environment Programme.	<a href="http://www.ef.uni-lj.si/podiplomsko/javni_sektor">http://www.ef.uni-lj.si/podiplomsko/javni_sektor</a>
	- Greendex project, promoted by the <b>Slovenian National Agency MOVIT</b> , has trainings focused on carbon footprint reduction.	<a href="https://greendex.world/">https://greendex.world/</a>

Italy	<ul style="list-style-type: none"> <li>- Training in Building Energy Certification by the <b>University of Catania</b>.</li> </ul>	<a href="https://www.cutgana.unict.it/terza-missione/certificazione-energetica-degli-edifici">https://www.cutgana.unict.it/terza-missione/certificazione-energetica-degli-edifici</a>
	<ul style="list-style-type: none"> <li>- The Energy for Schools programme (Energia per le scuole) launched by <b>Enel</b> aims to respond to the most current demands of the energy sector.</li> </ul>	<a href="https://www.enel.com/it/media/esplorazione/ricerca-comunicati-stampa/press/2023/02/enel-presenta-energie-per-la-scuola-un-ponte-tra-imprese-e-formazione-per-la-transizione-energetica">https://www.enel.com/it/media/esplorazione/ricerca-comunicati-stampa/press/2023/02/enel-presenta-energie-per-la-scuola-un-ponte-tra-imprese-e-formazione-per-la-transizione-energetica</a>
	<ul style="list-style-type: none"> <li>- The <b>Università Politecnica delle Marche</b> offers diverse training in management for sustainability, environmental sciences, innovative agricultural systems or environmental engineering.</li> <li>- And various educational institutions such as the <b>Politecnico di Milano, the University of Pavia and Parma</b> offer training in green technologies.</li> </ul>	<a href="https://www.repubblica.it/green-and-blue/2022/06/20/news/universita_green_economy_ambiente_crisi_climatica-351458992/">https://www.repubblica.it/green-and-blue/2022/06/20/news/universita_green_economy_ambiente_crisi_climatica-351458992/</a>
	<ul style="list-style-type: none"> <li>- The <b>universities of Bologna, Brescia, Rome, Sapienza and Federico II</b> offer training in resource economics and sustainable development; global challenges and global sustainability.</li> <li>- And universities such as <b>Bocconi and Luiss</b> offer training in energy efficiency.</li> </ul>	<a href="https://spaziopubblico.fpcgil.it/corsi-di-studi-transizione-ecologica/">https://spaziopubblico.fpcgil.it/corsi-di-studi-transizione-ecologica/</a>
Spain	<ul style="list-style-type: none"> <li>- Universities such as the <b>Polytechnic University of Madrid, the University of Zaragoza, the University of Coruña or the Instituto Superior de Medio Ambiente</b> have specialised training in renewable energies and energy efficiency in building, industry and transport.</li> </ul>	<a href="https://www.upm.es/Estudiantes/Estudios_Titulaciones/Estudios_Master/Programas?id=6.6&amp;fmt=detail">https://www.upm.es/Estudiantes/Estudios_Titulaciones/Estudios_Master/Programas?id=6.6&amp;fmt=detail</a> <a href="https://estudios.unizar.es/estudio/ver?id=652">https://estudios.unizar.es/estudio/ver?id=652</a> <a href="https://estudios.udc.es/es/study/start/4547v01">https://estudios.udc.es/es/study/start/4547v01</a> <a href="https://www.ismedioambiente.com/master/">https://www.ismedioambiente.com/master/</a>
	<ul style="list-style-type: none"> <li>- The <b>Universities of Andalusia and Barcelona</b> offer both degree and postgraduate courses in organic agriculture and livestock farming.</li> </ul>	<a href="https://www.unia.es/estudios-y-acceso/oferta-academica/masteres-oficiales/master-oficial-en-agricultura-y-ganaderia-ecologicas">https://www.unia.es/estudios-y-acceso/oferta-academica/masteres-oficiales/master-oficial-en-agricultura-y-ganaderia-ecologicas</a> <a href="https://www.ub.edu/masterae/">https://www.ub.edu/masterae/</a>
	<ul style="list-style-type: none"> <li>- Spain offers <b>Vocational and Educational Training (VET)</b> for activities in sustainable transport, management and installation of renewable energy sources, energy rehabilitation of buildings, forestry and agriculture.</li> </ul>	<a href="https://www.todofp.es/que-estudiar/loe.html">https://www.todofp.es/que-estudiar/loe.html</a>
	<ul style="list-style-type: none"> <li>- Spain offers <b>professional certificates</b> that allow the performance of activities in the waste management sector, the management and installation of renewable energy sources, the energy rehabilitation of buildings, and in the forestry sector.</li> </ul>	<a href="https://sede.sepe.gob.es/especialidad/esformativas/RXBuscadorEFRED/BusquedaEspecialidades.do">https://sede.sepe.gob.es/especialidad/esformativas/RXBuscadorEFRED/BusquedaEspecialidades.do</a>

## PRILOGA II: UGOTOVLJENE DOBRE PRAKSE ZELENIH PODJETNIŠTEV

Transforming Plastic Waste into Sustainable Products (Belgium)	
<p>Eco-oh! collects, sorts, cleans, and recycles household plastic waste into durable, sustainable products for gardens, construction, and infrastructure.</p>	
<p><b>Name of the promoting organisation:</b> Eco-oh!,</p> <p><b>Location where it has been implemented:</b> Laakdal, Belgium</p> <p><b>Target group:</b> General public &amp; Businesses</p> <p><b>Objectives:</b> Reduce plastic waste and promote sustainability by creating recyclable products.</p>	
<p><b>Benefits to the entity and the target population</b></p> <p>Eco-oh! creates sustainable products, reduces landfill waste, and promotes recycling. The public benefits through access to environmentally friendly products and reduced pollution.</p>	
<p><b>Innovative character:</b></p> <p>Eco-oh! uniquely recycles mixed household plastics that often go unrecycled, turning them into high-quality, sustainable products.</p>	
<p><b>Barriers and problems detected during implementation:</b></p> <p>Challenges could include sourcing and sorting diverse types of plastic waste and managing variability in waste quality and composition.</p>	
<p>Link to the website: <a href="http://www.eco-oh.com/">http://www.eco-oh.com/</a></p>	

## Sustainable Fashion from Recycled Materials (Spain)

Ecoalf is a sustainable fashion brand turning waste materials into high-quality clothing and accessories, aiming to reduce environmental impact.



**Name of the promoting organisation:** Ecoalf

**Location where it has been implemented :** Madrid, Spain

**Target group:** Conscious consumers.

**Objectives:** Minimize waste and pollution by creating high-quality products from recycled materials.

**Benefits to the entity and the target population:**

Ecoalf reduces waste and pollution, while customers benefit from environmentally-friendly and stylish products.

**Innovative character:**

Transforming waste materials into fashionable and high-quality clothing, promoting sustainable fashion.

**Barriers and problems detected during implementation:**

Challenges include the consistency of waste materials and the higher cost of recycling and sustainable production methods.

Link to the website: <https://ecoalf.com/>



## Innovative Natural Lighting Solutions (Belgium)

EcoNation's LightCatcher is an intelligent daylight system that optimizes natural light in buildings, reducing energy consumption.



**Name of the promoting organisation :** EcoNation

**Location where it has been implemented :** Gent, Belgium

**Target group:** Building owners & operators.

**Objectives:** Reduce energy use and emissions by maximizing the use of natural light.

**Benefits to the entity and the target population:**

EcoNation promotes energy efficiency and sustainability. Building owners benefit from reduced energy costs and users enjoy natural lighting

**Innovative character:**

The LightCatcher system intelligently maximizes natural light usage, reducing the need for artificial lighting.

**Barriers and problems detected during implementation:**

Los desafíos incluyen los costos iniciales de instalar el sistema y la compatibilidad con los diseños de edificios existentes.

Link to the website: <http://www.econation.be/>

## Eco-Friendly Non-Stick Cookware (Belgium)

GreenPan produces non-stick cookware with a unique ceramic coating, Thermolon, reducing CO2 emissions and avoiding harmful chemicals.



**Name of the promoting organisation :** GreenPan

**Location where it has been implemented :** Brussels, Belgium.

**Target group :** Conscious consumers.

**Objectives:** Provide safer, greener non-stick cookware alternatives.

**Benefits to the entity and the target population:**

GreenPan reduces emissions in production while customers benefit from safe, efficient, eco-friendly cookware.

**Innovative character:**

The Thermolon ceramic non-stick coating is a first-of-its-kind in the cookware industry.

**Barriers and problems detected during implementation:**

Challenges could include overcoming market dominance of traditional non-stick cookware and educating consumers on the benefits of ceramic coatings.

Link to the website. <https://www.greenpan.us/>

## Sustainability Ratings for Global Supply Chains (France)

EcoVadis provides comprehensive sustainability ratings and tools to enhance performance across global supply chains

The logo for EcoVadis, featuring the word "ecovadis" in a lowercase, sans-serif font. The "v" is stylized with a green dot above it.

**Name of the promoting organisation :** EcoVadis

**Location where it has been implemented :** Paris, France.

**Target group:** Global businesses.

**Objectives:** Promote sustainability in global supply chains via reliable CSR scores.

**Benefits to the entity and the target population:**

EcoVadis promotes sustainable practices, while businesses can improve their sustainability performance and reputation.

**Innovative character:**

Combining ICT and CSR expertise to deliver reliable, comprehensive sustainability ratings.

**Barriers and problems detected during implementation:**

Challenges could include gaining trust and acceptance of sustainability ratings across diverse businesses and industries.

Link to the website. <https://www.ecovadis.com/>

## Sustainable Forestry Investment (France)

EcoTree enables individuals and businesses to invest in sustainable forestry, helping to increase forest growth and sequester carbon.



**Name of the promoting organisation :** EcoTree

**Location where it has been implemented :** Brittany, France.

**Target group:** Individuals and businesses.

**Objectives:** Foster sustainable forestry and combat climate change through carbon sequestration.

**Benefits to the entity and the target population:**

EcoTree profits from investments, while investors gain both financial returns and environmental benefits.

**Innovative character:**

Uses a unique investment model that promotes sustainable forestry and provides financial returns.

**Barriers and problems detected during implementation:**

Challenges include engaging long-term investors due to the delayed return on investment inherent to forestry.

