

# GREEN SKILLS FOR GREENING JOBS

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Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Agjencia Zvicerane për Zhvillim  
dhe Bashkëpunim SDC



**HELVETAS**

# RisiAlbania - Project information

**Country:** Albania

**Project name:** RisiAlbania

**Duration:** 2013-2025

**Donor:** Swiss Agency for Development Cooperation

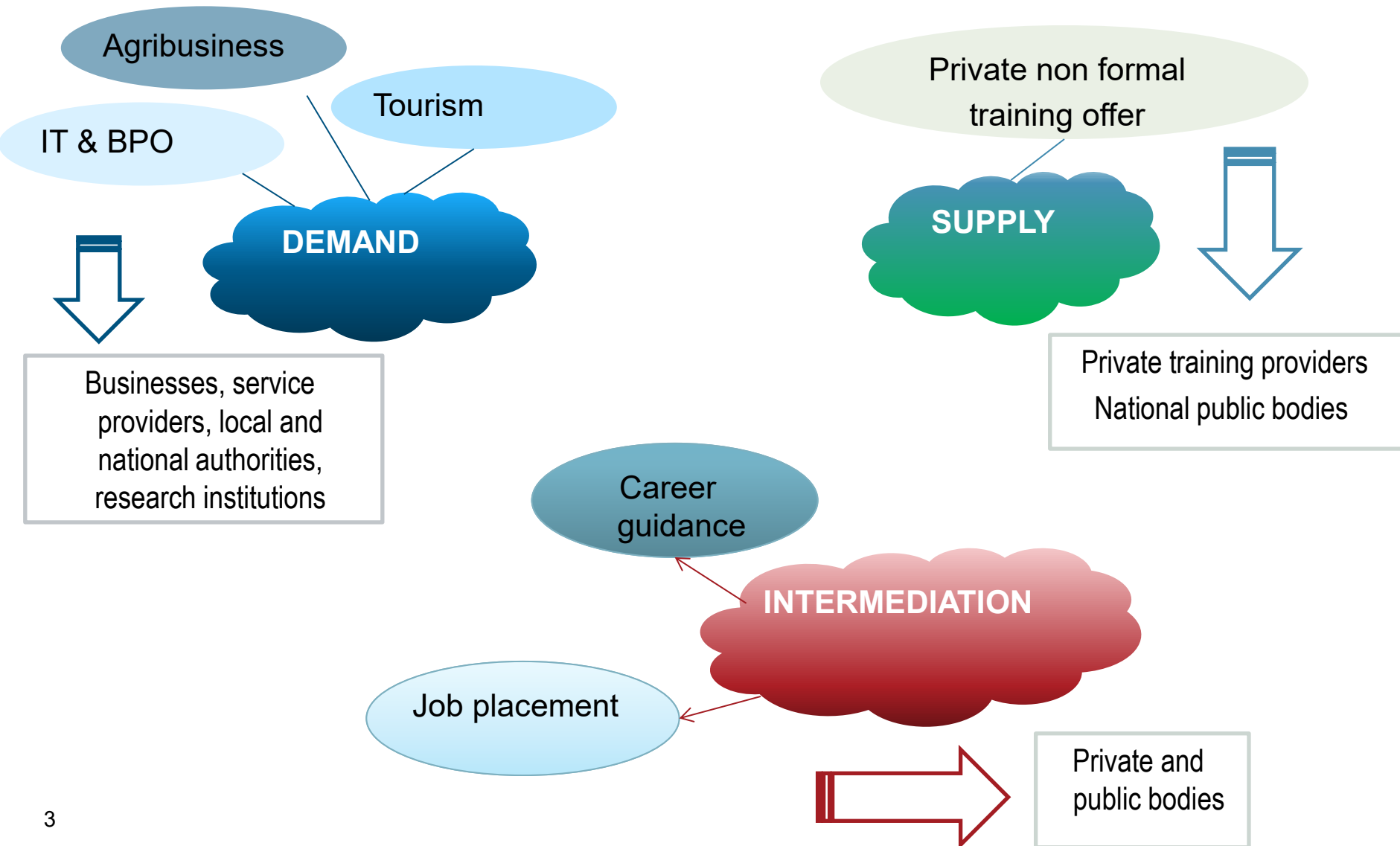
**Implementer:** Helvetas

**Target group:** Young women and men aged 15-29

**Goal:** Youth employment in an inclusive and sustainable way.



# RisiAlbania - main sectors and stakeholders



# Stimulating green skills market

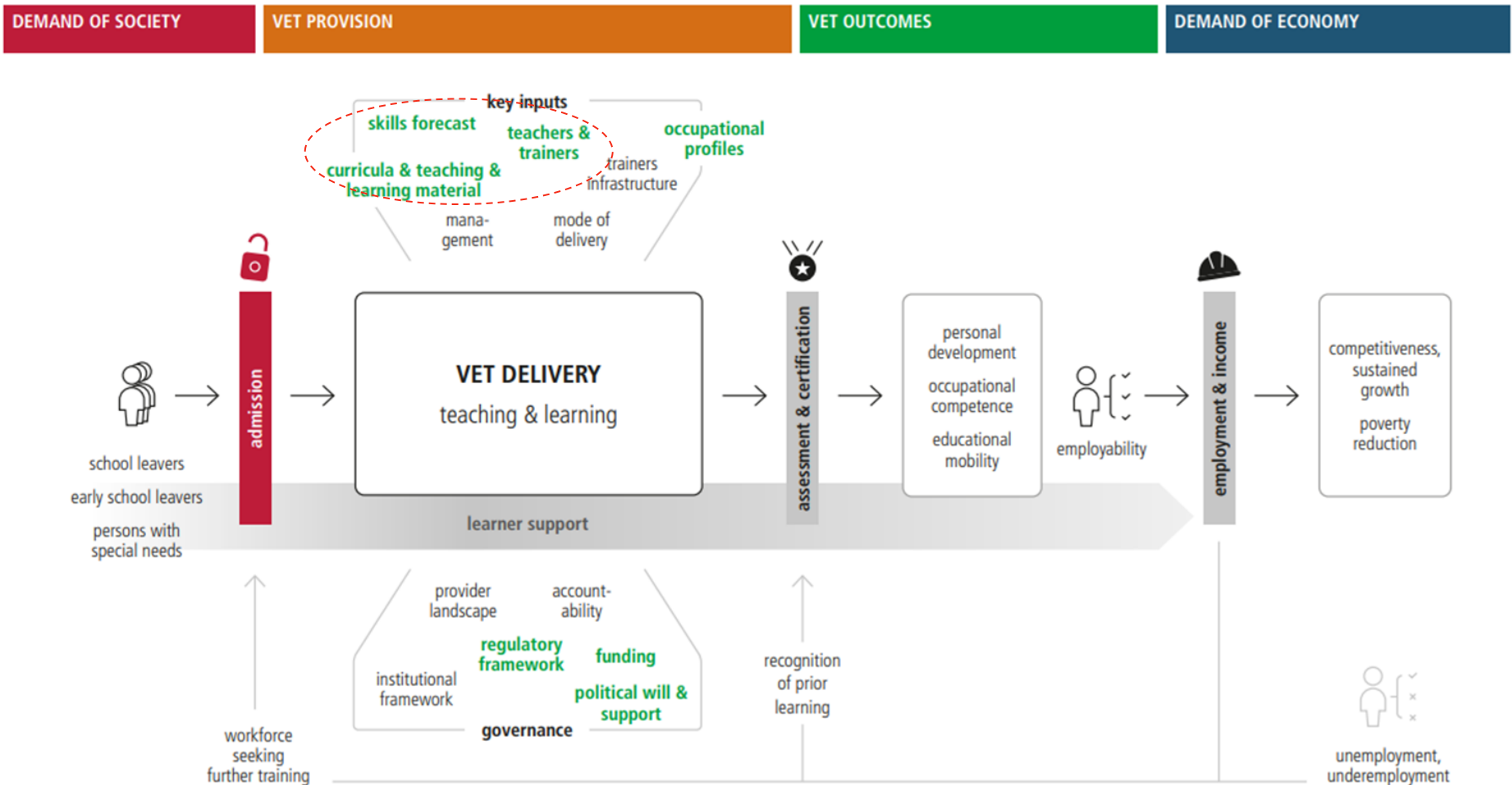
RisiAlbania has been working since early 2023 to stimulate a market for green skills training



## Challenges:

- Lack of awareness and understanding of the value of green skills
- Limited availability of job opportunities that require green skills

# Entry points for green skills



# Green skills for green jobs

RisiAlbania supported:

- **Private sector** to introduce standards for accessing high value markets, embedded green skills and behaviour change (Global GAP, CTST, GRASP )
- **Training Providers**
  - to raise awareness among businesses and youth on green skills
  - to green exiting curricula (tourism sector)
    - assessing training needs,
    - capacitating the instructors,
    - designing tailored training programs.

# Training programs

## **Training modules integrated in hotel management:**

- Minimizing energy and water consumption
- Waste management and reduction
- Sustainable food and beverage practices
- Sustainable tourism certification and labelling
- Sustainable tourism policy and planning
- Introduction to Eco-Friendly Management in Tourism

## **GREEN ACADEMY**

- Sustainable Development Goals and their relevance for business.
- Strategies to integrate sustainability into your business-as-usual.
