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REPORT

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1. NATIONAL/LOCAL DATA

GREEN SKILLS AT NATIONAL LEVEL: ITALY

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

In Feb. 24, 2016) On December 28, 2015, Italy passed historic and wide-ranging legislation for the promotion of the “green economy.” Law No. 221 entered into effect on February 2, 2016. ([Law No. 221 of December 28, 2015, Provisions on the Environment to Promote the Green Economy and to Restrict the Excessive Use of Natural Resources](#) (Law No. 221), GAZETTA UFFICIALE, No. 13 (Jan. 1, 2016), NORMATIVA (in Italian).) The Law requires the government to approve a National Strategy for Sustainable Development, to be updated at least every three years, and creates a National Agency for New Technologies, Energy, and Sustainable Economic Development (ENEA, in Italian) to provide services to companies and individuals in those areas. It also establishes the National Strategy for Green Communities. (*Id.* arts. 3(1), 4(1)(1)-(2), & 72.)

The new law contains provisions on environmental impact, waste management, sustainable transport, and protected marine areas. According to the Environment Undersecretary, Silvia Velo, the 79 articles “simplify and promote the re-use of resources with the aim of conceiving a new development model based on environmental sustainability”. She added that “Italy is deploying, for the first time, a tool that promotes Green Economy and the reduction of excessive natural resources exploitation”. The law envisions a number of incentives that reward the good behavior of consumers, producers and institutions. More specifically, the package contains provisions related to environmental impact assessment, Blue Economy, hydrogeological instability prevention, and green procurements

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

In Italy, in 2018 according to analysis of microdata of the ISTAT labour force survey, the number of green jobs exceed threshold of 3 million (13.4% of total employment).

Green employment in 2018 grew compared to 2017 by more than 100 thousand, an increase of +3.4% compared to +0.5% verified for other occupations.

Over the past five years, the overall growth was +5.3% (other professional figures professional figures: +4.0%).



The pandemic has had an asymmetric effect on different sectors and segments of the economy: many have lost income and employment shares, for others there has been growth or consolidation and the green sector is among them. Contracts related to green jobs-with 2020 activation-account for 35.7 percent of the new contracts planned for the year. The reason is that Covid pandemia has not stopped green investments, because more and more entrepreneurs are aware of the competitive advantages of the green transition.

- **Legal framework and policies**

In 2021, the Ministry of Ecological Transition (MiTE) was established to replace the Ministry of the Environment and Land and Sea Protection, which was also given responsibility for energy matters, previously assigned to the Ministry of Economic Development. It aims to realize the PNRR goals: most of the investments and reforms borne by the Ministry of Ecological Transition reside mainly in Green revolution and ecological transition.

Other national regulatory authorities include the:

- Ministry of Health (*Ministero della Salute*).
- Ministry of Economic Development (*Ministero dello Sviluppo Economico*).
- Ministry of Cultural and Landscape Heritage (*Ministero dei Beni Culturali e Ambientali*).
- Interministerial Committee for Ecological Transition (*Comitato Interministeriale per la Transizione Ecologica*) (CITE).
Scientific agencies with a regulatory role including the:
 - National Institute for Environmental Protection and Research (*Istituto Superiore per la Protezione e la Ricerca Ambientale*) (ISPRA); and
 - Superior Health Institute (*Istituto Superiore di Sanità*) (ISS).

NGOs' role is to support the general public or specific groups of citizens in actions relating to: environmental disasters, risks to habitats and environmental resources, air pollution and other matters of environmental concern. They have also a judicial powers to intervene in court proceedings for environmental damage and claim compensation for the MET's delay in implementing precautionary measures to prevent or contain environmental . They also submit complaints and observations about environmental damage or imminent threat of environmental damage and request government intervention; participate in public bodies' operations, including the MET's appointment of representatives in government bodies. NGOs in Italy are relatively active especially in contentious matters.



