

Developing Employability
Via
Environmental Action

Project Final Report

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INTRODUCTION

Developing Employability via Environmental Action (DEVEA) is a transfer of innovation project funded under the European Union's Leonardo da Vinci Programme, which is the vocational education component of the Lifelong Learning Programme. The project involves multilateral cooperation aimed at transferring best practice and innovation in vocational education and training (VET) across Europe.

The DEVEA project has been delivered and managed by a transnational partnership, comprised of the following four organizations:

- Groundwork London, United Kingdom
- Fundacja Partnerstwo dla Srodowiska (PEPF), Poland
- Stadsdeel Amsterdam Nieuw-West (SANW), Netherlands
- Gestion Integral de Energias Renovables S.L. (Gienal), Spain

The overall aim of the project was to transfer a range of innovative mechanisms for supporting learners in building, validating and valorising their employability skills developed in the context of environmental action to other European countries via partner organizations in the Netherlands, Poland and Spain.

The rationale of the project was based around the need to provide enhanced employability support for people in the labour market who are engaged by and involved in environmental issues. In each of the participating countries there is significant youth unemployment alongside large numbers of young people participating in environmental activism and volunteering, which provides an excellent context to support them in developing their employability, both in terms of skills for the environmental sector and 'soft' transferable skills.

CONTENT

This report comprises two sub reports containing details of what the partners completed at the regional level and formed the testing of the Transfer of Innovation process that was at the core of the DEvEA project.

The first report is a description of the transferring process, from Groundwork London to each of the project partners, as well as an analysis of the adaptation of the transferred manuals from the London / UK context to the regional context of the partner.

The second report is a review of the regional Pilot Projects that each partner delivered in their region to test and assess the viability of the innovative manuals transferred.

The process for compiling this information was to develop a standard template setting out key criteria, the partners then completed this for their own regional context and delivery experience.

Transfer of Innovation Regional Report

The transfer of innovation process was based on the transfer and adaptation of a suite of materials from Groundwork London to the other project partners. This transfer was based on the following key steps which are set out in the Transfer of Innovation reports produced by each partner;

- Receipt of a suite of documents from Groundwork London
- comparison of similar materials being used internally by each partner and elsewhere in the partner country
- highlighting and analysis of the differences between the partner country / UK situation and system
- selection of the materials that are relevant in a partner country context
- selection of the materials that are relevant to the pilot project context
- analysis of the materials to see which can be adapted to a partner pilot project context

As part of this process it was important that consideration be given to why certain materials are / are not relevant and the similarities / differences between the differing contexts. These considerations formed the basis of the criteria used locally to assess the use of the materials in the pilot project.

One key area that needed to be considered by partners when they were adapting the materials was to think about the differences between working on improving a client's

employability and providing them with specific skills training. Most of the materials provided can be located on a sliding scale between these two categories so partners needed to consider where the balance lay for their own pilot project.

One other area partners considered in their work was status of the 'Green Economy' in their own regions and countries, specifically how that sector related to employment, skills and training.

Pilot Project Regional Report

To ensure the project had a practical element the partnership tested the use of materials in differing contexts, as well as the transfer process itself, through delivery of a set of regional Pilot Projects. Adapting to the local context partners designed and delivered the following Pilot Projects;

- SANW in Amsterdam delivered a project focused on recruiting individuals who were a significant distance from the job market and training them to deliver a programme of work focused on engaging residents in adopting / installing energy efficiency measures in their homes.
- PEPF in Krakow delivered a project focused on recent environmental graduates who through a placement scheme worked with locally based business to offer them environmental support to 'green' their business.
- Gienal in Seville delivered a project focused on the installation of solar voltaic units at a fish farming estate the participants were made up of unemployed former construction workers.

Each partner engaged different sectors of society and the focus of their pilot was also different but the process they followed and the suite of materials they received was the same.

SUMMARY

The starting point for the partnership and individual partners, in terms of adapting and transferring materials, was to review and assess the differences in contexts both in terms of the employment and skills training sector as well as the broad Green economic and jobs sector. This analysis highlighted similarities but also some significant differences between the four countries and represented the key challenge for effective adaptation.

It was noted that there are many similarities between the UK and partner systems although a key difference is the more prominent role of the private and third sector in the UK. This difference means that in the UK there is a more flexible approach to developing training and employability materials with organisations such as Groundwork London having the scope to develop their own materials independent of Government.

There were two areas of significant difference highlighted in the Polish context; one is the lack of emphasis on employability and the soft skills needed to secure worthwhile employment, and secondly the lack of focus in the public policy sector on environmental issues and specifically on creating 'green jobs'.

In the Netherlands despite having an established green economy the links between this sector and employment has not been fully developed. This is also true in the Spanish situation where despite a focus on renewable energy, particularly photovoltaic energy, the links between the wider green economy and employment and skill's training remain relatively new.

Due to the differences in local context partners found it more appropriate to adapt the materials that were focused on the employability as the technical skills training materials were largely too specific. Despite this it was noted by partners that certain key elements of the skills training that were specific to the delivery of the Pilot Project were used, examples include those that focus on Groundwork's Green Doctor project being used by SANW.

At the core of each partners review of the transferred materials was the consideration of how they would be used in the delivery of the project, specifically would the materials be used primarily to improve a client's employability or provide them with specific skills training. Each partner used the materials for both elements but all three found that the materials focusing more on employability, in essence improved the chances of an individual securing worthwhile employment, were more adaptable to differing contexts.

In a practical sense the materials transferred by Groundwork London needed adapting not only to the local context and Pilot Project but also to be translated to the local language and using relevant terminology.

It is also important to note the added value of the work done by the partnership in comparing and contrasting the relevant sector of employment, skills training and the opportunities for tackling employment issues represented by the emerging 'Green Economy'. The actual materials adopted by the project partners and their regional delivery partners were relatively limited due to the very specific nature of the sector and the scale of the project but the value of the process should not be underestimated. This process enabled project partners and their regional partners to compare and contrast the operating environment in the different regions, sharing best practice and investigating how barriers to development can be overcome.

The focus of the Pilot Project was based on the Needs Analysis work completed by each partner who identified the target groups and relevant areas of work

All three pilot projects completed their activities successfully with ten participants completing the course in each of the pilot projects. The focus of the Pilot Project was in response to certain specific regional issues or gaps in policy identified through the Needs Analysis work.

A common theme of the pilot projects was the incorporation of the employability elements of the transferred materials to training and employment initiatives that focused on developing specific practical skill sets. These 'soft skills' were seen to having value in all three Pilot Project's both in terms of the positive contribution they make to the individual securing worthwhile employment as well as promoting the people skills required to work in a wide range of industries.

The three projects highlighted the possibility of multi-level and multi beneficial initiatives that improved the environment or developed the green sector whilst benefiting the individuals who gained training and skills which in turn benefits society. This is opposed to the general view that the Green Agenda and environmental improvements can only be done at the expense of personal choice or are financially adverse.

The three pilot projects engaged three very different groups of participants with varying commitments to the Green Agenda and environmental issues. Despite this the projects showed that there is a growing range of employment opportunities in sectors that contribute

to the development of the Green Economy and so pursuing environmental focused training and employment skills is worthwhile.

The projects had differing experiences in terms of recruiting participants with Amsterdam having the most challenging experience as they were focused on individuals that were furthest from the job's market whilst Krakow had less of an issue as they were targeting recent university graduates. There were also differing levels of interest in the green sector and the environment by the participants with many of the participants more focused on the employment benefits of the work.

One common issue for the delivery of Pilot Project was around retaining the participants for the full duration of the course as there was no monetary benefit available for participants so when opportunities for paid employment arose participants dropped out.

In order to deliver their pilot projects all partners built on existing or developed new partnerships with a range of public, private and third sector organisations. This not only helped disseminate the key messages of the project but also established working relationships that can be used to build on this work in the future.

There were a number of areas where partners have been able to develop partnerships and areas of work that have given added value to the project for the partners at the regional level as well as ensuring the work of the Devea partnership is shared with a wide audience.

In Poland PEPF developed their relationship with the Malopolska Labour Office, through this partnership the foundation was able to develop an environmental specialist vocational qualification for inclusion in the National Qualification Framework. This is seen as an important development for the foundation in their aim to develop the 'Green Sector' and the related skills and employment in Poland.

In Amsterdam SANW and their employment team Werkpunt developed links with two training providers Implacement and Twinstone. This partnership was the basis for the delivery of the Pilot Project and engaged two housing tenant organisations Wijksteunpunt Wonen and Steunpunt Wonen who provided the links to the community and housing provision.

In Spain Gienal work with private sector organisations, specifically those businesses working in the field of energy efficiency building installation, and VET colleges. Through the project Gienal were able to further develop their links to these two key sectors. A key private sector link has been developed through working with the multinational Vaillant, who have a strong

training element to their work that sits alongside the manufacture and installation arms of the business.

In the three cases these links offer the opportunity for future work around developing employability via environmental action which was the basis for the project.

CONCLUSIONS

This European partnership project has brought together four very different organisations that operate across the public, private and third sectors within their respective countries. Through the project representatives from partner organisations have engaged in a series of joint activities to collectively design, deliver and evaluate the project. The experience of working together and sharing knowledge and working practices has proved extremely valuable contributing to the European added value of the project.

Through the work of the partnership we have collectively compared and contrasted the employment and skills training mechanisms and structures across the three partner countries. Building on this analysis we have explored a range of ways that this sector can be linked to and complement the developing Green Economy.

The successful delivery of the pilot projects highlighted that there is a skills gap that can potentially be filled through the improved adaptation of employment and skills training to the 'green economy'. Across the four partner regions there has been an interest from a range of employers and employment services in this area of work. Partners have identified the need to work closely with these sectors to gain a better understanding of their needs related to bridging the gap for individuals between long term unemployment and being worthwhile employees.

Through the delivery of their pilot projects the partnership has identified three emerging areas of work specifically working in field of household energy efficiency, business environmental certification and photo voltaic installation. These three areas are examples of green sub-sectors that could form the basis for a mutually beneficial partnership between the employment and skills sector and the promotion and development of the Green Economy.

Whilst the work completed the project has identified gaps that can be filled by individuals trained in 'green skills', it is clear that there remains challenges to the further development of this area of work. One key challenge identified by the partnership is the inflexible nature of the formal employment and skills sector which contrasts with the innovative nature of the emerging green sector and the need to be able to adapt to this innovation.

One interesting area that was explored within the partnership was the question of incentive. The use incentives that related solely to environmental benefits for society were challenging when interacting with certain groups particularly those that are a distance from the

employment market. The need for incentives to be adapted to the target group is a key factor when developing projects of this nature.

