

Promoting Green Growth in an Employment-oriented Way

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I. Employment Challenges

Why to care about the impact of green growth on employment?

- Process of structural transformation: Job creation in green industries, job destruction in “brown” sectors
- Net employment impact? Number of jobs? Quality of jobs?
- Important when it comes to synergies and trade-offs between green and inclusive growth
- Green growth policies have to be designed and implemented in an employment-oriented way ...
- ... and supplemented by employment promotion measures.



II. Promoting Green Growth

How to promote green growth?

- Environmental rules and regulations
- Market-based instruments (e.g. ecological taxes, emission trading schemes)
- Market-supporting instruments (promoting the demand for green goods and services, e.g. by feed-in tariffs, subsidies)
- Supply-side policies (promoting the development of green technological and productive capacities, e.g. innovation promotion, investment support, green industrial policy, green entrepreneurship facilitation)
- Sustainable infrastructure development (e.g. in the transport and energy sectors)
- Monitoring and evaluation (review and adaptation of policies in response to changing ecological and technological developments)



III. Employment Orientation

... in an employment-oriented way?

- Environmental rules and regulations:
 - Innovations, increased competitiveness, development of new domestic and export markets, additional jobs (Porter hypothesis)
 - Catching up of other countries
 - Pollution havens
- Higher energy prices:
 - Impact on economic growth and employment?
 - Double dividend: Higher energy taxes combined with lower labour taxes and social contributions and/or increased public investment



III. Employment Orientation

... in an employment-oriented way?

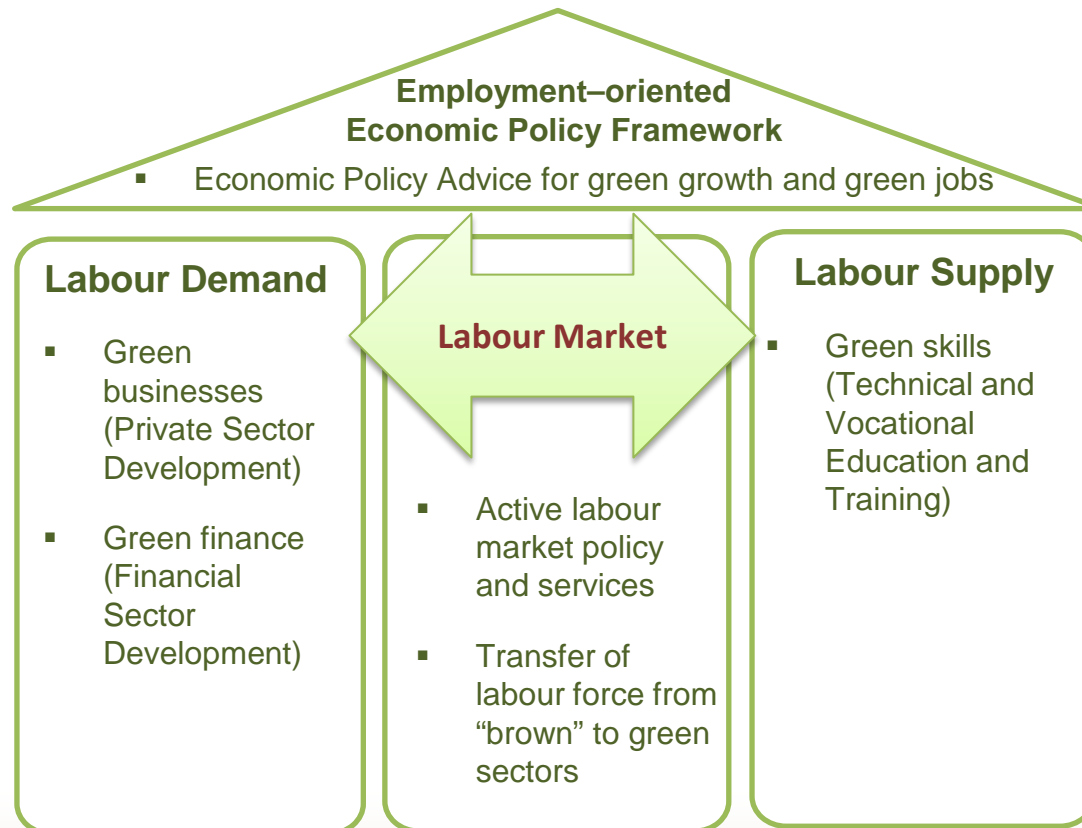
- Ecological subsidies:
 - Initial spark for the introduction of new technologies, products and services
 - How to minimize free riding
 - Total cost to be kept in reasonable limits
 - Phasing-out strategy
- Ecosystem services:
 - Payment of local populations for the sustainable management of forests, soils and watershed areas
 - Public work programmes, cash for work



IV. Employment Promotion Measures

What can be done in addition to this?

Integrated Approach of Employment Promotion





IV. Employment Promotion Measures

And in detail?

- Economic police advice, e.g. focusing national development strategies on green growth and green jobs, ecological tax reform in an employment-oriented way, design and implementation of a green industrial policy
- Private sector development: green innovation centres; promotion of green businesses, e.g. production and installation of renewable energy systems; promotion of green value chains, e.g. production and marketing of ecological food
- Financial sector development: green finance, e.g. financing of green investments (by enterprises and households), green innovations and green start-ups
- Technical and vocational education and training: green skills, e.g. integration of green qualifications in standard training courses or development of specific training courses for new green professions
- Labour market policy and services: Effective labour market information systems, job orientation, counselling and placement to facilitate the transfer of labour force from “brown” to green sectors



Thank you for your attention.



Project Examples

What are our experiences from the field?

Some project examples:

- Vietnam: Macroeconomic Reforms for Environmentally and Socially Sound Growth
 - Green economic policy on the basis of Vietnam's Green Growth Strategy
 - Ecological fiscal reform
 - Financial policy framework for green growth
 - Employment promotion major aspect of these reforms
- Philippines: Promotion of Green Economic Development (ProGED)
 - Implementation of green strategies and measures by MSMEs and economic development organisations
 - Promotion of ecotourism and its value chain
 - Enhancing competitiveness by greening of enterprises
 - Identification of green financial products



Project Examples

What are our experiences from the field?

Some project examples:

- Egypt: Private Sector Development Programme (PSDP):
 - Business services: build up service providers for resource efficiency
 - Innovation: support adaptation of green innovative technologies
 - Growth: establishing support schemes on policy level (taking into account environmental challenges)
- South Africa: Skills for Green Jobs (S4GJ)
 - Integration of green qualifications into existing training profiles
 - Development of new training profiles according to the demand of green industries
 - Supporting technology centres in the development and dissemination of green technologies