

**TERMS OF REFERENCE:
DIAGNOSIS AND MAPPING OF GREEN
EMPLOYMENT AND SOCIAL AND
SUSTAINABLE ENTREPRENEURSHIP
INITIATIVES IN EUROPE**

Alianza por la
Solidaridad

act:onaid



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1. INTRODUCTION

These Terms of Reference (thereafter ToR) for the elaboration of diagnosis and mapping on green employment and social and sustainable entrepreneurship in Europe are part of the EU-funded project, Greener Future, which has four European partners: Alianza por la Solidaridad, VolontEurope, ActionAid Denmark and We World.

Alianza por la Solidaridad - ActionAid Spain, is an NGO with more than 35 years of experience that aspires to be a powerful force for transformation to reduce inequalities in the world and in favour of the recognition of the human rights of all people.

Our work responds to the defence of women's rights around the world, the rights of migrants, sustainability and climate justice and the defence of the rights of people affected by humanitarian crises. To do this, we know that we need to build an informed, critical global citizenship, by promoting initiatives and the social changes necessary to achieve a world that puts people and human rights at the centre.

1.1 CONTEXT AND JUSTIFICATION

Obviously, the current economic model seeks to optimise itself in the context of the climate emergency. The Just Ecological Transition (including energy) has become essential to face the challenges posed by the climate crisis and change our model of production and consumption.

In this sense, Green Employment has gone from being recommended (since it has been operating as such for years, although below the expectations created) to being essential, and more, considering two factors:

1. 2030 Agenda at the UN level, and its SDGs.
2. Next Generation/New Green Deal/Green Deal at EU level.

The European Green Deal promotes the development of a circular economy that offers a high potential for the creation of new business models and new jobs. The European Commission (Employment and Social Developments in Europe 2019) estimates the creation of up to two million new jobs associated with the Green Transition. This requires the development of knowledge and skills to help European workers, especially young people, to acquire the competences they need to:

- Engage in economic activities that generate "sustainable" products and services;
- Transition from declining to expanding sustainable economic sectors and adapt to new processes.

In addition, the "COMMISSION RECOMMENDATION (EU) 2021/402 of 4 March 2021 on an effective active support to employment following the COVID-19 crisis (EASE)" warns, among others, that the creation of new quality jobs may take time, depending on the economic outlook and the availability of a skilled labour force. In the meantime, young people are likely

to pay the highest price. Between the first and third quarter of 2020, the youth unemployment rate tripled relative to the overall unemployment rate. Delayed access to the labour market could mark this generation for years to come. It therefore recommends the development of measures that provide incentives for recruitment, transition, and entrepreneurship support, as well as opportunities for further training and retraining, including:

- An identification of the needs in terms of skills and qualified professional profiles that facilitate the transition to a climate-neutral, resource-efficient, and circular economy, in line with the European Green Pact;
- Training schemes adapted to the challenges of the green economic transition, supporting entrepreneurship and adaptation to new processes or businesses;
- A specific focus on disadvantaged or under-represented groups in the labour market, in particular youth and women.

In this context, there are new orientations and new needs for capacities for human capital and therefore a challenge for the current educational system that must respond with the new training and new necessary capacities.

Other areas relating to the new global needs of the Ecological Transition include policies emanating from the EU, especially in terms of central aspects such as:

- Circular Economy;
- Climate Change Mitigation Policies;
- Climate Change Adaptation Policies;
- Nature-Based Solutions;
- Sustainable Management Policies and Water Purification/Regeneration.

But one sector stands out, among these, in the face of the growing needs of the different countries to optimise energy autonomy: generation of renewable energies (especially wind and photovoltaic) with the indirect and induced implications of the same, such as:

- Recycling of materials and minerals;
- Location planning;
- Recovery of affected spaces;
- Implications of the local environments where they are installed;
- Design and detail engineering.

To analyse the current context of so-called green employment, it is necessary to carry out an investigation that establishes where the real opportunities are and what are the deficits to access them.

