

Arab Youth Toolkits: Action Steps For a Green Economy - Green Skills



Table Of Contents:

INTRODUCTION

Whether you have just graduated from high school or university, are considering, or are already pursuing higher education, or have just entered the workforce and you would like some tips on how you can improve your employability, unlock opportunities, and future-proof your career, keep reading.

This toolkit will focus on different methods of obtaining green skills - don't worry, going back to school is not the only avenue you can take. Furthermore, to cater to the profile of Arab youth, it will address some of the unique attributes of the Arab World in regards to green skills. The Arab nations and their populations are young, eager, proactive, and are uniquely positioned to benefit from a thriving green economy. At the same time, many Arab nations are currently saddled with one of the highest unemployment rates and the conventional economy seems unable to absorb the influx of young talent. Applying green skills at scale could be the panacea leaders are looking for to unleash the region's creativity and economic potential.

However, before diving into this, we will first explore **what green skills are** and **what purpose they serve**, **why they matter**, **where they exist or are growing**, and finally - **if we've convinced you that they're worth your time** (hint: they really are) - offer some tips on how you can obtain them.

Perhaps you have heard of a green economy, or a circular economy. It makes sense to start our discussion here, not only because it is the origin of these so-called "green skills", but because it will help ground your understanding of their importance and usefulness and think creatively about what they are. Lastly, we'll have the chance to introduce some relevant jargon along the way.

GREEN ECONOMY: AN ECONOMY THAT OPERATES SAFELY WITHIN PLANETARY ENVIRONMENTAL BOUNDARIES, NOTABLY WITH REGARDS TO A STABLE CLIMATE AND HEALTHY ECOSYSTEM BIODIVERSITY¹



WHY SHOULD WE "GREEN" OUR ECONOMY?

TACKLING CLIMATE CHANGE REQUIRES A TRANSITION TOWARDS A GREEN ECONOMY

Human influence and behavior are leading drivers of climate change. The economic framework which has ruled global development and growth over the last few centuries has caused extensive damage to our natural world, including resource scarcities, exorbitant waste, worsened inequalities, and more fragile ecosystems. Conversely, how we as a society produce and consume has proven to be inefficient and unsustainable for our long-term prosperity. The well-known effects of climate change, such as extreme weather, rising sea levels, and warming temperatures, create enormous, short-term economic hardships, which damage property and infrastructure, lower productivity, hurt crop yields, and reduce tourism. Local businesses as well as global supply chains are all at risk.

As we continue to push Earth beyond its ecological limits, the threat of irreversible damage to our planet increasingly becomes a reality, and that comes with a steep bill. The good news is that citizens, businesses, and legislators are rapidly buying-in to a global transformation in our economy: one that is resource efficient, low-carbon, and socially inclusive. This is a green economy.

In a green economy, growth in employment and income is driven by investments that enhance energy and resource efficiency, lower emissions and pollution, and prevent ecological degradation. This alternative approach can deliver growth that is sustainable, balanced, and strong. What will help drive this paradigm shift? Innovation across every sector in our economy. These are also the main pillars of the United Nations Sustainable Development Goals, an ambitious set of goals and targets that all nations must strive to achieve by 2030.

Further reading:

AN INFLECTION POINT TO BE CAPITALIZED ON

For the Arab world, the green economy is as much a matter of survival as it is an opportunity for future employment. Many of the region's key urban centers – such as Cairo, Amman, Dubai, and Baghdad – are wrestling with fragile natural surroundings, ranging from drying rivers to hotter summer temperatures, which seriously threaten their long-term livability. Not all Arab countries are deserts of course; Oman's verdant southern coast, Lebanon's forests, and Algeria's ski resorts are all at risk as well. One of the most effective ways to improve the regional situation is by applying the skills for a green economy.

The green transition is not a new concept (ancient Egypt and Iraq in particular thrived through their harmonious engineering of the local environment), but in our modern economy, it has gained relevance and strong momentum. COVID-19 catalyzed a historic re-evaluation and transformation in how, why, and where people work. Many people are acquiring new skills and rethinking their career paths. You may have noticed that more and more people are now working remotely, and having this flexibility is increasingly becoming the new normal. This is just one example of the monumental changes taking place in the global economy.

Green transition: The process of evolution towards a green economy to support the global sustainability agenda, including the United Nations SDGs, Paris Agreement, which aims to hold the global average temperature increase to well-below 2°C above pre-industrial levels, and the Net Zero by 2050 Coalition which strives to eliminate global greenhouse gas emissions. This entails limiting emissions in every sector and includes structural transformation across value chains.

While some companies still engage in green-washing (make false or misleading claims that they are environmentally conscious), more and more are taking sustainability seriously and genuinely committing to greening themselves. Business leaders are actively addressing the sustainability of their activities and overhauling their operations and business models. Consider the example of employees increasingly working remotely. Why have employers accepted this when a few years ago, only a fraction of offices would allow employees to come in to the office three times a week? Sure, demands for flexibility from employees supported this decision, but it was mostly driven when employers noticed savings in energy, time saved from commuting, and a more mentally healthy workforce – that means increased productivity². Think, if your organization operates fully remotely, you do not need to rent an office space (or heat, light, equip, and clean it), and if some conferences can be held online, you can avoid buying a costly plane ticket (and avoid considerable emissions)!

In Arab countries that struggle to provide jobs outside of their key commercial cities, these flexible working arrangements could lead to a much-needed redistribution of wealth to smaller communities. This creates a harmonious cycle of stabilizing local populations, which stabilizes local businesses, which then allows for new and sustainable growth.

The idea that environmentally-minded organizations are set up for long-term success is being reflected as CEOs urgently embrace sustainability at the core of their organizations and prioritize it in their agendas. Beyond "greening" their products and services, they are also greening the way their organizations function internally. Why? Transformational sustainability has tangible benefits including financial savings, increased operational efficiency, and new market opportunities.

These are not small, negligible economic yields we are describing. We are speaking of **trillions of dollars**³ in **new wealth creation** over the coming decades, as every facet of our society transitions to a **green economy** while simultaneously dealing with the arrival of billions of new humans and urbanites. Our global population is expected to swell from 8 billion today to 11 billion later this century, and at the same time, the percentage of those living in cities is expected to jump from 50% to 75% (it's already higher in Arab countries). These figures show the need for the creation of employment opportunities in the sustainable future that the world is headed towards, making the market opportunities for green skills immense!

HUMAN CAPITAL IS KEY, AKA, WE NEED YOU!

HIGH DEMAND, LOW SUPPLY.

As the public and private sectors get on board the green economy, turning aspirations into action has been easier said than done. Big shifts are occurring in the economy, and jobs have become a critical part of the discussion. After all, a green business and generally, a green economy, can't function without green jobs. The International Labor Organization (ILO) estimates that by 2030, the green economy could create 24 million jobs worldwide⁴! These millions of new jobs will need to be filled by newly trained people. Like with any job, certain skills will be more valuable as time moves forward. So, as we see the number of green jobs increase, the demand for workers with so-called green skills grows as well.

Green jobs: Employment opportunities that contribute to preserving or restoring the environment, be they in traditional sectors such as manufacturing and construction, or in newly emerging green sectors such as renewable energy and energy efficiency (International Labor Organization⁵).

Green skills: Skills needed to adapt products, services, and processes to climate change and the related environmental requirements and regulations (OECD⁶).