A theme that emerged out of elements of the pilot project work was that in the job market there is a growing demand for basic level environmental competencies. These competencies are seen as a valuable addition to the skill set of an (potential) employee even in sectors that do not require specific environmental skills or knowledge.

One final conclusion which represented a key challenge in the process of adaptation and use of the transferred materials was the lack of pathways for those, employed or seeking employment, in new and emerging roles to gain formal transferable qualifications. In the UK there is a flexible structure for establishing new qualifications as the market demands new roles but in other countries this is not applicable so gaining certification for 'new' types of employment is challenging. Partners agreed that this would be a worthwhile area to explore in future work.

DEvEA

Adaptation of Materials Manual

Fundacja Partnerstwo dla Środowiska (PEPF) Krakow, Poland

The pilot project delivered by the Fundacja Partnerstwo dla Środowiska (PEPF) focused on young unemployed graduates of environment related studies. The unemployment rate among young people in Poland is very high, it has reached 28.6%. More and more university graduates are finding it difficult to get a job. Environmental studies in Polish universities focus mainly on environmental engineering specialisations.

The demand for specialists in these professions is at a stable level and currently satisfied. However, an area of significant employment growth potential can be expected in connection with new green professions, specialisations and competencies related to a need for increasing efficiency of resource use not through technological investment but through better and more efficient management. What is more, such improvements can be implemented not only by companies and organisations but also in every household.

The main factors which facilitate the process of new green jobs development include: customer pressure, government initiatives to promote green solutions and market competition. Such actions undertaken by companies bring about the need to employ people who will be able to improve efficiency of processes and resources use of the company - both from the environmental and financial point of view - and prepare the company to fulfil the criteria necessary to obtain environmental certification.

At present such qualifications are not available in the labour market in Poland as Polish schools or universities do not provide such training and no system of verifying competencies exist. The idea of the Polish pilot project was to develop a training programme allowing environmental faculties' graduates acquire new 'soft' skills needed to green a company or organisation's operations. The participants of the training should already have basic knowledge of environmental issues and legislation which is why they will be recruited from among environmental studies graduates.

Project participants will:

- gain knowledge on EU ecological certificates and environmental certificates for companies offered by the PEPF,
- gain practical skills in assessment and monitoring of the environmental impact of companies and institutions,
- receive training on practical skills and competencies related to employability,

- gain work experience through placements in Krakow companies,
- receive individual support and advice in job searching activities.

Currently, in Poland, there is no training or skills development programme available which focuses on “soft” environmental skills and their practical application (as is the case in the UK for example). Acquiring relevant skills, experience and expertise is currently largely ad hoc or else organized within the context of specific corporate training programmes, which are customized to the needs and circumstances of the corporate in question.

Polish universities and trade schools do not have easy access to the business sector to organize placements and work experience. The result is that there is a growing mismatch between a growing demand for “soft environmental” skills and vocational programmes, which can systematically deliver relevant training and verify standards through relevant qualifications (as is possible in case in the UK’s NVQ system).

The DEVEA pilot project in Poland seeks to explore the potential and possibilities for developing and promoting training and vocational skills verification of “soft environmental skills/competencies” related to eco-certification schemes. In this regard, the project seeks to draw on the past experience/know-how of developing, introducing and managing eco-certification schemes in Poland with Groundwork’s experience in providing those out of work with training in environmental skills and develop new training and vocational experience programmes related to emerging environmental employment opportunities.

Currently in Małopolska the pilot edition of Polish Qualification Framework is tested. The Framework will be introduced in Poland in order to adapt the Polish education system to the EU requirements. At present qualifications are mostly awarded on the basis of such criteria as the content of the training programme and the length of training (number of training hours, semesters, and years of education).

From the point of view of education goals the most important is what a graduate knows, what skills they have and what their professional and private attitudes are and not what they were taught or how long they studied. This is why the transformation of Polish education that is to take place alongside the introduction of the Qualification Framework will be based on effects of training/ education. This will allow formal validation (after appropriate and independent assessment of knowledge, skills and competencies) of qualifications people educated outside the formal education system.

A big success of the DEvEA project in Poland is approval of the qualification based on the training designed for the pilot project as part of the pilot edition of the Polish Qualification Framework. At present the process of detailed description of the qualification according to the Framework requirements is under way.

As the training delivered as part of the DEvEA pilot project focuses on “soft” green competencies related to certificates developed or managed in Poland by the FPS, there are no other training materials and courses on the subject available in Poland. There are only training programmes organised, ad hoc most often by (large) companies according to their specific needs. There are no generally accepted definitions or standards dealing with green economy and green jobs.

The training participants will gain general knowledge on ecological certificates in the EU and detailed knowledge on environmental certificates for companies – Green Office, Green Shop, Green Key, Bicycle Friendly. Participants will learn how to collect and analyse relevant information and data, and prepare audit reports, they will also learn to use online tools available to monitor environmental impact of companies and institutions.

The project beneficiaries will participate in employability development workshops which will teach them skills useful in job searching activities, preparation of CVs and cover letters according to specific requirements of different employers, getting ready for a job interview etc. The project will also provide them with an opportunity to gain a hands-on work experience through placements in companies. After finishing the training, the project participants will benefit from employability support and advice for 6 months. The target group will be trained according to the Groundwork’s employability development methodology, whereas the control group will receive standard training offered by Polish labour services.

Training materials on environmental issues used for the pilot project have been developed and are owned by the foundation, its partners or its subcontractors. Materials on employability have been developed by PEPF on the basis of the Groundwork materials adapted to the needs of the target group in Poland.

Two main potential barriers have been identified:

1. There is a considerable number of training programmes for the unemployed, often financed with the EU funds. However, their efficiency with respect to increasing employability of their participants is not very high, which may result in a reluctant approach of the unemployed to new training programmes.

2. Still limited number of companies which look for employees with green qualifications, which may cause a situation in which the young unemployed do not perceive such qualifications as a significant asset in the process of finding a job. As a consequence, the training course will not be a sought-after educational programme.

As previously mentioned, training materials on environmental issues used for the pilot project have been developed and are owned by PEPF, its partners or its subcontractors. Materials on employability have been developed by PEPF on the basis of the Groundwork materials adapted to the needs of the target group in Poland.

The Polish situation is completely different to the UK context in two important ways. First, in Poland there is little emphasis on promoting soft skills and no systems for verifying competencies is in place. Second, environmental priorities are not a focus for public policy, so there are no public-funded interventions aimed at creating green jobs.

Demand for green jobs and green competencies are generated primarily by business, especially transnational corporations. PEPF is focused on environmental priorities, but has no role in employability training and support, which is the domain of other organizations and especially the Labour Office.

PEPF received the following set of documents from Groundwork:

- EST Advisor Handbook

Standard forms

- Appendix A1 File Checklist
- Appendix A2 Enrolment form
- Appendix A3 Individual training plan
- Appendix A4 Initial candidate assessment & action plan
- Appendix A5 Action plan review
- Appendix A6 Participant development log
- Appendix A7 Participant development log continuation
- Appendix A8 In-work telephone assessment & action plan

Training materials application forms

- Appendix K1 Application forms suggested lesson plan
- Appendix K2 Application forms suggested trainer notes
- Appendix K3 Application forms session aims & objectives
- Appendix K4 Getting the best of your application form handout

- Appendix K5 Application forms – The basics handout
- Appendix K6 Employability questionnaire handout
- Appendix K7 Sample application form
- Appendix K8 Sample person specification

Feedback forms

- Appendix D1 Candidate Brokerage Survey
- Appendix D2 Candidate Programme exit survey
- Appendix D3 Candidate Feedback form
- Appendix D4 Initial employer survey
- Appendix D5 Employer survey (placement end)
- Appendix D6 Guidance for completion of feedback forms

Green doctor materials

- 6068 L2 award Qualification handbook, understanding sustainable energy
- 6361-01 L3 Certificate qualification handbook in Domestic energy assessment
- 6361 L3 certificate domestic energy assessment logbook
- Application for Groundwork Green doctor job
- Development log
- Diversity Monitoring and Data protection
- Energy awareness Qualification certificate
- Enrolment form
- Exit interview
- Groundwork contract of Employment
- Individual training plan
- Participant CV
- Participant reviews
- Skills assessment
- Time sheet

Initially the foundation assessed the content and applicability of the green doctor materials, including relevant NVQs. The national policy context in which the Groundwork programmes run differs a lot from the Polish situation. Employability training and advice is the domain of labour offices, which are components of the Regional Government. There is no equivalent NVQ system in Poland at present.

The green job market in Poland is predominantly shaped by large companies which set green standards. An important role is also played by labour market institutions and organisations which, inter alia, provide funding for labour market development initiatives, programmes and projects. Such institutions include: public employment service, private employment agencies, training and education institutions, social dialogue organisations and local partnerships. Until now the unemployed in Poland could receive support in the following areas: searching for job offers, career advisory and training courses.

New legislature will be introduced in Poland soon with respect to labour market and employment. It introduces the idea of profiling the unemployed, which means defining the distance of a given person without a job from the job market and his/ her readiness to get a job. There will be three categories: active unemployed, unemployed in need of support and unemployed distant from the labour market. Such a solution will enable a proper assessment of the potential of an unemployed person and selection of appropriate instruments of support.

As part of these changes certain unemployed individuals, especially of those very remote from the labour market (long-term unemployed) would be referred to private agencies, which would receive funding on the basis of their performance/ effectiveness. Private agencies are capable of a more individualised approach to their clients and can engage in cooperation with private sector employers. Private agencies would be obliged to provide support for the unemployed, among others, in the following: determination of professional goals, advisory, and support in searching for job offers, support in getting in touch with potential employers.

This should lead to a situation when a properly profiled unemployed person finds a job offer which is most suitable for his/ her competencies and an employer receives an appropriately trained employee. What is more, the cooperation between public labour market institutions and private agencies would significantly reduce the load on Poviats labour offices, where currently, on average, one advisor has under his care approximately 600 unemployed, whereas in private agencies one advisor looks after a couple of dozens of unemployed.

The DEVEA project target group comprises graduates of environmental faculties, who are currently unemployed or in employment unrelated to their environmental studies. In 2011, a survey of secondary schools students in the Silesia region asked students about their opinion as to which university faculties were worth studying. Environmental studies were rated as attractive and worth studying. Based on students' declarations on their preferred future occupations, a list of most desired occupations was developed. The most desired

occupation was that of engineer (which may also include environmental engineering jobs, but these were not mentioned separately).

Green jobs, green economy and sustainable development are all regarded in Poland as employment opportunities limited to:

- environmental engineering specialisations (dealing with technological solutions),
- environmental management at the local, regional or national administration level (waste, water, energy management) and
- environmental monitoring and control services (public controlling agencies).