It is also important to take into account that European youth are facing the second international great crisis since 2008. The COVID-19 pandemic has increased unemployment rates in Europe, especially youth unemployment (17% of young people who were employed

before the outbreak stopped working). The consequences of COVID-19 pandemic on the labour market, people's livelihoods, wellbeing, and the environment has brought European societies to a very delicate situation with a lot of uncertainty. Young people were affected by school and education centres closures, but not all were able to transition to online and distance learning (1 out of 8 were left with no course and 65% reported having learnt less). The Youth and Covid 19 survey report underlines the need to "urgent, targeted, and smarter investments in decent jobs for youth, including in the protection of young people's human rights; employment and training guarantee programmes; social protection and unemployment insurance benefits for youth; greater efforts to boost the quality and delivery of online and distance learning; and stronger complementarities with mental health services, psychosocial support, and sports activities. Only by working together, with and for youth, can we prevent the COVID-19 crisis from having not only a negative but a potentially long-lasting impact on young people's lives".

The EU and a lot of their member states are working on increasing their ambition on environmental policies, ecological and energy transition, and changes on the economy, production and consumption systems, to reduce climate change and environmental impact.

In this context, alternative green business models and cooperative movement in Europe could be a good opportunity to promote and facilitate social and sustainable entrepreneurship among young people and find alternatives for youth in the actual crisis. The cooperative movements and history are not as developed or widespread the same way in all European countries. The project will allow partner organizations learn from different experiences and sustainable entrepreneurship initiatives in different countries and regions.

Democratic companies and cooperatives contribute to ensure a better distribution of wealth, have high productivity, are more robust in times of crisis and help in the actual context where green and sustainable solutions must be promoted.

1.2. GREENER FUTURE PROJECT INFORMATION

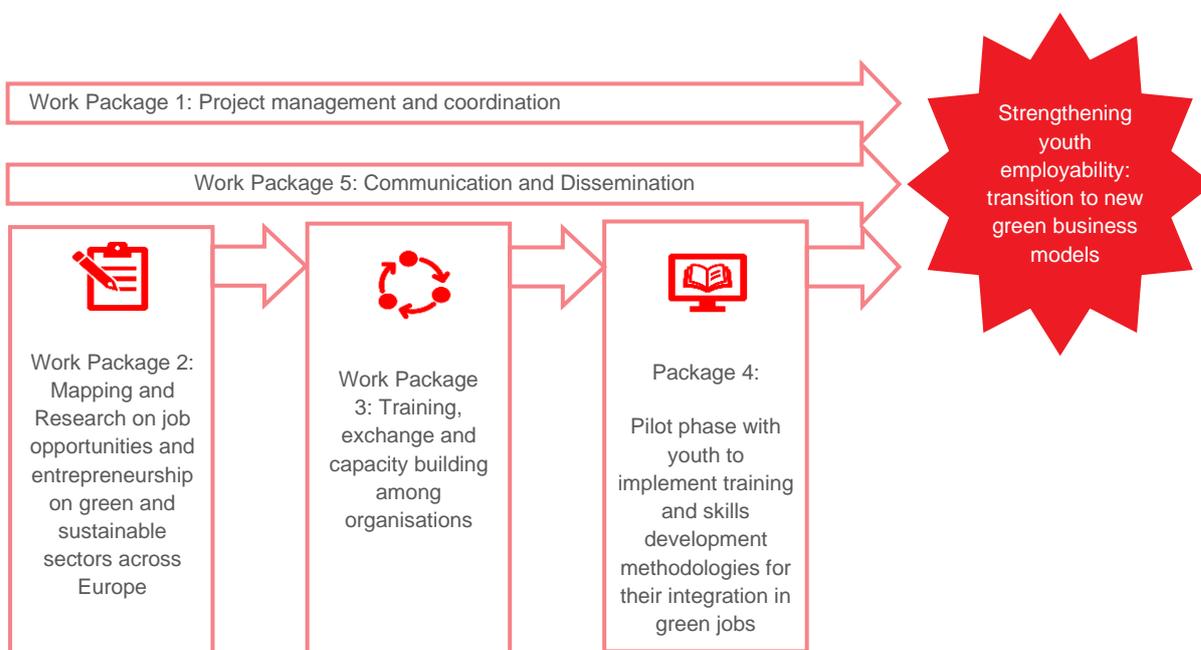
The diagnosis and mapping is a key phase of of the *Greener Future* project, funded by the European Union. The idea is that this research and mapping will be the base and will help improve the capacity of organisations to train, guide and advise young people in the development of the skills needed to apply for green jobs within the framework of the solidarity economy and the transformation of economic sectors towards cleaner technologies, as well as to promote young entrepreneurship towards new sustainable business models, promoting a stable work integration, while ensuring the care of the environment and fight against climate change.