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

Green jobs required a higher level of educational qualifications: a university level of education is required in 35.2 % of cases, compared with a 9.8 % value detected for other professional figures. Knowledge thus takes on in the case of the green economy a greater centrality. From green professionals, companies expect not only higher training, but also specific experience in the profession, which is required for 32.3 % of contracts for green jobs expected on entry. It is also confirmed these figures are characterized first and foremost by greater contractual stability: permanent hires are over 49.2 % in the case of green jobs, when in the rest of the other professions this share drops to 25,7%. The difficulty of recruitment for green jobs reaches 41.1% for them, compared to 24.5 % in the case of non-green jobs. In part this phenomenon is due to the higher expectations companies have with respect to green jobs, where it is essential to find a mix of basic preparation, expertise and experience. Finally, regards the individual soft skills are considered very important related to green jobs. Flexibility and adaptability are attitudes considered very important for 77.4 % of new contracts related to green jobs. Another skill in marked demand in the case of green jobs is the ability to work in a team (66.5%), problem solving (63.3%), and the ability to work independently (59.0%). Finally, for about 47.5% of the "green job" is important the communication ability

- **Statistics of green economy at national level (i.e., employment in the sector, employment demand, etc.)**

The increasing numbers in "green jobs" has been fostered by the government's incentives for eco-investments and youth employment addressing in particular the agro-business and renewable energy sectors and by the recognition of "green" curricula. Even though there is no national strategy addressing the green job creation, it is estimated that the numbers in green job will be increasing. The most requested profession and categories for which aptitude for saving energy and sensitivity to reducing the environmental impact of business play a key role are:

- production technicians and food preparation (77%),
- electronic and telecommunication engineers (73%),
- civil engineers (70%),
- mechanical engineers (65%),
- electrical line installers, repairers and cable installers (59.4%),
- construction site management technicians (58.8%),
- specialists in accounting and financial issues (57.3%),
- legal experts in business or public agencies (56.5 %),
- occupational safety technicians (55.9%)
- plumbing and air conditioning thermal appliance mechanics and fitters (55.7%).



Within these categories there are other professional figures that are completely innovative or have undergone a process of renewal with the introduction of new skills or the substantial updating of existing ones:

- Sustainable cook;
- Installer of better efficiency electrical networks;
- Green mechatronic;
- Building promoter of sustainable materials;
- Green industrial mechanic;
- Environmental lawyer;
- Environmental informatics;
- Specialist in green accounting.

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

As already mentioned, there is no national strategy addressing specifically green job creation. Nonetheless, there have been tax policies for green transition investments that have prompted many companies to use tax incentives to hire skilled workers. In addition, the NRP (National Recovery and Resilience Plan) emphasizes the green centrality to increase the competitiveness of the production system and incentivize the start-up of new, high value-added business activities, creating stable employment.

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

Digital skills at national level: Italy

- National definition of digital skills (if there is one)

The definition of digital skills is sometimes linked to Digital Citizenship, “the set of rights and duties that, with the support of services and tools such as digital identity, digital domicile, digital signatures, and electronic payments, aims to simplify the relationship between citizens, businesses, and public administration through the use of digital technologies” (as stated in the Digital Citizenship Charter in the Digital Administration Code).

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

Italy has a comprehensive digital skills strategy, an essential basis for the implementation of organic, multisectoral and effective interventions on an area that is fundamental to the country's economic and social development. The lack of a strategy has limited the implementation of digital transformation processes.



Digital skills are indeed a strategic priority. Developed as part of the Digital Republic initiative (national strategic initiative, promoted by the Minister for Technological Innovation and Digital Transition and coordinated by the Department for Digital Transformation of the Prime Minister's Office, which aims to reduce the digital divide and promote education on future technologies, supporting the country's development process), the Strategy has been drafted jointly with the collaboration of Ministries, Regions, Provinces, Municipalities, universities, research institutes, businesses, professionals, associations and various public sector, as well as member organizations of the National Coalition (more than 120, promoting more than 130 initiatives). It is directed by the Digital Republic Technical Steering Committee, coordinated by the Department for Digital Transformation.

The Strategy has identified 4 lines of interventions, coherently with the four pillars of the European Coalition for Digital Skills and Jobs:

- 1) **Higher Education and Training:** for the development of e-skills for young people within the mandatory education cycles (the working group is coordinated by the Ministry of Education and Ministry of University and Research);
- 2) **Active workforce:** ensure e-skills in private and public sectors, including e-leadership skills (the working group is coordinated by Ministry of Economic Development and Department for Public Administration);
- 3) **ICT Specialist Skills:** enhance the ability to develop skills for new market and jobs, with a focus on emerging technologies and competences for future jobs (the working group is coordinated by the Ministry of Education and research and the Ministry of Economic Development);
- 4) **Citizens:** develop digital skills needed to exercises citizenship rights and promote active participation (the working group is coordinated by the Department of Digital Transformation).