Given this narrow technocratic green job definition, available employment statistics suggest that the demand for environmental professionals is at a stable level and is currently satisfied. In addition, there is also a view that the “environmental investment boom” related to sewage, waste and air pollution control is now over in Poland as economic growth slows.

There is growing recognition in public discourse, however, that there is “greener” employment growth potential in relation to new green professions and specialisations, such as those related to promoting more environmentally-efficient processes and more effective resource use through technological investment and more effective management – professions and specializations that are currently not classified or monitored by public institutions involved in shaping Poland’s labour market. There is certainly more and more evidence that there is a growing demand for “soft” environmental skills, competencies and experience by companies operating in the public sector and households, which can help those interested, achieve cost savings through introduction of environmental solutions (both technology and behaviour).

Considering the circumstances described above, graduates of environmental studies look for new opportunities to increase their qualifications, which potentially can increase their employability. The process of recruitment for the pilot project in Poland went very smoothly and the number of those interested in the project and training offered was higher than the number of target beneficiaries required for the project. At the same time, although it is still mainly limited to the multinational companies, the need to engage the whole staff in reaching environmental goals is increasing in businesses. This is why the foundation argues that the need for training in “soft” environmental skills and competencies is growing in Poland.

After analysis of the materials the foundation decided to supplement materials on environmental certificates produced by the foundation and its partners/ subcontractors with

materials on employability supplied by Groundwork. The materials needed adaptation to the needs of the target beneficiaries (university graduates). Administrative and recruitment forms were developed partly based on the forms used by Groundwork. After analysis it the foundation decided not to use the Green Doctor materials as they were not adequate to the type and scope of the training which was to be offered within the pilot project.

The foundation participates on a regular basis in meetings of the Małopolska Partnership for Lifelong Learning, which is managed by the Regional Labour Office; they have prepared a description for a qualification of an environmental specialist, including necessary competencies and professional tasks.

The skills of the environmental specialist are in accordance with the profile of a beneficiary of the training organised within the DEvEA project. The description of the qualification was presented during one of the meetings of the Partnership and it was approved for the pilot edition of the Qualification Framework. In June 2014 a seminar was held on the pilot edition of the Polish Qualification Framework, during which an application form was developed and quality requirements for qualifications presented.

The adapted materials can be used to increase the scope of training / studies on environmental protection, with “soft” skills and competencies needed for identification and implementation of environmental goals for companies as well as obtaining certificates on environmental standards. In this context the foundation is starting cooperation with public institutions (Poviat labour offices), universities and environmental associations active in Małopolska.

Potential partners include:

- Regional Labour Office and 22 Poviat labour offices which work directly with the unemployed;
- SEKA – association of environmental and health and safety consultants;
- Association of Environmental Lawyers;
- Krakow Academy of Mining and Metallurgy – a main technological university in Małopolska with environmental and ecological faculties.

For the purpose of pilot project training materials, recruitment and administration forms as well as feedback forms were produced.

The adapted and developed materials were used in the delivery of the pilot project. The training materials on environment related skills along with recruitment and administration forms and feedback forms were used for both target and control groups. The employability materials produced on the basis of adapted Groundwork materials were used only by the target group.

Two main success indicators have been identified for the pilot project. One of them is to do with the new qualification framework which is being established in Poland. The qualification of environmental specialist developed by the foundation in the pilot project has been approved for the pilot edition of the framework, which will have a positive impact on the training's dissemination and project's sustainability.

Another success indicator is to do directly with the target beneficiaries of the pilot project – the number of jobs found by training participants they have finished the training programme but are still able to use support of PEPF in their job search activities. The foundation maintains regular contact with them to monitor their labour market activities. This stage of the pilot project will end in September and then the foundation will have the data on the number of jobs found.

Stadsdeel Amsterdam Nieuw-West (SANW) Amsterdam, Netherlands

The Nieuw West City District of Amsterdam is characterised by numerous green spaces, encompassing large open areas and water reservoirs, as well as a wealth of parks and conservation areas. The built up area is dominated by typical post-war middle and low-rise buildings, many of which are of poor quality. In response to this, in the late 1990s the municipality of Amsterdam decided on a programme of large scale demolition of the original housing stock and an urban renewal of almost all parts of the city-district.

Today over 50% of this vast regeneration programme is executed but, due to the economic crisis, the building schemes have stopped and many residents are forced to stay in their poor quality houses for at least 10 more years. This has resulted in local residents continuing to live in low quality, energy inefficient properties for much longer than previously envisaged. In response to this SANW are developing an energy efficiency advisory service designed to support residents in improving the energy efficiency of their homes through a combination of small scale improvements (radiator panels, window insulation, draft exclusion, etc.) that help to reduce their heating bills and improve resident comfort (i.e. warmth).

The DEvEA pilot project 'Besparen met de buren' or 'Saving with your neighbours' will train local people to work as 'Green Odd Jobbers', undertaking home visits to advise residents on reducing their energy bills and install energy saving measures that will lead to lower bills, reducing CO2 emissions and improving living conditions for residents.

The Green Odd Jobbers will be trained in technical skills, social skills and employability skills to be able to facilitate the delivery of this initiative.

At the national level, the DEvEA project and the SANW pilot fits the Dutch national government's priorities to develop the Dutch economy without negatively impacting on the environment. This policy works on the basis that green growth does not pose a threat to business and industry, but instead creates sustainable opportunities for businesses, entrepreneurs and wider society.

Additionally there are links to wider strategic objectives for the city through Amsterdam's sustainability programme to remain a vital and attractive city in the future, in particular through efforts to develop a sustainable, innovative economy.

As a conclusion it has been established that the Amsterdam DEvEA pilot is both relevant at the national and regional level and that the demonstrative value of making use of employability opportunities in energy saving programmes is well established.

The Netherlands have a wide range of employability schemes, which serve the purpose of getting people back into meaningful employment and to participate in society again. The main purpose of this infrastructure is to give people who are a large distance from the job market guidance on how to best access the labour market by acquiring knowledge and better skills. The objective of these schemes is that unemployed individuals will better be able to find a job through the enhancement of their technical skills as well as their employability skills.

In the Municipality of Amsterdam the City Districts work together with the department of Employment and Income (DWI) in facilitating schemes to support unemployed people in finding a job. DWI has distinguished 5 scales or levels that define categories of unemployed people with regard to their 'distance' to the labour market:

1. People in need of (medical) care
2. Participating in society

3. Taking steps towards a job (support and activation towards the labour market)
4. Taking steps towards a job (guidance towards the labour market)
5. Ready for a job

Every person living in Amsterdam without employment is categorised in one of these 5 groupings. Depending on the group the person belongs to, there are different actions which he/she has to take in order to get active on the labour market and to find a job.

SANW has established the Workpoint facility in order to guide and assist people in this system. Every person living in Nieuw-West can register at Workpoint. The intake procedure will assess the unemployment level of the person based upon the above mentioned 5 scales. The city- district is responsible for guiding and assisting people in categories 2 and 3. Category 4 and 5 will be trained and guided by DWI. The persons belonging to the first category often have a special medical indication and are not obliged to search for jobs or to participate in employment schemes.

Over the last 3 years, Workpoint became an important partner of DWI in the guidance and assistance of people to find a job. The Workpoint organization works together with subcontractors. These subcontractors are responsible for the development of the employability schemes, the training materials and the guidance of the participants. This results in specific courses that improve the chances of participants to find a job.

Workpoint recruits the participants of the courses and tries to motivate unemployed people to enter into a scheme that matches their interests, skills and level of education. This collaboration between the public and the private sector has become a general feature of the Dutch employment system. Specific employment schemes are designed and executed by commercial parties.

Not every scheme executed in Nieuw-West leads to a formal approved (national) certificate. Nieuw-West has certificates, but they are not nationally registered in a central system, as in the UK. As a rule formalized and certified schemes in the Netherlands are part of the Dutch vocational training and educational system and certification procedures outside this system are exceptional.

As highlighted above, the City District works together with contractors in the employment schemes. The contractors are responsible for the development and execution of the schemes. They provide for the training (technical, social and employability), monitor the

participants and coach them if necessary. The materials used are developed by the (sub)contractors. The assignment of contractors is open and based on competitive bids. The City District tenders the schemes in such a way that every contractor can enter the competition with its proposal.

The City District and the department of employment and income (DWI) work together in guiding and assisting unemployed residents of Nieuw-West. As was mentioned above, a distinction is made in categories of unemployed people. DWI is responsible for people belonging to category 4 and 5; SANW takes responsibility for the people in category 2 and 3. In real life it is difficult to adopt these distinctions on the ground. A further complication is that many rules and regulations apply to the actual participation in employability schemes. These define which people on what terms can attend the schemes.

This is a consequence of the Dutch welfare system and the restrictions for people to enter schemes without losing their income support. Due to these regulations it proves to be quite difficult to recruit people for a specific employability scheme. Furthermore, although there are many unemployed people in Nieuw-West only a minority of this group are active in the schemes of Workpoint.

Many unemployed people are not registered as unemployed or do not have the obligation, monitored by DWI, to actively search for jobs. This group of 'invisible' unemployed people is very hard to reach and difficult to engage in the Workpoint activities. Through local networks and activities, Workpoint tries to get access to these residents and tries to motivate them to participate in employability schemes.

The contractors have developed and thus own the training materials for the employability schemes. The schemes of the contractors are assessed on their output, not on the content of the training materials. Contractors have the freedom to use their own system and methodologies. This complicates negotiating an agreement between the City District and its contractors to adopt specific DEvEA methodologies and materials and measuring outcomes in terms of DEvEA targets.

Looking at the Dutch local conditions there are great similarities with the UK situation. The UK system is however more privatized than the Dutch system, resulting in a more dominant role of the private sector and a correspondingly more distanced role of (local) government in the UK. An important difference is the role Groundwork has as a (sub)contractor in the regional context of the Greater London Area, compared to the role of SANW as a local authority in

the regional context of the Metropolitan Area of Amsterdam (MRA: Metropool Regio Amsterdam). Nieuw-West, as a local authority, actively guides and assists unemployed people towards schemes.

This is different from the UK situation. Groundwork has in some sense a comparable role, but is in a different position and thus develops the schemes itself and is in the context of the UK system for employability, skills and technical training entitled to provide for certification. Therefore, Groundwork is in direct charge of the content of the training materials. The City District doesn't develop and/or owns its training materials and depends on its (sub) contractors to execute the schemes.