As indicated in the beginning, the Greener Future project is led by a consortium of four organisations: Alianza por la Solidaridad - ActionAid (Spain) (www.alianzaporlasolidaridad.org), Volonteuropa (Belgium) (www.volonteuropa.eu), ActionAid Denmark (Denmark) (www.ms.dk) and We World (Italy) (www.weworld.it).

The project has three specific objectives:

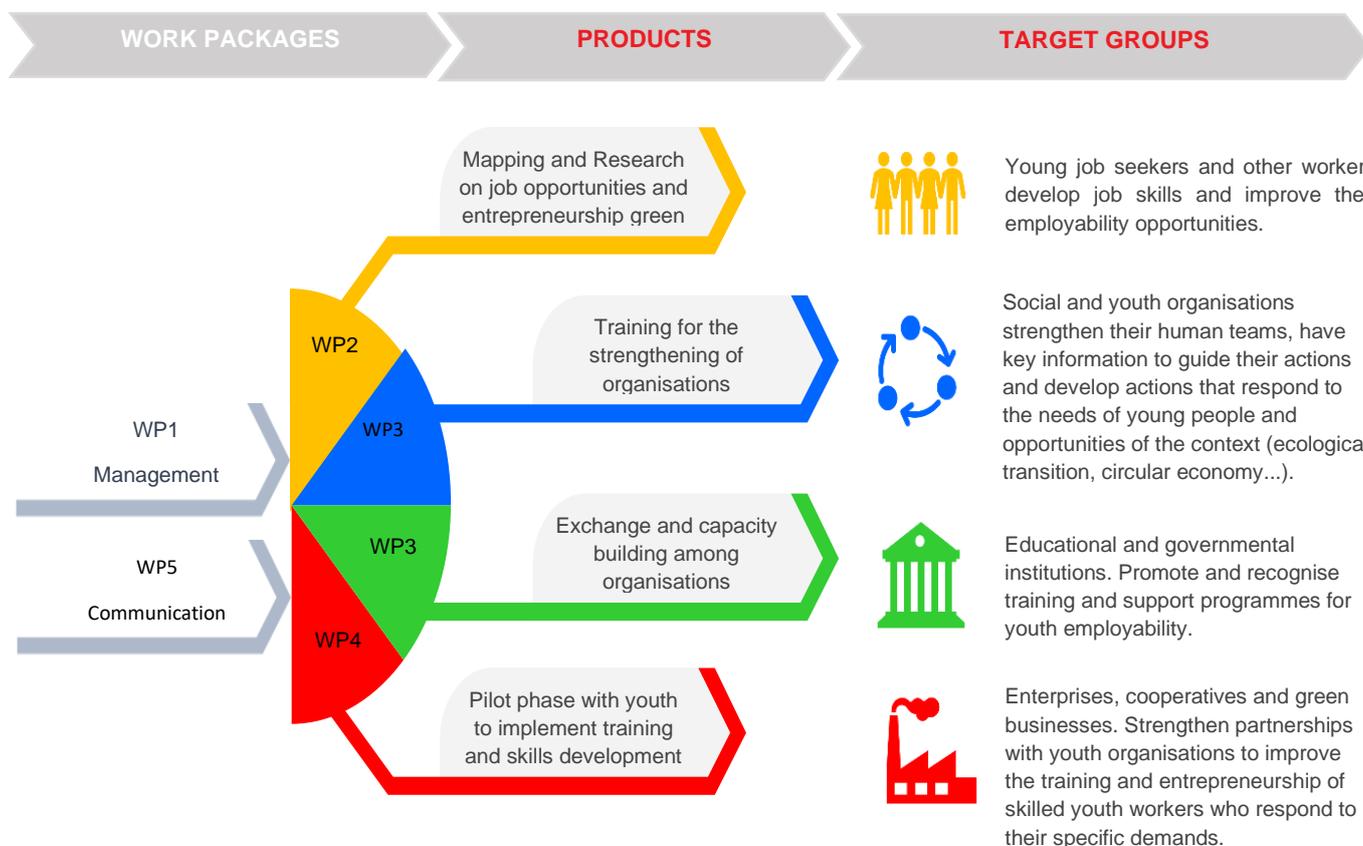
- OE1: To map and analyse existing opportunities, social and sustainable initiatives in Europe;
- OE2: To build the capacities of European organisations working with youth and other key actors; to strengthen youth employment through training and exchanges of experiences;
- OE3: To pilot and test training and support modules for youth to access to green jobs or develop sustainable and social initiatives