Link to the website. <https://ecotree.green/es>

## Solución de contaminación atmosférica urbana: The CityTree (Germany)

Green City Solutions has created the CityTree, a mobile, space-efficient installation that reduces urban air pollution using a combination of plants and IoT technology.



**Name of the promoting organisation :** Green City Solutions

**Location where it has been implemented :** Berlin, Germany.

**Target group:** Urban municipalities and businesses.

**Objectives:** Reduce urban air pollution and improve local biodiversity

### **Benefits to the entity and the target population:**

Green City Solutions benefits from sales of CityTrees, while cities and citizens gain improved air quality and a cooler urban climate.

### **Innovative character:**

Combines plant science and IoT technology to reduce air pollution in a space-efficient way.

### **Barreras y problemas detectados durante la implementación**

We don't have real-time data. Challenges include ensuring the CityTrees are properly maintained and obtaining buy-in from cities and businesses.

Link to the website. <https://greencitysolutions.de/en/>

## Coffee Waste Upcycling (Denmark)

Kaffe Bueno recycles waste from coffee production, transforming it into active ingredients for cosmetics, nutraceuticals, and functional foods.



**Name of the promoting organisation :** Kaffe Bueno

**Location where it has been implemented :** Copenhagen, Denmark.

**Target group:** Coffee shops, cosmetics, nutraceuticals, and functional food industries.

**Objectives:** Repurpose coffee waste into valuable products, promoting a circular economy.

**Benefits to the entity and the target population:**

Kaffe Bueno profits from selling repurposed coffee waste, while reducing waste and creating high-value products for various industries.

**Innovative character:**

Utilizes biotechnology to recycle and transform coffee waste into high-value products.

**Barreras y problemas detectados durante la implementación**

Challenges include ensuring a steady supply of coffee waste and maintaining efficient extraction processes.

Link to the website. <https://www.kaffebueno.com/>

## Promoting Eco-friendly Lifestyle (France)

Greenweez is an online retailer specializing in organic and eco-friendly products, ranging from food and hygiene to household items and toys.



**Name of the promoting organisation :** Greenweez

**Location where it has been implemented :** France

**Target group:** Conscious consumers worldwide.

**Objectives:** Make eco-friendly products accessible, promoting a sustainable lifestyle.

**Benefits to the entity and the target population:**

Greenweez benefits from the sales of eco-friendly products, while consumers gain easy access to a wide range of sustainable goods.

**Innovative character:**

Leading online platform in France dedicated to organic and eco-friendly products.

**Barriers and problems detected during implementation:**

Challenges include maintaining a diverse product range that meets rigorous eco-friendly standards and adapting to changing regulations.

Link to the website. <https://www.greenweez.com/>

## Smart Indoor Aquaponics (Sweden)

EcoGarden by Ecobloom is an indoor smart garden that uses aquaponics, simulating a sustainable natural ecosystem within a stylish, compact setup.



**Name of the promoting organisation :** Ecobloom

**Location where it has been implemented :** Stockholm, Suecia

**Target group:** eco-conscious individuals and educational institutions.

**Objectives:** Promote sustainable and organic farming methods via aquaponics.

**Benefits to the entity and the target population:**

Ecobloom benefits from the sales of EcoGardens, while users gain an educational tool for sustainable farming and a convenient way to grow fresh produce indoors.

**Innovative character:**

The innovative character lies in combining traditional farming with modern technology to create a compact, self-sustaining ecosystem.

**Barriers and problems detected during implementation:**

Challenges include educating consumers about aquaponics and ensuring user-friendly design and operation.

Link to the website. <https://ecobloom.se/>

[EcoGarden: El ecosistema interactivo más inteligente del mundo | Indiegogo](#)



## Mezolift (Greece)

The Greek business that makes solar lifts offers lower fuel costs and lower maintenance requirements over their lifetime. In particular, the company's owner creates lifts that use renewable energy. This innovative product exemplifies best practices that encourage and elevate green entrepreneurship.



**Name of the promoting organisation :** MEZOlift

**Location where it has been implemented :** Kilkis, Greece

**Target group:** general public.

**Objectives:** The aim of the solar elevator is to reduce the environmental impact of traditional lifts by using solar energy as an energy source.

**Benefits to the entity and the target population:**

Solar lifts offer the organisation a remarkable level of energy independence. By generating electricity on-site through solar energy, the entity can minimise dependence on external energy sources and grid infrastructure. The implementation of solar lifts brings significant advantages to the target population, aligning with their aspirations for a sustainable and environmentally friendly way of life. It also provides them with cost savings and energy independence.

**Innovative character:**

A solar elevator is an advanced concept that combines solar energy and vertical transport systems to create an environmentally friendly mode of transport. It operates with the help of a small solar cell, which significantly reduces construction costs.

Link to the website. <http://www.mezolift.gr>

## BioAgros (Greece)

The company's emphasis is on using ecologically friendly practices, natural soil-building processes, and avoiding the use of synthetic chemicals, pesticides, and genetically modified organisms. They use renewable energy sources, promote paper recycling and use decomposed organic matter for animal feed and energy production.



**Name of the promoting organisation :** BioAgros.

**Location where it has been implemented :** Krya Vrysi, Greece

**Target group:** Sellers and consumers.

**Objectives:** Their main goal is the production and promotion of organic goods, demonstrating their everlasting dedication to environmentally friendly procedures.

**Benefits to the entity and the target population:**

Several aspects such as commercial viability, financial sustainability, welfare improvement and ecological conservation. From a wide range of benefits, including market prospects, profitability, improved health outcomes, to environmental sustainability.

**Innovative character:**

It is characterised by its innovative approach to sustainable agriculture and its ability to meet changing consumer demands. BioAgros stands out as an innovator in the organic produce industry due to its commitment to sustainable agriculture and its use of cutting-edge farming techniques that prioritise the long-term well-being of the environment.

**Barriers and problems detected during implementation:**

Resistance to change within the agricultural sector, which was a serious obstacle to the organisation's development and growth. Lack of easily accessible markets to create a strong presence and attract a larger customer base.

Link to the website. <https://www.bioagros.gr>

## JOIST Innovation Park (Greece)

The Innovation Park, located in Larissa, exhibits many admirable practices that demonstrate a commitment to sustainability. Energy saving initiatives are given top priority in its construction. The use of energy-efficient lighting, heating and cooling systems is part of this. It acts as a channel for the transmission of cutting-edge concepts and best practices by linking research institutions, businesses and individuals.



**Name of the promoting organisation :** JOIST

**Location where it has been implemented :** Larissa, Greece

**Objectives:** Operate locally and foster the growth of the city's economy and environment. Encourage innovation, foster knowledge transfer, develop a dynamic physical ecology, forge strong relationships and promote economic growth.

**Benefits to the entity and the target population:**

It provides access to a prosperous innovation environment, enabling collaboration, exchange of ideas and field-leading advancement between individuals, start-ups and established companies. It promotes networking and cooperation, opening up prospects for joint growth. These advantages enable the target population to innovate, expand their businesses and improve their capabilities.

**Innovative character:**

It fosters cooperation, information sharing and multidisciplinary thinking by melding physical and digital components. Due to its focus on multidisciplinary cooperation and the integration of digital platforms, innovative solutions incorporating various points of view can emerge. It acts as a catalyst for creativity, encouraging the exchange of ideas, promoting teamwork, and igniting the creation of innovative ideas and solutions.

Link to the website. <https://joistpark.eu/>

## Just Go Zero (Greece)

It is the first implementation of circular economy ideas on Tilos Island. It embraces the principles of the circular economy, reaffirming Tilos Island's leadership in sustainable innovation. The JUST GO ZERO initiative serves as an example of how public-private cooperation can effectively deliver circular economy concepts, providing guidance for other regions and associations.



**Name of the promoting organisation :** Municipality of Tilos and "POLYGREEN".

**Location where it has been implemented :** Tilo Island, Greece

**Target group:** businesses, consumers, local government organisations and public bodies

**Objectives:** eliminate the use of waste bags, litter bins and landfills through the implementation of specialised collectors that promote recycling and reuse.

**Benefits to the entity and the target population:**

It promotes the preservation of a cleaner and healthier environment for local people and visitors. The circular economy encourages recycling and reuse of materials, thus promoting resource efficiency. The growth of regional businesses engaged in resource recovery, waste management and recycling promotes job creation and economic expansion, benefiting the island's economy and opening up employment prospects for its citizens.

**Innovative character:**

It lies in its ability to transform the mindset of island residents, encouraging them to adopt new perspectives and sustainable lifestyles. It fosters a sense of ownership and empowerment, instilling a shared responsibility to promote sustainable practices and efficient waste management. This inclusive model cultivates strong community cohesion and collaboration, motivating people to contribute their ideas and efforts towards the success of the project.

Link to the website. <https://www.justgozero.com/>

## Vamvakies: a Green Social Project (Greece)

Este This pioneering project combines the production of agricultural goods with the establishment of a photovoltaic park, integrating the generation of renewable energy with agricultural practices. The initiative not only optimises land use, but also promotes ecological preservation.

The integration of solar panels and agricultural production generates clean energy and contributes to food production, establishing a mutually beneficial relationship between the energy and agricultural sectors.



**Name of the promoting organisation :** Enel Green Power, Wise Greece, the Municipality of Kozani, and the West Macedonian Bioeconomy and Environment Group.

**Location where it has been implemented :** Kozani, Greece

**Target group:** Women and residents of Kozani

**Objectives:** foster sustainable practices and promote green business in the area with a strong emphasis on education. Promote inclusive growth, improve sustainability and facilitate the empowerment of people through active participation, with a focus on women's empowerment.

### **Benefits to the entity and the target population:**

It offers education and empowerment possibilities, giving them essential information and skills in sustainable practices and green entrepreneurship. Their employability and financial perspectives can increase as a result, improving livelihoods and achieving financial independence. The project also promotes social cohesion and community participation by providing local women with a platform for collaboration and a support network.

### **Innovative character:**

The initiative creates a special synergy that harnesses the potential of several sectors by combining the fields of agriculture, social empowerment and renewable energy generation. A forward-looking strategy that maximises land use and encourages sustainable habits.

Link to the website. <https://www.wisegreece.com/oi-draseis-mas/ekpaideftika-programmata/vamvakies-a-social-green-project/>

## Laouta (Greece)

Laouta is an exceptional Greek company that skilfully combines cosmetics and green entrepreneurship. They opt for organic and sustainable options whenever available, and maintain complete transparency regarding their formulas. They help regional agriculture and rural economies by supporting small farmers.



