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RURAL!

REPORT

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A) NATIONAL/LOCAL DATA

GREEN SKILLS AT NATIONAL LEVEL: GREECE

- National definition of green economy (if there is one)

Greece shares the same definition as set by the EU regarding the definition of the green economy. United Nations Environment Programme (UNEP) defined a green economy as «one that results in improved human well-being and social equity, while significantly reducing environmental risks and ecological scarcities. In its simplest expression, a green economy can be thought of as one, which is low carbon, resource efficient and socially inclusive. » (ECE/FAO, 2018)

- How are green skills / green jobs / green economy promoted and protected at national level?

To promote the involvement of young people in agriculture, programmes have been set up to provide financial support to young farmers in their first steps in the sector. These grants can cover more than 70% of the start-up costs.¹

In Greece's attempt to lead people in a more sustainable way of life and work participates in a number of European Union founded programs for employees, unemployed, farmers and more.

¹ Ethnos (2021, November 12) Retrieved from <https://www.ethnos.gr/Economy/article/182923/neoiagrotosoi6oroigiaepidothsheos4000eyro>



Some examples of such programs are:

- Theoretical training programmes for the unemployed - beneficiaries of 50 - 200 hours leading to the acquisition of digital and "green" knowledge and skills.²
 - "Greece 2.0", which is a national recovery and resilience plan that, among other things, aims to promote the green transition and is expected to create up to 180,000-200,000 new jobs.³
 - Innovation and green transition in the processing of agricultural products⁴
- Legal framework and policies
 - Ministerial Decision 2916/374421/2021 - Government Gazette 6266/B/28-12-2021: Definition of the framework for the implementation of Measure 11 "Organic Agriculture" of the Rural Development Programme (RDP) 2014-2020, based on Regulation (EC) 2220/2020 of the European Parliament and of the Council⁵
 - Law 4964/2022 - Government Gazette 150/A/30-7-2022 (Articles 113 - 201): Adoption of a framework for the development of Offshore Wind

² Public Employment Service (2022, July 27) Retrieved from https://voucher.gov.gr/upload/project_40/dypa-deltio_typou_aithseis.pdf

³ Naftemporiki (2021, July 25). Retrieved from <https://m.naftemporiki.gr/story/1753378/ellada-20-180000-200000-theseis-ergasias-se-4-pulones>

⁴ Govgr Retrieved from <https://greece20.gov.gr/?calls=kainotomia-kai-prasini-metavasi-sti-metapoiisi-agrotikon-proionton>

⁵ Ministerial Decision 2916/374421/2021 (2021, December 24). Retrieved from e-nomothesia.gr <https://www.e-nomothesia.gr/kat-agrotike-anaptukse/biologika-proionta/upourgike-apophase-2916-374421-2021.html>



Farms, addressing the energy crisis, environmental protection and other provisions.⁶

- Law no 3889 - Financing of Environmental Interventions, Green Fund, Validation of Forest Maps and others provisions⁷

- What are jobs/occupations with high degree of participation in the green economy?

The interest of the wider society is increasingly turning towards green occupations and green professions, a trend which is also reflected in special features in the press. The green occupations that are already the most popular in Greek economy are (131, Kathimerini, 2008):

