

NEWSLETTER

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Green Up Yourself is new Erasmus Plus project that promotes employment and entrepreneurship in the green sector among young people in rural Europe through training in green and entrepreneurial skills, as well as through the promotion of green entrepreneurship

The **Objectives** that are expected to be achieved are:

- Identify training needs, green employment niches and good practices related to green employment in the EU.
- Develop a training programme and innovative digital tools for the promotion of green skills and entrepreneurship for young people.
- Train professionals working with youth in green and entrepreneurial skills for young people.
- Promote the employability of young people, located in European rural areas, through training in green skills, promotion and awareness of green employment opportunities.
- Promote networking at EU level, and support to other entities working to improve the labour insertion of vulnerable groups and the promotion of green employment.
- Raise awareness among citizens on issues related to employment and green entrepreneurship, and emerging market niches in rural areas".

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The research phase

A **desk and field research** has been conducted by project partners in the last months to identify the training needs in relation to green and entrepreneurial skills among young people. **Key finding** are presented as follows:

- A proportion of young people are unable to identify whether they have green and entrepreneurial skills and/or are unaware of the existence of such training. In addition, there is a greater lack of confidence among young women to consider participating in green jobs.
- Existing training is considered to be outdated in education systems and too specialised when provided by companies. In fact, the most predominant training is characterised by being online, theoretical and not very practical.
- Training in green and entrepreneurial skills is demanded by rural youth, although not as a priority compared to other employment services. At the same time, these skills are highly valued by the experts interviewed when it comes to favouring employment opportunities for young rural people.

- There is still a predominant need for counselling and support services for both training and green entrepreneurship opportunities, especially due to their dynamic nature.
- There is still a need for more information on the opportunities offered by the green labour market among young people. In this respect, it is also necessary to continue to promote the job opportunities of green entrepreneurship.
- More work is still needed to ensure that green working environments offer real opportunities for social inclusion.



MORE ABOUT THE PROJECT AND NEXT STEPS

The project involves the following entities: **Fundación Santa María la Real** (Spain), **CARDET** (Cyprus), **CIAPE** (Italy), **STEP** (Slovenia), **IED** (Greece) and **LAG AgroLider** (North Macedonia).

The partners will meet in **Italy** in November to discuss about the creation of the platform which will host the training programme designed to promote the employability of young rural people in green jobs and entrepreneurship.