Now, this isn't all speculation; the shift of hiring for green jobs started years ago. According to LinkedIn's Global Green Skills Report 2022⁷, since 2017, the demand for green talent has steadily increased as governments and companies began stepping up their commitments to achieve climate targets and sustainability goals. In 2019, the green hiring rate surpassed the overall hiring rate in most economies around the world, meaning, green workers were hired at a higher rate than non-green workers.

Currently, the **demand for green talent** is so great that it is **outpacing supply**, and a **worrying skills mismatch has been observed**. Skills mismatch is a discrepancy between the skills that employers want, and the skills individuals have, meaning, jobs aren't filled while people are not hired. For example, as companies strive to become more efficient and agile, many are undergoing digitalization. However, there is a lack of digital skills in the workforce, and as jobs have transformed to become more technology-oriented, people who cannot adapt to new processes and responsibilities risk being left behind. A digital skills imbalance is especially relevant to Arab nations as digital development is becoming more and more critical to the region's economy but there aren't enough workers to see through this transition⁸.

Every Arab citizen deserves access to state-of-the-art digital and environmentally sustainable public services, but currently, the skills required to do so are concentrated in the region's economic hubs. For the thousands of additional municipalities lacking top-of-the-line universities and corporate employers, unconventional or non-formal education channels will be necessary to bring green skills to the excluded masses.

In the absence of upskilling and reskilling workers, this mismatch will only compound; by 2025, workers who want to stay in their roles will need to change 40% of their core skills⁹.

Unfortunately, integrating readiness for the green transition has not yet been taken up by general education. Nevertheless, green skills development has been identified by countless organizations as a priority for workforce training over the next decade.



HUMAN CAPITAL IS KEY, AKA, WE NEED YOU!

WHAT DOES THAT MEAN FOR YOU?

1 The need for green skills is on the rise, and regardless of where you are in your professional life, accumulating them will set you up for success by:

-  Differentiating you as a candidate
-  Increasing your chances of employability
-  Opening doors to new career paths
-  Allowing you to be more flexible and mobile across jobs

2 The green transition will create new jobs, significantly transform some, but also replace or fully eliminate others as technology and processes evolve. Being proactive and taking ownership of your skill set by continually seeking formal or non-formal education opportunities will help you remain competitive in a changing job market.

To help you identify the jobs you'd like to maintain a competitive edge over and to help future-proof your career, the next section will explore the many sectors in which green jobs are available, along with the appropriate green skills that may be worth your investment to excel in those fields.

FIVE TRENDS SHAPING THE GREEN ECONOMY, ACCORDING TO LINKEDIN™:

-  Demand for green talent will soon outpace supply.
-  Hiring of green talent is accelerating faster than overall hiring.
-  There's currently a good balance in the green skills that are needed.
-  The fastest growing green skills are both mainstream and emerging.
-  The volume of workers moving into green and greening jobs is too low.



WHERE TO LOOK FOR GREEN JOBS AND APPLY GREEN SKILLS

WHAT'S AVAILABLE

GREEN JOBS

When thinking of green jobs, STEM-related roles such as climate scientists and green engineers may come to mind. While these occupations are certainly crucial for fighting climate change and are being demanded in the job market, green jobs span across all disciplines and sectors of the economy, with many more still emerging.

There isn't one "green industry", from renewable energy to fashion, from IT to construction, employers are increasingly expecting employees to be able to contribute towards sustainability within their jobs. So, if there is a job that you imagine can be done more efficiently (yet fairly) while using less resources and energy, you're on the right track, thinking about how a process today can be done more sustainably tomorrow.

GREEN JOBS HELP:

- 1 Improve energy and raw materials efficiency
- 2 Limit greenhouse gas (GHG) emissions
- 3 Minimize waste and pollution
- 4 Protect and restore ecosystems
- 5 Support adaptation to the effects of climate change

Some sectors, especially those that are resource intensive or highly polluting have been an early priority for systems transformation, for example, phasing out fossil fuel use in the energy and automotive industries. According to the New Climate Economy Report 2018¹¹, five key economic systems which present opportunities for transformation include energy, cities, food and land use, water, and industry. These are examples of broad systems which are actively decarbonizing and continuously looking for new ways to become efficient. Countless low, mid, and high-level green jobs are well established and continue to grow across these industries. Yet, there are many more sectors with green jobs available outside of the mainstream, such as goods and services, legislation, and communication.

GREEN JOBS LEAD TO:

- 1 Reducing consumption of energy and raw materials
- 2 Enabling enterprises and communities to adapt to climate change
- 3 Achieving economic growth while fulfilling our needs

INDUSTRIES WHERE YOU CAN FIND GREEN JOBS:

-  Agriculture
-  Education
-  Construction and Architecture
-  Energy
-  Fashion
-  Finance
-  Fisheries
-  Food and Catering
-  Forestry
-  Hospitality and Tourism
-  Manufacturing
-  Music and Entertainment
-  Politics
-  Recycling
-  Transportation

As previously mentioned, some jobs won't undergo a transformation or be re-positioned with green skills, and instead will eventually be eliminated within a green economy. This brings us to an important question: Can every job be green? No, jobs that are inherently tied to polluting and environmentally harmful activities, such as those involved in the production of fossil fuels, cannot be completely green. Still, many existing jobs can be made "greener" by applying green skills. This is especially important in the oil and gas sector, which is working hard to lower its emissions. After all, fossil fuels cannot be phased out overnight and for the time being, will play a role in ensuring energy security. Given a complete transition to renewable energy will likely take a few decades, it is necessary to find less pollution-intensive ways to extract hydrocarbons in the meantime. Especially in the Arab World many opportunities and job vacancies already exist which focus on decarbonizing this sector.

Further reading (paid course) on the emerging green jobs market and tips on customizing a strategy to effectively land a greener role, regardless of where you are in your career.

WHERE TO LOOK FOR GREEN JOBS AND APPLY GREEN SKILLS

WHAT'S AVAILABLE

GREEN SKILLS

Not all green skills are the same, in the sense that some are very broad, others more specific, some more or less technical, some job-oriented others more transversal. The first green skill everyone should develop, however, is living sustainably. If you integrate sustainability into your day-to-day activities, these attitudes and habits will quickly translate from your home to your workplace. Indeed, simply adopting a sustainable mindset is the quickest and most cost-efficient step you can take to get the ball rolling on developing your green skills. Try the following brainstorming exercises:

- 1 What choices do you make affect the environment?
- 2 What choices can you make to support sustainable and environmentally conscious trade?
- 3 What can you do to reduce the need for unsustainable and wasteful packaging?
- 4 What can you reuse from the things you already have?
- 5 What other alternatives are there to buying something new?
- 6 How can you change your transport methods to more environmentally-friendly options?
- 7 How can you reduce your electricity consumption?
- 8 How can you reduce your water consumption?
- 9 Can you choose local craftsmen or suppliers to help reduce the carbon footprint of goods and services you buy or use?
- 10 Can you use local, organic or sustainably-certified (those which pass a series of sustainability-linked conditions) items?

You can also check out the first toolkit developed as part of this series that focuses on sustainable consumerism that provides you with practical tips and recommendations to integrate sustainability into your lifestyle.

We recommend that, unless you can identify an exact green skill gap you'd like to fill, or an exact job you'd like to prepare for, don't start building an overly-specific skill set. As you will see in our non-exhaustive "green skills bank", there are countless valuable green skills that will help you participate in, and even lead, the leaning and greening of many sectors.