SANW received the following set of documents from Groundwork:

- EST Advisor Handbook

Standard forms

- Appendix A1 File Checklist
- Appendix A2 Enrolment form
- Appendix A3 Individual training plan
- Appendix A4 Initial candidate assessment & action plan
- Appendix A5 Action plan review
- Appendix A6 Participant development log
- Appendix A7 Participant development log continuation
- Appendix A8 In-work telephone assessment & action plan

Training materials application forms

- Appendix K1 Application forms suggested lesson plan
- Appendix K2 Application forms suggested trainer notes
- Appendix K3 Application forms session aims & objectives
- Appendix K4 Getting the best of your application form handout
- Appendix K5 Application forms – The basic handouts
- Appendix K6 Employability questionnaire handout
- Appendix K7 Sample application form
- Appendix K8 Sample person specification

Feedback forms

Appendix D1 Candidate Brokerage Survey

Appendix D2 Candidate Programme exit survey

Appendix D3 Candidate Feedback form

Appendix D4 Initial employer survey

Appendix D5 Employer survey (placement end)

Appendix D6 Guidance for completion of feedback forms

Green doctor materials

- 6068 L2 award Qualification handbook, understanding sustainable energy
- 6361-01 L3 Certificate qualification handbook in Domestic energy assessment
- 6361 L3 certificate domestic energy assessment logbook
- Application for Groundwork Green doctor job
- Development log
- Diversity Monitoring and Data protection
- Energy awareness Qualification certificate
- Enrolment form
- Exit interview
- Groundwork contract of Employment
- Individual training plan
- Participant CV
- Participant reviews
- Skills assessment
- Time sheet

At first the content and applicability of the green doctor materials were assessed. The national policy context in which the Groundwork programmes is running differs a lot from the Amsterdam and national policy context. The UK situation is framed by an action plan on the national level, the Green Deal. This plan is being implemented on the local level and involves organizations like Groundwork to be a part of the execution of the program.

The Netherlands has not adopted a national level policy action on stimulating the green economy. Projects are guided by bottom-up emerging local actions by involved stakeholders (private, public and voluntary sector). Furthermore, the target groups of the Groundwork programmes differ from the Amsterdam target groups. SANW engaged a target group with a lower education and participation level.

Additionally the scope of the training materials is different from the demonstration pilot context in Amsterdam. The Groundwork materials describe a wider range of sustainable measures around the house.

Another important difference between the Amsterdam pilot and the projects run by Groundwork is that the Groundwork schemes lead to official certification. This certification is nationally coordinated (top-down). In the Netherlands there is also a certification mechanism but this is structured differently. Therefore, not every scheme leads to a national registered certification, in Amsterdam (non-formalized) certification are created for their own schemes.

The Dutch policy context on employability is predominantly executed at the local level. The local government organisations (SANW and its local government partner DWI) are in the lead in the execution of the policies. The different bodies work together with contractors, but also take an active role in carrying out the policy targets themselves while Workpoint takes an active approach in developing employability schemes and completes the work in these schemes themselves.

The amount of schemes carried out this way will increase in the next period with the initiatives in these policy areas being organized using a bottom-up approach with SANW taking a leading role in facilitation.

As was mentioned previously, unemployed people in the Amsterdam area are categorised in 5 levels/scales. Each group is perceived differently and requires a different approach to coaching, training and enhancement of skills. SANW is required to work closely together with DWI and the contractors to ensure every client gets the tailor made coaching required. From demographic figures, we know that there are many people living in Nieuw-West that could engage in the schemes of Workpoint but it has proven difficult to reach these people.

Once these people are found and before positive steps can be made to access the labour market by engaging in a scheme, they need to be categorised first. There are many rules within this system, which makes recruitment for innovative schemes combining growth opportunities of the green economy and enhancing professional, technical and employability skills, such as 'Besparen met de buren', quite difficult.

Taking the above sections 3 and 4 into account for the adaptation of the green doctor materials SANW adapted the materials to our own local pilot context. This means: No official qualification, less information about the personal situation of participants, simplification of the materials in order to fit our own target group and adaptation to the content of our pilot suited to the local context of energy saving and sustainability.

For the green doctor programme SANW combined all three qualification handbooks and adapted the relevant parts to our own local pilot, many of the original materials was left out since this was not relevant for the pilot. The green doctor materials were supplemented with specific content pertaining to the demonstration pilot measures and tools. Furthermore, the section on health and safety on the job was added to the material. This was not present in the SANW's own project materials. The Groundwork materials also gave a broad overview for participants on how to fill out forms this was added to the materials.

The Policy advisor handbook and its appendices were analysed, this material was found to be quite similar to the approach of Workpoint and its contractors in the guidance and assistance of participants. Therefore it was relatively simple to adapt them to the own local context, adopt them and make practical use of them.

For the other materials the part on the training materials was omitted the local training is very similar but more elaborate than the materials provided for by Groundwork. From the analysis of our other materials the feedback materials was added, Workpoint does not have an official feedback system and forms. The Groundwork materials were used as an inspiration to created regionally specific feedback forms.

New forms and materials for the pilot were produced, and these materials were used in the delivery of the pilot project.

Gestion de Energias Alternativas (Gienal) Lebrija / Seville, Spain

Lebrija is a city in the province of Seville, Andalucía. Andalucía and more specifically, Lebrija have suffered high unemployment rates for many years. The latest data released by Eurostat highlights that the region has one of highest rate of unemployment in the whole European area (36.3%). The unemployment rate among the young people (between 15 and 24 years old) is 66.1% and again Andalucía is among the worst regions in Europe.

Gienal are targeting unemployed young people from Lebrija that have been working in the construction section during the construction boom in Spain and now have found themselves, unskilled, or with outdated skills, and long term unemployed. These people are most likely to be plumbers, electricians and labourers. Gienal focused on this group as they account for a large group of the long term unemployed in the locality and in our experience the best placed to see a real difference in employability from a short course in solar energy installation, and

also have some dormant skills that can be recycled in this type of work i.e. Solar Energy installation in its most basic form is a mixture of construction, plumbing and electricity.

Lebrija has a solar thermal power plant which is now successfully feeding electricity on the power grid, supplying 30,000 Spanish homes. Solar energy installation in this area therefore is a demanded skill. In Andalucia, there is still a large reliance on oil products for energy and there has been a slow increase of renewable energies.

The DEvEA project and specifically the Gienal pilot project aims to help to create new employment opportunities and business growth in the Lebrija's context, as well as create environmental gains in regards to creating more opportunities for cleaner and sustainable energy.

a) **Employability:** The scope of this part of the training is to develop soft skills of the individuals as they have been out of work for a long time, to show them how to behave professionally, to show them how to become self-employed, or how to gain employment for another company.

- Soft Skills
- Entrepreneurial skills
- CV workshops
- Job search workshops
- Working with clients
- Basic company administration
- Work placement

b) **Environment:** The scope of this aspect is to understand installation and a little bit of the wider environmental gains both socially and economically.

- Solar energy installation theory and practice
- How/why we save energy
- Basic EU and national policy on clean energy

This venture will project the aims and objectives of the DEvEA by linking employability to energy saving programmes. The project fits the Spanish national government objectives and priority (enhance the economy relying on renewable energies without having negative effects on the environment); it will have positive consequences at local and national level.

The Andalusian unemployment benefits' scheme is tailored to help people who lost their job and that had paid contribution while working. The benefits are given taking into account the contribution days during the last six years. To receive the benefits the applicants should have accumulated at least 360 days of contributions that have not been consumed by asking other aid. The amount due is calculated upon the average contribution bases for the last three months and it is given for a maximum of two years.

As a result the scheme is ineffective to people who are long term unemployed or young people who cannot enter the job market. The employment scheme benefit however cannot last longer than two years, and thus the beneficiaries are encouraged not to stop the job search and rely long term on government benefits.

The re-introduction of the unemployed into a stable labour market was proclaimed in 2013 by the Confederacion Sindical de Comisiones Obreras (CCOO) as needing a lot more effort and involvement of all stakeholders: the government, employers, unions and associations. The CCOO called for a creation of training programs aimed at the unemployed to increase their skills and facilitate their incorporation into the labour market, a stable labour market with rights.

Since then, the government of Spain and the Comunidad Autonoma de Andalucia set up many measures to fight unemployment and to help those who lost their job. More specifically, the local government of Andalucia has a web platform (Oficina Virtual de Empleo) to facilitate the connection between the supply and demand of labor. The users can find on the platform some information on the companies that are looking for employees. Plus, both at national and regional level there are many types of benefit schemes for unemployed.

The Andalusia government has recently activated a plan that targets young people (18 to 29 years old). The initial fund for the plan Emple@Jovenis is of €200 million. The plan works throughout five initiatives:

- Activa Empleo Joven
- Cooperación Social y Comunitaria para el Impulso del Empleo Joven
- Prácticas profesionales en empresas
- Bono de Empleo Joven
- Becas para el desarrollo de proyectos I+D+i

The five initiatives offer the chance to unemployed young people living in Andalucía to improve their employability and gain more skills interning in companies in different sectors according to their professional profile. The last initiative (Becas para el desarrollo de proyectos) implies collaboration with the public Universities in Andalucía and the companies working in the area to facilitate the transition of young researchers from the University to the job market.

In comparison, in the United Kingdom, more than £4 billion is used to fund employability schemes that are often large-scale and deal with distinct groups separately (i.e. offenders, community learning, 24+) using training resources to deal directly with the issues affecting their employability. The funding incorporates the National Careers Service and many educational and vocational programmes.

The budget in Spain is less than that of the UK. Since the current economic crisis and unemployment rates in Spain are particularly affecting young people, there is a budget of nearly EUR 42 million, for a state-wide training programme that is now being implemented for its second year, addressed to improve the skills and employability of young people under 30. Spain has also been using the European Social Fund to target the young, women, low-skilled and disadvantaged groups for better education and vocational training.

Spain is aiming for 74% of the working-age population to have jobs by 2020. However, to raise employment levels, there must be a boost in job prospects for certain groups who face particular challenges in getting a job. For example, construction workers who once had a healthy amount of work during the construction boom, are now deemed as having less valid skills in a more dynamic job market.

It is clear that the local conditions in Spain and the UK vary compared to the Spanish system, the UK is more privatized and the private institutions (charities included) have a dominant role, while the public institutions have a more marginal role. In Spain the employability system relies more on the national and local government authorities. At national and Andaluz level the government offers free courses in different professional fields and the opportunity to get professional certificates.

The renewable energy sector has grown in importance in Spain, especially after the adoption of the plan for Energy Sustainability (Plan Andaluz de Sostenibilidad Energética - PASENER) in 2007. The global goal of the plan was to achieve a greater supply of energy from renewable sources by 2013. When the first plan was completed a new plan has been

launched; the new framework is the Andalucía Energy Strategy 2014-2020 (Estrategia Energetica de Andalucia).