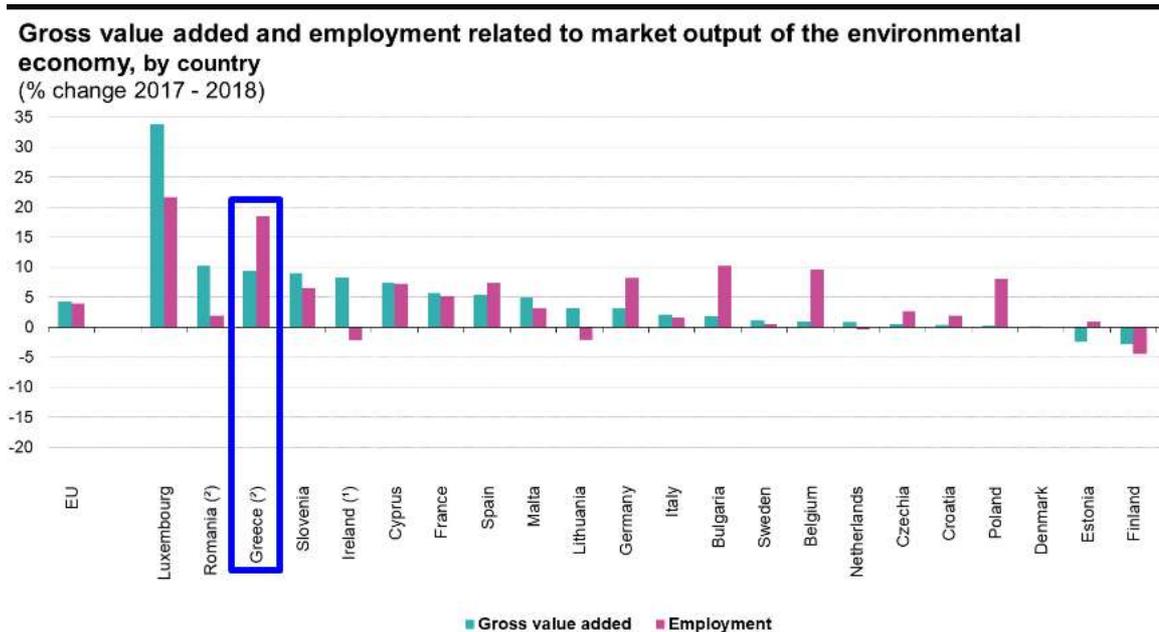
- Producer of organic agricultural and livestock products.
- Organic fish farmer.
- Agronomist in integrated or organic farming, with a view to saving natural resources (e.g., water) and preventing pollution (pesticides).
- Organic product seller.
- Planners and workers in protected areas (e.g. Natura) or in natural parks and national parks, as well as in Integrated Coastal Zone Management areas.
- Forester.

⁶ Law 4964/2022 (2022, July 30). Retrieved from e-nomothesia.gr <https://www.e-nomothesia.gr/kat-periballon/periballontike-adeiodotese/nomos-4964-2022-phek-150a-30-7-2022-2.html>

⁷ Government Gazette (2010, October 14) Retrieved from prasinotameio.gr https://prasinotameio.gr/wp-content/uploads/2020/11/3889_2010.pdf



- Worker in the installation and maintenance of wind turbines, photovoltaic, etc. renewable energy systems.
 - Worker in the trading, installation of natural gas.
 - Grid engineer and new-age electrician, specialists in energy saving, energy efficiency, renewable energy sources and their interconnection with the main grid.
 - Specialist in building insulation.
 - Green energy certificate inspector.
 - Green plumber, specialised in water saving and the installation of solar panels heaters.
 - Hydraulic engineer specialising in the protection of water resources.
 - Transport engineer specialising in the study of the reduction of car traffic.
 - Bicycle salesman and mechanic.
 - Worker on new infrastructure for the use of bicycles (cycle paths, special ramps in pedestrian crossings, special stands for bicycles near school stations and large buildings).
-
- Statistics of green economy at national level (i.e., employment in the sector, employment demand, etc.)



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As the graph above illustrates, Greece had about 10% gross value added and 17% employment growth in relation to the environmental economy.

- What are the trends in this field at national level?

On 29 June 2021 the government announced the revision of Greece's National Energy and Climate Plan in order to meet the new EU targets. The target for the next decade will be for Greece to become a "reference point" country in the sectors of green and climate development.⁹

- What does the community development officer* mean at national level?

⁸ Retrieved from [https://ec.europa.eu/eurostat/statistics-explained/index.php?title=File:Gross_value_added_and_employment_related_to_market_output_of_the_environmental_economy_by_country_\(%25_change_2017_-_2018\)_28-07-2021.png](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=File:Gross_value_added_and_employment_related_to_market_output_of_the_environmental_economy_by_country_(%25_change_2017_-_2018)_28-07-2021.png)

⁹ Retrieved from <https://china-cee.eu/2021/07/27/greece-social-briefing-greeces-green-development-policy-and-action/>



A Community Development Officer is responsible for the planning and implementation of social policy, gender equality policies and for the protection and promotion of public health in the Municipality, by taking appropriate measures and regulating the relevant activities.

Digital skills at national level: Greece

- How are digital skills promoted and protected at national level?