GREEN SKILLS BANK - Here are some of the most common and relevant green skills with a growing demand in the market;

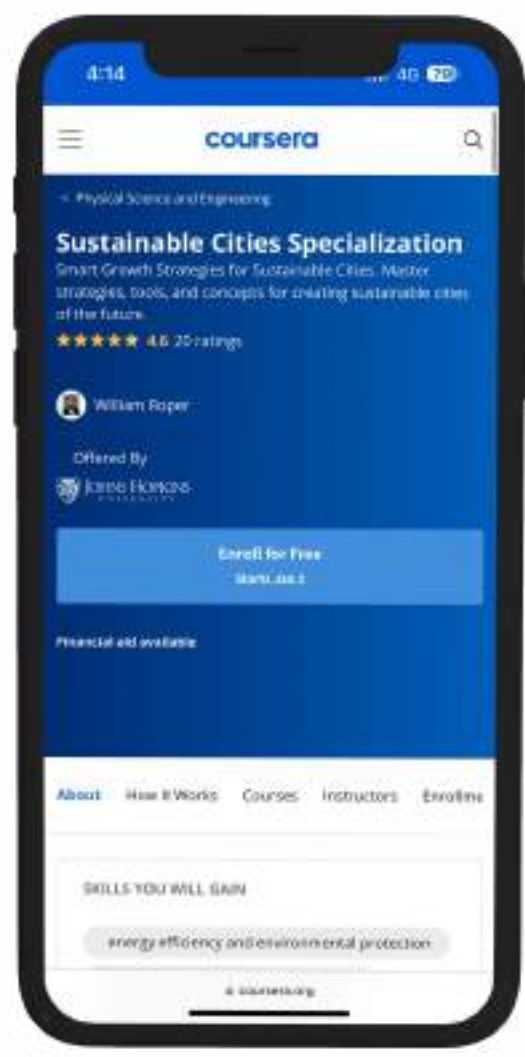
 <p>Adaptability and Transferability to apply new technologies and processes to green a job</p>	 <p>Consulting Skills to advise clients on green solutions</p>
 <p>Strategy and Leadership to set the right goals and incentives for cleaner goods and services</p>	 <p>Legal Skills to be aware of environmental regulatory compliance</p>
 <p>Environmental Awareness and Willingness to Learn to learn about sustainability</p>	 <p>Digital Skills to comfortably use technology</p>
 <p>Coordination, Management and Business Skills to collect best practices across fields and facilitate holistic and sustainable approaches</p>	 <p>Networking and Language Skills to participate in global markets unlocked by the green economy</p>
 <p>Systems and Risk Analysis to understand, guide, and benchmark sustainable change</p>	 <p>Design Thinking to tackle new and unknown climate challenges in a non-linear way</p>
 <p>Entrepreneurial Skills to imagine and create new green businesses</p>	 <p>Creativity to use the green transition to think outside of the box</p>
 <p>Innovation Skills to create new strategies in response to green challenges</p>	 <p>Resilience to stay strong through a changing economy and bounce back from setbacks</p>
 <p>Communication and Negotiation Skills to mediate differing environmental interests among stakeholders</p>	 <p>Empathy to help you understand, inspire, and lead others through a period of technological and cultural change catalyzed by climate change</p>
 <p>Marketing Skills to promote greener goods and services</p>	 <p>Positive Attitudes to equip you to deal with stressful situations inherent to transformational change</p>
 <p>Finance Skills to wisely invest client's (or your own!) money in renewable energies and other green assets</p>	 <p>Teamwork to find better outcomes for the green transition through collaboration</p>






WHERE TO LOOK FOR GREEN JOBS AND APPLY GREEN SKILLS

WHAT'S AVAILABLE

GREEN SKILLS

Of course, in your quest for green skills and jobs you may choose to dive into a new industry and completely shake up your career path, but if you don't that's ok too! There is certainly room to have just as much impact in your current occupation. Using our green skills bank, **have a look at a few examples of how you can apply them to jobs you may already have**, followed by a link to a relevant course.



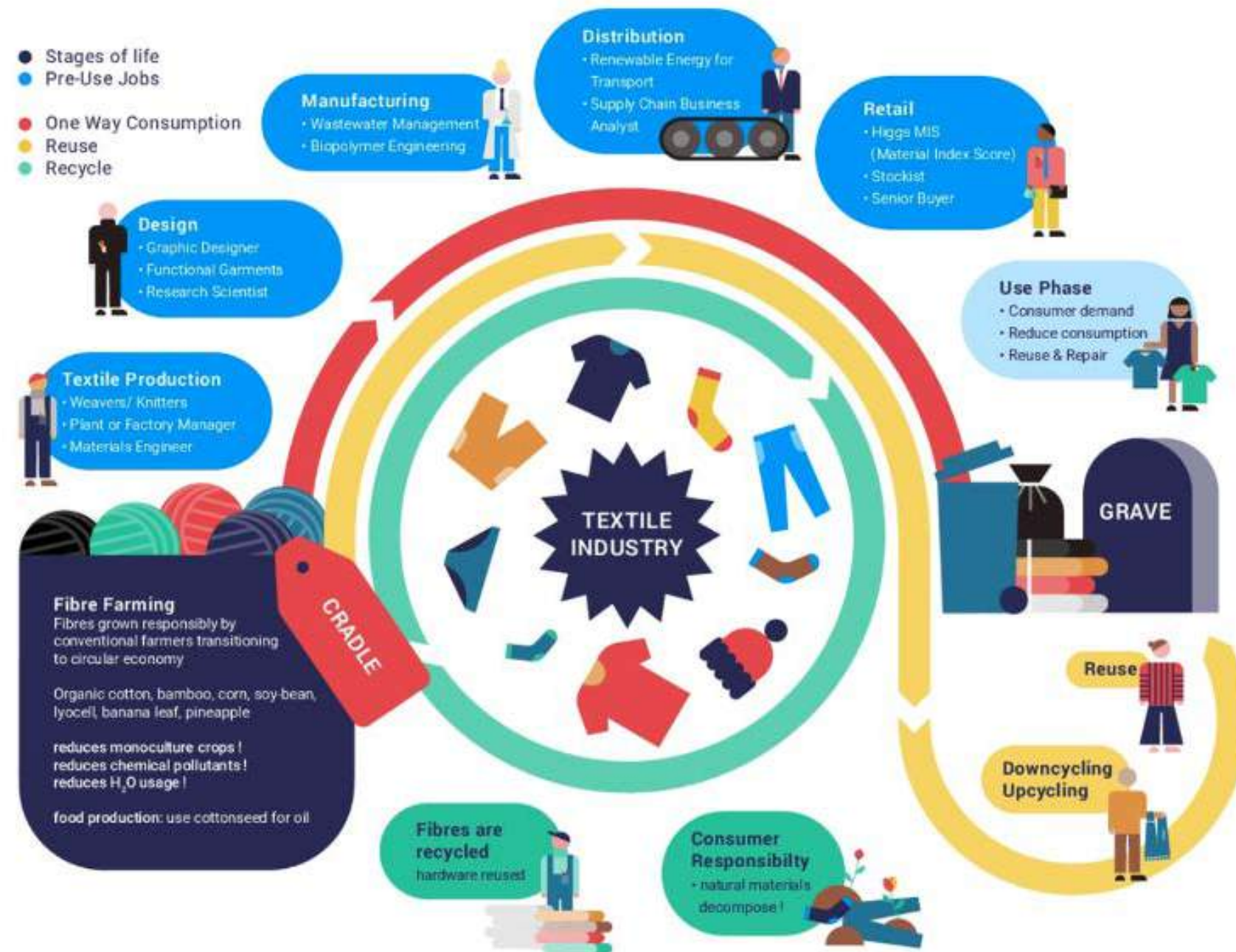
<p>If you work in</p> <p>Relevant Course</p> <p>Link</p>	 <p>Fashion Sales Retail Management</p> <p>Use empathy to inspire your company to embody a green and less wasteful identity from production to point of purchase.</p>  <p>Then use marketing skills to show customers the value of your green brand.</p> <p>FIT</p> <p>FIT, "Branding ESG for advancing a circular economy & sustainable fashion" (paid)</p> <p>https://www.fitnyc.edu/academics/academic-divisions/ccps/noncredit/sustainable-branding.php</p>
<p>If you work in</p> <p>Relevant Course</p> <p>Link</p>	 <p>Architecture Transportation City Planning</p> <p>Use environmental awareness and legal skills to build greener, safer, and healthier city systems. Get ahead on regulatory compliance.</p> <p>coursera</p> <p>JOHNS HOPKINS UNIVERSITY</p> <p>John Hopkins x Coursera, "Sustainable cities specialization" (paid)</p> <p>https://www.coursera.org/specializations/sustainablecities#course</p>
<p>If you work in</p> <p>Relevant Course</p> <p>Link</p>	 <p>Education</p> <p>Use creativity to teach and incentivize citizens to live and work sustainably so that awareness leads to action. The importance of this can't be underestimated!</p> <p>Rhodes University x UNESCO, "Sustainability starts with teachers: (free)</p> <p>https://course.sustainabilityteachers.org/</p> <p>RHODES UNIVERSITY</p> <p>UNESCO</p>
<p>If you are a</p> <p>Relevant Course</p> <p>Link</p>	 <p>Consultant Business Owner</p> <p>Use systems and risk analysis skills to re-evaluate your strategic roadmap, Key Performance Indicators (KPIs), and green your business (or your clients') effectively. Also, explain to stakeholders why it's a good idea.</p> <p>University of Oxford x Saïd Business School, "Oxford leading sustainable corporations programme" (paid)</p> <p>https://www.sbs.ox.ac.uk/programmes/executive-education/online-programmes/oxford-leading-sustainable-corporations-programme</p> <p>UNIVERSITY OF OXFORD</p> <p>Saïd Business School</p>