The Strategy has been complemented by an Operational Plan including targets for 2025:

- Equip 70% of the population with at least basic digital skills and the gender skills gap in ICT sector;
- Increase the rate of Italian population with advanced digital skills;
- Encourage companies to use big data and double the employment of digital expert and ICT specialists in SMEs;
- Increase in the use of Internet to adults and older people.

Another important development was the adoption of the Strategic Program on Artificial Intelligence 2022-2024, which includes recommendations to strengthen the AI ecosystem and competences and attract talents.

- Legal framework and policies



In the recent years, digital issues have gained political traction notably with the establishment of a Ministry responsible for Digital affairs, the adoption of several key strategies and the launch of many policy measures: the Ministry of Technology Innovation and Digital Transition, deployment of simple, inclusive and efficient digital services.

The Digital Italy Agency and the Ministry of Technological Innovation and Digitization are the institutional bodies responsible for ensuring the implementation of the goals of Italy's Digital Agenda in the Public Administration and contributing to the widespread use of information and communication technologies, fostering innovation and economic growth. Italian government shall promote initiatives for the dissemination of digital culture among citizens with particular regard to minors and categories at risk of exclusion, also in order to foster the development of legal informatics skills and the use of digital services of public administrations with specific and concrete actions, making use of a set of different means including the radio and television service. (Art. 8 of the Digital Administration Code).

- What are jobs/occupations with high degree of participation in digitalisation?
By 2021, 60.3 % of Italian small and medium-sized enterprises (SMEs) have achieved at least a basic level of digital intensity, which is above the EU average of 56%, but far from the European target for 2030 (90%). It is emerged from the ISTAT report on Italian Enterprises and ICT, regarding the indicators of the Digital economy society index (Desi) for small and medium-size enterprises. Among enterprises with at least 10 employees, the 41.9 % have purchased medium-high level *cloud computing services* and 51.9% intermediate and sophisticated level (35% the average EU, 75% the European 2030 target). It is still contained companies that are selling online, even though there has been an increase number of business have sold on line (food services, audiovisual production, retail trade in textiles). The number of companies using On the rise are businesses using at least two social media (from 22 percent to 27 percent). A new section of the questionnaire was devoted to the use of artificial intelligence (AI) technologies. 6.2 percent of enterprises stated that they use artificial intelligence systems for at least one of the seven proposed purposes (8 percent the EU27 average), a share which reaches 15.4 percent among companies active in the ICT sector and reaches incidences higher in telecommunications (18.1 percent),

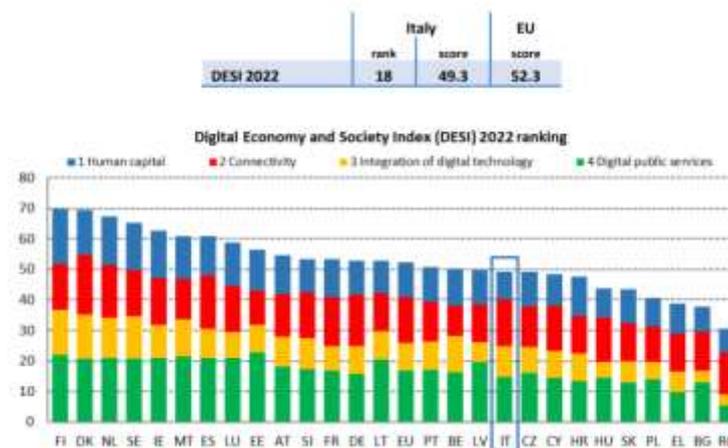


in information technology (16.9 percent), manufacturing of computers and electronics products (15,7%). There are 32.3 percent of enterprises with 10 employees and more that use at least one smart device (IoT), an increase 9 percent over 2020.

- Statistics of digitalisation at national level

Italy ranks 18 out of 27 EU Member States in the 2022 edition of the Digital Economy and Society Index (DESI). As the third largest EU economy, Italy's progress in the digital transformation over the coming years is crucial to enable the EU as a whole to reach the 2030 Digital Decade targets.