The project is organised in work packages and this diagnosis and mapping will be the basis for the next phases of the project that will take the findings of the diagnosis, its conclusions, and recommendations, as the basis for strengthening the capacities of other European organisations working with young people in the support, training and accompaniment of European youth in access to green jobs and implementation of social and sustainable enterprises.



At the same time, the project will also hold a series of sessions to exchange experiences with different actors and social organisations (youth organisations, social organisations, cooperatives, and social and sustainable entrepreneurship organisations, administration, trade unions, etc.) at European and national level.

Finally, a pilot phase will be carried out in four countries (Spain, Italy, Belgium, and Denmark) with 10 young people in each country to pilot the training and accompaniment phase on the opportunities for access to green employment or social and sustainable entrepreneurship in their communities.



2. DEFINITION OF THE OBJECTIVE

The objective of this consultancy is to carry out a **diagnosis and mapping that allows analysing the existing opportunities for young people to access green jobs and social and sustainable entrepreneurship in Europe.**

The selected consultant or team will work together with the project partners. The idea is to use a methodology that will be based on a flow of information from each country (bottom-up), which will allow a common European analysis that will revert information back to the countries (Top-down). Each partner organization will participate in the identification of key actors and sectors for the collection of basic information, and the external consultants will carry out the research and analysis to build a common European vision on new economic sectors linked to sustainability and ecological transition, new labor markets for young people (green businesses, circular economy, renewable energies, agroecology, cooperatives, social enterprises, etc.), as well as their key actors, and examples of successful initiatives, with particular attention to possible initiatives that can be carried out by young people with fewer opportunities. This common European vision will be adjusted and adapted to the real opportunities of each country of the participating organizations. Thus, there will be a common European vision, but also an analysis adapted to the working context of each partner organization

It is important to emphasise that it is essential that in each and every one of the phases of diagnosis and mapping, consultants or research teams always keep in mind and apply the gender approach, human rights approach and intersectionality and that people with fewer opportunities or at risk of exclusion are taken into account when carrying out all the analyses and proposals.

3. RESULTS OR OUTPUTS

1. Identify and analyse the challenges and opportunities to improve the employability of European youth linked to the just ecological transition, to new sectors and opportunities that contribute to other economic models of production and consumption and to the fight against climate change in Europe;
2. Analyse and explain the legal context, facilities, support opportunities and regulations regarding green employment opportunities and implementation of social and sustainable initiatives in Europe;
3. Identify and include a mapping of key actors in sectors where there are more opportunities for access to green employment and key actors around the implementation of social and sustainable initiatives in Europe;
4. Mapping and listing, at European level, of sectors and initiatives that offer employment, training and training opportunities for youth in green jobs;
5. Mapping and listing, at European level, of sustainable and social entrepreneurship initiatives that may be of special interest to young people and that can be replicated or adapted for other contexts in Europe;
6. Identify strategies and opportunities to train and build capacities of civil society organisations and organisations that work with youth to promote, guide and train young people in accessing to these types of jobs and initiatives;
7. Identify what can be the mechanisms and tools conducive to creating a space for action with the institutional scope to carry out political advocacy at European, national, and local level, so that measures can be implemented that promote youth employment and social entrepreneurship in sustainable activities and sectors (examples of successful initiatives, with particular attention to possible initiatives that can be carried out by young people with fewer opportunities or other excluded groups would be valued).

4. SCOPE

The diagnosis and mapping will be carried out at the level of the European Union; it is sought to include initiatives and proposals from different European countries (at least eight) that can be replicated or serve as an example or inspiration for other countries in the area, paying special interest to the countries where the partners of the project are based (Spain, Denmark, Italy and Belgium)

5. SUGGESTED RESEARCH METHODOLOGY

2.1. CONTEXT ANALYSIS

Compilation of already existing Studies and reports

Detailed research will be carried out on studies carried out in the last five years on green employment, at EU level.