WHERE TO LOOK FOR GREEN JOBS AND APPLY GREEN SKILLS

ZOOM IN: A CASE STUDY ON GREENING THE FASHION INDUSTRY

Sustainable fashion was one of the fastest growing green skills globally in 2016–2020. In response to growing conscious consumerism, upcycling and sustainable fashion trends, and to save costs across products' life-cycles, fashion designers, stylists, and merchandisers are continuously applying sustainable fashion skills. Beyond these core fashion jobs, workers possessing sustainable fashion skills can enter industries such as media and communications, design, manufacturing, retail, corporate, and IT. Also needed are scientists and engineers to design new materials and build the factories where garments are produced.¹²

A CASE STUDY



WHERE TO LOOK FOR GREEN JOBS AND APPLY GREEN SKILLS

BUT WHERE IS THE DEMAND? TRENDS BY LINKEDIN

You may be wondering, what jobs are growing fastest? What skills are most sought after by employees?

Detailed trends in green jobs and green skills have been collected and analyzed by LinkedIn, the world's largest online professional networking and career development platform.

GLOBAL TRENDS

1. Top green skills being demanded by employers and being added to employee profiles¹³:

Skill Name	Green Skill Category	Share of job postings requiring the skill (out of job postings requiring any green skill)
Sustainability	Sustainable Development	27.6%
Remediation	Environmental Remediation	8.8%
Occupational Safety and Health Advisor (ODHA)	Environmental Policy	8.6%
Climate	Ecosystem Management	5.6%
Renewable Energy	Renewable Energy Generation	5.4%
Environmental Awareness	Ecosystem Management	4.9%
Environment, Health and Safety (EHS)	Environmental Auditing	3.7%
Solar Energy	Renewable Energy Generation	2.6%
Corporate Social Responsibility	Environmental Policy	2.5%
Recycling	Environmental Remediation	2.1%

Table 1: Top in-demand green skills required by employers(2021)

Skill Name	Green Skill Category	Share of members who added the skill (out of members adding any skill)
Sustainability	Sustainable Development	12.6%
Environmental Awareness	Ecosystem Management	10.0%
Renewable Energy	Renewable Energy Generation	9.2%
Environment, Health and Safety (EHS)	Environmental Auditing	5.9%
Sustainable Development	Sustainable Development	5.3%
Sustainable Design	Pollution Prevention	5.1%
Environment Science	Sustainability Research	4.7%
ISO 14001	Environmental Policy	4.2%
Environmental Management Systems	Environmental Auditing	4.1%
Corporate Social Responsibility	Environmental Policy	4.1%

Table 2: Top green skills added by members (2021)

What does this tell us?

The fastest-growing green skills are in Ecosystem Management, Environmental Policy, and Pollution Prevention. However, most green skills are being used in jobs that aren't traditionally considered green, such as fleet managers, data scientists, or health workers.

This is unsurprising as green jobs are spanning beyond obvious sustainability-focused roles. According to the UN Environmental Programme¹⁴, "greening" existing occupations is what is mostly required by the green economy. So, how people perform all sorts of jobs that may not traditionally be considered "green" matters. Furthermore, possessing the green skills to rethink and improve a given role's activities will set you apart as a candidate.

Green Jobs: Jobs that cannot be performed without green skills.

Greening jobs: Jobs that can be performed without green skills, but typically require some green skills¹⁵.

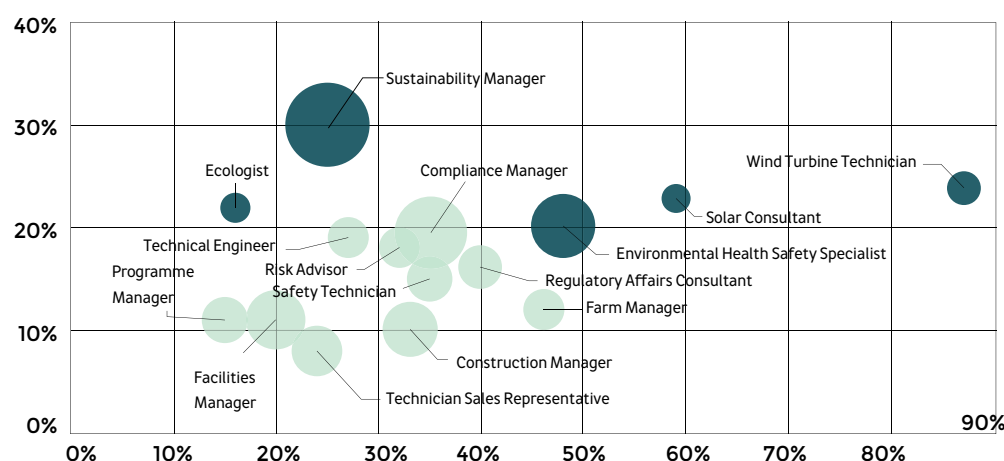
WHERE TO LOOK FOR GREEN JOBS AND APPLY GREEN SKILLS

2. Fastest growing green and greening jobs

What does this tell us?