The strategic plan will contribute to the recovery of the regional economy through a development model aligned with the fulfilment of the European strategy for sustainable and inclusive growth. The new framework as a more participatory character; the objective is to obtain an implementation of the Strategy more legitimized by society and with a broader participation of the actors involved in the energy sector (consumers, producers, governments etc.).

The DEvEA project in Lebrija will have a great role in providing high quality training and in forming professionals in the solar installation sector. The training provided by Gienal will cover also some aspects that will be fundamental to improve the soft skills of the target group (CVs writing, jobs' application, financial management, etc.).

The following set of material is what Gienal received from Groundwork:

- EST Advisor Handbook

Standard forms

- Appendix A1 File Checklist
- Appendix A2 Enrolment form
- Appendix A3 Individual training plan
- Appendix A4 Initial candidate assessment & action plan
- Appendix A5 Action plan review
- Appendix A6 Participant development log
- Appendix A7 Participant development log continuation
- Appendix A8 In-work telephone assessment & action plan

Training materials application forms

- Appendix K1 Application forms suggested lesson plan
- Appendix K2 Application forms suggested trainer notes
- Appendix K3 Application forms session aims & objectives
- Appendix K4 Getting the best of your application form handout
- Appendix K5 Application forms – The basic handouts
- Appendix K6 Employability questionnaire handout
- Appendix K7 Sample application form

- Appendix K8 Sample person specification

Feedback forms

Appendix D1 Candidate Brokerage Survey

Appendix D2 Candidate Programme exit survey

Appendix D3 Candidate Feedback form

Appendix D4 Initial employer survey

Appendix D5 Employer survey (placement end)

Appendix D6 Guidance for completion of feedback forms

- Unit 433: Employability and Personal Development

- CV Lesson

- CV Resource

- CV writing

- Basic personal finances

Most of these materials are applicable to the Gienal project and training, however, need to be adapted or changed slightly. Gienal is focused on solar panel training, and for this, very specific technical training materials are needed to provide necessary support for the project. Training manuals and training on the specific solar panels for example always need to be created and kept up-to-date and in line with the industry's regulations and technology changes. So this aspect of the training has no match between Groundwork and Gienal, however, the transfer of innovation is around the employability side which wasn't present before.

Groundwork's training materials based on employability are very useful in the Spanish context, as these were not elements that were included in previous training. So the monitoring materials such as participant log, review, application forms etc. were very useful to us. Gienal did have documents that were similar, but not in the level of depth and the Groundwork materials were used to update existing materials.

However, in discussion with Groundwork employment staff Gienal discussed employment/self-employment modules that would help participants after the training either to create a good CV, prepare for interviews, write applications and do job searches efficiently. Groundwork didn't have a self-employment module, however, through discussing this with them it was decided that existing materials could be adapted to include a basic personal

finances module into an introduction to how to manage self-employment finances in a basic way, how much it costs to be self-employed, when to submit tax returns, and where to get help from the town hall business support and local accountants.

All documents of course have to be adapted to the Spanish context specifically as per other partners. One other important difference with the Gienal project is that the certification will be officially recognised by the Spanish solar panel industry.

The Spanish policy on employability is mainly achieved at a local level. The local job centres will release funding for projects and training organisations such as ourselves, however there has been no funding at a local level recently due to large scale cuts in funding and one of the larger providers of funding, La Mancomunidad, going into administration.

The government recently created job opportunities through their Green Jobs Programme which comprised over 80 projects. The aim was to improve green skills and qualifications among workers at risk of losing their jobs (our target group falls under this category); they aimed to train over 28,000 people and create 1000 green jobs in the future. This has recently however, been deemed as unsuccessful and costly.

Working with the Private sector:

-Epyme is an association of installers for solar panels and it has recently launched a training scheme (ECOPYMES) that offer information on instruments, regulations and new technologies needed in the construction of energy efficient buildings. The affiliated companies can apply for social subsidies to cover the cost of the courses.

-CENSOLAR is an international Solar Energy Installation training company that has offices around the world with a base in Seville. They are dedicated to the technical training in solar and photovoltaic installation. It is an independent centre that aims to offer the highest quality training in the solar energy field.

VAILLANT – are a multinational company dedicated not only to the sales of innovative machines in the sector of Solar panel installation, but also the training of its staff and installers. Their investment in training is driven by profit and commercial success; however, it means that they are always investing in training and development of its staff to compete. Vaillant are a key dissemination partner as they work very closely with Gienal.

In this context, the training offered by Gienal can help the target group in developing their soft skills and raise their employability (either as self-employed or as employee in a company) as solar panel installers.

As explored above, there are some differences in the materials that Gienal were already using for registration, initial application and review logs. However, they are in no way as in depth as the Groundwork materials and especially the more employability focussed aspects such as creating a CV, interview preparation, and the general monitoring of outcomes etc.

All of the aforementioned modules listed in the previous section are relevant and all of the initial modules more related to the beginning of training, review and evaluation are being translated. However, towards the end of the training Gienal considered not translating all of the final evaluation documents because there are additional ones to translate for use from the Polish evaluation to avoid duplication.

There was no business start-up / being self-employed module from Groundwork, but Gienal were able to create something out of a combination of Groundwork's' materials and some of our own ideas. Discussions with local accountants and the VET College gained some guidance on how this could be done.

Apart from Gienal staff there were discussions with the local Job Centre, the local VET college and plus Vaillant and their trainers about the adapted materials.

From completing this work Gienal is confident that the materials could be used by any other training organisation of a similar size and those larger organisations would be interested. However, mainstreaming these would be more likely under the smaller sized organisations.

DEvEA Pilot Project Reviews

Fundacja Partnerstwo dla Środowiska (PEPF) Kraków, Poland

The pilot project delivered by PEPF involved developing a hands-on & vocation-oriented training programme targeting unemployed environmental studies graduates aimed at equipping them with 'soft' skills as a compliment to 'hard' skills deemed essential for greening the operations of a company or organisation (public agency non-government organization).

The unemployment rate among young people in Poland is very high, reaching 28.6% in 2013. More and more university graduates find it difficult to find a job. This is the case in the environmental studies field. Polish university environmental studies focus mainly on environmental engineering specialisations, with little or no emphasis on 'soft' skills.

The demand for specialists in environmental engineering professions requiring 'hard' skills is at a stable level and currently satisfied. However, there are prospects for employment growth as businesses, public agencies and NGOs seek to achieve cost-savings by greening their operations as part of increasing efficiency & effectiveness.

Demand is anticipated for new green professions and specialisations related to introducing and maintaining processes for more efficient resource use, which are to be achieved through combining technical 'hard' solutions with people-oriented 'soft' skills focused on behaviour change. Such approaches/needs can be implemented not only by companies and organisations but also in every household seeking to reduce costs and environmental impact.

'Soft' skills and competencies required for greening the employment market-place are driven by a need for eco-standards, enabling businesses, public agencies and NGOs to respond more systematically and strategically to customer pressure/demands for greener products and greener production, opportunities for using 'greenery' to increase market share (greening CSR, marketing) and taking advantage more fully of government initiatives aimed at promoting green solutions in economy and society (e.g. greening public procurement).

Growing emphasis on 'soft' skills in greening economy and society through promoting eco-standards brings with it a demand for new professional skills focused on people-oriented skills aimed at improving operational processes for more efficient resources use - both from an environmental and financial point of view – in accordance with eco-standards as evidenced by independently verified eco-certificates. In Poland no vocational standards or training are in place in related to 'greening' the operations of businesses, public agencies and voluntary organizations. There are no relevant qualifications in Poland as Polish schools and universities do not provide such professional development and training.

The rationale for the pilot project lies on using the eco-standards campaigning of the PEPF to develop and introduce a hands-on, people-oriented environmental 'soft' skills training programme, which will verify and fill the gap in the market-place presented here. The aspiration is to develop and describe a new 'soft skills' environmental qualification, which can be introduced into the Polish Qualification Framework currently under development by making it part of a Małopolska pilot project being implemented by the Malopolska Labour Agency in 2014/15.

1. Recruitment of training participants– stage 1 – publication of announcement, candidates submit required documents
2. Recruitment of training participants – stage 2 – survey and interviews with candidates
3. Training part - 1 - environmental certificates for companies, employability skills improvement
4. Training – part 2 – practical training
5. Training – part 3 - placements in companies - practical training continued
6. Training – part 4 - employability training
7. Examination session (oral exam)
8. Survey of target and control groups on project results
9. Individual support for training participants in job searching activities (target and control group - target group according to the Groundwork methodology)
10. Final review on pilot project delivery and results.

Pilot project participants were young unemployed environmental studies graduates (target group), who were not undergoing education or training, but looking for employment related to their studies (i.e. in the environmental field). PEPF sought to recruit participants who recognized the need for acquiring new 'soft' environmental skills and competencies with some form of external verification as a means of improving their chances to secure employment. The focus was thus on recruiting participants who were mostly 'job-ready' who required 'soft' skills, competencies and experience with their application in relation to eco-standards as a means of taking fuller advantage of their university training.

Participants were recruited via announcements on PEPF webpage and social media (Facebook), Career Offices of the Jagiellonian University, AGH University of Science and Technology, ngo.pl webpage. Recruitment comprised two stages: (1) filling out a recruitment form and a short test on environmental knowledge/awareness and (2) face-to-face interview focused on motivation for project participation and check on environmental issues and policy/legislation.

The total of 23 candidates applied to participate in the pilot project. In accordance with DEvEA specifications, 10 persons were accepted for project participation.

Despite being mostly 'job-ready', all 23 applicants and the 10 participants benefitted from employability support offered in the project – advice/training on motivation, improving CV, job search techniques, getting ready for a job interview, interview experience etc.

Key outputs:

- 10 persons completed combined eco-standards & employability training,
- 5 eco-certified organizations provided work-experience internships/placements, 5 small environmental improvement projects designed and delivered as a result of internships/placements,
- 6 passed the final exam, 4 found employment following training and did not sit the exam,
- A set of training materials combining eco-standards and employability developed and tested based on adaption of Groundwork materials,
- 1 training programme developed on eco-standards and employability with 4 Fundacja staff trained in delivery,
- 1 new 'soft skills' environmental training qualification described and accepted by the Malopolska Labour Office for inclusion in the Polish Qualification Framework currently being developed/implemented

The foundation had no serious problems in the process of pilot project delivery. The key challenge was to find eco-certified companies willing and able to offer a work internship for pilot project participants as our requirement was that the company supervises the placements and that they are related to developing/maintaining eco-standards in operations.