**Name of the promoting organisation :** Laouta

**Location where it has been implemented :** Athens, Greece

**Target group:** Consumers of natural and organic products.

**Objectives:** produce and promote high quality herbal cosmetics that are effective, long-lasting and affordable for everyday use.

**Benefits to the entity and the target population:**

It guarantees that its consumers will get natural and organic cosmetics, ensuring that its products are gentle, safe for the skin, reliable and of high quality. In line with the growing demand for sustainable and environmentally friendly solutions, the company places a strong emphasis on the use of 100% recyclable and biodegradable containers, which helps to reduce waste and environmental impact.

**Innovative character:**

Laouta has successfully integrated the ideas of beauty and sustainability, creating a niche market for themselves. They have developed a unique offer for customers who value natural and ecological products, providing a variety of herbal cosmetics that are efficient and sustainable.

Link to the website. <https://www.laoutashop.com/es>

## Wattcrop (Greece)

WattCrop, a company that aims to lead the country in the development of renewable energy sources and energy storage projects. They prioritise sustainability by completing rigorous environmental impact studies, using green products and technologies, and aggressively reducing waste and carbon emissions.



**Name of the promoting organisation :** WattCrop

**Location where it has been implemented :** Ptolemaida, Greece

**Target group:** Local community

**Objectives:** focuses primarily on emission-free energy production and storage, aiming to reduce environmental impact and opening the way for a green future. The company's focus is to enhance biodiversity and preserve natural environments by contributing to the conservation of local ecosystems, ensuring the long-term ecological health of the region.

**Benefits to the entity and the target population:**

WattCrop generates tangible benefits for both the local community and the environment. It contributes to a balanced energy landscape and the overall prosperity of the region, with a strong emphasis on community well-being. It is a leader in the green energy sector, attracting investors, partners and customers who value environmental awareness and social responsibility. In addition, WattCrop's social activities and job creation efforts empower the local population.

**Innovative character:**

WattCrop is recognised as an innovative green company that distinguishes itself by integrating the latest technologies and practices in renewable energy. The company embraces advances in solar, wind and energy storage systems, using cutting-edge technology to optimise the production, storage and distribution of energy.

Link to the website. <https://wattcrop.com/>

## Agrecofarms (Greece)

Agreco Farms, combining the words "agriculture" and "ecology", represents the company's dedication to maintaining traditional farming practices and preserving the environment. It gives visitors an in-depth insight into the organic production of simple and healthy Cretan food. It offers a variety of organic body care products with an emphasis on authenticity, drawing inspiration from the mythological nature of Crete, while supporting local communities and promoting sustainable agriculture.



**Name of the promoting organisation :** Agreco Farms

**Location where it has been implemented :** Rethymno-Crete, Greece

**Target group:** Local community and tourists.

**Objectives:** actively support the rural economy and preserve traditional agricultural methods in Crete by working with regional producers.

**Benefits to the entity and the target population:**

Both residents and tourists benefit from a special understanding of the region's cultural heritage, organic farming practices and traditional agricultural techniques. It encourages a closer relationship with nature and a sustainable way of life, motivating people to make reflexive decisions that are good for both the environment and their own well-being.

**Innovative character:**

It takes a creative approach by combining traditional farming practices with modern organic farming methods. The farm offers a unique and immersive experience that highlights the importance of heritage and sustainability through the preservation and demonstration of centuries-old farming techniques.

Link to the website. <https://agrecofarms.gr/>



## Costa Nostrum – Sustainable Beaches (Greece)

They employ a variety of best practices that demonstrate their dedication to being socially and environmentally responsible. The promotion of sustainable beaches, comprehensive reviews of beach-related criteria, taking into account carrying capacity to protect natural resources, and proactive measures to prevent environmental impacts are some of these activities.



**Name of the promoting organisation :** Costa Nostrum

**Location where it has been implemented :** Irakleion - Crete, Greece (other beaches)

**Target group:** residents, tourists and beach management stakeholders

**Objectives:** aims to establish a replicable model for sustainable beach management in other seaside regions. Preserve natural resources and improve the well-being of local communities.

**Benefits to the entity and the target population:**

The project promotes the conservation of natural resources, ensuring that beaches are pristine and ecosystems are protected. By providing them with pure and ecological beach places to enjoy, this benefits both tourists and the local population. Costa Nostrum promotes economic growth while taking into account social and environmental fact

**Innovative character:**

They have a comprehensive and balanced approach, taking into account the economic, social and environmental components of sustainability. Costa Nostrum employs a proactive strategy to regulate the effects of tourism by determining the maximum number of visitors a beach can get without disturbing its ecological balance. This ensures the preservation of the ecosystem and allows swimmers to have a more pleasant and sustainable experience.

Link to the website. <https://costanostrum.org/el/>

## Pelagoo (Greece)

Pelagoo aims to implement sustainable methods that support environmental protection and safeguard the islands' natural resources. This covers programmes such as waste management, ecosystem preservation and the integration of renewable energy. Pelagoo aims to use technology to improve the infrastructure and quality of life on remote islands.



**Name of the promoting organisation :** Pelagoo

**Location where it has been implemented :** Kalamos Island, Greece.

**Target group:** local population, organisations and companies.

**Objectives:** provide resilient and sustainable solutions to isolated island populations. To help these communities overcome their difficulties by focusing on innovations in the fields of environment, education, technology and hosting.

**Benefits to the entity and the target population:**

They bring numerous benefits to isolated island communities. Through sustainable development practices, they improve quality of life and generate economic opportunities. They preserve natural resources and contribute to a healthier environment. In addition, their educational initiatives empower community members through skills development and knowledge sharing, fostering long-term resilience.

**Innovative character:**

It presents new strategies to address the particular problems faced by isolated island populations by incorporating advances in the fields of environment, education, technology and hosting. Its emphasis on sustainability, clean energy and ethical tourism demonstrates its progressive attitude.

Link to the website. <https://pelagoo.org/>

## Rigiocattolo (Italy)

They receive toys as gifts from people, repair them and bring them back to life.

Three services are provided: Repairing; by bringing the toy and leaving it to the Rigiocattolo team, it is possible to have it repaired and made functional again. Rental; it is possible to choose a game, pay a deposit, use it for a month and bring it back again, withdrawing the deposit or taking a new game. Provision of courses on reuse/recycle.



**Name of the promoting organisation:** Rigiocattolo

**Location where it has been implemented:** Campobasso, Italy

**Target group:** parents and children.

**Objectives:** Working towards a sustainable economy, reducing waste and giving new life to toys, providing consumers with the tools to recycle, reuse and repair

**Benefits to the entity and the target population:**

It operates in a shop in the city centre. It enjoys strong sympathy and interest from many people; donations arrive spontaneously and continuously. It is contacted several times a week for information, toy orders, repairs, training courses. The main success achieved so far is in the number of toys not ended up in landfills.

**Innovative character:**

It remunerates some operators with situations of social disadvantage (disability, long-term unemployment, ...). At national level, it is the first case of a company operating on toys and this is the reason why it has received recognition from the Molise Chamber of Commerce for green activities and it has been included in the Italian Circular Economy Platform, in the mapping of reuse centres and in the Circular Market app. At international level, it has been contacted by two Norwegian entities (Nordic Innovation and LOOP) for the Nordic Circular Summit in November 2021.

**Barriers and problems detected during implementation:**

The concept was born just before Covid; therefore, one of the main difficulties was to engage the number of volunteers. The other one is related to funding (it is starting to pay volunteers with regional grants).

Link to the website. <https://rigiocattolo.com/>

## Aliva (Italy)

The aim of Aliva is to give birth to handcrafted products created with wood from centuries-old olive trees. Profits coming from the sales of these products are used to provide training, prevention measures and to finance the observatory of the Italian olive groves. Production is made by selected craftsmen of the territory. Each Aliva 's product is numbered (only 1000 pieces per item are created) and certified (with photos, location, and details on the olive tree). Packaging is also sustainable.

The logo for Aliva, featuring the word "aliva" in a lowercase, bold, sans-serif font.

**Name of the promoting organisation :** Aliva

**Location where it has been implemented :** Apulia, Italy

**Target group:** consumers interested in handcraft/small furniture pieces.

**Objectives:** Produce certified handcrafted products with pruned olive trees. Improve local olive grove owners' knowledge of the threats affecting olive trees. Protect olive trees from threats affecting their existence. Restore the olive tree population of Salento (Puglia).

**Benefits to the entity and the target population:**

Part of the profits generated from the sale of Aliva products are destined to an environmental project, which aims at raising awareness in the local territory with respect to the threats to the health of olive trees. For every Aliva product sold, the company plants an olive tree in Salento (Apulia) through its collaboration with OlivaMi.

**Innovative character:**

Aliva produces its goods without felling trees, with pruning carried out only if necessary for the plant. Aliva offers a series of free training courses, aimed at olive grove owners (private individuals and farms), to help them prevent olive trees threats correctly and consciously.

**Barriers and problems detected during implementation:**

One of the main barriers lies in the mentality of the people. Olive trees are often seen only as "olive producers" when, in fact, they are above all naturalistic and historical heritage to know, protect and defend.

Link to the website. <https://www.alivadesign.it/>

## Bisofa (Italy)

Nature, tradition, and design are the core of Bisofa. It is the only manufacturer in Europe to produce 100% natural and plastic-free contemporary sofas.

All products are handmade in the local area and each creation is made individually, free of toxins and plastic.

Bisofa represents the perfect combination of design, Italian manufacturing tradition and respect for the environment and for our planet.

*bisofa*

**Name of the promoting organisation :** Bisofa

**Location where it has been implemented :** Lentate sul Seveso – Lombardy, Italy

**Target group:** consumers interested in sofas.

**Objectives:** To create sofas that have the lowest possible impact during their product life cycle, taking into account the three different phases: production, use, disposal. Produce biodegradable sofas that do not cause environmental damage. Promote sustainability and its other values to a wide audience. Constantly search for new and 100% natural materials.

**Benefits to the entity and the target population:**

Bisofa's furniture is built in a modular way, so that, should something break, all pieces are easily repairable, and parts can be replaced. Once the furniture has come to the end of its life, the materials are easily separated and recovered for recycling. Being biodegradable, they could also be left in the garden of the owners to decompose.

**Innovative character:**

Some of Bisofa's construction techniques are more than 500 years old. All its pieces are made in an Italian village and it is a family business.