According to the above data, the fastest growing green jobs annually from 2016-2021 were Sustainability Manager, Wind Turbine Technician, and Solar Consultant. However, the fastest growing "greening" jobs include broader roles like Compliance Manager, Facilities Manager, and Technical Sales Representative, meaning, overspecialization in green skills is not necessary to be competitive for a green job.

Chart 2: Fastest-growing green and greening jobs globally



Short-term: Job Growth (2020-2021)

Source: LinkedIn¹⁶

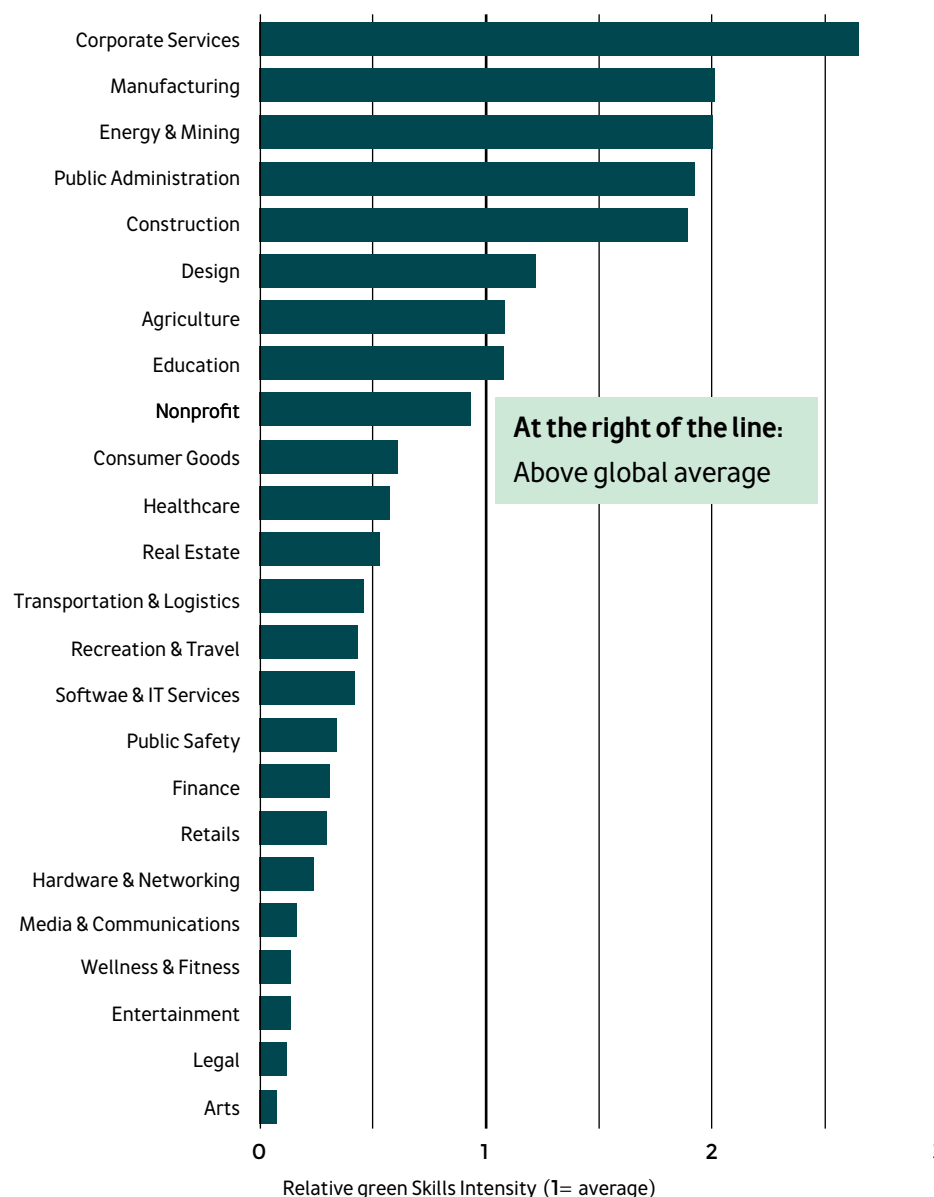
Bubble size indicates share of countries in the sample where the job was among the fastest-growing in 2021-2016. Smallest: %5; Largest: %50. Bubble shade indicates type of job. Dark: Green job; Light: Greening job.

3. Green skills intensity by sector

To better anticipate which jobs will require the widest "green skill set", it is helpful to look at the green skills intensity of an occupation.

Green skills intensity: A way to quantify the extent to which different countries, sectors, and jobs use these skills. For example, if a job lists 5 green skills out of 20 skills, its green skills intensity is 25%¹⁷.

Chart 3: Relative green skill intensity by sector Source: LinkedIn¹⁸



At the right of the line: Above global average

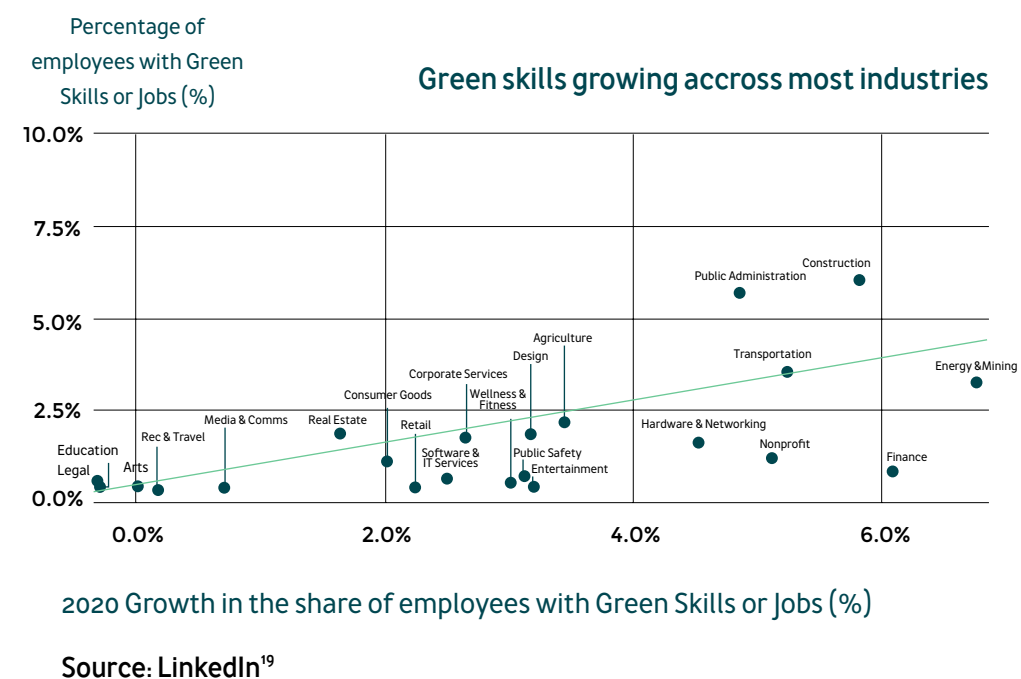
What does this tell us?

Corporate services, manufacturing, energy and mining, public administration, and construction are the sectors that score highest in the number of green skills used. However, green skills are clearly present across the board, supporting the notion that green skills are expected in a wide variety of sectors.