Following the same methods of promoting green skills, Greece offers various training programmes and seminars. Also, throughout a child's educational path (from school to university) there are several courses dedicated to the acquisition of digital skills. The competent authority for the digital transformation of the Greek economy is the Ministry of Digital Governance. It promotes cutting-edge technologies including cloud computing, big data, high-performance computing, and research and development in the area of digital technology. In order to provide residents with electronic services and further the nation's larger digital transformation, the institution aspires to bring together all the vital IT and telecom institutions for the first time.¹⁰

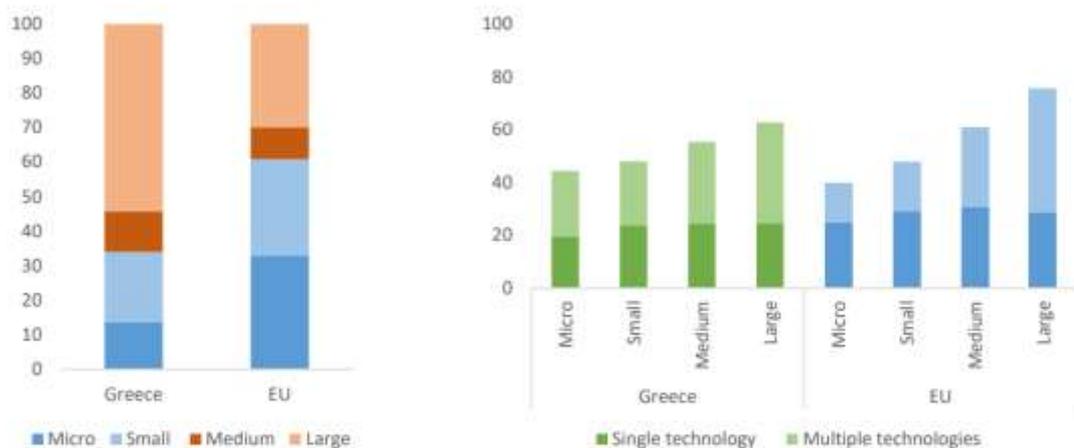
- Legal framework and policies

¹⁰ Ministry of Digital Governance of Greece. Retrieved from <https://digital-skills-jobs.europa.eu/en/organisations/ministry-digital-governance-greece>



- Article 87 - Law 4961/2022 - Mission of the National Alliance for Digital Skills and Employment¹¹
- What are jobs/occupations with high degree of participation in digitalisation?

Employment by firm size (% of employment) and digital adoption (% of firms), by firm size



Source: Eurostat and OECD Structural Business Statistics, and US Census Bureau 2017 (left panel). EIBIS (2020) (right panel).
Note: Micro firms: 1 to 9 employees, small firms: 10 to 49 employees, medium-sized firms: 50 to 249 employees, large firms: 250+ employees. A firm is identified as digital if at least one advanced digital technology is implemented in parts of the business. See Box 1 for the definition of digital technologies in EIBIS. Firms in EIBIS are weighted using value added.

Analysing the above figure, it is clear that large enterprises rank high in percentages in terms of employment and digital adoption. Therefore, it is natural that the occupations with a high degree of digital adoption participation are those most commonly found in large firms such as the following:¹²

- Data Analysts
- Network security specialists
- Programmers

¹¹ LAWSPOT (2022, July 27) Retrieved from <https://www.lawspot.gr/nomikes-plirofories/nomothesia/n-4961-2022/arthro-87-nomos-4961-2022-apostoli-tis-ethnikis-symmahias>