Italy is advancing at a remarkable pace. In recent years, digital issues have gained political traction notably with the establishment of a ministry responsible for digital affairs, the adoption of several key strategies and the launch of many policy measures. But there are still gaps in the digital transformation to be overcome.



Fonte: DESI 2022

Only 46% of people have at least basic digital skills. The country has a very low share of ICT graduates: only 1.4% of Italian graduates study ICT programmes, which is the lowest in the EU. In the labour market, the percentage of ICT specialists is 3.8% of total employment, remaining below the EU average (4.5%). In parallel, only 15% of Italian enterprises provide ICT training to their employees. Italy's performance is closer to the EU average as regards the presence of women in the digital sector: female ICT specialists represent 16% of ICT specialists.

With an overall connectivity score of 61.2 Italy ranks 7th among EU countries in Connectivity. The most significant progress concerned 5G coverage which went from 8% of populated areas to 99.7%, figure that includes the percentage of 5G coverage provided by spectrum sharing technology. The increase can also be attributed to the coverage and spectrum usage obligations attached to the rights of use of the 5G pioneer bands awarded in 2018, according to the regulation set by AGCOM (Decision



No 231/18/CONS), the Italian National Regulatory Authority in the field of Electronic Communications. In this context, all Italian provinces are now starting to benefit from commercial 5G services. In 2021, Italy continued on the path of reforms to simplify procedures and boost investments, both private and public, for the roll-out of fixed broadband infrastructures and the development of mobile connectivity.

Most Italian SMEs have at least basic level of digital intensity (60%). However, almost all Italian enterprises (95%) use e-invoices. The country also performs well in the uptake of cloud services, with 52% of enterprises using this technology. The use of ICT for environmental sustainability is also relatively widespread across Italian enterprises, although below the EU average. The use of big data is low (used by 9% of Italian enterprises), as is the use of technologies based on Artificial Intelligence (6% of Italian enterprises). The uptake of e-commerce increased between 2020 and 2021, reaching 13% but remaining still below the EU average. The share of e-commerce on SMEs turnover and the share of SMEs selling cross-border recorded no significant increase.

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

The National Plan 'Transition 4.0' is the main tool to support the uptake of digital technologies by enterprises. Tax benefits under 'Transition 4.0' are funded by the Recovery and Resilience Plan and the complementary national fund.

Moreover, in order to financially support and foster investments in the medium- and long- term, Italy has developed an ambitious National Recovery and Resilience Plan, in particular in the field of connectivity, with a planned investment to contribute to reach by 2026 the European Digital Decade targets for 2030. Specifically as regards connectivity, the measures that aim at creating ultra-fast broadband networks, both fixed and mobile, are:

- 1) The 'Italia a 1 Giga' (Italy at 1 Giga) Plan with the objective of providing about 7 million of street upload speeds.
- 2) The 'Scuole Connesse' (Connected School) Plan, which has the objective of providing approximately 10 000 schools with free internet connectivity services.
- 3) The 'Sanità Connessa' (Connected Healthcare facilities) Plan, which aims to provide approximately 12 300 healthcare facilities across the country with symmetric connectivity
- 4) The 'Italia 5G' (Italy 5G) Plan, which aims to encourage the development of 5G mobile networks in market failure areas, in order to fully satisfy the needs for mobile connectivity.
- 5) The 'Collegamento isole minori' (Connected smaller Islands) Plan has the objective of providing 19 smaller islands with submarine fibre optic backhauling, These five measures presented in 2021 are part of the broader Ultra Broadband Plan for Italy, together with the plan for the coverage of white areas and the voucher plans, in place since 2015.



The 'Repubblica Digitale' initiative, led by the Italian Coalition for Digital Skills and Jobs, continued playing a key role, with over 260 initiatives that, in 2021, reached over 2 million students and 90 000 teachers, 240 000 workers and 1.6 million other people. As a key initiative to promote digital literacy, in 2021, the government published the pilot call for the Digital Civil Service to select 1 000 young volunteers who will provide digital facilitation services. In 2022, a new call will select additional 2 000 young volunteers, with the objective of reaching a total of 9 700 volunteers in the three-year period.