4. Jobs increasingly require green skills across all industries

What does this tell us?

Far beyond the "top five" hottest green jobs, green skills remain relevant for the majority of industries. Notice how finance, health care, and public administration - far from stereotypically "sustainability-oriented" sectors - are leading the game.



2020 Growth in the share of employees with Green Skills or Jobs (%)

Source: LinkedIn¹⁹

WHERE TO LOOK FOR GREEN JOBS AND APPLY GREEN SKILLS

ARAB WORLD TRENDS

Greening sectors and green skills development has assumed greater importance around the world, and the Arab World is no exception.

SMEs:

Small and medium-sized enterprises (SMEs), which are a cornerstone of Arab economies and account for most of the production and employment across the Middle East, are playing a significant role in **spearheading the transition to a green economy**. Across industries, SMEs are operating in eco-design, green architecture, renewable energy, energy efficiency, and sustainability. Some initiatives in the region are taking to bolster the green SME sector and they include Abu Dhabi's Masdar Free Zone, which aims at providing SMEs and startups with the inspiration, tools, and opportunities to develop, and Qatar's Science and Technology Park (QSTP), with the initiative to promote green growth by focusing on areas of energy, environment, health sciences, and information and communication technologies²⁰.

Green Buildings:

Promoting energy efficiency and security has catalyzed the greening of the region's buildings industry, which has been proactively implementing eco-friendly architecture and sustainable construction practices in recent years. The number of Leadership in Energy and Environmental Design (LEED)-registered buildings in the region have increased over four-fold from 2010 to 2020 as green building design has emerged as a top priority in the Middle East. Similar to LEED, the Pearl Rating System specific to Abu Dhabi has levels of certification, ranging from one to five pearls. For all new development projects within the emirate of Abu Dhabi, a minimum certification of one pearl is required (two pearls for government buildings²¹).

Do you know some of the following prominent green buildings?

- The Sheikh Zayed Desert Learning Center (Al Ain)
- Masdar Institute of Science and Technology (Masdar City, Abu Dhabi)
- Climate Change Initiative Building (Dubai)
- Qatar National Convention Centre (Doha)
- King Abdullah University of Science and Technology (Jeddah)
- World Trade Center (Bahrain)



The Sheikh Zayed Desert Learning Center (Al Ain)



Qatar National Convention Centre (Doha)

Citizen-based initiatives that apply innovative green thinking and skills:

Yalla Let's Bike (Syria)²²

In 2013, Sarah Zein started biking to avoid traffic in Syria's capital Damascus. However, she was frequently met with harassment from bystanders. This led her to co-found Yalla Let's Bike, which aims to defy traditional gender roles, combat overcrowded streets, and promote cycling as an eco-friendly and healthy way to get around. More than 4,000 women and girls have participated in Yalla Let's Bike cycling events, helping to overcome the stigma of women cycling. The result? A greener city and growing bike sales, according to bike shop owners in Damascus, bike sales have risen more than 60% with women and girls making up 40% of bike sale in recent years.

The Takeway

The public and private sector, as well as civil society, are taking tangible steps towards enabling the green transition in the Arab world. More often than not, **sustainable initiatives** are closely tied to **social initiatives, and beyond doing good for the planet, they help empower marginalized communities**. Be sure to keep a look out for opportunities to get involved in and get inspired from projects that you may one day recreate.



WHERE TO LOOK FOR GREEN JOBS AND APPLY GREEN SKILLS

ARAB WORLD TRENDS

Green Skills Report, Arab country scans

1. UAE










Sector	Argentina	Australia	Brazil	Canada	Chile	Colombia	France	Germany	Greece	India	Indonesia	Italy	Mexico	Netherlands	Peru	Portugal	Saudi Arabia	South Africa	Spain	Sweden	Switzerland	Turkey	United Arab Emirates	United Kingdom	United States
Arts																									
Construction																									
Consumer Goods																									
Corporate Services																									
Design																									
Education																									
Energy & Mining																									
Entertainment																									
Finance																									
Hardware/Networking																									
Healthcare																									
Legal																									
Manufacturing																									
Media & Comms																									
Nonprofit																									
Public Admin																									
Public Safety																									
Real Estate																									
Recreation & Travel																									
Retail																									
Software & IT Services																									
Transp. & Logistics																									
Wellness & Fitness																									

Green Skill Intensity: ■ Above global average ■ Below global average

Chart 8: Top 25 countries with the higher number of sectors with green skills (2021) Source: LinkedIn²³

According to LinkedIn’s data, the UAE is in the top 25 countries with the highest number of sectors demanding green skills in 2021. This means that compared to other countries, sectors across the UAE on average prioritize employees with green skills more.

Referencing the chart 8, the sectors in which the UAE is above the global average in green skills demand include:

-  Construction
-  Design
-  Energy & Mining
-  Finance
-  Hardware / Networking
-  Healthcare
-  Public Safety
-  Recreation and Travel
-  Software and IT Services

but lower than the global average in the following sectors, suggesting less saturation and potentially more room for innovating how green skills can be applied.

-  Agriculture
-  Consumer Goods
-  Corporate Services
-  Education
-  Manufacturing
-  Nonprofit
-  Public Admin
-  Real Estate
-  Retail
-  Transportation and Logistics

Source: LinkedIn²⁴

Reports on the most in-demand jobs in the UAE in 2022 have shown that, as the job market rebounded to pre-pandemic levels and demand for workers increased, **skilled job seekers** have been especially sought after to **fill these positions**. A new wave of hiring and a notion to build back better – that is, more sustainably – has resulted in a review of the core skills required to make companies more efficient, agile, and indeed, green. Certain sectors are leading in hiring demand, and across the board, candidates who possess a robust mix of technical and soft skills are the most sought-after²⁵.



WHERE TO LOOK FOR GREEN JOBS AND APPLY GREEN SKILLS

Green Skills Report, Arab country scans

1. UAE (Cont'd)

THE MOST IN-DEMAND SKILLS ARE:

1

Technical capabilities (e.g. digital literacy, technology design, and programming)

2

Critical thinking and analysis, design thinking, and innovation

3

Good communication skills in both English and Arabic

4

Being a team player, having good leadership skills, and the ability to work under pressure

THE MOST IN-DEMAND JOBS ARE IN:

1

Technology:

As companies in the UAE rapidly undergo digitalization, the shortage of skilled talent in this space is a growing problem.

3

Retail:

As businesses simultaneously move online and open brick-and-mortar stores, finding structures that maintain a balance between the online and offline world is critical.

5

Oil and Gas:

The sector's focus on reducing emissions has resulted in many companies investing in new technology to heighten productivity. Yet, employers are facing challenges finding fresh talent with wide ranges of skills and backgrounds that can help their companies differentiate themselves as new strategies and innovations emerge.

2

Healthcare and life sciences:

The pandemic caused a sharp increase in demand for medical roles and healthcare organizations are re-thinking operations to be better prepared and more agile.

4

Human Resources:

There is a big emphasis on creating an engaged workforce across new models of work and ensuring employee well-being.