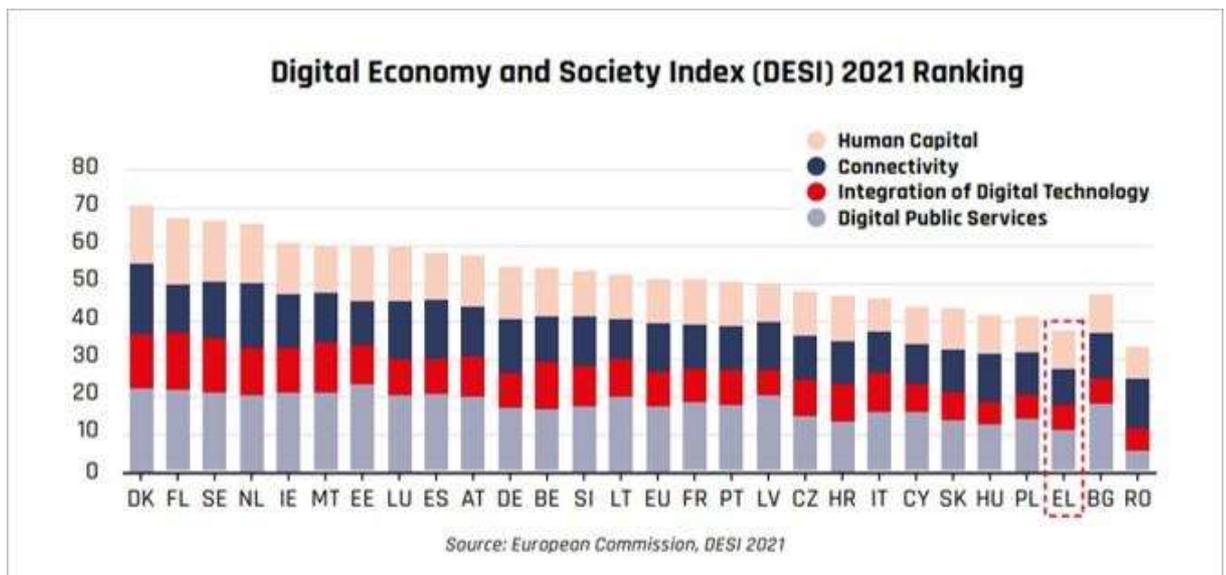
¹² Newsroom (2021, September 13). Retrieved from <https://www.newmoney.gr/roh/ergasiaka/ta-17-epangelmata-me-ti-megaliteri-zitisi-pies-thesis-ergasias-anigoun-vid/>



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- Database administrators
 - Financial analysts
 - Artificial intelligence robotics specialists
 - Market research analysts
 - Business research analysts
 - Actuaries - risk analysts
 - Accountants
- Statistics of digitalisation at national level.



According to the Digital Transformation Bible, which was released by the Ministry of Digital Governance in 2020, Greece has made tremendous advancements in the field of digital technologies. Despite being accelerated by the pandemic, the country's digital transformation has advanced quickly. Greece is ranked 47th out of 132 nations in the Global Innovation Index (GII), which lists the world's most inventive nations for 2021. The Global Innovation



Index's (GII) conclusions relate to a World Intellectual Property Organization assessment (WIPO).¹³

- What are the trends in this field at national level?

Promoting digital skills among citizens is high on Greece's list of objectives for the coming years. Therefore, several voucher programmes are being implemented to promote digital literacy. A worth noting initiative of the Ministry of Digital Governance is the [National Academy of Digital Skills](#), a platform, free to all citizens, aiming at developing and aggregating educational content, at one entry point, directed at developing digital skills for all levels of citizens.

B) EU DATA

Green skills at EU level

- What are jobs/occupations with high degree of participation in digital skills?

Digital skills are widely characterized as the ability to "access and handle information via digital devices, communication apps, and networks," ranging

¹³ <https://thefoundation.gr/2021/12/20/digital-transformation-in-greece-2021-2022-report/>



from simple web searching and emailing to specialty programming and development. Fundamentally, these abilities support problem solving in a work-anywhere environment, collaborative development of digital material, and communication. As seen by the widespread use of digital-first interactions such as remote work, online commerce, and virtual collaboration, digital skills have never been more important, especially after the pandemic, in business and the workforce¹⁴.

Thus, many jobs/occupations have been upgraded in terms of the need for digital skills though out all four sectors (primary, secondary, tertiary and quaternary). Some of such occupations with the highest demand for digital skills requirements are listed below.

All occupation related to¹⁵:

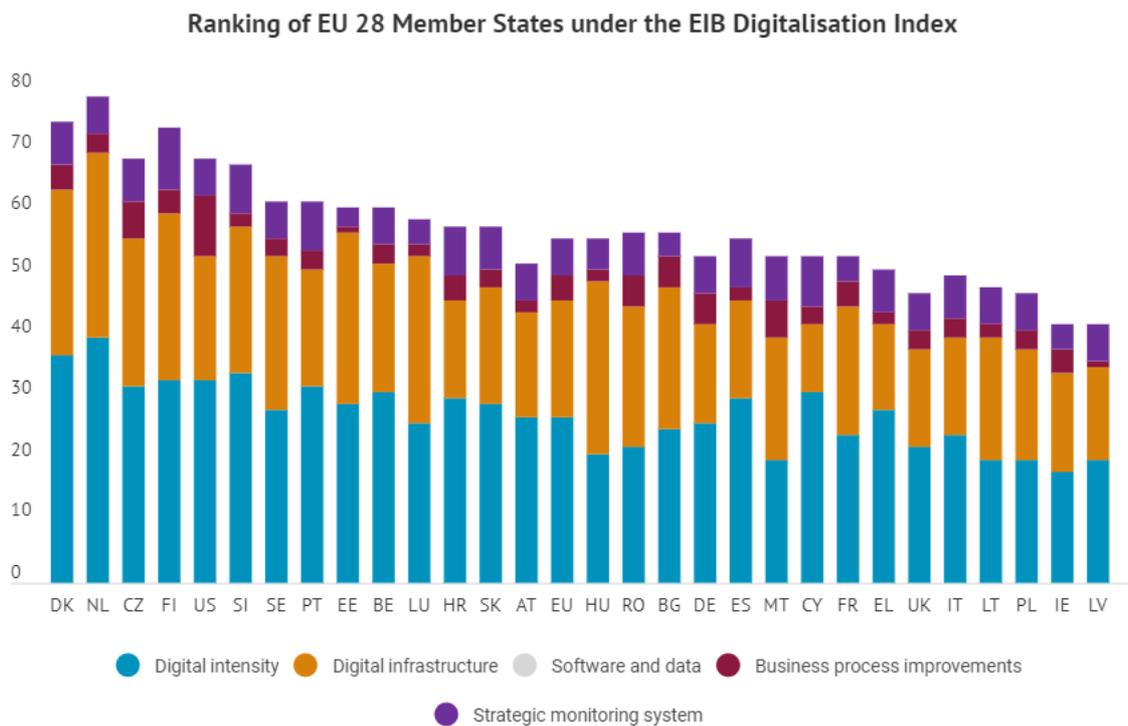
- Data Science and Data Analytics
 - Social Media
 - Digital Design and Data Visualization
 - Digital Marketing
 - Digital Product Management.
 - Programming, Web and App Development
 - Business Analysis
-
- Statistics of digitalization at EU level

¹⁴ Retrieved from <https://www.salesforce.com/news/stories/what-are-digital-skills/#:~:text=sharing%20related%20research.-,What%20are%20digital%20skills%3F,to%20specialist%20programming%20and%20development.>

¹⁵ Retrieved from <https://digitalskillsglobal.com/blog/the-top-10-digital-skills-tech-companies-are-looking-for-today>



The EIB Digitalisation Index is a composed index that summarises indicators on firms' digital technology adoption as well as firms' assessment on digital infrastructure and investments. It is based on firm-level data collected by the European Investment Bank Investment Survey in 2019. The EIBIS Digitalisation Index consists of five components: digital intensity, digital infrastructure, investment in software and data, investments in organisational and business process improvements, and strategic monitoring system.



The best performing EU countries, in selected areas of digitalisation, are:

- the Netherlands – digital intensity, as well as digital infrastructure;