To make it easier for all concerned, internships were organized as small projects with pilot project participants working in small groups (2-3 people) with the placement organization staff to identify, develop and implement a small project. The DEvEA team at the Foundation offered assistance throughout the process to both participants and host organization to ensure all benefited.

Internships/placements were organized with 'Nad Zalewem' Restaurant, Ricoh, IKEA Retail (2 sites) and the Foundation.

Activities related to recruitment activities, pilot project management, engagement of partners, development of training programme and materials, ongoing contact with participants and host organizations, employability support and monitoring were provided by the DEvEA team at the Foundation.

Partners involved in designing, testing and delivering training & placement programme included: Malopolska Labour Office in Krakow, Krakow University of Technology, 'Amadea' Guest House Cap Gemini Poland, 'Nad Zalewem' Restaurant, Ricoh Poland, IKEA Retail and Fundacja Partnerstwo dla Środowiska.

Groundwork Employability Materials – for the purpose of the pilot project the Employability Advisor's Handbook was used as a whole with some parts included directly in Eco-standards & Employability Training developed, especially annexes to the Advisor's Handbook:

- suggested lesson plans,
- notes for the trainer,
- selected administrative and feedback forms.

Some parts were simply translated and incorporated into the training materials and some were adapted or served as inspiration for the development of own materials adapted to Polish needs, circumstances and conditions. The approach contained in the Handbook was also compared and contrasted with current practice in Malopolska through consultations with the Malopolska Labour Office.

It is important to note that The Advisor's Handbook as such was not used (and will not be used in the future) by the Foundation for providing employability training and advice as this lies outside of its scope and activities – except where there is a concern with environmental improvement. The Foundation does not provide advice and support to unemployed in any systematic way as does Groundwork London.

Under the Groundwork London employability classification, the unemployed graduates recruited to the pilot project were 'job ready' and so did not require employability training. Thus the focus in the pilot project was on 'soft' environmental skills and competencies (the main need in Poland's labour market) rather than employability skills required by those needing to overcome personal and other barriers to employability, which in turn require specialized support.

Green Doctor materials were not provided – only a presentation was provided. The environmental theme for the training was based on the eco-standards activities of the Foundation, which are already adapted to Polish needs and circumstances. The combination of eco-standards and employability dimensions in a single training was a key new innovation, as well as providing the basis for developing a vocational qualification on environmental soft skills and competencies (something the Fundacja had not been involved in previously).

In this regard the experience and expertise of Groundwork London in combining an environmental improvement agenda with an employability training/support agenda was of considerable interest and relevance in organizing the Eco-standards & Employability programming of the Foundation.

The Foundation has actively disseminated pilot project activities and results through participation in the Małopolska Partnership for Lifelong Learning, which is managed by the Małopolska Regional Labour Office (a partnership of over 120 organizations involved in different aspects of life-long learning). In addition the Foundation has disseminated project activities through its ongoing work on eco-standards, especially with respect to eco-certification related to Green Office, Blue Flag, Green Key, Green Shop, Bicycle-Friendly.

The Foundation has developed (and continues to develop) its role on providing advice and expertise related to green 'soft' skills and competencies for (1) organizations seeking to develop and promote eco-standards as a means of improving their environmental and economic performance and (2) for unemployed graduates and others seeking vocational and professional training/experience.

The basis for this is communication with holders of eco-certificates developed and awarded by the Foundation. In this regard, project dissemination has been integrated into the ongoing communication and programming activities of the Foundation. The DEvEA project results will thus be presented at the Annual Meeting of Eco-Certified Organizations, which will be organized by the Foundation on 27th November 2014 (approx. 100 are expected to attend from business and government sectors).

In addition, the Foundation is using the adapted DEvEA materials and pilot project results to:

1. promote the need and benefits of training/coaching related to environmental competencies that link together 'hard' and 'soft' skills both among educational institutions, training providers, the employment service and among employers – especially through the Malopolska Regional Labour Office.
2. promote the need and benefits of externally-verified eco-standards in the workplace as benchmarks for identifying, monitoring and realizing environmental benefits among employers, especially among the 200+ businesses, public agencies, NGOs which have verified their environmental performance through eco-certificates awarded by the Fundacja Partnerstwo dla Srodowiska.

The DEvEA project provided an important opportunity to transfer and adapt materials/experience from Groundwork London (UK) on how to combine employability and environmental improvement training and support for those seeking employment. The opportunity was to learn about the UK system of vocational education and training system and how this creates the context and opportunity for an environmental NGO seeking to further the environmental agenda through employability.

An understanding of the UK vocational educational system and the role of Groundwork London in this system enabled the Foundation to investigate how the Polish vocational educational system is being developed and the opportunity/need for ensuring that environmental vocational skills/competencies are included in ways that are relevant to both employers and those seeking employment.

Involvement in a process where partners from Spain and the Netherlands were also seeking to learn from and adapt the UK (Groundwork London) experience on combining employability and environmental training/support was extremely beneficial. This was because the vocational training system in Spain and the Netherlands is very different from the UK situation. Also the perspectives of a public sector organization (Netherlands) and private sector organization (Spain) drew attention to issues needing to be addressed in combining employability and environmental training.

These perspectives were helpful and relevant in designing and delivering the pilot project and also in understanding the wider implications of what was achieved in relation to Poland's vocational educational system, which is still under development.

For the Foundation, the key European added value of the pilot project specifically and DEvEA as a whole was gaining an appreciation and understanding for the different ways in which environmental and employability can be combined (there is no single best recipe, as much depends on local context, needs and circumstances).

Without the DEvEA project, the Foundation would not have made employability a key part of its programming. In this regard, environmental programming of the Foundation has the opportunity to gain a more popular and mainstream appeal. This is particularly important in the Polish context where environmental policies are not treated by national and regional government as a priority for economy and society.

All this made possible the identification of the opportunity and need for developing an environmental vocational standard for inclusion in Poland's Vocational Qualification Framework, which is now being developed. The Foundation is seeking to develop such a standard as a direct result of the DEvEA project.

In methodological terms, DEvEA provided an unusual opportunity to work out how to adapt and transfer employability & environmental improvement training materials to Poland from the different contexts of the UK, Spain and the Netherlands, using the pilot projects developed and implemented in partner countries as a lens through which the prevailing views of employers and job-seekers could be better understood.

The experience of working with long-term unemployed, including those without university education (UK, Spain, Netherlands) provided useful insights on their role (& potential) for generating environmental and economic benefits. This is important for the Fundacja for

considering in what ways such initiatives, projects and programmes can be included in future programming.

Insights from the European context gained through DEvEA provided the Foundation with the confidence and knowledge to emphasize/include employability training/improvement issues in future programming.

Thanks to the DEvEA pilot project in Poland, the Foundation has proposed developing an environmental vocational qualification for inclusion in Poland's Vocational Qualification Framework, which is now being developed. An outline of the environmental vocational standard – based on DEvEA work – has been accepted by the Malopolska Regional Labour Office is one of 15 vocational qualifications to be included in a regional pilot. The proposed qualification seeks to verify soft environmental skills/competencies (Environmental Specialist), which are essential for those working with eco-standards - both for environmental auditors and those seeking to be environmental champions in workplace.

As a direct consequence of the DEVEA project, the Foundation has teamed up with the Tischner European University to develop and introduce 'green competencies' into the university learning and teaching programmes. Relevant funding proposals have been developed and the University itself has declared that it will introduce eco-standards into its operations.

City district Nieuw-West (SANW) Amsterdam, Netherlands

The Nieuw-West City District of Amsterdam (SANW) is the local authority of the 'Western Garden Cities' (Westelijke Tuinsteden), which were built as part of the post war 'New West' expansion of the City of Amsterdam. This part of Amsterdam is characterised by numerous green spaces, encompassing large open areas and water reservoirs, as well as a wealth of parks and conservation areas. The built up area is dominated by typical post-war middle- and low-rise buildings and which have a poor quality. Therefore, in the late '90's the municipality of Amsterdam decided on a large scale demolishing of the original dwellings and an urban renewal of almost all parts of the City District. Nieuw-West became the largest urban regeneration area in Europe.

Today over 50% of this large regeneration programme has been completed. Due to the economic crisis the building schemes have stopped and many residents are forced to stay in their poor quality houses for at least 10 more years. SANW believes in a sustainable approach to keep Nieuw-West an attractive place to live, work and relax. It is important to combine social, economic and ecological approaches in this effort. Therefore, SANW chooses projects that integrate these approaches and engages its residents in the project execution.

The economic crisis did not only change the spatial context of the work executed by SANW, the social and economic approach chosen in the beginning of the programme had to be adapted as well.

The district has a growing, multicultural population. Of the 140.000 inhabitants over half of the residents are categorised as minority groups. The annual family income is 15-20% below the Dutch average with almost a quarter of the families earning the minimum wage only. Above national and Amsterdam average numbers of households are living on welfare in the City District.

Due to the social and economic situation the City District decided to become actively involved in providing work and job opportunities SANW created Workpoint. This organisation offers support to all citizens of Nieuw-West who are looking for a job Workpoint is the link between Nieuw-West residents, local businesses and vocational education providers.

The DEvEA pilot project incorporated two important and urgent policy actions: the stagnation of the urban regeneration process and the deprivation of the socio- economic situation of residents. The pilot was targeted at the training of energy coaches to improve low quality dwellings, which were planned to be demolished. SANW trained a group of people to give information and implement small improvements to the homes of our residents. As a result, the residents gained more knowledge on how to make their home more sustainable and decrease costs by saving energy.

The general aim of the project was to improve 800 dwellings in the Sloterveer area through the execution of small improvements by a team of odd-jobbers. By improving the dwellings the living conditions of the people living in these deprived areas would improve and they would be able to save money by making their homes more sustainable.

This project aim is translated in the following of objectives:

- The improvement of 400 dwellings will increase the sustainability of these houses. The odd-jobbers are trained to offer a list of simple improvements which will increase energy savings.
- These savings will lead to a decrease in energy costs for the residents. This will improve their economic situation.
- The pilot project will facilitate an employability programme for 10-15 participants living in Nieuw-West. These programmes will engage the participants into work activities. The materials used by Groundwork London will be adapted to the Dutch context and tested.
- The pilot project will increase the awareness on sustainability and improve behaviour on energy matters.
- The project will increase social cohesion in the Sloterveer area. The communication strategy of the pilot aims at increasing awareness through community activities.

The pilot project 'Besparen met de Buren' (Saving together with your Neighbours) was implemented in the Sloterveer area. This neighbourhood is a deprived area and the urban regeneration programme in this area is postponed. The pilot ran from September 2013 until September 2014.