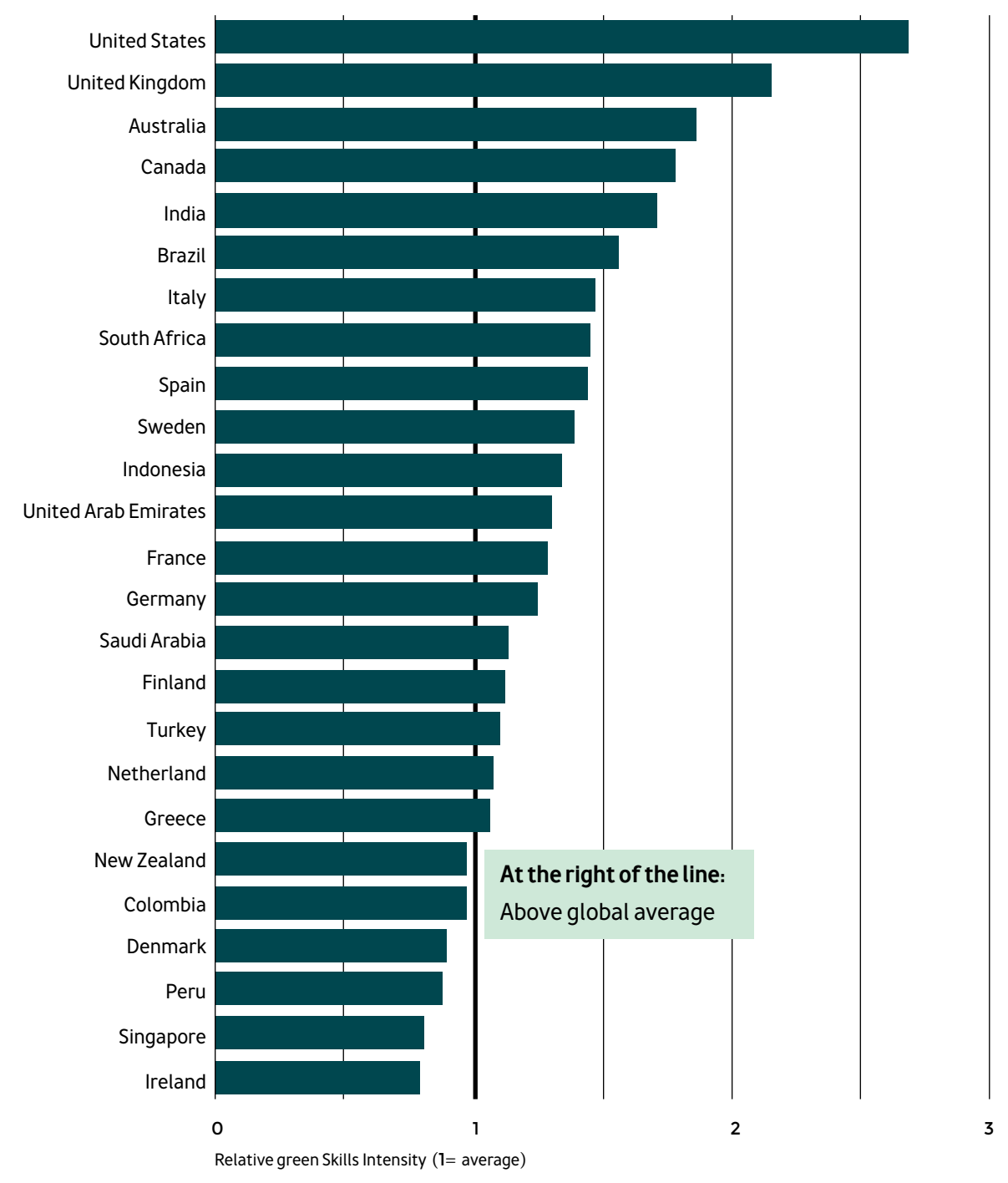


WHERE TO LOOK FOR GREEN JOBS AND APPLY GREEN SKILLS

Green Skills Report, Arab country scans

2. Saudi Arabia

Chart 9: Relative green skill intensity by Country (Top 25)



Saudi Arabia scores above the global average in green skills intensity²⁶.

What does this tells us?

The average job in Saudi Arabia uses more green skills than the average job globally, making it all the more advantageous to learn green skills ...



WHAT ARE DIFFERENT PATHS TO DEVELOPING GREEN SKILLS FOR MYSELF?

SHOULD I GO BACK TO SCHOOL?

If you are able and willing to go back to school, it would certainly be a great way to boost your credibility, grant you access to the latest knowledge, and make you a more competitive candidate.

- 1 While the share of green talent has grown among workers at all levels of education, globally, the rate of upskilling is faster among those with a bachelor's degree or higher²⁷.
- 2 If there are financial concerns, see if scholarships are available by green government initiatives or nonprofits in your home country. You can also check if an employer would be willing to fund your continued education as it would add greater value to your contributions as their future employee.
- 3 To lessen the time and cost burden of going back to school, consider first completing online accredited courses or a certificate in sustainability (just check that they will be acknowledged by the schools you plan to apply to), or go back to school part-time while working.

OTHER CHANNELS TO DEVELOP GREEN SKILLS

1 See if there are **training opportunities at your workplace**. If not, consider starting a conversation with your HR department about how it would benefit your company.

2 Consider a **different job at a larger company** with resources such as access to continued education platform, more room to grow and an opportunity to integrate green skills across departments, or, one that will allow you to transition to a green skills job. Employers are likely to encourage efforts to green their company through innovative thinking, and initiative-taking as it makes you more valuable as an employee and shows proactive leadership.

3

Enhance your green skills by **applying to green jobs**, even if you aren't fully qualified.

- Simply show enthusiasm and a willingness to learn. Many employers post a "wishlist" of desired skills for open vacancies but acknowledge that applicants do not need to be proficient in them all beforehand.

- Start with a low or mid-level green job, then move to higher level jobs as you gain experience.

4

Apply for internships in green organizations. Because internships are generally less paid and assume lower work experience, they are generally more accessible.

5

Volunteer with a nonprofit, NGO, or green advocacy organization.

- Many volunteering programs are free. Those that incur some costs may offer room and board stipends while others you will have to fund yourself - maybe take a gap year to work and volunteer.

- Continue to earn an income from your day job while picking up green skills in your free time.

6

Network. Do your friends, family members, teachers, or colleagues know someone who works in the area you are interested in? Ask them to put you in contact.

Green talent tends to have a more intertwined network with 2 to 3 times more connections in the field on average and follows select topics and companies of interest which grants them access to job opportunities and specialized content³¹.

7

Engage in educational activities that do not correspond to the definition of formal education. This may take place within or outside educational institutions, including but not limited to groups, clubs, associations, and societies.

ENTREPRENEURSHIP

This section will briefly touch on the role of entrepreneurship in the green transition, however, this is a wide and extensive topic, so stay tuned for a toolkit dedicated to the subject!

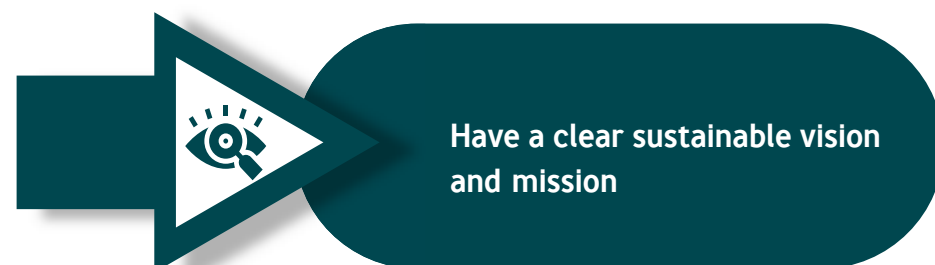
The **green transition** has opened **opportunities for entrepreneurs** across multiple industries as consumers demand sustainable goods and services and private and public sector actors look for innovative **solutions and processes they can leverage**. Start-ups are key actors in the development and market introduction or conception of disruptive sustainable innovation.