At the end of 2021, Italy adopted the Program 'GOL' (National programme for the Guaranteed Employability of Workers) and a National Plan for New Skills, which reform public employment services and promote personalised labour market activation plans.

Italy started also the implementation of a number of reforms targeting the education and vocational training system.

Coding and digital teaching were included in teachers' training programmes as priority areas starting from school year 2022/2023; as from 2025/2026, the development of digital skills should be included in the curricula of schools of all levels.

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

The community development officer is linked to the management rural communities and local authorities for joint decision-making on local development agenda, implementation of community priorities and delivery of communal services.

Duties and Responsibilities

1. Co-manage regional implementation unit (community resource centre) and coordinate with local and regional stakeholders.
2. Work directly with communities of the region to promote community led development including preparation and prioritization of community development plans for local improvement.
3. Work directly with community organisation members to facilitate the implementation of community projects and design of sustainable strategies for operation and maintenance of resulting services.
4. Work on conducting community based experimentation in the areas of alternative energy, energy efficiency, environment improvement and SME

2. EU DATA

Digital skills at EU level



- EU definition of digitalisation / digital skills

There are different definitions and classifications of digital skills and competence (DSC). An emerging classification in the EU identifies three main categories of DSC for learners/citizens:

- **Digital competence:** it is one of *the Key Competences for Lifelong Learning* as defined in 2006 and after an update of the Council Recommendation in 2018 involves the confident, critical and responsible use of, and engagement with, digital technologies for learning, at work, and for participation in society. It includes information and data literacy, communication and collaboration, media literacy, digital content creation (including programming), safety (including digital well-being and competences related to cybersecurity), intellectual property related questions, problem solving and critical thinking (Council Recommendation on Key Competences for Lifelong Learning, 22 May 2018).
- **Job-specific digital skills:** a set of specific digital skills for those involved in jobs including the use and maintenance of digital tools such as 3D printers, CAD software and robots.

Digital skills: broadly defined as a range of abilities to use digital devices, communication applications, and networks to access and manage information.

Digital skills enable people to create and share digital content, communicate and collaborate, and solve problems for effective and creative self-fulfillment in life, learning, work, and social activities at large.

- Entry-level digital skills are basic I skills required to make basic use of digital devices and online applications, considered a critical component of a new set of literacy skills in the digital era, with traditional reading, writing, and numeracy skills.
- The advanced level of digital skills allow users to make use of digital technologies in empowering and transformative ways such as professions in ICT (Artificial Intelligence (AI), machine learning, big data analytics).
- To thrive in the connected economy and society, digital skills must also function together with other abilities such as strong literacy and numeracy skills, critical and innovative thinking, complex problem solving, an ability to collaborate, and socio-emotional skills.

At European level, a reference framework has been developed: DigiComp, a common understanding of what digital competence and a tool to improve citizens' digital competence. It is an agreed vision of what is needed in terms of competences to overcome the challenges that arise from digitisation in almost all aspects of modern lives. It is a common understanding using an agreed vocabulary which can then be



consistently applied in all tasks from policy formulation and target setting to instructional planning, assessment and monitoring

In March 2022, a new version was developed: DigiComp.2.2. with an update of knowledge, skills and competences.

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

At European level, there are different initiatives and programmes promoting digital skills at EU level. The Digital Skills and Job Platform is the home of Digital Skill information from across Europe, where it is easy to find information on European initiatives and programmes in digital skills and jobs. It is worth to be mentioned:

- **"2030 Digital Compass: the European way for Digital Code"**: it is a forward-looking strategic vision of "digital transformation" of Europe by 2030. The goal is to outline a path toward digital sovereignty in the EU and address existing vulnerabilities, as well as accelerate investment. Specifically, the "Digital Compass" proposes a set of "policy and non-binding" targets for Member States, centered on: a digitally literate population and highly skilled "digital professionals"; a sustainable, secure and high-performing digital infrastructure; the digital transformation of enterprises and the digitization of public services.
- **The Digital Education Action Plan** has been launched by the European Commission in 2020 and is a EU wide strategic vision for achieving high-quality, inclusive and accessible digital education in a period from 2021-2027, a development of a high quality digital education ecosystem, and enhancing the digital skills and digital competences for all.
- **The Digital Europe Programme**: is a new EU funding programme focused on bringing digital technology to businesses, citizens and public administrations. Digital technology and infrastructure have a critical role in our private lives and business environments. The Digital Europe Programme will provide strategic funding supporting projects in five key capacity areas: in supercomputing, artificial intelligence, cybersecurity, advanced digital skills, and ensuring a wide use of digital technologies across the economy and society, including through Digital Innovation Hubs.
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- Relevant EU policies
- What are jobs/occupations with high degree of participation in digital skills?
- Statistics of digitalisation at EU level