**Barriers and problems detected during implementation:**

The founder created the first furniture collection in 2012. It took another eight years to perfect the production methods and complete the collection.

Link to the website. <https://bisofa.com/>

## Bella Dentro (Italy)

The business model of the project is based on buying directly from agricultural producers and at a fair price those products that are not valued by the market because of aesthetic and dimensional canons but have good quality and are tasty and sell them to the consumers



**Name of the promoting organisation :** Bella Dentro

**Location where it has been implemented :** Milan, Codogno y Rimini, Italy.

**Target group:** producers and consumers

**Objectives:** restore the right value, both to unjustly discarded agricultural products and to the work of producers, who normally do not receive any compensation for this commodity not admitted to the retail market.

**Benefits to the entity and the target population:**

177,649 kg of fruit and vegetables have been saved from waste. Bella Dentro started a food processing business together with two social cooperatives dedicated to the labour inclusion of people at risk of exclusion and disabled people.

**Innovative character:**

2 shops have been opened and 2 laboratories are operational. They created from scratch a fruit and vegetable supply chain parallel to the existing one, totally focused on the fight against waste.

**Barriers and problems detected during implementation:**

At the beginning, Bella Dentro spent months studying and researching in the countryside and farms, as harvest volunteers and as "infiltrators" inside large cooperatives or retailers. Moreover, since they had no money at the beginning, they decided to start personally selling "wasted" fruit and vegetables around the streets of Milan on a three-wheeled mean of transport.

Link to the website. <https://www.belladentro.org/>

## Fungo Box (Italy)

Fungo Box is the first circular economy project of Il Giardinone. It is a do-it-yourself kit for domestic mushroom cultivation, made of mycelium, coffee grounds and cellulose. Every week, Il Giardinone collects coffee grounds from local bars to make kits. Following the instructions, fresh mushrooms will grow in 10-15 days; the box can be reused depending on humidity. At its end of life, the soil can be exploited as natural fertiliser and it is also effective as insect repellent.



**Name of the promoting organisation :** Il Giardinone Cooperativa Sociale

**Location where it has been implemented :** Locate Triulzi, Italy.

**Target group:** consumers (both adults and children).

**Objectives:** help individuals to cultivate, live and think in a more sustainable and circular way.

**Benefits to the entity and the target population:**

25500 Kgs of coffee grounds have been collected since 2016. Coffee grounds contain 99.8% of the nutritional components of coffee. Fungo Box has also become an important tool for educational projects in schools and a replicable model in other cities. Thanks to circular economy projects Il Giardinone was able to promote activities of inclusion and promotion of diversity through the employment of people at risk of social exclusion.

**Innovative character:**

18600 Kit Fungo Box Kit have been sold since 2016. By converting urban waste into ultra-fresh food and soil restorative, Fungo Box is a perfect example of double circularity. It is exciting and educational: from children to adults, it shows the cycle of nature and the value of waste.

Link to the website. <https://www.fungobox.it/>

## Caffeefrom (Italy)

Coffeefrom is the second circular economy spin-off made by Il Giardinone, born to give a second life to industrial coffee grounds through a virtuous industrial symbiosis, Coffeefrom today is the name of an innovative bio-based material, composed of recycled coffee grounds from the food industry and biopolymers.



**Name of the promoting organisation :** Il Giardinone Cooperativa Sociale

**Location where it has been implemented :** Locate Triulzi, Italy.

**Target group:** consumers and companies.

**Objectives:** develop thermoplastic materials in which the recycled coffee grounds constitute a new input.

### **Benefits to the entity and the target population:**

Coffeefrom is a perfect model to create job opportunities for fragile workers, directly involved in the logistics and packaging activities. 200 Tons of coffee grounds are transformed every year. 3 materials have been created so far. We can also identify environmental benefits such as reducing the level of CO<sub>2</sub> emissions for coffee grounds disposal and the possibility to have a sustainable and lasting alternative to single use plastics.

### **Innovative character:**

Coffeefrom is an example of industrial symbiosis, since the supply chain - geographically located between Lombardy and Emilia-Romagna - is able to take care of the waste, coming from the food industry, and to transform it across different sectors. In this way, there are no wastes, but second-raw materials to process again. Through this model, there is clear evidence of new job opportunities for all involved partners.

Link to the website. <https://coffeefrom.it/en/home/>



## Materially (Italy)

Materially helps start-ups, companies, architects and designers in the development and promotion of sustainable innovation starting from materials. Materially is the ideal partner for development and implementation of innovation strategies based on materials. Events, networking and the materials library are at the core of Materially's activity.



**Name of the promoting organisation :** Materially

**Location where it has been implemented :** Milan, Italy.

**Target group:** start-ups, companies, architects, designers and the general public.

**Objectives:** innovation, design, promotion for materials manufacturers, end users and general public.

**Benefits to the entity and the target population:**

Materially supports materials manufacturers with innovation and networking projects. It supports companies in the development of new concepts and products, seeking creative and sustainable material solutions thanks to a multidisciplinary approach and design thinking methodologies. It promotes the use of sustainable materials also to the wider audience (including children) through workshops.

**Innovative character:**

Materials are a key element of the sustainability of a product and a central and tangible part of the transition to an economy that goes from linear to circular. Materially offers dedicated tools for this transformation: from the Material library, to training and events, exploiting design thinking, for the growth of a culture of sustainability that involves the whole society.

**Barriers and problems detected during implementation:**

The most challenging time was between the years 2020-2022 while, not only the company had to deal with the pandemic but also with the death of the president and the director.

Link to the website. <https://www.materially.eu/es/>

## Tondo Lab (Italy)

Company created to support start-ups in designing and implementing circular solutions and in helping companies to communicate their circular approach. Assessing circularity tools for products and companies, organising education initiatives, organising workshops and hackathons on innovation (Re-Think and Hacking the City) and designing circular solutions are the key activities that the lab offers.



**Name of the promoting organisation :** Tondo Lab

**Location where it has been implemented :** Milan, Italy. (Whole country)

**Target group:** people, schools, research institutes, and public institutions.

**Objectives:** Develop knowledge among people and test new solutions related to the circular economy. Support corporates and start-ups in designing and implementing circular solutions. Develop an innovative approach to work on circularity, creating synergies among different people and targets.

**Benefits to the entity and the target population:**

The format of the Re-Think and Hacking the City events was designed to stimulate critical thinking towards some elements of the current industrial economic system, showing the possible evolutionary trends of the Circular Economy. Practical paths are shown, capable of leading to innovative and entrepreneurial activities that might have a positive impact on the local and national system.

**Innovative character:**

7 Re-Think events have been organised in 4 different Italian regions (Liguria, Lombardy, Apulia, Campania). Topics for the different events are chosen according to the peculiarities of the local territories and emerging sectors. Hackathons with schools are organised within the events to foster the entrepreneurial spirit among young people. 2 Hacking the City events were organised in 2021 and 2023.

Link to the website. <https://re-think.today/>

<https://www.hackingthecity.today/>

## Social Innovation Campus By Fondazione Triulza (Italy)

Created to involve new generations in planning for a sustainable future, through impactful technologies and dialogue with different stakeholders. The Campus is the context in which to imagine and experiment with innovative solutions for the cities of the future, mixing different knowledge and worlds.



**Name of the promoting organisation :** Fondazione Triulza

**Location where it has been implemented :** Milan, Italy.

**Target group:** High School and University students; New generations of Cooperators and social entrepreneurs; Third Sector Organizations and Philanthropic Entities; Research Centers; Public Administrations; Companies and Startups.

**Objectives:** involve the new generations in planning a sustainable future.

### **Benefits to the entity and the target population:**

By creating suitable participatory and shared contexts, social innovation also comes from the citizens, communities, society and above all from the new generations.

### **Innovative character:**

Over 5,500 people, 68% of whom were young people, followed the 78 initiatives organised, with schools from 18 municipalities in Lombardy, Veneto and Sicily and innovative startups and social coops from 8 Italian regions. The fourth edition also consolidates the "community" around the first Italian campus on social innovation: 57 partners, 171 speakers and 68 jurors, discussants and mentors.

Link to the website. <https://fondazionetriulza.org/social-innovation-campus/>

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

## Tcr Tecora (Italy)

A leading supplier of stack emissions sampling systems, continuous dioxin emission samplers, gravimetric samplers, industrial hygiene devices, oxygen and combustion control analyzers. Its mission is to design products compliant to international standards, helping environmental engineers and stack testers to improve their productivity and minimise off-spec products in industrial processes.



**Name of the promoting organisation :** TCR Tecora

**Location where it has been implemented :** Cogliate - Lombardy, Italy.

**Target group:** Environmental Agencies and laboratories, indoor air quality consultants and industries.

**Objectives:** Design products compliant to international standards, improve the productivity of environmental engineers, reduce off-spec products in industrial processes, contribute to the continuous training of companies.

**Benefits to the entity and the target population:**

TCR TECORA has created more than 50 instruments; +100.000 repairs and maintenance services. It offers the customer products in accordance with international standards, which simplify the work of the employees, reducing the cost of the operation, while improving the quality of the measurement. It also offers training to companies and PhD projects.

**Innovative character:**

TCR TECORA has served more than 3760 companies. TCR Tecora solutions are innovative and deliver superior revenues. The innovativeness of the companies lies in its investments in new technologies and innovative production processes. The company works in a constant relationship with laboratories and research centres for a constant improvement in technological optimization.

Link to the website <https://tcr-tecora.com/en/>

## Back To The Rural (Italy)

Immersive, itinerant and international learning programme. Trainings in English by international teachers and focused on digital skills, in particular digital storytelling and crowdfunding. It aims to provide young people with the right tools for effective territorial marketing.



**Name of the promoting organisation :** Embassy of the United States in Italy, CIAPE y Fondazione Mondo Digitale

**Location where it has been implemented :** Cogliate - Lombardy, Italy.

**Target group:** young people (<35)

**Objectives:** Promote the tourism and entrepreneurial potential of rural areas, leveraging the human, economic, cultural, environmental and historical resources of the municipalities involved. Invest in the training of young people who live in small towns and who want to contribute to enhance their territory through the knowledge acquired, strengthening their sense of community.

**Benefits to the entity and the target population:**

The so-called "Rural Tech Camp" aimed at equipping youths from rural territories with digital and crowdfunding skills in order to better promote rural municipalities and their entrepreneurial activities. The training has given rise to project ideas which will have a follow up thanks to the mentorship; therefore benefiting rural territories in the long run.