First, a group of Volunteers was recruited and trained to host small information events. During these events, the inhabitants could gain more information on the sustainable use of gas, water and electricity in their homes. Furthermore, these volunteers were important in the promotion of the project and the recruitment of participants. Simultaneously, a group of odd-jobbers was recruited. These odd-jobbers became part of an employability scheme.

The first step was for them to receive technical training on the small improvements they would have to carry out in the homes of participants. Furthermore, the participants received training on social skills and from October until January they participated in a Masterplan training which aimed at increasing employability skills.

After the training period, the odd-jobbers started their activities within the project. In total, they were able to visit 86 houses and adjust them with the small sustainable improvements.

In total 21 pupils divided in two groups participated in the project, they were recruited via Workpoint and most of the participants were already actively involved in other Workpoint activities or completed other schemes. Almost all participants were categorised according to the levels of unemployment of DWI, the Amsterdam department of Work and Income. The groups consisted of people coming from level 2 (Participating in society) and Level 3 (taking steps towards a job (support and activation towards the labour market)).

Almost all participants are in the age group below 30. The participants have very different backgrounds and levels of education. Some of them have only work experience and would like to study others would like to find a job and develop their skills in a working environment.

Workpoint will continue to engage with the participants and follow them in their career.

6 Participants have found a job during or after participation in the 'Besparen met de Buren' scheme. 5 participants continued with another scheme organised by Workpoint. 3 participants were not able to complete the scheme due to personal reasons. 10 pupils followed the training and 3 of them are still involved in the 'Besparen met de Buren' scheme.

During the project the main challenge was to create an innovative green economy scheme fitted within the Amsterdam employability system, Nieuw-West intends to take a bottom-up approach in creating schemes linking societal challenges to unemployment. SANW acknowledge the fact that the green economy creates employment, also for people with a distance to the labour market. However, the innovative aspect of the project posed problems in fitting it in the general Amsterdam employability system.

The DEvEA project links employability and the green economy, these are two policy areas of great importance for Nieuw-West both core values and goals that were embedded in the pilot 'Besparen met de Buren'. This accumulation of objectives and values of these policies made the project complex and thus challenging to manage targets set to achieve. The objectives were not easily met.

From demographic data, we know that there are many people living in Nieuw-West that could engage in the schemes of Workpoint. In reality, it proved to be very difficult to reach these people and recruit them for the 'Besparen met de Buren' pilot. Furthermore, the match between the subject of the project and target group proved to be difficult. The project is implemented in one of the most deprived neighbourhoods of Amsterdam.

Awareness on sustainability and energy-saving issues proved to be quite low and people do not have a personal drive or interest in greening their lives. Coping with their economic and social problems proves to be more important. Therefore, the amount of people participating in the pilot was substantially below the initial projections.

A similar attitude can be found with regard to the pupils involved in the employability scheme, for them taking part in the pilot and working as a green odd jobber was important because they earned money and gained more perspective on a future job. The fact that they would raise awareness on environmental issues and improve the energy conditions of their neighbours was less attractive.

Workpoint is a public service established by SANW in order to guide and support residents of the City District who are looking for a job or work experience. Very often, these residents do not have the right skills, education or experience. Most of the clients are from non-western origin and lack knowledge of the Dutch language.

The City District aims to help these residents in finding work by addressing their strengths and opportunities. This is called the 'Independence approach'.

Workpoint bridges the gap between supply and demand in the labour market especially for this target audience. Workpoint developed special intervention programmes e.g. (empowerment) trainings, guided work experience placements, job creation, job searching and finally job matching.

The starting point for the development of these programmes is the demand of the labour market Workpoint therefore focuses on specific parts of the labour market with an increasing need for employees: hospitality, security, production, logistics, and green jobs/sustainability.

The Amsterdam Steunpunt Wonen ASW (Amsterdam Tenant Organisation) has been a key player in our local pilot. They were responsible for the implementation of the 'Besparen met de Buren Sloterveer' programme. Sustainability and the environment is an important part of the work of ASW. They aim at increasing awareness amongst tenants in order to combat fuel poverty and to improve the conditions within social/ rental housing.

ASW is working on an energy saving programme for the City of Amsterdam implementing this programme together with the private company Twinstone. Twinstone specialises in projects that raise awareness on sustainability and environmental issues with them focusing on engaging and activate volunteers through their projects. This pilot project was Twinstone's first experience with an employability scheme.

Implacement was the subcontractor in the delivery of the Masterplan training. Implacement develops and delivers training schemes in several branches of employment, for example security and maintenance they work closely together with the City District in the development of new employment schemes and the recruitment of unemployed pupils.

Looking at the Dutch local conditions there are great similarities with the UK situation. The UK system is more privatized, though, then the Dutch system, resulting in a more dominant role of the private sector and a correspondingly more distanced role of (local) government in the UK. An important difference is the role Groundwork has as a (sub)contractor in the regional context of the Greater London Area, compared to the role of SANW as a local authority in the regional context of the Metropolitan Area of Amsterdam (MRA: Metropoolregio Amsterdam).

Nieuw-West, as a local authority, actively guides and assists unemployed people towards schemes. This is different from the UK situation. Groundwork has in some sense a comparable role, but is in a different position and thus develops the schemes itself and is in the context of the UK system for employability, skills and technical training entitled to provide for certification. Therefore, Groundwork is in direct charge of the content of the training materials. The City District doesn't develop and/or owns its training materials and depends on its (sub)contractors to execute the schemes.

At first SANW assessed the content and applicability of the green doctor materials. The national policy context in which the Groundwork programmes is running differs a lot from the Amsterdam and national policy context. The UK situation is framed by an action plan on the national level, the Green Deal. This plan is being implemented on the local level and involves organizations like Groundwork to be a part of the execution of the program.

The Netherlands has not adopted a national level policy action on stimulating the green economy. Projects are guided by bottom-up emerging local actions by involved stakeholders (private, public and voluntary sector). Furthermore, the target groups of the Groundwork programmes differ from the Amsterdam target groups, this project engaged a target group

with a lower education and participation level. Also the scope of the training materials is different from our demonstration pilot context.

The materials received from Groundwork describe a wider range of sustainable measures around the house whilst in this pilot only 5 measures were assessed. Another important difference between our pilot and the projects run by Groundwork is that the Groundwork schemes lead to official certification. This certification is nationally coordinated (top-down). In the Netherlands there is also a certification mechanism but this is structured differently. Therefore, not every scheme leads to a national registered certification, SANW create our own schemes with own (non-formalized) certification.

Comment on dissemination of the work of the Pilot Project and DEvEA

As a result of the Amsterdam Nieuw-West City District DEvEA partnership 16 tutors/ staff members of 6 organizations have adopted DEvEA materials. Furthermore, working relations have been established between Nieuw-West and organisations/ companies operating in the public, private and non-profit sector (voluntary work) as a result of the DEvEA project. This will stimulate future integration of green economy development and employability schemes, thereby disseminating crucial DEvEA findings and results.

SANW has organised an expert meeting on the green economy and unemployment in order to engage local partners and organizations. During the meeting staff engaged participants in the discussion on the link between green economy and unemployment, information was provided on the local pilot and the materials used, and the key drivers and barriers for implementing 'green' projects were discussed.

The most important lesson learned from the local pilot is the great potential in creating employability schemes related to the green economy. There are many opportunities for new and innovative schemes for example in the area of energy saving. However it is important that the local employability policies as they are operated at the ground in such a way that the innovative schemes can be implemented in a proper manner.

Within the DEvEA partnership SANW had the opportunity to learn from our international partners and the differences in the employability systems/ policies in which content they are working. SANW got acquainted with the advantages and disadvantages of the other systems and were able to incorporate some of the foreign advantages into their own system.

For example the certification of employability schemes, the bottom-up approach used in Amsterdam implies that SANW do not start with finding a formal certification for our scheme but implement the programme directly. Workpoint acknowledges the fact that we need a solid ground for schemes in order to let them be successful and sustainable. Therefore Workpoint have established contact with the local VET-system and are currently working on a certification plan.

The City District of Nieuw-West is aiming to create spin-off from the DEvEA project and the local pilot. The SANW values the lessons learned from the pilot and is positive about the chances of creating new projects in the future.

The local partners, especially our Workpoint, acknowledge the opportunities for new projects linking unemployment and the green economy. Furthermore, they identify the City District of Nieuw-West as an area where many 'green' projects could be developed, due to:

1. The spatial characteristics of the districts and the large amount of green infrastructure
2. The aims and objectives of the municipality and housing associations on making both new and refurbished dwellings more sustainable
3. The bottom up approach of Nieuw-West in combatting unemployment which enables the City District to link employability schemes to local initiatives.

SANW are aiming for a continuation of the consultation of the expert meeting in order to create opportunities and new projects in the future. This would link the policy areas of sustainability and environment with employability in an active way.

Gestion de Energias Alternativas (Gienal)

Lebrija, Sevilla, Spain

Lebrija is a city in the province of Seville, Andalucía in Southern Spain. The town has around 30,000 inhabitants and the main industry is agriculture. Gienal, who are responsible for this pilot project, is a renewable energy installation and training company that works in the region of Andalucía and is based in the town of Lebrija; this is for its geographical and logistical situation for reaching Seville, Malaga, Cadiz and Cordoba.

Andalucía and its provinces have been for the last decade in Spain and Europe a centre for renewable energy, in particular solar power due to its dry, hot climate and number of sunny days per year. The sector due to the removal of the governments feed-in-tariff has reduced

the number of installations to sell electricity to the grid still has a lot of scope for public and private use and maintenance of existing installations.

Andalucía and more specifically, Lebrija have suffered high unemployment rates for many years in comparison to the north of Spain. The latest data released by Eurostat highlights that the region has one of highest rate of unemployment in the whole European area (36.3%). The unemployment rate among the young people (between 15 and 24 years old) is 66.1% and again Andalucía is among the worst regions in Europe.

Gienal targeted unemployed young people from Lebrija that have been working in the construction section during the construction boom in Spain and now have found themselves, unskilled, or with outdated skills, and long term unemployed. These people are usually most likely to be plumbers, electricians and labourers.

The project focused on this group as they account for a large group of the long term unemployed in the locality and in our experience the best placed to see a real difference in employability from a short course in solar energy installation, and also have some dormant skills that can be recycled in this type of work i.e. Solar Energy installation in its most basic form is a mixture of construction, plumbing and electricity.

So Gienal with its experience training the long term unemployed in local public led initiatives to increase employment and increase employment in the clean energy sector is well placed to meet the objectives of DEVEA. Furthermore, with its experience in the private sector as a limited company, it has many private employer networks in both manufacturing and training with which to disseminate the results of the project.

