



for



Career seminar
**Green Jobs: Evolution and trends of a
sustainable career opportunity**

Università Bocconi, Milan, 24th February 2010

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We talk a lot about GJs
... maybe even too much!

THE WALL STREET JOURNAL EUROPE 02-FEB-2010
da pag. 13

The 'Green Jobs' Myth

A European lesson in
the pitfalls of industrial-
environmental policy.

Il Sole **24 ORE** .com

22 luglio 2009

I green jobs battono la crisi

Di Andrea Curiat e Luca Salvioli

Si potrà discutere sulle cifre. Ma il potenziale occupazionale dei green job non è in discussione neanche in Italia. Statistiche ufficiali non ne esistono, ma secondo l'Associazione produttori di energia da fonti rinnovabili (Aper) i colletti verdi sono già oggi attorno ai 50-55mila tra occupati e indotto, solo per quanto riguarda il segmento energetico. Se si guarda al futuro l'economia verde potrebbe raggiungere i 250mila posti di lavoro per il 2020. Almeno stando alle conclusioni dello studio dello Iefe (Centre for research on energy and environmental economics and policy) dell'Università Bocconi sulle «Prospettive di sviluppo delle tecnologie rinnovabili per la produzione di energia elettrica», rivolto al Gestore dei servizi elettrici (Gse) e presentato a maggio.

Il Sole **24 ORE** .com

16 febbraio 2010

La Silicon Valley non sfugge alla crisi Per ripartire guarda ai green jobs

di Guido Romeo

TIME
IN PARTNERSHIP WITH **CNN**

GOING GREEN

What Is a Green-Collar Job, Exactly?

By **BRYAN WALSH** Monday, May 26, 2008

“it needs to reduce waste and pollution and benefit the environment”

“a green-collar job can be anything that helps put America on the path to a cleaner, more energy efficient future. That means jobs in the public transit sector, jobs in green building, jobs in energy efficiency – even traditional, blue-collar manufacturing jobs, provided what you're making is more or less green. (Building an SUV? Blue-collar. Building a hybrid? Green-collar.) The category can get a little messy. You don't want to greenwash,”

...“But there can be a strong temptation towards what might be called green-collar inflation”

Green Jobs openings from Italian web sites:



Titolo Offerta	Azienda	Luogo
<u>SEGNALATORI E/O PROCACCIATORI ENERGIE RINNOVABILI</u>	<u>enerin di gubitosa pierfranco</u>	Novara
<u>DOTTORE AGRONOMO</u>	<u>Obiettivo Lavoro</u>	GRAVELLON
<u>ELETTRICISTA IMPIANTI FOTOVOLTAICI</u>	<u>Obiettivo Lavoro</u>	NAPOLI
<u>INGEGNERE FOROVOLTAICO</u>	<u>Obiettivo Lavoro</u>	NAPOLI
<u>TECNICO FOTOLVOLTAICO</u>	<u>Obiettivo Lavoro</u>	NAPOLI
<u>Impiegato Ufficio Gare preferibilm.appart. Categorie Protette</u>	<u>Obiettivo Lavoro</u>	Monza
<u>PERITO CHIMICO ADDETTO AL CAMPIONAMENTO</u>	<u>AxL S.p.A. - Agenzia per il Lavoro</u>	ZONA GORL PROVINCIA I BERGAMO
<u>SEGRETERIA di DIREZIONE & MARKETING (SDM-02/10)</u>	<u>RESNOVA S.r.l.</u>	GENZANO d

there is still some confusion: are secretaries and salesmen GJs?



Green Jobs for whom?

For recruiters what's the value
of a specialized education?

in other words:

- Does a degree or master in environmental economics, engineering, sciences give more chances for a “sustainable career”?
- Which key competences for an environmental professional?

i.e.: who is an ENVIRONMENTAL AND PLANNING ENGINEER?

is a professional who:

- has **multidisciplinary** skills
- is able to analyze and solve environmental problems
- can manage the **interaction** between natural and human environment