**Innovative character:**

The innovativeness lies in the fact that it is no longer the youth who leave the countryside to get training but it is the "training" that comes to visit him/her.

**Barriers and problems detected during implementation:**

Cultural barriers/initial scepticism from stakeholders not used to initiatives of this type, and economic constraints: most of the staff involved offered their work voluntarily due to scarcity of economic resources available.

Link to the website <https://www.instagram.com/backtotherurallitaly/>

## A-BA (Italy)

entirely sustainable fashion product, traced from the yarn to the end of life (blockchain), narrating the ethical work of the Social Tailoring that produces it and the creativity of those who design it. It is a proposal of 'architecture of the body' with a "for-all design" that has the ambition of being an economically virtuous and sustainable project and a 360° circular economy production process.



**Name of the promoting organisation :** A-BA

**Location where it has been implemented :** Rome, Italy.

**Target group:** Women, men (millennials).

**Objectives:** Changing the philosophy of dressing: buy less, use better. Offer high performance clothing, with simplified design, an ethical supply chain and low environmental impact. Implement an inclusive working model

**Benefits to the entity and the target population:**

a-ba offers high-performance clothing that combines comfort, ergonomics, versatility and style. A simplified design that reduces production time and costs. a-ba applies an ethical supply chain, transparency, it produces with natural or recovered fibres, with low environmental impact/re processable/disposable/compostable.

**Innovative character:**

Innovation lies in the combination of technological and product innovation and the application of an emotional smart label. A Connection is established between the consumer and the brand through a QR-code that creates a constant relationship of trust. You can buy the garment; you can use it and resell it on the a-ba e-shop; a-ba can also advise you how to reuse it in a creative way or how to best dispose it.

**Barriers and problems detected during implementation:**

An obstacle for the development of the brand and the dissemination of sustainable topics is linked to the people thinking that sustainable fashion is very expensive and is not affordable for all

Link to the website [www.barbaraannunziata.com](http://www.barbaraannunziata.com)

## Spring Lab (Italy)

A place where bring old furniture and furnishing accessories back to life, improving their quality, functionality and aesthetics. The key of her success is to try to think out of the box, combining the taste of the final consumer (aesthetics) with the need to reuse existing things.

The logo for Spring Lab, featuring the words "SPRING" and "LAB" in a bold, blue, sans-serif font, stacked vertically.

**Name of the promoting organisation :** Spring Lab

**Location where it has been implemented :** Rome, Italy.

**Target group:** consumers interested in upcycling and restyled furniture or furnishing accessories.

**Objectives:** Upcycle and reuse as much furniture as possible. Improve the knowledge of the circular economy among the population and to help people produce in a sustainable way. Spread the culture of quality against quantity.

**Benefits to the entity and the target population:**

In 5 years a lot of furniture has come back to life and several families started re-thinking their spaces without buying new but restyling or upcycling existing furniture. She collaborates with Rebibbia prisons for workshops on the transformation of pallets and with the Recovery Festival in Rome, the RiscartiFest.

**Innovative character:**

Organises recycling workshops with young people and adults, she supervises university students in designing products made from waste. She collaborates with Roma Altruista in the management of corporate volunteers who have to transform a space in a sustainable way.

**Barriers and problems detected during implementation:**

The difficulty for some people to perceive the value of the time used to transform/upcycle a product

Link to the website <https://springlab.art/>

## 3Bee (Italy)

Develops unique and innovative technologies that enable people to listen to the bees' needs and intervene when they are unwell. 3Bee is the partner of companies that want to implement CSR policies and have a positive and concrete impact on biodiversity and pollinator protection.



**Name of the promoting organisation :** 3BEE

**Location where it has been implemented :** Lurate Caccivio, Italy.

**Target group:** companies and most recently schools.

**Objectives:** Develop concrete projects with a strong environmental and social impact in the world; Protect bees and biodiversity; Raise awareness and educate companies young children on sustainability issues.

**Benefits to the entity and the target population:**

3Bee and its projects have an impact on several Sustainable Development Goals (SDGs), in particular 13 - Climate Action, 15 - Life on Land and 11 - Sustainable Cities and Communities. 120 millions of Protected Bees + 1200 millions of Pollinated Flowers + 1000 of Monitored Hives + 302 Tons of CO<sub>2</sub> Absorbed (indirectly)

**Innovative character:**

3Bee develops systems to improve the bees' health and to protect biodiversity.

In 3 years 3Bee has developed a network of 10K beekeepers and has involved already dozens of schools.

3Bee has revolutionised the ancient and precious art of beekeeping by encouraging its growth and rediscovery through the application of innovative technologies such as IoT, artificial intelligence and machine learning.

Link to the website <https://www.3bee.com/es/>



## First Organic Cooperative (North Macedonia)

Brings health and happiness with organic products to all households by joining together organic agricultural producers. Promotes ecological living.



**Name of the promoting organisation :** First Organic Cooperative

**Location where it has been implemented :** Ohrid, Kumanovo, Valandovo, Dojran y Bogdanci, North Macedonia.

**Target group:** agricultural producers

**Objectives:** Promote healthier and more sustainable use of natural resources

**Benefits to the entity and the target population:**

Sharing knowledge and experience and increase the organic production in the country.

**Innovative character:**

Members work together, sharing experiences and knowledge, to promote organic production as a more sustainable use of natural resources.

Link to the website. <https://poz.mk/>

## SPIN (North Macedonia)

Spin deals with the repair and reuse of old furniture. The goal of Spin is to keep the value of the old piece of furniture, and at the same time with a creative approach to give it a new, fresh and modern look.



**Name of the promoting organisation :** SPIN

**Location where it has been implemented :** North Macedonia

**Target group:** General population

**Objectives:** repair and reuse of antique furniture, interior decoration where mainly ecological principles are applied.

**Benefits to the entity and the target population:**

Most of the old furniture ends up as part of the waste, and unfortunately sometimes as fuel, so the main goal of Spin is the reduction of waste and the impact on the reduction of air pollution. The preservation of the cultural value of old furniture, which today is being replaced by new furniture production, from materials that do not have an ecological origin, is also a contribution.

**Innovative character:**

The idea of this project is to raise people's ecological awareness for the recycling, reuse and repair of old furniture, i.e. to return to life old pieces that would otherwise end up as part of the waste.

Link to the website. <http://www.spin.mk/>

## Energy Efficient Practise As A Solution To Climate Change (North Macedonia)

The Macedonian Association for Solar Energy, "Solar Macedonia" is a scientific and educational association working at all levels of the supply chain, from manufacturing to service and maintenance of solar energy systems, and promoting solar energy as a sustainable solution to energy needs.



**Name of the promoting organisation :** Solar Macedonia

**Location where it has been implemented :** North Macedonia

**Target group:** producers, contractors, importers and traders

**Objectives:** strengthen cooperation between Macedonian companies in the solar energy sector and connect experts and scientists from all branches to promote renewable energy.

**Benefits to the entity and the target population:**

Promotion of equipment and materials used to perform solar systems, criteria for minimum quality solar systems; awareness raising and education on solar energy in the education system (thoroughly, secondary and higher education); support in the organization of public campaigns for promotion and raising awareness of the citizens on the application of solar energy etc..

**Innovative character:**

21 individual members and companies have benefited from Solar Macedonia, due to their strengthened knowledge and skills for the use of renewable energy, solar network of companies.

Link to the website.

<https://solar.org.mk/en/%d0%bf%d1%80%d0%be%d0%b3%d1%80%d0%b0%bc%d0%b0%b0/>

## Pakomak (North Macedonia)

The main activity is the management of packaging waste, in accordance with the new Law on the management of packaging and packaging waste.

The founders of the company are 11 leading production companies in Macedonia: Pivara Skopje AD Skopje; Prilepska Pivarnica AD Prilep; Vitaminka AD Prilep; Pelisterka DOO Skopje; Magroni DOO Skopje (Ladna, Dobra Voda); Coding Dooel Kavadarci (Gorska voda); Kozuvchanka DOO Kavadarci; Vivax Ltd. Skopje; Blagoj Gjorev AD Veles; VV Tikvesh AD; VV Stobi AD.



**Name of the promoting organisation :** PAKOMAK

**Location where it has been implemented :** North Macedonia

**Target group:** companies and individuals

**Objectives:** organize a system for the collection, selection and recycling of companies' packaging waste, which ends up with end users. Promote a responsible attitude of companies towards packaging waste, thus enabling a better quality life for all.

### **Benefits to the entity and the target population:**

The company's goal is to build a long-term and solid cooperation with its customers and with the state and in accordance with European regulations - to minimize the negative impact of packaging waste on the environment. It provides environmentally and economically justified solutions for packaging waste.

### **Innovative character:**

With this principle of "producer's extended responsibility", all entities in the chain to the end user (manufacturers, packers, importers, distributors) should enable the reuse or utilization of the packaging material they place on the market. 850 companies have benefited from this initiative.

Link to the website. <https://pakomak.mk/>

## MB HOME (North Macedonia)

It is the first company in North Macedonia with a team of experts with significant knowledge and experience in the field of design and projecting, execution and development of projects based on the postulates of the international community and world institutions for the protection of nature and the direct impact of climate change by applying



**Name of the promoting organisation :** MB HOME

**Location where it has been implemented :** Skopje, North Macedonia

**Target group:** companies and individuals

**Objectives:** rebuilding and renovation of existing buildings, and construction of prefabricated houses.

**Innovative character:**

Smart housing with ecological and green design, green architecture and green building, sustainable architecture and smart living.

Link to the website. <http://www.mbhome.mk/uslugi/>

## Irina Tosheva - Designer (North Macedonia)

Sustainable fashion does not only mean using recycled and ecological materials and saving water, but also thinking about the well-being of workers. The entire supply and processing chain are involved, from the yarn producer, to the use of the product by customers. Sustainability means no overconsumption or excess.



**Name of the promoting organisation :** Irina Tosheva

**Location where it has been implemented :** Skopje, North Macedonia

**Target group:** customers of clothes, pet owners

**Objectives:** Contribute to the country's circular economy transition. Encourage the market to wear less and better clothes, and for longer.

**Benefits to the entity and the target population:**

Working on various project as mentor, educating the young designers and introducing them to sustainability, cyclability and circularity, so it becomes core of their work.