- Sustainability strategies in action.
- Sustainability in focus-effective communications for a greener tomorrow.
- Green skills for SDGs & labor-market segmentation by green skills”



# Partners, beneficiaries and results 2024



- Private training providers
- Universities (short courses)



- Hotel owners and managers,
- Unemployed individuals,
- Employees seeking upskilling and reskilling opportunities
- Students



**318 individuals** trained in 2024

**64 individuals** employed in Tourism Sector

**42 individuals** employed in other sectors

**23 instructors** trained

**16 new training modules**



# Lessons learnt



Green skills development integrated into **lifelong learning** programs provides flexible opportunities for training (reskilling /upskilling) to sustainability challenges



**Behavioural change** is important:  
Raising awareness about green skills through media and community programs encourages broader participation

# Thank you !



[www.risialbania.al](http://www.risialbania.al) &  
[www.helvetas.org](http://www.helvetas.org)



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In partnership with:



Implemented by:



# Green Jobs – Agri processing



## Exports:

30% in region  
70% in EU  
3-4 times higher price  
20 exporters certified

## Incomes:

20-30% for exporters  
15% for farmers

## Employment

20-50% increase  
(higher volumes,  
procesing)

# Green Jobs- Tourism



- +20% increase of tourists number 2024 versa 2023
- +28% turnover increase
- 2024 versa 2023
- +22% employment increase 2024 versa 2023
- 9 TOs certified

- (A) Demonstrate sustainable destination management
- (B) **Maximize** economic benefits to the host community and **minimize** negative impacts
- (C) **Maximize** benefits to communities, visitors, and culture; **minimize** negative impacts
- (D) **Maximize** benefits to the environment and **minimize** negative impacts