Structure of Green Employment

In the first instance, it must be clarified what is meant by Green Employment. To do this, it is necessary to analyse the different definitions in this regard since they guide the target sectors or primary sources of green employment.

It would be necessary to probe the definitions of:

- EU;
- OECD;
- Eurostat;
- UNEP;
- ILO.

A review of the sectors or activities involved would be:

- Treatment, Purification and Regeneration of urban or industrial water;
- Management, Treatment and Minimisation Techniques in the generation of urban, industrial, or inert waste (demolition); cleaning and regeneration of contaminated soils;
- Renewable Energies throughout its cycle: Wind, Solar PV, Solar Thermal, Geothermal, Aerothermal, Biomass, Biofuels, Hydrogen; self-consumption included;
- Management of Natural Spaces: Exploitation (wood and non-timber), regeneration of affected areas, reforestation of trees or scrub, restitution of habitats, restitution of wetlands, regeneration and cleaning of soil, green infrastructures for water management;
- Environmental Services related to Engineering, Consulting and Auditing, ACV, Ecodesign, Green Purchasing, including quality control needs: Laboratories for the analysis of water, waste, soil, air, etc.;
- Agroecology and agri-food management at both plant and animal level;
- New biophilic or "natural" cities: rehabilitation for energy efficiency of buildings, rehabilitation of urban areas, sustainable mobility, re-naturalisation of landscaped areas and channels and wetlands;

- Active rural tourism; ornithological and "adventure" tourism in protected or unprotected natural environments;
- Financial Sector linked to good practices in sustainability, including the insurance sector;
- Communication and Awareness, including Environmental Education, but also social consultation.

These areas must be checked before proceeding to the next phases.

Field Study Planning.

- Definition of the basic **questionnaires** to be used in the surveys. Likewise, a cover letter will be prepared on the purposes of the research, objectives, reasons for the request for collaboration and assurance of anonymity and will consider fields such as:
 - Green subsector to which the company belongs;
 - Percentage of men and women and age fields;
 - Number of workers and trends.
- Development of the semi-structured **interview script**.

The interview will deal with topics directly or indirectly related to the following fields that are considered relevant for the promotion of employment in companies in green economy and eco-innovation sectors:

 - Innovation, especially related to technology, services or processes that generate improvement from the environmental point of view;
 - Sustainability, promotion of practices that respect the environment, biodiversity, improving the quality of life, etc.;
 - Education, promotion, and encouragement in the field of the environment, innovation and/or sustainability;
 - Energy efficiency, renewable energies, sustainable use of resources, net balance, etc.;
 - Recycling, waste recovery, reduction of environmental impact, etc.;
 - Rural development, employment and green economy, organic production, etc.
- **Determination of** actors both for the questionnaires (companies, cooperatives, trade unions and public institutions) and for interviews (experts in areas directly and indirectly linked to green employment or sustainable enterprises).
- The actors in general will come from different areas such as:
 - Representatives of public bodies in the field of Environment, Industry, Innovation;
 - Public bodies for inspection and control in environmental matters;

- Regional experts in the field of sustainable rural development and/or renewable energy;
- Cooperatives and social and sustainable entrepreneurship networks;
- Think tanks;
- Environmental Associations and Consultancies;
- Associations and Environmental Training Companies;
- Representatives of trade unions, cooperatives and/or business organisations related to environmental issues;
- Professionals from private companies, in which Eco-innovation is a fundamental tool for the improvement of their processes, products and services;
- Other agents, groups, or sectors interesting for our study, located during the research process itself (sustainable mobility, organic farming, etc.).

A careful selection of the people interviewed is a necessary condition to have quality information provided first-hand by the interviewees who provide their knowledge and opinions on the potential generation of green employment.

2.2. FIELDWORK

The fieldwork will be based on questionnaires that will be sent previously tabulated or protocolised and interviews with key actors and organisations related to green employment opportunities and social and sustainable entrepreneurship and cooperatives in Europe.