**Innovative character:**

Maintaining everything to the level of necessity, and also thinking about the care of the clothes and her life afterwards and for reforestation of the environment

Link to the website. <https://irinatosheva.com/>

## Ignea Cosmetics (North Macedonia)

Cosmetics are food for our largest organ, the skin, if we want to consume in a healthy way, then these natural cosmetics are a good selection that have collected all the benefits of mother earth in small bottles.



**Name of the promoting organisation :** IGNEA

**Location where it has been implemented :** Kumanovo, North Macedonia

**Target group:** customers of cosmetics

**Objectives:** producing environmentally-friendly products

**Benefits to the entity and the target population:**

Preparation and sale of organic cosmetic products, while the target population has access to organic and natural cosmetic products with tested quality.

**Innovative character:**

The funds receive from the sale are invested in the maintenance of the "Eco Wellness Complex Ignea" where the Ignea' owners grow fruits and vegetables, but also and for afforestation of the surrounding area.

Link to the website. <https://www.facebook.com/IgneaOrganicCosmetics/>

## Ecomegot (France)

Eco Megot is a company that works on recycling cigarette butts.

Its goals are Protecting environment, building sustainable cities and communities which involves reducing their impact, promoting the circular economy necessary to preserve our resources and the social and environmental emergency we are experiencing.



**Name of the promoting organisation :** EcoMegot

**Location where it has been implemented :** Talence, France

**Target group:** General population.

**Objectives:** Environmental protection, management and treatment of waste through the collection and recycling of cigarette butts.

**Benefits to the entity and the target population:**

Since the beginning of the activity, it has collected 60 million cigarette butts across France. 60 million cigarette butts that will not end up in nature. In fact, one cigarette butt alone can pollute up to 500 liters of water.

For 6 years now, 30,000,000,000 liters of water, i.e. 12,000 Olympic swimming pools, have been protected from cigarette butt pollution!

Link to the website. <https://ecomegot.com/>



## MIT Group Company (North Macedonia)

The current production program is designed for the packaging production segment for the poultry industry. It is about the production of packages for eggs (trays and trays from recycled paper). Four basic packaging sizes are produced: 20-XL egg washers, 17-L egg washers, 15-M egg washers, and commercial packaging egg washers 10.



**Name of the promoting organisation :** MiT Group

**Location where it has been implemented :** Kumanovo, North Macedonia

**Target group:** eggs sellers and costumers

**Objectives:** Promote recycling to aim to improve the environment by reducing the use of new raw materials and creating a "circular economy" in which waste is not seen as a final product but as a resource for creating new products.

**Benefits to the entity and the target population:**

The company's goal is to improve awareness of citizens and protect the environment by processing paper and obtaining a finished product from recycled paper, reducing packaging waste.

**Innovative character:**

MIT GROUP is the only company in North Macedonia and beyond in the Balkans that deals with recycling and processing of paper and obtaining a finished product from recycled paper

Link to the website. <http://mitgroupcompany.com/>

## Greentech (North Macedonia)

The company has employed 55 employees and since its start of work has continuously invested in the development of production and expansion of the network of suppliers.

Working under the motto "For a clean environment", GRINTECH MK emphasizes the need to collect, recycle and reuse plastic packaging waste, with the aim of saving energy, a healthy life and a clean environment for our and future generations.



**Name of the promoting organisation :** Grintech

**Location where it has been implemented :** Gazi Baba - Skopje, North Macedonia

**Target group:** customers, community

**Objectives:** collect, recycle and reuse plastic packaging waste

**Benefits to the entity and the target population:**

The company gives new life to PET packaging and thereby preserve nature, leaving a healthy environment for future generations. At the group level, they process 50,000 tons of PET packaging annually. Target population contribute to the reuse of plastic packaging waste and decreasing of plastic waste.

**Innovative character:**

Grintech is a leader in North Macedonia in PET, PP and PE recycling, located in the industrial part of the Gazi Baba settlement in Skopje.

Link to the website. <http://www.grinteh.com.mk/index.php/bonus-page/departments>

## Ekolife (Slovakia)

The company is focus on creation of socially responsible, quality, clean, economically viable heating with care for the environment. We are working to educate the population and familiarize them with the sociological, ecological and economic advantages of using pellets.



**Name of the promoting organisation :** EKOLIFE

**Location where it has been implemented :** Ginovci – Rankovce, Slovakia

**Target group:** general public

**Objectives:** Producing pellets. EkoLife pellets are a renewable source of energy and during their burning they do not pollute the environment.

**Benefits to the entity and the target population:**

Target group have access to qualitative and cheap energy source in terms of energy received/cost.

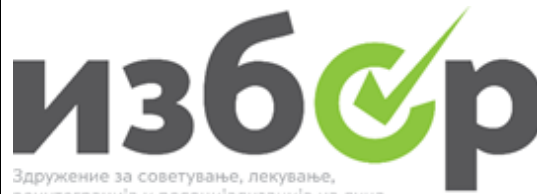
**Innovative character:**

EkoLife is a company that uses state-of-the-art technology to produce high-quality pellets, whose product belongs to the A1 class according to the ENplus standard – which means a strictly defined pellet composition.

Link to the website. <https://ekolife.mk/>

## Pokrov Izbor (North Macedonia)

On 5 hectares of land, various fruit and vegetable crops are grown, and recently the center also has a dryer for dehydrated products. There is also the "Fresh to go" brand, of ready-to-eat salads that have added value and are already sold in market chains such as Vero, Ramstor, Makpetrol.



Здружение за советување, лекување,  
реинтеграција и ресоцијализација на лица  
зависни од психоактивни супстанции Избор Струмица

**Name of the promoting organisation :** Pokrov Izbor

**Location where it has been implemented :** Strumica, North Macedonia

**Target group:** drug, alcohol and gambling addicts people.

**Objectives:** Organic production and social rehabilitation of vulnerable groups.

### **Benefits to the entity and the target population:**

Produce organic products through a rehabilitation program for addicts – treatment, rehabilitation and resocialization of persons with drug, alcohol and gambling addiction problems. Find a job in the place of residence for people who have completed the program. A double benefit is evident from the economic activities because through them work the occupational therapy for vulnerable groups is realized and work habits are acquired or strengthened. The customers have access to organic and healthy products.

### **Innovative character:**

The center for the rehabilitation of drug, alcohol and gambling addicts – Pokrov Izbor can be said to be one of the first social enterprises. The innovative component of the organization is in the part of reintegration (social inclusion) and is through the realization of economic activities - organic production of agricultural products.

## Instituto Knof (Slovenia)

An Institute for creative development, is a community of people from Posavje region of Slovenia who believe in entrepreneurship with positive environmental, social and health effects, local self-supply on different levels and inclusion of vulnerable target groups. The vision of KNOF is a green and local economic system which includes principles of eco-design, cradle-to-cradle and fair production as their core values.



**Name of the promoting organisation :** KNOF

**Location where it has been implemented :** Krško, Slovenia.

**Target group:** vulnerable groups, social entrepreneurs, local and national community.

**Objectives:** The focus of the KNOF is a sustainable way of life. Through various projects, they want to achieve the greatest possible effects in popularizing a sustainable way of life. They raise awareness among the public, companies, municipalities, communities, educate young entrepreneurs and demonstrate their success through the concrete effects of reuse.

### **Benefits to the entity and the target population:**

Individuals can become part of KNOF business community in different ways: They can shop at KNOF's sustainable boutiques, shops and online stores. If they have a business idea, they can have their own business center in the incubator and receive support from KNOF mentors and accountants and they can do business in the frame of KNOF social enterprise. They can work and help as volunteers or get involved through programs: on-the-job-training, work trials for young people, vocational/occupational rehabilitation for disabled persons.

### **Innovative character:**

KNOF includes vulnerable groups in its activities: young people less than 30 years old without education or work experience, individuals above 50 years of age and disabled people. Usually, they are also long-term unemployed people and they usually go through a process of introduction to the work before they are ready to work independently.

Link to the website. <https://knof.si/>

## Treecelet (Slovenia)

Their mission is to create a positive impact on nature, animals and people and they are doing this by planting trees, supporting various charities and providing fair jobs here and around the world.

Treecelet sells bracelets and with each bracelet purchased, you plant 3 trees and support local charities



**Name of the promoting organisation :** Treecelet

**Location where it has been implemented :** Kras, Slovenia.

**Target group:** Local, national and international community and charities.

**Objectives:** Promote charity through sustainable ways. Treecelet is more than planting trees and taking care of nature. They tend to have a positive impact on the world which also means people.

**Benefits to the entity and the target population:**

Buyers can help by purchasing jewellery (they can also decide if they want to plant trees or they want to put it into charity). They benefit in two ways - by getting nice jewellery as well as helping others. With every purchase, they ensure the fair work of people here and around the world.

**Innovative character:**

Connecting jewellery making and charity/planting trees.

Link to the website. <https://trgovina.treecelet.si/nasa-misija/>

## Mizarstvo Ornik (Slovenia)

Carpentry Ornik is a small company specialising in furniture production made of old/used wood and other raw materials.

The company cooperates also with subcontractors to help mostly on the installation, transporting and preparation of the old wood for the production phase. In its production process, Ornik is strongly oriented to circularity and zero waste production.



**Name of the promoting organisation :** Mizarstvo Ornik

**Location where it has been implemented :** Apače, Slovenia.

**Target group:** Local and national community, furniture business.

**Objectives:** They are a company specialising in furniture production made of old/used wood and other raw materials.

### **Benefits to the entity and the target population:**

Ornik carpentry has a lot of experience in the restoration of baroque, stylish furniture, the production and finishing of equipment for churches, chapels and other sacred monuments-protected buildings. With their many years of presence on the Slovenian and foreign markets, they have gained a lot of experience and knowledge. They are also known for the consistency and highest quality of products, compliance with production deadlines and care for the environment.

### **Innovative character:**

Mizarstvo Ornik manufactures products from old hewn wood and thus preserves the natural heritage of our grandfathers and grandmothers. The wood they use is from 100 to 500 years old and is cut in the old manual way, which they transform into products that take you far back, when people lived in a kinder natural way.

Link to the website: <http://mizarstvoornik.com/>

## Čer Lesa (Slovenia)

With the aim of promoting wood processing and the use of wood products, the Slovenian Wood Protection Association and the Wood Council have been organizing the Čer Lesa exhibitions throughout Slovenia.



**Name of the promoting organisation :** Čer Lesa

**Location where it has been implemented :** Ljubljana, Slovenia

**Target group:** general population

**Objectives:** The purpose of the exhibitions and parallel events is to raise consumer awareness of the importance of processing and using wooden products/objects to protect the environment (against climate change) and human health.

