



**Are Green Jobs Pink Jobs?**  
**The Role of Social Dialogue**  
III Thematic Workshop  
**16th July 2010 – Piazza IV Novembre 5, Milan, Italy**

# GI Group : The Gi Group family of companies

## Our presence around the world

Gi Group is Italy's first name in services devoted to developing the jobs market. In Italy we operate through the following brands:

Gi Formazione, Gi Research, DBM Italia, EXS, Gi Professional Services, HR4YOU, OD&M Consulting.

Gi Group is present in Germany, Poland, France, Spain and Romania, as well as in China, Hong Kong, Brazil, India and Argentina



## GI Group's "*Green Economy Division*"

**Gi Group's Green Economy Division** specialises in bringing together demand and supply, training and consultancy at the very highest levels, in the "**green economy**" and "**green jobs**" area.

*It is the high-value response that Gi Group, Italy's first employment agency, is putting forward to meet the needs of a fast-growing economic and industrial sector featuring a burgeoning demand for professionals with new and highly specific skills and capabilities.*

**Green jobs** are the Division's focus, i.e. those that fall under industries expected to have a major employment impact in environmentally friendly sectors such as producing alternative energy from renewable resources, building construction, transportation and, more broadly, food, agriculture and forestry.

## GI Group's "*Green Economy Division*"

Education and training are the springboard for teaching candidates the specific skills that the sector is demanding; the GI Green Economy Division and GI Formazione listen to the training needs of employers and candidates and organise customised courses throughout the country.

Through Gi International, the branch of the Gi Group tasked with developing activities outside Italy, the Green Economy Division ensures that international clients can meet their HR needs in Italy, and that Italian companies with operations abroad deal with a single interface capable of managing technical job profile selections and complex cross-border projects.

## GI Group's "*Green Economy Division*"

The Division has 21 dedicated branches across Italy, each manned by an expert account manager and a dedicated search and selection consultant. The branches operate locally in areas with a high concentration of green companies.

Thanks to its Green Economy Division, GI Group can actually be thought of as an industry-specific operator that deals with employers, job-seekers, workers and representative organisations and associations throughout the sector, attends major events and partners research and training centres.

## Gi Group Corporate: one contact, one project

### *One Contact*

### *One Team. A host of services*

Gi Group Corporate manages major projects through the One Contact approach. The Division assigns every client company a single **interface/team** with the right expertise and skills, across the whole country. The divisional interface is also the main contact point for a series of services including temporary and full-time staffing, permanent search and selection, head hunting, outplacement, training and outsourcing.

### *One Project*

### *One company, one project, one solution*

One Project is both an approach and a mindset.

It stands for value creation, and placing the client squarely at the centre of everything we do, through projects implemented throughout the entire country. Rather than off-the-shelf solutions, we work with companies to come up with innovative, tailor-made solutions.

# Gi Group Corporate

- Gi Group Corporate is the business unit that focuses on HR management projects in the main economic sectors through dedicated structures:
- 14 specialised divisions, each with their own recruitment channels and selection processes reflecting the specific characteristics of the sector and able to supply the most highly sought after job profiles at the pace they are needed.
- The people: a dedicated working team able to propose recruitment and selection projects across the entire country.
- The companies: putting together needs-based, segment-specific solutions for Italy's leading businesses.

# The team

**Gi Group's Green Economy Division** is a well-established unit comprised of a group of dedicated specialists:





# Green Economy Division: its value

**Gi Group's Green Economy Division** specialises in bringing together companies' demand with a highly qualified supply of candidates. To do this it relies on:

sector-specific skills;

- cooperation with the relevant main representative organisations and associations;
- partnerships with leading training organisations;
- sector-specific job descriptions;
- a sector-specific skills database; di un data base di professionalità di settore.

## Our partner organisations

GI Group's specialist division cooperates with the leading organisations operating in the green to ensure the highest standards in expertise and skills and to participate in their activities on a peer-to-peer basis.



ANEV - the Italian Association of Wind Energy operators.

### Our partnerships: The study:



#### **WiRES – Women in Renewable Energy Sector**

*WiRES (Women in Renewable Energy Sector)* is a project co-funded by the European Commission, DG Employment, Social Affairs and Equal Opportunities\*.



# Green job descriptions

An area as new as this and so unlike any other industry or service sector covers a multitude of specific and sometimes totally new professions.

**Gi Group's Green Economy Division** opted to work side by side with high-profile green industries, candidates and professionals and create a specific list of job descriptions.

This produced thirty fact sheets through interviews with user businesses, direct interviews with candidates and professionals in the sector, and analyses of the specific job market.

- Understanding skills;
- Exploring what skills are in demand;
- Describing activities performed.