3. GOOD PRACTICES



- 1) In South Tyrol *Alpe Pragas* (<https://www.alpepragas.com/en/about-us>), a company producing jams, juices and food preserves, has been developing initiatives for environmental sustainability for years: to prepare its products, the company uses **seasonal fruits** coming almost exclusively from its own local crops or from small local producers; packaging is 100% **plastic – free**. Today the production plant is mainly powered by hydroelectric energy, but the company is actively searching for new solutions from other **renewable sources**. The aim is to become a zero-emission company by 2027. *Alpe Pragas* constantly informs customers, suppliers, business partners and other stakeholders about its sustainable actions.
- 2) “*Officina del Colore Naturale*”: it is an artisan company classified as a dry cleaners, but it's a mix of typical made-in-Italy creativity, lots of study and color research. The company's goal is to obtain a quality textile product, naturally dyed and possibly traced from the origin, using colors extracted from plants or purchased from farms. (<https://www.officinadelcolorenaturale.it/our-story>)
- 3) “*Antichi Sapori*” (<http://www.antichisaporibrienza.it/>): it is an organic farm, established by two young boys, with the bold idea of creating a product with the same care and dedication dictated by tradition but with innovative techniques. It is from their ideas that are born quality products related to local traditions on some novelty in gastronomy. The production of olive oil with new cultivation techniques, the production of special honeys are the features that make this company unique. There is also the opportunity to adopt a beehive, and in addition to enjoying the honey, you can be a part of the preservation of biodiversity and the bees that are vital to our ecosystem.

4. INTERVIEW' ANALYSIS

1. Demographics

We have interviewed 20 persons from Local Action Groups and other employers of "Community Development Officers". The semi-structured interviews took place online and in presence.

All the interviewees are from Italy: most of interviewees are female (13) and male (7) . Their age average is 40 years, and ranges from 27 to 60 years old. The main occupations are about:

- Consultancy in EU funds and programs



- Management
- Local Animator
- Administrative

The working experience ranges from 1 year to more than 15 years.

2. Subject knowledge

About the knowledge on **green and ecological jobs** all the interviewees answered affirmatively, giving their own definition of green jobs:

- jobs or professions aiming to an economic development of a particular area, paying attention to the well-being of the environment, trying to safeguard it as much as possible for a common well-being; jobs with low environmental impact and/or aimed at reducing energy impact; jobs that contribute to preserving and protecting the quality of the environment; jobs closely linked to the environment and the circular economy; jobs that contribute significantly to preserving, protecting and/or restoring the quality of the environment.

Participants have replied positively to their knowledge on **green skills**, defining them according to their experience: for most of them they are related to attitudes to energy saving and environmental sustainability developed in the context of work aimed at reducing environmental impact; generally the human resources that a company have to or acquire in order to make their activities more environmentally friendly and sustainable; characteristics that make processes more efficient (e.g. by reducing waste and reusing materials).

With reference to **digital skills**, the participants have declared that Digital skills are related to the intelligent and thoughtful use of digital tools and include elements of computer and digital literacy, communication and collaboration, media literacy, digital content creation, security, intellectual property issues, problem solving.

Digital skills refer also to the ability to navigate, research, evaluate, create, process content and manage data and information through today's digital devices. They are evolving skills, varying as technologies evolve.

For someone, these are all skills that the workers, and in general the human resource, of a company have or must acquire in order to make their activities more innovative and digitally advanced. Trivially from the use of a PC to software development.