The project took place over the period of November 2013 to July 2014. Although in principal it was due to take place over a shorter timeframe, it happened this way due to some delays in recruitment and weather which affected the work placement. With the support of the local labour office, local VET College, the local economic growth department and manufacturer/trainer Vaillant; Gienal were able to train 10 people in solar energy installation with employability modules, and provide relevant work placements.

Working with the labour office and the VET College Gienal produced advertising materials and had an advert in the local press to encourage applicants. This was from the period of November to March, which was because two of the original applicants dropped out. The participants were originally assessed by their advisor at the labour office, and then later referred to Gienal for an interview. Participants were finally confirmed by the beginning of March 2014.

Gienal were provided with a suite of materials from Groundwork to adapt as necessary in the pilot project and this was done in collaboration with local partners and discussion with Groundwork.

Training was divided into two sections based on employability skills and theory of installation. The training was theory: 10th March started training. 3 days per week, 5 hours per day, 8 weeks until the 5th of May; and employability skills 4 weeks long from the 23rd of June until the 4th of July. The students worked 5 hours per day, 3 days per week.

(a) Theory and installation:

The scope of this aspect is to understand installation and a little bit of the wider environmental gains both socially and economically.

- Solar energy installation theory and practice
- How/why we save energy
- Basic EU and national policy on clean energy

(b) Employability and soft skills:

The scope of this part of the training is to develop soft skills of the individuals as they have been out of work for a long time, to show them how to behave professionally, to show them how to become self-employed, or how to gain employment for another company. Including:

- Soft Skills
- Entrepreneurial skills
- CV workshops
- Job search workshops
- Working with clients
- Basic company administration

The work placement from 5th May – 20th June started in an alternative site as there was a problem with rainfall and the foundations with initial location. The participants started doing Solar Thermal, PV, and wind installations on different sites but around the province of Seville. The participants started finally in the fish farm 19th of May – 3 days per week doing 8 hours per day. The mixture of class based work and work experience in the end was very useful to the students.

Throughout the training there were weekly exams on the theory side of the modules and at the end there were assessments during each of the employability modules to assess the achievement of the participants.

Gienal targeted unemployed young people from Lebrija that had been working in the construction section during the construction boom in Spain and then found themselves, unskilled, or with outdated skills, and long term unemployed. These people are most likely to be plumbers, electricians and labourers, and in the end we did recruit 10 people aged 19-47 from this group. The project intended to recruit just people aged 18-25, but had a broader range of applicants.

Gienal focused on this group as they account for a large group of the long term unemployed in the locality, and in their experience the best placed to see a real difference in employability from a short course in solar energy installation. The participants also have some dormant skills that can be recycled in this type of work. I.e. Solar Energy installation in its most basic form is a mixture of construction, plumbing and electricity. The majority of them therefore did have some level of training, but in terms of making a CV and thinking about being self-employed most had not done this before, and moreover weren't used to a classroom environment.

Gienal started with an advertisement campaign with local newspapers, colleges, radio, job centre and vocational college. The job centre did initial assessments with the applicants, using additional material adapted from Groundwork; they then referred these applicants on to Gienal who did interviews and personal plans with each. These individuals suffer from the typical effects of long term unemployment – being despondent, little faith in employability schemes locally – they are a challenge to work with and a key task for anyone training this group is to improve their motivation.

The participants were a significant distance from the job market when they arrived, but a great deal closer when they left. Some of the participants are already undertaking small installations themselves and have done some small paid jobs for Gienal as well.

Key outputs;

- 10 people trained in solar energy installation
- 10 people completed work experience
- New adapted training materials tested and ready to be mainstreamed in the organization and disseminated locally and regionally - 6 Organisations, and 10 tutors or staff to adopt DEVEA materials

Generally working with people of this socio-economic situation is difficult and motivating them to be positive is a challenge to keep them going. Adapting the materials was a challenge to work out which would be most useful to the participants, and also delivery partners

The students being long term unemployed weren't expecting so much emphasis on soft-skills, and sometimes this can be an uncomfortable for an ex-builder not used to doing interview role play. However, staff from Gienal is used to working with this type of group and got through it well enough to positive results

The current economic situation in Lebrija means that training is co-financed by both the public and private sector. Ten years ago training could have been funded by multiple public initiatives run by the labour office, regional government or the commonwealth of local municipalities. However, this is no longer the case and financing such training is usually funded by multiple stakeholders. Funding is largely match funding in-kind of staff, premises and materials.

- Gienal – provide materials, workshop, trainers, work experience, management and transport for the training course.
- Vaillant – provide materials, some staff and training rooms
- VET college – provide recruitment support, and training rooms
- Labour office – provide recruitment support
- Participants – they provide either a small inscription fee to cover some basic costs of special clothing and additional tools, or they simply provide their own.
- EPYME – provide some staff time as keynote speakers and trainers.

Groundwork's innovative materials compendium is huge and relevant to a very broad range of training programmes, so Gienal had to choose carefully which materials were to be used, adapt and translate. Gienal received a lot of materials regarding enrolment, recruitment, interviews, applications and training reviews.

The project adapted a lot of these materials to the documents already using to improve the training pilot. Importantly however, more employability elements were introduced to the training including CV workshops, customer service skills, basic business finances and becoming self-employed. This was felt to be an important addition to the training as most installers become self-employed in the sector these days.

In addition to the new materials Gienal introduced some sessions with a local accountant, the labour office, Vaillant (manufacturer and training organisation) and EPYME (installer association) to complement the installation theory with more employability based training. The introduction of these organisations in this format was due to the influence of the newly adapted materials.

Dissemination was directed through the private sector through its employer and training network, which is facilitated through strong links with manufacturers of renewable energy products. Gienal also engaged with industry bodies, public sector and target beneficiaries.

Vaillant (Private Sector) – Vaillant is a multinational manufacturer, installer, trainer and supplier of renewable and energy efficient heating, cooling and acclimatization products. Apart from the production of machines, they have a unique relationship with small to medium sized installation companies regionally across Spain that act as suppliers exclusive to their region to individuals, self-employed installers, and smaller companies.

The SME installation companies are known as VIPs (Vaillant Important Providers), and Gienal is one of those for the Andalucía region. Along with selling Vaillant's products Gienal also carries out training for Vaillant for self-employed and smaller companies in Andalucía. Vaillant will also act as a partner in Gienal's locally co-financed training for unemployed people providing in-kind match funding which consists of training facilities, materials and staff time. For example, the recent DEVEA pilot project.

Gienal is one of around 60 of these VIPs working in partnership with Vaillant across Spain, so the potential for dissemination and adaptation of the materials is realistic and effective through this network. In addition to this national partnership, there are regular VIP meetings

to discuss new products, technology and benefits of association with Vaillant. Gienal will be taking the DEVEA project, pilot information and adapted materials to these meetings to raise awareness and encourage other VIPs to adopt these materials.

EPYME (Industry body) – is an association of SME installers of energy efficient products that include solar panels, biomass heaters etc. It is made up of 1,500 companies; however, in terms of accessing trainers or organisations to adopt the materials, it is really only EPYME as most training for these organisations is done at EPYMEs offices. Along with communal bulk purchase of materials to produce economies of scale amongst its SME subscribers, one of the benefits of association is that they can receive training on new technology as part of their subscription fee, and don't have to individually pay for in-house trainers.

So, there is scope for one trainer (from EPYME), and one organisation (EPYME), that can adopt the materials. But what is an additional attraction is that Gienal can potentially reach many learners, although not a DEVEA dissemination output, it does add value.

Gienal will introduce the idea of the adapted training modules that can improve relationships with clients and customer service. These are companies that install solar panels and offer an energy saving service to individuals. What they sell is a product via Vaillant for example, but the most important aspect for them is service that they offer the customer, and this is what EPYME tries to achieve.

Agencia Andaluz de la Energia (AAE) – this is the government funded industry body that is responsible for the research and development into energy provision, pricing, and the dissemination of grants and subsidies for home installations for individuals. Gienal will send the publicity team our DEVEA findings, but this will be with the intention of raising awareness of green employability projects in the area rather than adopting materials.

Ayuntamiento (Town hall), Servicio Andaluz de Empleo (Labour office), and OFE - Oficina de Fomento Economico (Office for economic growth) – Gienal have presented their materials and work with DEVEA and have been in contact with SAE to produce some information on how these materials have been developed to improve people's employability at the same time as studying a technical course. As all training providers go through the economic growth office in Lebrija, and their local government level targets is to increase employment and self-employment, these materials (good practice) could be passed on to other training providers via internal dissemination to raise awareness of local employability schemes. Lebrija is small enough so that the labour office, office for economic growth, and

Mayor's office have close working relations, and there is more emphasis politically to proactively raise awareness of programmes to improve employability.

Formacion Profesional Lebrija (local VET College) - As the training that is done with VET college is regulated at many levels, especially with technical courses such as electricians etc. It is difficult to change or make them adopt the materials. However, they do have seminars for the trainers and teachers with keynote speakers about new training methods etc. (usually from the top down), however they will allow us to present our materials and findings to the teachers at the college. The realistic objective of this dissemination route is to raise the profile of green training and employment projects locally in Lebrija, innovation in training and offering something different than the current provision. While the economic crisis still is the main driver for lack of investment into training and employment programmes, what is currently available to learners is still behind the level of provision that an organisation like Groundwork London has to offer.

For Gienal, working with Groundwork and utilising materials that have been tried and tested in the UK and achieved positive results in many employability initiatives, has been a successful transfer of innovation. Gienal would not normally add these elements due to lack of funding, time, or experience. The inclusion of this knowledge and experience from a more developed and experienced organisation like Groundwork has enabled a relatively small training organisation like Gienal in the south of Spain to have access to innovative materials that have added value to its training, which would not have been possible without this European transfer of innovation project. This northern European perspective has added value to southern European training methods and practices.

The intention is that through dissemination of the pilot project outcomes and good practice example that some organisations regionally will take on some of the training materials that have adapted. This includes organisations and individual trainers as outlined in the dissemination section.

With the Mayor's office GIENAL and another training company, 3Si, are working on a project in partnership that would utilise the adapted DEVEA materials, and work with local unemployed graduates to provide them English language skills based on their sector, employability training (DEVEA materials) and broker a work placement abroad in their sector.

The strong emphasis on, but not exclusively, the green economy – there are a gamut of unemployed engineers, architects and environmental engineers locally which could benefit from such a scheme. Due to the international nature of this project, it is more difficult to send the long term unemployed with no skills abroad, but there is an intention to provide employability training for these groups too.