## Benefits for the sector

- a dedicated and highly competent team;
- a green economy-specific database;
- a country-wide recruitment arena;
- optimised selection processes, quality and timing;
- customisable testing area to verify candidate skills;
- vocational and on-the-job training;
- an extensive branch network for greater proximity to workers/candidates, clients, sites and facilities;
- management of temporary qualified staffing requirements.

# The impact of green jobs on the Italian jobs market

## *“Success factors for job seekers and hirers in the Green sector”*

Wind energy has become a well established sector of the Italian economy, generating new opportunities and professions with specific skills and know how.

However, new criticalities have emerged that significantly hamper bringing together the demand and supply for qualified employment.

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# Green jobs

We can safely state that **Green Jobs** are any occupation in the area of renewable energy and environmentally friendly businesses.

Green jobs are generally found in:

- farming;
- R&D;
- activities that contribute significantly towards maintaining of the environment;
- the sale of products and services;
- consultancy;
- energy production;



# Green Jobs – impact on the Italian jobs market

By and large, the employment scenario will be impacted in at least five ways:

- in certain cases, new jobs will be created, i.e.

- in areas requiring skills and job profiles that do not exist in any other sector;

certain jobs will be replaced, as in the transition from

- fossil fuels to renewable energy;

certain jobs (i.e. plumbers, electricians, builders) will be transformed and redefined in terms of skills, work methods, etc.;

- Nuove –”molte” – imprese individuali ( servizi, consulenza, ecc. ).

# Green Jobs...Pink Jobs?

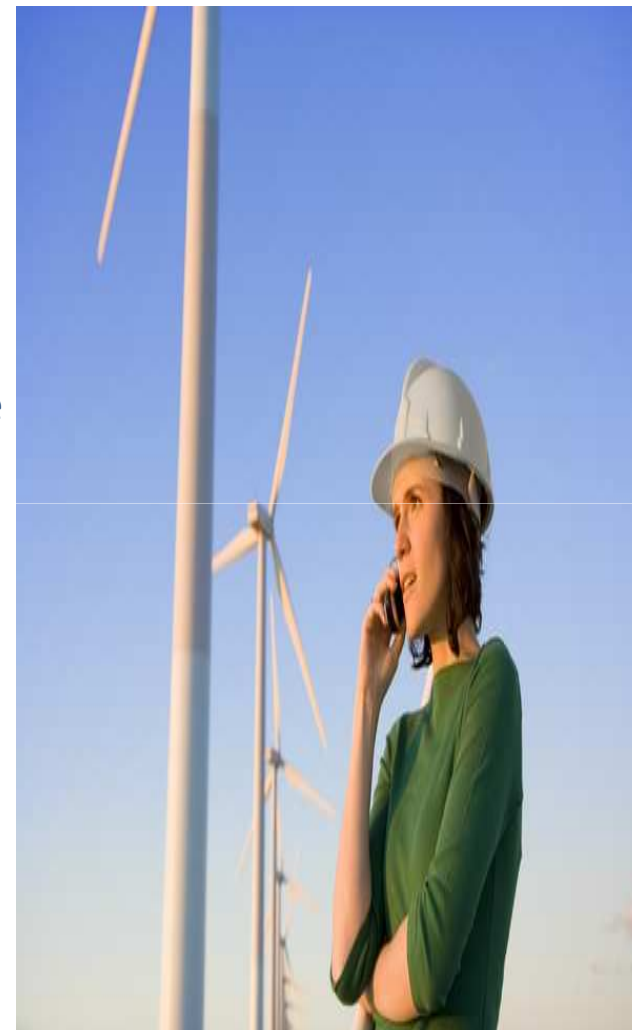
There's a lot of talk about Green Jobs, but are green jobs also **“PINK JOBS”**?

There are significantly fewer women than men employed in the renewable energy sector, in Italy as well as Europe as a whole.

It has to be said that the sector features a large numbers of engineers and technicians, careers in which women are traditionally underrepresented. However, is this the only reason for a scenario that definitely warrants some serious thought?

Aren't there green jobs that would be well, if not better suited to women?

While some green jobs are unquestionably 3D (dirty, dangerous and demanding), not all of them are physically or environmentally incompatible.





# Green Jobs...Pink Jobs?

There are jobs like:

Regulatory Expert in Renewable Energy

Turbine Component Mechanical Designer

Turbine Component Electrical Designer

General Contractor/Site Manager

Plant Commissioning Manager

Project Manager

Energy Manager

Remote Control Operator

Renewable Energy Technical Sales Representative

Photovoltaic Plant Design Expert



# Green jobs: critical factors for candidates

The question is: if this sector offers so many opportunities, why are candidates encountering so many hurdles?

