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Green economy in the context of sustainable development and poverty eradication

Education for a Green Economy

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Vision

Mainstays of a green economy are education, research, innovation, as well as trainings on the transformation of companies towards a viable and sustainable way of doing business:

- Vocational training and green job qualifications are essential to reduce poverty, to promote new green jobs, and to fight (youth) unemployment
- Higher education provides the scientific qualifications of academic jobs within a green economy
- Green industries and organizational strategies in the know-how transfer with science, trade unions and NGOs support the transformation towards a green economy
- Training with leaders of global and regional players (green leadership), with leaders from business consultants (green business consulting) and with leaders of HRM (green human development) allow companies to transform towards a green economy.

Targets

Target 1: Green skills for green jobs and poverty eradication

Initial and continuing vocational training are key to establishing professional skills in a green economy, improving the employability of workers, creating new jobs in green markets, and in fighting poverty.

Target 2: Sustainable universities for a green economy

In teaching, research and practice universities provide students with qualifications to shape a green economy.

Target 3: Green economy sector training and transfer initiatives

Industry and corporate platforms (councils, groups), as well as know-how transfer in cooperation with trade unions and the civil society boost investments in green economy sectors.

Target 4: Business transformation for a green economy

Green business leadership, green business consulting and sustainable human development support global, national, and regional companies in their transformation towards a green economy

Target 1: Green skills for green jobs and poverty eradication

Target

Initial and continuing vocational training are key to establishing professional skills in a green economy, improving the employability of workers, creating new jobs in green markets, and in fighting poverty.

Tools

Tool 1: Promoting strategy and investment in green skills for green jobs.

Coordinating economic, labor, and educational strategies for a green economy. Developing green skills profiles for labor markets at global, national, and regional level. (Leadership ILO, green skills department, CEDEFOP, inter alia)

Measurability

- Annual global, regional, and national reports on green skills and green jobs
- Number of country reports and implementation plans
- Creation of new green jobs

Tool 2: Green skills response in vocational training

Promoting vocational training in green markets on the basis of the strength of the national vocational trainings system and with the help of experts from the green economy, particularly in countries with high unemployment, emerging and BRIC-countries.

Measurability

- % share of youth with basic vocational education per country
- % share of green skills in the vocational curricula (number and quality of green jobs and number of green skills integrated in jobs)

Target 2: Sustainable universities for a green economy

Target

In teaching, research and practice universities provide students with qualifications to shape a green economy.

Tools

Tool 1: University leaders for a green economy

University leaders for green economy (UL GreenEconomy) commit to establishing the green economy in teaching, research and innovation in the accreditation standards and curricula of MBA courses. Sustainable finance is particularly relevant.

Measurability

- Management of an international network for green economy universities
- Regular UNO/UNEP sustainability rankings of the ten big global players in MBA University rankings (MBA university rankings will have integrated green economy standards into their list of criteria by 2015)
- 100 university leaders and universities in green economy by 2015; 200 leaders in green economy by 2020.
- The five major global accreditation institutes have integrated the green economy into their quality standards by 2015.
- Measuring the number of sustainable BSc and Master MBA courses as well as global and national graduates per year.
- Number of global and national "Students 21" initiatives for a green economy.

Tool 2: Sustainable universities

Strategies, accreditation tools, curricula, research and operation are developed with a view to their contribution to a green economy in all academic fields relevant for sustainability (engineering, architecture, agriculture, forestry, traffic engineering, etc.)

Measurability

- Management: promoting university leaders for a sustainable future ULSF and other university initiatives at global and national level
- Number of leaders for sustainable universities ULSF at global, regional and national level
- Number of new curricula, accreditations for sustainable BSc and Master degrees at global, regional, national level
- Number of “Students 21” initiatives for sustainable development

Target 3: Green economy sector training and transfer initiatives

Target

Investment in green economy education is a component of sustainable industry policy. Science and technology transfers and corporate platforms for green industries (sustainability councils, groups) establish sustainable innovation at the heart of the economy.

Tools

Tool 1: Investment Needs Assessment Education in Economy Branches

Integration of education, vocational education and training into green economy sector programs

Measurability

- Measuring investment in education within the totality of programs for a green economy (e.g. UNEP Green Economy Investment, Annex 1)
- 20% of investment in education, research, and innovation in economy sector programs

Tool 2: Industry and corporate platforms

Establishing innovation incentives/funds „Green industrial and professional associations to strengthen green industry policies“ as well as green science and transfer platforms among sustainable universities and industry initiatives

Measurability

- Evaluation of performance agreements of green innovation incentives
- Transparency and ranking of industrial and professional associations with a green economy index by independent institutions
- Industry and corporate platforms in areas where Switzerland is leading, e.g.
 - Sustainable mobility in public transport (combined mobility management)
 - Sustainable retail trade (Coop, Migros, organic shops, fair trade shops)
 - Pollution management: waste processing and recycling

Tool 3: Economic sectors and civil society involvement

Conferences, workshops, events and round tables on environment, development, consumer, and trade union issues strengthen the partnership among global and national companies and NGOs with a view to establishing fair and green models of economy.

Measurability

- Management of events, conferences, and round tables of partnerships and platforms
- Monitoring of green economy agreements between trade unions and companies
- Monitoring and milestones evaluation of business plans and industry agreements on footprint and poverty eradication. Development of transparency standards between the corporate world and NGOs. Fight against greenwashing.

Target 4: Business transformation for a green economy

Target

Green business leadership, green business consulting and sustainable human development support global, national, and regional companies in their transformation towards a green economy.

Tools

Tool 1: Training leaders for a green economy

Training program for leaders (CEOs, board members) of global and national companies strengthen their commitment to implement plans for a green economy.

Measurability

- Monitoring and reporting on training programs and participants among global and national “leaders for a green economy” (global and country reports)

Tool 2: Training green business consultants

National and international business consultants receive trainings on green economy change and transformation projects

Measurability

- Green UNO/UNEP ranking of the ten big global players in business consulting and of the ten biggest associations of business consultants
- Professional development, standards, and trainings programs for a green economy for national and international consultants (particularly at the level of principals, senior consultants, and consultants).

Tool 3: Training green human development in business

HR consultants on international and national level are supported with training programs for change and transformation processes towards a green economy.

Measurability

- Green UNO/UNEP economy ranking of the ten big global players in HR management and of the ten biggest associations of HR management.
- Professional development, standards and training programs for a green economy in national and international HR management.