**Benefits to the entity and the target population:**

Slovenia has no mineral wealth, nor its own energy resources. But we have wood, which can be processed into high-quality products and buildings with little energy and impact on the environment. That is why the wealth of wood presents us with an immense opportunity to reorient Slovenian industry into an energy-saving and environmentally friendly "bio-economy".

**Innovative character:**

Exhibitions as an educational process. With these exhibitions the target group can acquire knowledge and skills in this field.

Link to the website: <https://carlesa.si/>



## Drugačno Pohištvo (Slovenia)

Oldoak are interesting pieces of furniture and interior design. Each piece of furniture made of old oak wood is a unique, unrepeatable product. Functional and durable. The traces left in the wood by its previous use tell stories about other times and places.



**Name of the promoting organisation :** Oldoak

**Location where it has been implemented :** Ljubliana, Slovenia

**Target group:** Sellers and customers.

**Objectives:** Reuse oak wood and give it new life in different furniture.

**Benefits to the entity and the target population:**

Sustainable furniture made from old oak. Old oak wood impresses with its soft honey color, accentuated age lines, cracks and other irregularities. The noble patina that it has acquired over a hundred or more years of natural aging gives a special character to furniture products.

**Innovative character:**

Reusing old oak to make new furniture.

Link to the website: <https://www.oldoak.si/>

## Smetumet (Slovenia)

Smetumet are the products, workshops and social activities created from garbage for the sake of garbage. With playful recycling and unique design.



**Name of the promoting organisation :** Smetumet

**Location where it has been implemented :** Ljubljana, Slovenia

**Target group:** local producers

**Objectives:** Support local producers and farmers. Use of organic and sustainable products.

**Benefits to the entity and the target population:**

Use of fair trade and social enterprise products and services, self-sufficiency as far as possible, renounce single-use items and choose products with less or no packaging. Seek to buy better quality products that last longer, donate, share, sell or exchange used items. Classification of waste and placing it in appropriate containers; collection of the desired waste for the waste bin.

**Innovative character:**

Turning rubbish into new products. Everything, no matter how much we want it, eventually becomes waste. Being aware of waste before it is created, thinking about the possibilities of preventing it, about its reuse, processing, repairing, upgrading and life extension is the purpose of Smetumet's operation.

Link to the website: <https://smetumet.com/>

## Intermontage B.V. (Países Bajos)

Intermontage is a multi-certified interior finishing and design company that aims to function reliably on all fronts and strives for customer satisfaction. The company's areas of focus are sustainable procurement of materials, social cohesion; developing sponsorship policy aimed at local initiatives and the economy, and further investing in innovations and methodologies such as BIM (Revit) and chain collaboration.



**Name of the promoting organisation :** Intermontage

**Location where it has been implemented :** Terwolde, Países Bajos

**Target group:** Local and national community, furniture business.

**Objectives:** sustainable procurement of materials, social cohesion; developing sponsorship policy aimed at local initiatives and the economy, and further investing in innovations and methodologies such as BIM (Revit) and chain collaboration.

**Benefits to the entity and the target population:**

Intermontage has the knowledge, experience and production lines to professionally tackle all types of projects and to carry them to the full satisfaction of customers. Its mission starts with the right employees in the right place, who are challenged to grow and develop in the interest of themselves, the company, the customer, the market, and the environment.

**Innovative character:**

Intermontage connected interior design with social responsibility which is an integral part of a professional and sustainable form of entrepreneurship.

**Barriers and problems detected during implementation:**

They were growing slowly. Starting in 1977.

Link to the website: <https://intermontage.nl/>

## Koo International (Spain)

KOO International is a seating furniture manufacturer with more than twenty years of experience in the sector, in which pieces based on design, innovation and coherence are created. It was born in 1998 as a global brand with its own character and identity. It focused on a cosmopolitan, international public, with a marked concern for design, but that in no way compromises on quality.



**Name of the promoting organisation :** KOO International

**Location where it has been implemented :** Valencia, Spain

**Target group:** Local and national community, furniture business.

**Objectives:** work on the basis of identified needs and with a very definite final objective: the comfort and enjoyment of people. Their values act as a driving force and mark how KOO carries out its work, combining technical and human resources, the latter being the protagonists.

**Benefits to the entity and the target population:**

Through eco-design, they are creating products that can be upgraded and repaired. These products are also largely made from recycled and/or recyclable materials, for example, the use of FSC-certified and locally sourced wood and derivatives (buying exclusively Spanish timber). In addition, KOO International has started to offer product-related services to slow down product ageing and ensure optimal maintenance: restyling, reconfiguration, repair and take back

**Innovative character:**

Cirkoolar is a process initiated by the brand to revise its product formula by researching the best combination of natural, recycled and durable materials and to develop a service programme to extend the life of the product.

Link to the website: <https://www.koointernational.com/>

## Coco mat (Greece)

COCO-MAT mattresses are engineered to create and offer a new, customised sleeping experience. The company gradually introduced additional natural materials such as horsehair, cactus fiber, seaweed and lavender to further improve the quality of their mattresses, making the bed even more special for each customer.



**Name of the promoting organisation :** COCO-MAT

**Location where it has been implemented :** Athens, Greece.

**Target group:** Local, national and international community.

**Objectives:** production of mattresses made of natural materials.

**Benefits to the entity and the target population:**

Even since it was launched, COCO-MAT went through a progressive refining of its customer proposition and brand values, developed a global retail network and expanded into hotels and wood bikes, among other areas. In 2015, Coco-Mat had stores in 14 countries, employed at least 250 people, the majority of them in Greece.

**Innovative character:**

The attention paid to CE has so far focused on the use of secondary raw materials, reuse, recycling and extension of products' life cycle, the minimalisation of waste, industrial symbiosis and renewal of materials – in order to fully commit to the principles of reduce, reuse, recycle and to develop corporate social responsibility, a business must reexamine its current systems.

Link to the website: <https://www.coco-mat.com/>

## Bracia Romanowscy Stolarstwo (Polonia)

The company is guided in its activities by one basic principle: the choice of material from which the furniture is made is of great importance. By choosing furniture made of materials whose composition consists of post-consumer materials, we support recycling, living in accordance with the zero waste idea and we care for natural resources that are running out.



**Name of the promoting organisation :** Bracia Romanowscy Stolarstwo

**Location where it has been implemented :** Warsaw, Polonia.

**Target group:** Local, national and international community.

**Objectives:** Sustainable furniture production.

### **Benefits to the entity and the target population:**

Decisions made today affect the world in which future generations will live. Therefore, if you want to have a positive impact on the environment, you should make changes in your immediate environment, buy and make thoughtful purchases, choose high quality products that will serve you for a long time, as well as not throw things away in a hurry, e.g. by renovating them.

### **Innovative character:**

Bracia Romanowscy Stolarstwo produces furniture and construction elements from solid wood. The company manages to find opportunities to use even old furniture, stairs and other construction elements in the production of new products.

### **Barriers and problems detected during implementation:**

Currently, the development of the use of post-consumer wood in furniture and joinery production is blocked by Polish legal regulations that prevent the import of post-consumer wood waste, which at the same time comes mainly from Polish furniture exports. The supply situation results in higher product prices, loss of competitiveness and the possibility to sell the manufactured products.

## El Puente del Molino (Spain)

ECOS del Lozoya (El Puente del Molino farm) is an agro-ecological project in which organic forest fruits are grown in an environment surrounded by mountains, forests, meadows and water. The farm has an area of 2 hectares. The production is not very intensive and small-scale, respecting the rhythm of the seasons and the natural cycle of cultivation.

No pesticides or synthetic fertilisers are used in the cultivation of the fruit. They are certified by the Organic Agriculture Committee of the Community of Madrid. They carry out activities that involve their clients in the harvesting of the fruit they wish to create, in order to generate environmental awareness.



**Name of the promoting organisation :** Ecos del Lozoya

**Location where it has been implemented :** Madrid, Spain.

**Target group:** Consumers of organic products. General population.

**Objectives:** Cultivation of organic forest fruits, creation of harvesting experiences for environmental awareness.

**Benefits to the entity and the target population:**

Fruit production respecting the natural seasonal cycle, without the use of toxic agrochemicals that cause long-term diseases. Smallholder fruit production with a high level of quality and flavour.

**Innovative character:**

In addition to using a production method that adapts to the natural seasonal cycles of the product, the purchase process offers an experience of direct contact with the product and natural tours through the farm, with the aim of generating greater environmental awareness.

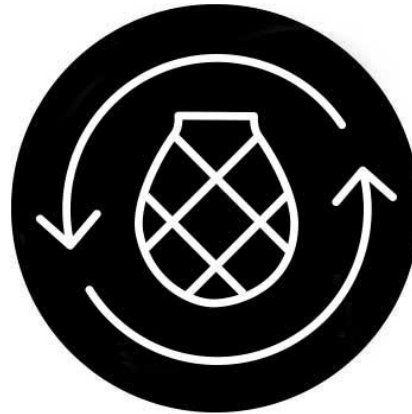
Link to the website: <https://www.elpuentedelmolino.es>

## Redcycle Sustainability Project (Spain)

Redcycle is a project (in cooperation with Aquafil) to collect and recycle disused fishing nets to bring them back to life and turn them into sustainable garments committed to a better future.

A project launched in 2015 that brings together institutions, fishermen's associations, Basque fishermen and the company Ternua to raise awareness and sensitise society and the fishing sector to protect the planet. They are manufacturers of clothing for the practice of sport in a sustainable way. It has physical and online shops.

- 12 Tons: Amount of disused nets collected by Ternua in 2016.
- Reduction of carbon dioxide equivalent to 39,500Kg of CO<sub>2</sub>.
- Reduction of natural resources, equivalent to 18,612Kg of oil.
- Reduction of waste that ends up in landfills or is incinerated or ends up at the bottom of the sea, equivalent to 10,000 kg.



**Name of the promoting organisation :** Ternua

**Location where it has been implemented :** Mondragón, Basque Country. Spain.

**Target group:** Basque fishermen, fishermen's societies, institutions and the general public.

**Objectives:** Collection of disused fishing nets for conversion into high-end sportswear.

**Benefits to the entity and the target population:**

Decrease in water pollution and the affectation of marine life by disused nets.

**Innovative character:**

Reuse of disused fishing nets and the transformation of these materials into high-end sportswear.