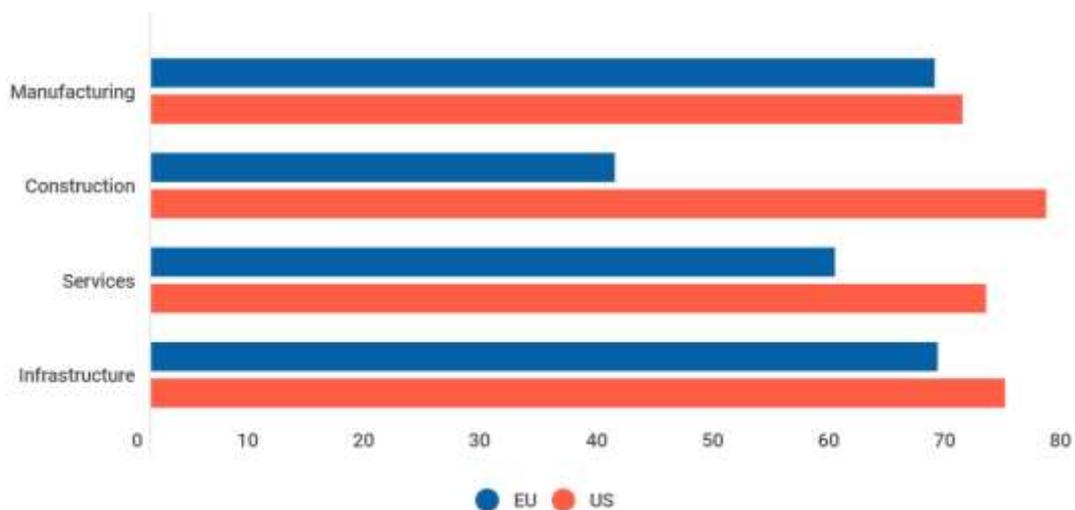


- the Czech Republic – investments in software and data as well as in organization and business process improvements;
- Finland – formal strategic business monitoring system.

Also, a closer look on the adoption of digital technologies by sector for the EU and US is presented below:

Adoption of digital technologies by sector (in %)

Europe's construction and service sectors account for much of the digital gap



Source: [The EIB Investment Survey - 2020 EU overview](#)

Note: Firms are weighted using value added. Firms responded to question about four different technologies and whether they had ever heard about them, not heard about them, implemented them partially or whether their entire business is organised those technologies.¹⁶

¹⁶ Retrieved from <https://www.eib.org/en/essays/european-digitalisation-study>



As illustrated above the European firms are less often fully digital, which is especially the case in the construction industry. Furthermore, it seems that firms in the EU and the US view digital infrastructure similarly.¹⁷

C) GOOD PRACTICES

HELLENIC PETROLEUM SA

Link: <https://www.helpe.gr/en/>

Founded in 1998, HELLENIC PETROLEUM is a dynamic Group with solid foundations that was first started on, holding a leading position in the Greek energy sector as well as in the greater area of Southeast Europe.

The Group's range of activities includes:

- Supply, Refining, and Trading of petroleum products, both in Greece and abroad
- Fuels Marketing, both in Greece and abroad
- Petrochemicals Production and Trading
- Oil & Gas Exploration and Production
- Power Generation & Natural Gas
- Provision of Consulting and Engineering services to hydrocarbon related projects

¹⁷ European Investment Bank (2019) Retrieved from <https://www.eib.org/en/publications-research/economics/surveys-data/eibis-digitalisation-report.htm#:~:text=EU%20countries%20fall%20into%20four,higher%20than%20the%20United%20States.>



An important aspect of the Group is that it adopts and applies the principles of the circular economy in the planning and implementation phases of its investment strategy throughout the life cycle of its products, such as:

- reuse of water with the aim of reducing fresh water consumption and wastewater production.
- reduction of solid waste for landfill through investments in modern waste treatment plants and through synergies for further use by third parties, such as energy use of refinery oily waste by third parties or other waste as additives in their products.
- developing synergies to use waste by recovering energy and / or raw materials from the Group's numerous activities, such as the re-refining of oily waste produced in its Fuel Marketing company's facilities.

By applying Best Available Techniques in the production process and operating innovative waste treatment and recovery processes, the Group continues to recover significant amounts of oily waste for use as raw material in refineries, while steadily reducing the percentage of material considered to be waste and therefore not of further use.

Refinery of HELPE in Thessaloniki



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MYTILINEOS HOLDINGS

Link: <https://www.mytilneos.gr/>

MYTILINEOS is a leading global industrial and energy company with a strong presence in all five continents. The company operates Four Business Units, the Power & Gas BU, the Metallurgy BU, the Renewables & Storage Development BU and the Sustainable Engineering Solutions BU. Due to the aforementioned substantial international presence, the company is safely characterized as a global leader, held responsible for a significant percentage of exports, benefiting significantly the national economy and conveying a strong message for its commitment to continuous growth. Sustainable development is a top priority for the company, emphasizing on the topics of environmental policy, adaption to climate change, energy and



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air emissions, water management, circular economy and waste management, ecological impacts and pollution prevention.

MYTILINEOS has successfully created a new Renewables and Storage Development Business Unit, responsible for various solar and energy storage projects, providing photovoltaic construction, large-scale battery-based energy storage solutions and contracting for the full range of utility-scale solar and energy storage applications. MYTILINEOS has developed a Sustainability Actions Map, with actions in all countries involved in its projects, embodied in support in the education system, the health system, engineering etc.