All participants agreed that **green economy** is a model of economics that allows the reduction of environmental impact in favour of sustainable development, such as the use of renewable energy, reduction of consumption, recycling of waste. The green economy in production evaluates various economic choices in order to have a lower impact on the environment. It is also based on improving human welfare and the



ability to produce while reducing environmental risks, , aimed at achieving well-being and social equity

Green and digital skills may positively influence jobs and work environment: the ecological transition has changed the priorities and objectives of the economic-productive system, and the labour market has to be adapted. Working with colleagues who have acquired green knowledge and skills over time positively influences work, makes it easier, speeds it up. Furthermore, everyone has acquired the ability to solve technology-related problems.

They certainly help develop an awareness of what each of us can really do to protect the environment and give an ethical imprint to the work itself. It is about fundamentally changing the approach to work; avoid printing and use smart technologies; smart working itself has been a digital at the same time green way of conceiving work.

About the **practical green actions** that employees need to apply in order to develop sustainable working methods, according to their knowledge are linked to the use of smart working as a way to reduce pollution and energy consumption; limit the use of paper; switch off electronic devices after use; lower the heating temperature and reduce the use of air conditioners. It is also indicative that someone has replied saying that it is necessary to inform and raise awareness about green actions among employees (environmental education).

The main **soft skills** needed to reach sustainable goals are:

- Organisation autonomously
- Communication,
- Teamwork,
- Creativity
- Problem solving
- Time management
- Resilience
- Motivation
- Negotiation
- Interpersonal skills
- Flexibility
- Planning

While respondents expressed a favourable opinion on the use of **digital communication**, emphasising that it is very important because it allows anyone to convey, communicate their business to a specific target audience, integral parts of daily work management and business, specifically e-commerce, very advantageous



for new and not new companies, as it has speeded up their publicity and awareness in the country and beyond, it has made it possible for a faster commercial exchange between companies even far away from each other. For other digital communication undoubtedly facilitates the dissemination of actions and considerably reduces time, if used correctly, but, the human relationship has an added value that is unrivalled and , if not used correctly, it can reduce the capacity for relationships between workers.

3. Job specific

About **the responsibilities with regards to digital communication and green actions**, people have to implement plans and strategies to achieve precise marketing objectives, keeping abreast of technological innovations, making marketing or advertising choices through digital channels, designing digital campaigns in line with corporate objectives, supervise the creation of shareable content, identify the most suitable platforms with respect to content (website, social network, online press, blog...), attention to privacy and data retention security.

The **practical methods employees have to apply to increase the engagement** from local communities **towards green skills** are:

- a sustainable model through new technologies. Indeed, technologies are able to develop a green economy, an economy that is more environment friendly and healthy;
- informing and disseminating knowledge on energy saving.
- the practice of the 'good father in the family', common sense and the knowledge that with a minimum of attention, the expected results can still be achieved
- awareness-raising campaigns and transfer of good practices

Most of them are aware of the **digital tools** like Trello, ZOOM, TEAMS, Canva, Miro, Skype and they are using them everyday. In particular, the use of these platforms has increased during smart working and continues to be widely used now.

Finally, the main **work-based methods considered most effective** is stage, apprenticeship and job shadowing: Certainly the creation of a healthy and harmonious working environment, avoiding a top-down approach but co-responsibility towards the achievement of the company's objectives.

5. Country specific approach



In order to implement the 2030 Agenda for Sustainable Development, in 2017 the Italian government adopted a national strategy for sustainable development and recently has created a specific Ministry for Green Transition., which is addressing and implementing Policies for ecological transition through the NRP (National Plan for Recovery).

In Italy there are a lot of private NGO dealing with green policies and activities: ASVIS, Legambiente, Friends of Earth, WWF, Associations, but no all participants are aware about them.

Participants agreed that it is an embryonic phase the cooperation and collaboration mechanism to foster green skills and it is needed to be further stimulated.

All participants agree that the Italian government is trying to provide support through NPR which aims to promote a robust recovery of the European economy under the banner of ecological transition, digitisation, competitiveness, training and social, territorial and gender inclusion

As most of them are working with LAG, they have knowledge about other programs that are fostering green skills: Green Deal, PAC, Farm to Fork, Biodiversity Strategy 2030, Horizon Europe, Life.

About the last questions, they have just give **some suggestions**: green economy is the sector to focus on sustainable and ethical development. It is important and necessary to invest in and train young workers to behave in an environmentally friendly manner and to protect the planet. Moreover, it is important to invest in projects which foster culture of the green deal in order to open up horizons for future generations as well.

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