Apart from the mismatch between the number of opportunities and the number of candidates (fewer of the former to satisfy the hopes of the latter), some difficulties may relate to:

- **the approach:** the traditional approach to job-seeking could be inadequate because it fails to supply the necessary information to those seeking opportunities regardless of the candidate's standing;
- **the skills:** depending on the position involved and the activity performed by the company, green jobs are sector-specific from the technical and regulatory standpoint, while private and government-run training courses are still lagging behind;

# Green jobs: critical factors for candidates

- **location and challenging working conditions:** green jobs may be located in places that are short on services and comfort, and working conditions may be physically and environmentally harsh;
- **compensation:** remuneration levels may be too low to offset the previous conditions;
- **specialised recruitment channels:** though recently on-line recruitment channels have enhanced their focus on the green jobs sector, most operators are job aggregators adding little in terms of value to the job offerings they publish.

# Green jobs: critical factors for companies

Companies are also finding it difficult to find suitable candidates due to:

- **a poor understanding of the jobs market:** regulatory, social, geographical, demographic aspects;
- **advertising:** companies operating in such a new niche sector need effective advertising to attract top-notch candidates and professionals. They therefore need to clearly indicate their business area, mission, growth/investment plans, and their positioning within the sector and thus versus their peers.
- **Classifieds/Job Title and Job Description:** there may be inconsistencies with the professions and job titles used in the country of origin. This means that classified ads often refer to job titles that are commonly used in Italy but which mean something else in other parts of the world.

# Green jobs: critical factors for companies

- **specialised recruitment channels and firms:** as in the case of candidates, companies in the green sector find it hard to find reliable dedicated recruitment channels or specialised selection firms;
- **HR department:** not all companies have a HR department, especially start-ups.

# The rules for finding a job: candidates

- study the sector
- study the companies
- read classified ads carefully
- tailor your CV accordingly
- seek work experience in related areas.

# The rules for offering a job: companies

- be flexible in laying down requirements
- respect deadlines and selection processes
- provide adequate on-going vocational and on-the-job training
- monitor compensation policies.

# The Green jobs in greatest demand

- **RENEWABLE ENERGY SYSTEM DESIGN EXPERT**  
Develops and coordinates the planning of FER fields
- **RENEWABLE ENERGY TECHNICAL SALES REPRESENTATIVE**  
Develops business opportunities in local areas
- **LEGAL AND REGULATORY TECHNICAL EXPERT**  
Analyses essential procedures and advisable investments
- **BUSINESS DEVELOPER**  
Seeks and acquires suitable land for development and at the end of the project sells the plants
- **PROJECT MANAGER**  
ensures the effective implementation of the production process within time, cost and contract specifications



# The Green jobs in greatest demand

- **SITE MANAGER**  
Supervises the building of the facility
- **ELECTRICAL MAINTENANCE ENGINEER**  
manages the maintenance of electrical components
- **MECHANICAL MAINTENANCE ENGINEER**  
manages the maintenance of mechanical components
- **INSTALLATION ENGINEER**  
manages the implementation of the facility

Gruppo GI Group Green Economy | LinkedIn - Windows Internet Explorer

http://www.linkedin.com/groups?home=&gid=3050469&trk=anet\_ug\_hm

Account Base: aggiorna Ti diamo il benvenuto, Emilio Luongo - [Aggiungi collegamenti](#) - [Impostazioni](#) - [Guida](#) - [Esci](#)

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**GI Group** **GI Group Green Economy**


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**Attività recenti** Discussioni recenti Con più commenti

 **Discussione in primo piano**  
**Il "Green Manager"**  
Da Emilio Luongo 4 giorni fa  
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 **Discussione in primo piano**  
**Benvenuti!**  
Da Emilio Luongo 6 giorni fa  
[Smetti di seguire](#) | [1 commento](#) »

 **"Siamo ormai alle soglie di una trasformazione globale, l'età dell'economia verde"**  
**Ban Ki-Moon Segretario Generale delle Nazioni Unite.**  
Da Emilio Luongo 5 giorni fa  
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### Notizie

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 **IL 15 GIUGNO È LA GIORNATA MONDIALE DEL VENTO: L'ANEV LANCIA LE INNUMEREVOLI...**

### Persone che sto seguendo (ultimi 7 giorni)

 **Costantino Deperu** ha commentato su:  
**Il "Green Manager"**  
13 ore fa • [4 commenti](#)

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In primo piano:

- Forum di discussione
- Ricerca migliorata

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Inserisci un argomento o una domanda per di

### Aggiornamenti: ultimi 7 giorni

 **Emilio Luongo** è stato promosso  
**Giuseppe Guerra**

Internet | Modalità protetta: attivata

11:58 22/05/2010

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## Green jobs & Human Resources Blog

Forum on the "green world": Green jobs, green HR policy and green talents, economics, marketing, management, jobs, industry. News, opinions, information, opportunities on the renewable energy sector

<http://greenjobshr.wordpress.com/>