The fieldwork must have involved at least 80 organisations at European level (at least 20 actors participate for each country -a total of 80 nationals-) and 10 institutions or stakeholders at European level participate. In total, the sample is expected to collect information from at least 90 actors. The field work must also include the mapping of at least 40 initiatives and examples have been mapped for the research to facilitate examples and good practices in different EU countries.

2.3. CABINET WORK AND ANALYSIS OF RESULTS

The relevant qualitative and quantitative analyses will be carried out based on the elements contemplated both at the level of questionnaires and interviews. This may require the establishment of multi-criteria analyses or comparison matrices for:

- Defining the challenges and areas of opportunity of each sector of activity, insisting above all on elements that currently hinder the potential for the creation of decent or decent employment in the short and medium term;

- Identify shortcomings in the labour market of specific professional profiles, potential for growth of green jobs in the sector and the most demanded professional profiles in the short and medium term.

2.4. DETERMINATION OF PREFERENTIAL AREAS

Based on the formal research carried out, the most operational sectors, subsectors and areas of action will be defined according to the existing demands, thus determining the preferred fields of action based also on the existing offer and areas that present an opportunity for the employability of young people.

6. WORKING PLAN

This plan will consist of a series of phases:

1. Context analysis and exploratory phase: elaboration of the theoretical framework in which a documentary analysis and review of the literature that refers to the field of the object of study will be made: green jobs and employment opportunities for youth, social and sustainable entrepreneurship in Europe (using an intersectional approach: gender, youth with fewer opportunities, social class, etc.);
2. Research design;
3. Fieldwork: interviews, questionnaires, discussion groups. At least 80 organizations participate in the diagnosis and 40 initiatives have been identified in the mapping;
4. Cabinet work: systematization, preparation of the Report/results;
5. Return of the results to the organizations and actors involved in the process to have a joint review;
6. Definitive systematisation considering the contributions, observations (in the case that it has arisen in the previous phase of return);
7. Presentation of the final document and results, including a synthesis document for publication and dissemination.

PROPOSED TIMELINE		MONTHS					
PHASE	ACTIVITIES	1	2	3	4	5	6
Context analysis and Exploratory phase	Review of existing literature, regulation, regulation, research, and studies						
Detailed design of research methodology and field study	Development of methodological tools						
Fieldwork	Online interviews, surveys, workshops, etc.						

Cabinet work and results analysis	First systematisation of fieldwork results							
Return of results	Meeting with partner organisations for the return							
Systematisation and presentation of the first draft	Systematisation and submission of the first draft of the report for review							
Draft review	Review of the draft and feedback from the project partners; definitive systematisation							
Presentation of the final report	Presentation of the diagnostic report and final mapping and executive summary							

7. TEAM PROFILE

To carry out this diagnosis and mapping requires a person or team, these being the desirable knowledge and experiences:

- Experience as a researcher and in carrying out diagnoses and mappings;
- Knowledge of participatory tools for research;
- Proven work experience in issues of sustainability, employability, and social and solidarity entrepreneurship;
- Knowledge of the gender approach and the human rights-based approach;
- High level of spoken and written English (diagnosis and mapping must be delivered in English);
- To support this training, the Curriculum Vitae of the person(s) who are part of the team specifying the diagnoses/investigations carried out is required.

8. ALLOCATED BUDGET

The budget allocated to carry out the diagnosis for the consultant or team is **18.000,00 euros** (VAT and all taxes included). The payment for this service will be made in three parts: one at the signing of the contract, another in the middle of the contract and another that will take place with the delivery of the final report.

9. PRESENTATION OF THE PROPOSAL

The proposals received to carry out the diagnosis will be evaluated according to the quality of the proposal, work plan presented in terms of participatory techniques and methodologies, applied approach, the training of the person or team in gender and migrations (attach CV), and the requested budget.

10. DEADLINE FOR SUBMISSION

The proposals will be sent to the email: iiparraguirre@aporsolidaridad.org and piotr@volonteuropa.eu indicating the reference "**Diagnosis on green employment and social and sustainable entrepreneurship in Europe**".

The deadline will be from the day of its publication, until **September 7th, 2022.**

The evaluation of the proposals will be done by a committee with members of the 4 partners organizations that will evaluate key aspects of the proposals such as: proposed methodology, expertise of the consultant or team, clarity of the proposal, work plan and the proposed approach of the research and mapping.