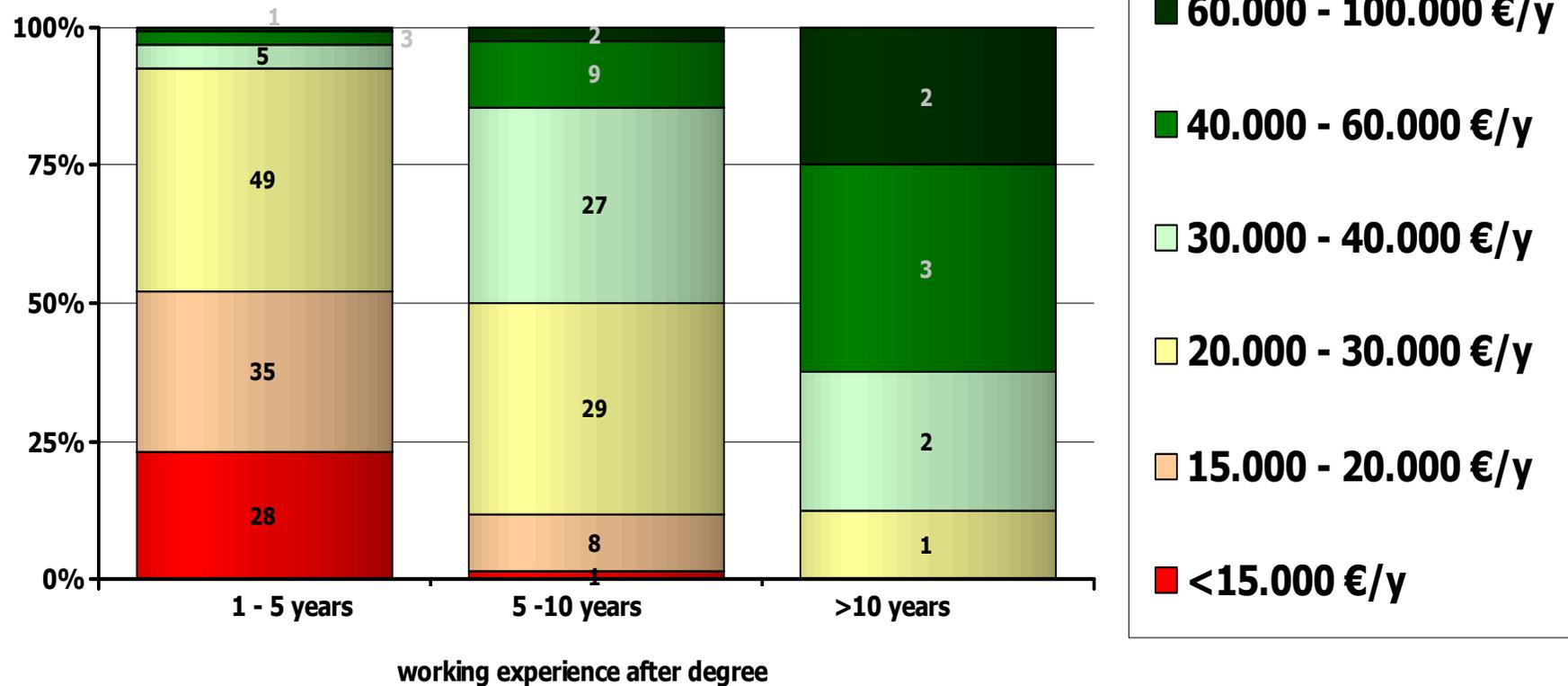
has the expertise to tackle the **complexity** of issues such as:

- Environmental Strategic Assessment
- Environmental Impact Assessment
- Environmental Management Systems (ISO 14001, EMAS)
- Life Cycle Assessment (LCA)
- Environmental Product Label
- Planning on Hydrological and Hydraulic field for Rivers and Littorals
- Seismic and Hydrological Risk
- Waste Treatment and Management
- Analysis of Transport Systems
- Local Agenda 21
- Report on State of the Environment
- Analysis and Management of Natural Resources
- Rational Use of Energy and Renewable Energy Sources
- Water Treatment and Management
- Soil Remediation
- Air Pollution Control and Management

How attractive are GJs?

An answer comes from a recent survey on env.eng.:

Gross salary for italian environmental engineers
(sample of 205 professionals)



75% of the interviewed env.eng.earn less than 30.000 €/y!

Other sources confirms such figures for salaries:

Sole 24 Ore Rapporti

27-OTT-2009

Più chance con i green job

**Installatore di
impianti solari**

■ **Il guadagno:** circa
1.400-1.500 euro mensili.

**Certificatore
energetico**

■ **Il guadagno:** 30mila euro
lordi l'anno.

**Energy
Manager**

■ **Il guadagno:** dai 27 ai
45mila euro lordi l'anno in
base all'esperienza.

In which sectors?

How many opportunities besides energy and climate change?

QUESTIONS AND HINTS FOR DISCUSSION:

- What do we intend by “green jobs”?
Green jobs or green marketing?
A fashionable word or a real need for business?
- Which “green” jobs and for whom?
- How attractive are such career opportunities?
- In which sectors?
- In Italy or abroad?

What is changing in the overall picture?

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<http://www.efae.org>