D) INTERVIEW' ANALYSIS

Analyse the interviews. Divide them into the four categories of the questionnaires:



1. Demographics.

All of the answers given were collected from Greece and most of the participants were born in Greece, except for one participant who was born in Germany.

The interviewees were over 36 years old, which makes this project very important as we are dealing with an experienced target group. The remaining responses came from people between 18 - 35 years old who usually have a higher digital literacy, so they were able to answer most questions accurately.

As far as the occupations of the participants are concerned, we can divide them into two categories: workers in public services (related to our rural areas) and people who own businesses or land in rural areas.

More specifically, in the public services, the respondents worked in the rural economy and rural development services of various municipalities in Thessaly. Their responsibilities range from providing agricultural advice to farmers, dealing with technical and regulatory issues related to the agricultural economy, submitting files and transferring farmers' problems to the relevant department, to advising on voucher programmes and their implementation.

And among the respondents who worked in rural areas, some of them were land owners with livestock or fields or greenhouses and others were owners of vegetable packing plants and SMEs with agricultural supplies. Therefore, their duties varied between farming, machinery/human resource management, accounting and taking care of the overall needs of a field or livestock.



2. Subject knowledge

When asked if they were familiar with the term "green jobs", although the majority responded positively and the responses agreed that these were environmentally related jobs, there were some additional comments that differed. Some claimed that they were jobs related to the conservation of natural resources and the reduction of environmental impacts, while others specifically referred to renewable resources, sustainability and their promotion.

To the question on green skills, most participants immediately responded positively to the term and gave valid explanations, but there was still a small group of people who were unaware of its meaning. In more detail, the most common answers given were either that they were skills that promote environmental sustainability (both in the general context and in the workplace) or those that help reduce pollution.

Regarding digital skills, almost all participants knew their exact meaning, while those who were not quite sure usually answered "when you know how to operate a computer".

Another part of the interviews referred to the green economy, at this point the interviewees, even when they were not sure of the exact definition, were able to define it quite accurately. Among the topics mentioned were renewable energy, environmental sustainability, improving human well-being and social justice, always in the context of production and consumption.

Respondents were confused when asked about how digital/green skills affect employability or the work environment. Some responded that they can create new jobs, others that they are critical skills for the future and to meet the goals of any business, while others referred only the digital skills and not the green



skills. From the above it is clear that even if there is some knowledge of the concept of green skills when it comes to the implementation, a gap can be detected.

According to the participants, there are some seminars that promote green actions for employees, as well as various policies put in place by employers that encourage them.

Soft skills also posed a difficulty, as the term was not familiar to everyone. Nevertheless, communication, problem solving, and adaptability garnered the most responses.

3. Job specific

Surprisingly, in this part of the interviews the majority of the participants that replied were those working in municipalities and not those working in the countryside.

The overall conclusion is that a community development officer should be constantly updated on new legislation and programs that promotes green actions, as well as establish a trusting relationship between him/her and community members so as to be able to better understand the strengths and weaknesses of the community and then act accordingly.

From the employees' perspective, testimonials showed that green and digital actions can be influenced by the level of acceptance or openness of employees and on whether or not they support such tactics. In terms of local authorities' commitment towards green skills, employees can make a formal request by presenting their needs and suggestions to the appropriate department. On a positive note, the majority of respondents indicated at least one digital tool



that helps employees carry out digital/green communication and activities. And finally, based on the findings, among the most effective methods that boost employees' productivity are: internships, in-business seminars, bonuses and clear business goals.

4. Country specific approach

On a general level, Greece has started to participate in and implement various subsidised programmes aimed at promoting the use of green energy. Such programmes, mentioned by respondents, concern the financing of wind and

There are no sources in the current document that are more eco-friendly. However, one thing to note is that respondents consistently pointed out that there is not enough information on this topic. This fact can also be demonstrated by the fact that the responses on the sector in the government responsible for such issues were almost never the same. As far as private organisations are concerned, there are several and among them WWF Hellas, Greenpeace, Ellet etc. are indicative. In conclusion, the participants said that the Greek government cooperates with external organisations or VET centres to run seminars for the promotion of green and digital skills. Such programmes include Greece 2.0 and the European Green Deal.

E) REFERENCES

Ethnos (2021, November 12) Retrieved from <https://www.ethnos.gr/Economy/article/182923/neoiagrotesoif6oroigiaepidothsheos40000eyro>



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