You might have a great idea for a new sustainable business model but lack the technical green skills to oversee its success on your own. The good news is you can hire others who possess those necessary skills! Hustle and business acumen, sales, marketing, and leadership are necessary for any new firm to grow.

- 1 Innovation will drive the green transition
- 2 Sustainable Entrepreneurship is growing at a faster rate than overall entrepreneurship
- 3 Develop a "green mindset" as you think creatively about avenues for conceptual, process, product, and organizational change
- 4 Develop green competencies as you plan and execute your project (learning by doing).
- 5 Partner and collaborate with others who have green skills that complement your competencies and create synergies (learn from your network).
- 6 Learn to work with limited resources to limit your carbon footprint.

WHAT ARE DIFFERENT PATHS TO DEVELOPING GREEN SKILLS FOR MYSELF?

TIPS FOR STARTING YOUR OWN GREEN BUSINESS



SOME LAST REMARKS

Whether you plan on staying in the sector you have been working in or entering a new one, be sure to remain informed on industry changes to understand how your job, regardless of the level, will transition to become greener and the skills and training that you will need to remain competitive in the future. It pays to be ahead of the game.



REFERENCES

1. <https://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/globalgreen-skills-report/global-green-skills-report-pdf/li-green-economy-report-2022-annex.pdf>
2. <https://www.thenationalnews.com/uae/2022/11/19/is-working-from-home-here-to-stay-in-the-post-pandemic-world/>
3. <https://www.oxfordeconomics.com/resource/the-value-of-the-green-opportunity/#:~:text=%2410.3%20trillion%3A%20the%20value%20of%20the%20green%20opportunity%20%2D%20Oxford%20Economics>
4. <https://www.un.org/sustainabledevelopment/blog/2019/04/green-economy-could-create-24-million-new-jobs/>
5. https://www.ilo.org/global/topics/green-jobs/news/WCMS_220248/lang--en/index.htm
6. <https://www.oecd.org/greengrowth/greening-jobs-skills/greeningjobsandskills.htm>
7. <https://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/global-green-skills-report/global-green-skills-report-pdf/li-green-economy-report-2022.pdf>
8. <https://blogs.worldbank.org/arabvoices/starting-line-where-does-mena-stand-digital-skills>
9. <https://www.weforum.org/agenda/2020/10/top-10-work-skills-of-tomorrow-how-long-it-takes-to-learn-them/>
10. <https://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/global-green-skills-report/global-green-skills-report-pdf/li-green-economy-report-2022.pdf>
المصدر برنامج الأمم المتحدة للبيئة
<https://newclimateeconomy.report/2018/>
11. <https://newclimateeconomy.report/2018/>
Source YouthxChange
الصادرة عن منظمة العمل الدولي
https://www.ilo.org/wcmsp5/groups/public/---ed_emp/---gjp/documents/publication/wcms_532343.pdf
12. <https://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/global-green-skills-report/global-green-skills-report-pdf/li-green-economy-report-2022-annex.pdf>
13. <https://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/global-green-skills-report/global-green-skills-report-pdf/li-green-economy-report-2022-annex.pdf>
14. <https://www.unep.org/resources/geo-6-youth>
15. <https://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/global-green-skills-report/global-green-skills-report-pdf/li-green-economy-report-2022-annex.pdf>
16. <https://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/global-green-skills-report/global-green-skills-report-pdf/li-green-economy-report-2022-annex.pdf>
17. <https://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/global-green-skills-report/global-green-skills-report-pdf/li-green-economy-report-2022-annex.pdf>
18. <https://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/global-green-skills-report/global-green-skills-report-pdf/li-green-economy-report-2022-annex.pdf>
19. <https://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/global-green-skills-report/global-green-skills-report-pdf/li-green-economy-report-2022-annex.pdf>
20. <https://www.ecomena.org/green-smes-in-middle-east/>
21. <https://www.ecomena.org/green-building-trends/>
22. <https://climatechampions.unfccc.int/five-climate-action-projects-from-mena-that-are-making-a-real-difference/>
23. <https://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/global-green-skills-report/global-green-skills-report-pdf/li-green-economy-report-2022.pdf>
24. <https://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/global-green-skills-report/global-green-skills-report-pdf/li-green-economy-report-2022.pdf>
25. <https://www.thenationalnews.com/business/money/2022/01/11/uae-salaries-what-are-the-most-in-demand-jobs-in-2022-and-how-much-do-they-pay/>
26. <https://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/global-green-skills-report/global-green-skills-report-pdf/li-green-economy-report-2022.pdf>
27. <https://economicgraph.linkedin.com/content/dam/me/economicgraph/en-us/global-green-skills-report/global-green-skills-report-pdf/li-green-economy-report-2022-annex.pdf>



HSBC in the MENAT region

HSBC is the largest and most widely represented international banking organisation in the Middle East, North Africa and Turkey (MENAT), with a presence in nine countries across the region: Algeria, Bahrain, Egypt, Kuwait, Oman, Qatar, Saudi Arabia, Turkey and the United Arab Emirates. In Saudi Arabia, HSBC is a 31% shareholder of Saudi British Bank (SABB), and a 51% shareholder of HSBC Saudi Arabia for investment banking in the Kingdom. Across MENAT, HSBC had assets of US\$71bn as at 31 December 2021.



The Arab Youth Center (AYC)

The Arab Youth Center (AYC), led by HH Sheikh Theyab Bin Mohammed Bin Zayed, Chairman of the Crown Prince's Court and AYC, aims to empower young Arabs and address their needs.

The Center offers a unique platform to develop youth capabilities and support innovation and creativity among youth. AYC implements purposeful initiatives across diverse sectors, in addition, it conducts research on young Arabs to help decision-makers shape policies that enable their progress.

The Arab Youth Council for Climate Change (AYCCC)

The Arab Youth Council for Climate Change (AYCCC) is an initiative by the Arab Youth Center in cooperation with the Ministry of Climate Change and Environment (MOCCA), the Office of the UAE's Special Envoy for Climate Change, and private sector partners under the umbrella of the Arab League. The Council aims to achieve a qualitative leap in the interaction of Arab youth with environmental issues, support youth climate action, and engage young Arabs in developing innovative and sustainable solutions to the climate change challenge.



Posterity Institute

The Posterity Institute is an independent, non-profit, and non-partisan think tank that strives to create a better tomorrow, and a more sustainable shared future for the coming generations. The Institute aims to develop a deeper understanding and awareness of sustainable development challenges in emerging economies through conducting research, leading programs and initiatives, and fostering strategic partnerships with the public and private sectors. The Institute has two focus areas: Climate Change and Inclusive Economic Growth. It also centralises the role of Technology for Good, leveraging and promoting the use of the latest technologies to overcome obstacles and catalyse sustainable living.

The Institute's team of experts leads research studies particularly on public policy, curates and designs specialty courses relevant to its focus areas, enables leaders and pioneers, supports and facilitates regional and international initiatives that accelerate sustainable development, and nurtures meaningful partnerships and collaborations between the public and private sectors.

info@theposterityinstitute.org

FOR A SUSTAINABLE FUTURE LED BY YOUTH