Link to the website: <https://www.ternua.com/es/sostenibilidad-redcycle>



## Trasdeza natur. (Spain)

It is an organic garden that recovers local species of vegetables and fruits and transforms them into dehydrated products in a sustainable way with solar energy. The wastewater is treated in a vegetable pond (green filter) and reused for irrigation. Its products are packaged with recyclable and compostable materials.

This Galician initiative has already received numerous awards such as the price received by Tallón García from the TalentA 2021 programme for rural entrepreneurship organised by Corteva Agriscience and the Federation of Rural Women's Associations in Spain (Fademur).



**Name of the promoting organisation :** Tradeza Natur

**Location where it has been implemented :** Pontevedra, Spain

**Target group:** General population

**Objectives:** Dehydration of organic products with sustainable energies.

**Benefits to the entity and the target population:**

Excellence and maximum food quality. Because they make their products with delicacy, taking care of the raw material and dehydrating them in a natural, sustainable way, so that they maintain all their properties.

The initiative has won several awards for quality and technological innovation that certify its benefits.

**Innovative character:**

Production of organic fruit and vegetables and dehydrated products with solar energy. Products with all their organoleptic value and nutritional properties.

Link to the website: <https://www.trasdezanatur.com/home/>

## Josenea Bio (Spain)

It is a circular economy company, dedicated to the production of biomass. It collects biowaste from its neighbours and transforms it into compost to fertilise its own fields, regenerating the land and climate.

The project also contributes to the creation of green social jobs. The aim of the project is to promote the integration of socially excluded people into the labour market by creating small business projects.

It has been recognised with the Good Practices in Sustainable Local Development Award.



**Name of the promoting organisation :** Josenea

**Location where it has been implemented :** Navarra, Spain

**Target group:** people living in rural areas in conditions of vulnerability and social exclusion.

**Objectives:** Create employment opportunities for disadvantaged people or groups is one of the most effective tools in the fight against social exclusion and towards the path of personal development. Put people first without forgetting Nature, respecting it in each of the processes carried out in every one of the activities carried out and promoting ecological and eco-sustainable values in the environment.

**Benefits to the entity and the target population:**

Currently the number of people in the process of insertion hired amounts to 17. In its daily operation, Josenea behaves like a real company, so that the training is effective and does not create excessively protected and finalist work spaces. To this end, Josenea's technical team always works with the aim of providing the best training in high quality production.

The company has within its staff a technical person in social and labour assistance and since 2002, more than 85% of the people who have gone through our triennial insertion process, have managed to consolidate their work and personal situation.

Also in 2021, 6 members of the team have achieved stable employment, while another 30 people continue their training process at our facilities in Lumbier and Noáin in Navarra.

**Innovative character:**

The organic farm is self-sufficient thanks to the use of renewable energies for the production processes.

Link to the website: <https://www.josenea.bio/>

## GO Match - Madrid KM región (Spain)

GO Match funding Madrid Km región (Madrid) consists of a pilot project of financial innovation to shorten commercial channels of local agro-ecological production that contribute to planning production through pre-sales to consumers and their subsequent loyalty.

Matchfunding is the collective financing of projects that, in addition to receiving contributions from citizens through crowdfunding campaigns, receive extra financial support from an organisation. They currently have an open call, promoted by the Madrid KmRegión Operational Group and the Triodos Foundation, which is aimed at innovative short-channel projects for the commercialisation of food from family and social agriculture in the Madrid region.

The core structure of GO consists of three partners:

1. The producers (Association of Agro-ecological Producers AUPA) as the main drivers of the initiative.
2. Local administrations as the most immediate public support. In this sense, the Association of Agroecological Municipalities Network TERRAE.
3. Asociación por la Alimentación Local Sostenible y Saludable (ALYSS) brings to the project the experience and needs of small-scale distributors.



**Name of the promoting organisation :** Go Match

**Location where it has been implemented :** Madrid, Spain

**Target group:** Organic consumers and producers.

**Objectives:** Bring the producer and consumer closer together without intermediaries and, in addition, raise awareness of the local product among the local population.

**Benefits to the entity and the target population:**

Reduces the distribution and marketing chain, promoting a fair income for organic producers.

**Innovative character:**

Financial innovation to shorten commercial production channels.

Link to the website: <https://madridkmregion.es>

## Andalusian Shepherds School (Spain)

The Andalusian Shepherds School is a training project that includes the teaching of traditional and rural knowledge, together with environmental aspects linked to livestock farming.

The Andalusian Shepherds' School is aimed at people who want to take on a future project linked to pastoral livestock production and are committed to specialised and practical training.



**Name of the promoting organisation :** Junta de Andalucía.

**Location where it has been implemented :** Andalucía, Spain.

**Target group:** people who want to take on a future project linked to pastoral livestock production.

**Objectives:** support generational renewal in rural areas.

**Benefits to the entity and the target population:**

With more than 9 editions already held, this project has a rate of incorporation into the livestock activity of between 60 and 90% of students.

**Innovative character:**

Prevention of rural depopulation, through training and management of livestock projects with a positive impact on the environment.

Link to the website: <https://escueladepastoresdeandalucia.es/es/inicio>

## Network of Agricultural Test Spaces (Spain)

Agricultural incubators are programmes that facilitate generational renewal in agriculture through the provision of so-called agricultural test spaces.

The operational group RETA (Red de Espacios Test Agrarios) promotes these spaces that help to overcome the lack of generational renewal, promote employment, landscape conservation and sustainable agricultural production models.



**Name of the promoting organisation :** RETA

**Location where it has been implemented :** Extremadura, Basque Country, Navarra y Catalonia

**Target group:** Farmers

**Objectives:** Agricultural testing to help keep the rural world alive, dynamic and sustainable.

**Innovative character:**

This network provides support to agricultural entities and areas, coordinates meetings between rural agents and generates knowledge to promote social cohesion and rural development.

Link to the website: <https://espaciostestagrarios.org>

## Feeling Cantabria (Spain)

Feeling Cantabria consists of experiencing tourism closer to Cantabria through its artisans and local producers, getting off the beaten track and living experiences close to the territory and its people.

It is a sustainable tourism project.



Feeling Cantabria

**Name of the promoting organisation :** Feeling Cantabria.

**Location where it has been implemented :** Cantabria, Spain

**Target group:** General public, focused on rural tourism.

**Objectives:** generate environmental awareness, care for the environment in ecotourism scenarios.

**Benefits to the entity and the target population:**

Awareness of environmental conservation in tourism activities, increased supply of rural tourism that activates the economy of the communities, reduction of environmental impact related to tourism.

**Innovative character:**

Non-traditional tourism proposal, emphasising the enjoyment of areas of great natural beauty without the massification of visitors, which is not very well promoted.

Link to the website: <https://feelingcantabria.wixsite.com/feelingcantabria>

## Bumerang (Spain)

Circular economy based company that uses technology, psychology and systems thinking to eliminate single-use plastic from takeaway food and drink through innovation in reuse systems.

It offers a circular solution. A returnable packaging system and covered by the new waste law, as opposed to single-use compostable packaging.

The logo for Bumerang, featuring the word "BUMERANG" in a bold, yellow, sans-serif font, arched upwards.

**Name of the promoting organisation :** Bumerang

**Location where it has been implemented :** Barcelona, Spain.

**Target group:** General public, food companies (catering).

**Objectives:** Eliminate single-use plastic from takeaway food and drink. Raise awareness of the environmental impact of single-use packaging.

**Benefits to the entity and the target population:**

It has an impact on pollution reduction and raises awareness of the urgency for the health of the planet to reduce the consumption of single-use packaging.

**Innovative character:**

Integrates innovative technologies for the generation of returnable packaging, reduction of single-use packaging.

Link to the website: <https://youbumerang.com/sobre-bumerang>

## Apadrina un olivo (Spain)

Based in Oliete (Teruel), they work to give prestige and stop the depopulation of rural areas. They work with the sponsorship by individuals of their 6,000 olive trees, which allows them to generate employment for people from the region and at the same time produce high quality oil.

[Apadrinaunolivo.org](https://apadrinaunolivo.org)

**Name of the promoting organisation :** Apadrina un Olivo.

**Location where it has been implemented :** Aragón, Spain.

**Target group:** General public.

**Objectives:** Generate employment for people with disabilities. Protect the flora and fauna that grow in and depend on the olive forest. Contribute to reducing the carbon footprint. Encourage rural tourism that contributes to the economic development of the village.

**Benefits to the entity and the target population:**

Repopulation of rural environments, generation of employment and economic reactivation for communities undergoing depopulation processes.

**Innovative character:**

Development of artisan products that transform the rural world. Innovative strategies for development, employment and repopulation of rural areas.

Link to the website: <https://apadrinaunolivo.org/es>



## Bolsalea (Spain)

A family business, they have been manufacturing sustainable packaging items since 2009.

Experts in the creation and personalisation of bags, storage bags and pouches. They work with respectful materials such as organic cotton, hemp, recycled fabrics and paper.

# *Bolsalea*

**Name of the promoting organisation :** Bolsalea

**Location where it has been implemented :** Alicante, Spain.

**Target group:** Companies, warehouses, shops. General public. Women victims of gender-based violence.

**Objectives:** Its purpose is the reduction of single-use plastic bags.

**Benefits to the entity and the target population:**

Contribute to the reduction of single-use bags.

Promote the empowerment of women and the inclusion of people with disabilities in the labour market.

**Innovative character:**

Use of organic materials and reuse for the generation of reusable bags.  
Entrepreneurship that contributes to the environment and to closing social gaps for women.

Link to the website: <https://www.bolsalea.com/>

## CO2 Revolution (Spain)

A company that offers efficient solutions based on nature.

CO2 Revolution calculates your carbon footprint and helps you offset it through the creation of reforestation projects.

Using computer algorithms and drone technology, the company is able to plant trees by dropping smart seeds from the air.



**Name of the promoting organisation:** CO2 Revolution.

**Location where it has been implemented:** Navarra, Spain.

**Target group:** Business sector that wants to implement CO2 reduction measures.

**Objectives:** curbing climate change by reducing CO2 emissions

**Benefits to the entity and the target population:**

Large-scale impact on climate change mitigation. Partnership of many companies in this work. Improvement of industrial processes of many companies to reduce carbon footprint.

**Innovative character:**

Integrated reforestation model, which combines manual planting techniques with technological procedures.

Link to the website: <https://co2revolution.es/>