

# **Good Green Jobs**

*City Action Examples  
and Mayoral Vision*



## What you will find here:

As the World Mayors Summit commences in Buenos Aires, C40 Cities, led by Chair and Mayor of London Sadiq Khan, have united to spearhead the creation of 50 million good, green jobs by the end of the decade. Here you will find mayoral quotes about the announcement - the voice of the world's mayors - and examples from cities around the world that are working on good green jobs projects. This includes:

- Nature-based solutions to protect vulnerable communities and create jobs
- Just and equitable transitions
- Filling the green skills gaps
- Covid-19 recovery and good, green jobs
- Clean mobility, building retrofits and infrastructure upgrades
- Researching gaps and barriers, measuring jobs and making sure they are equitably distributed



## In the words of the world's mayors

“Accra has commenced activities to implement a citywide municipal solid waste source separation programme. The objective is to divert waste, especially organics from landfills and promote recycling, create improved working conditions, and ultimately reduce greenhouse gas emission from the waste sector. Informal waste sector would be engaged to provide collection services in low-income communities alongside formal waste collection service providers. Citywide implementation will create sustainable additional jobs as well as improve working conditions for existing informal waste workers.”

**- Mayor Elizabeth K.T. Sackey of Accra**

“Our day-to-day work is about improving quality of life in our cities, and it goes hand-in-hand with creating green jobs. For the City of Athens, this is the virtuous cycle that will create a sustainable future for everyone. Along with our citizens and partners, we are developing a culture of innovative urban design that is reinforced by our comprehensive new Climate Action Plan. This framework helps us to find smart solutions while creating quality green jobs for the next generations.”

**- Mayor Kostas Bakoyannis of Athens**

“As the Austin region continues to grow, we must provide a diverse set of opportunities and build skills within our communities to address the challenges of the future. This includes ensuring pathways to high-quality, family-supporting jobs within an untapped driver of economic resilience — green opportunities.”

**- Mayor Steve Adler of Austin**

“The economic crisis and the climate crisis go together and the solution will not be a fair one if it is not green, nor will it be green if it is not fair. That is why Barcelona, through actions such as the well-known Superblocks, among others, is managing to generate more than 44,000 green jobs. But it is not enough: we must demand more from those who pollute the most and those who benefit the most from this crisis, and ensure that everyone can pay for their housing, fill the fridge and turn on the heating. Ensuring a fair winter must be the top priority.”

**- Mayor Ada Colau of Barcelona**

“The longer cities delay moving toward climate goals, the more difficult and more costly the transformation will be. Bogotá is transitioning towards energy efficiency and by 2030 we will have created, supported or transformed over 700,000 green jobs. If the following governments align responsibly with climate goals, we will give the next generations a better chance –perhaps their only chance– to live and work in a stable economic environment.”

**- Mayor Claudia López Hernández of Bogotá**

“Boston’s leadership on climate action will center healthy, sustainable communities by developing training and creating opportunities for green jobs. Our PowerCorpBOS program and newly created Cabinet of Worker Empowerment are bolstering career pipelines tied to community resiliency, equity, and opportunity.”

**- Mayor Michelle Wu of Boston**

“In facing the challenge of climate change, we have an amazing opportunity to transform the way in which we produce, consume, and work. Creating green jobs is key to promoting sustainable ways of engaging with the environment. Argentina - with its vast amount of natural resources and human talent - has a unique opportunity to boost economic development in a sustainable way. In Buenos Aires City, the incentives provided to the knowledge-based economy are generating green jobs that help protect the environment.”

**- Mayor Horacio Rodríguez Larreta of Buenos Aires**

“In our drive for energy security, actioned by our recent IPP tender and other projects, the City of Cape Town will create local green jobs by putting green energy on the grid and providing reliable electricity supply for economic recovery. At the same time we will continue to invest in innovative green and hybrid infrastructure such as our new catchment management approaches and provide much needed jobs through river clearing

programmes and support for ecosystem services our city relies on.”

**- Mayor Geordin Hill-Lewis of Cape Town**

“Faced with the challenges that climate change imposes on us, we do not fear the future and adhere to the commitment and effort of cities to foster the generation of green jobs, promoting a socially fair transition to a more sustainable economy. About 10% of jobs in Curitiba are green. Climate policy translates into transformative collective actions, such as sustainable mobility, energy efficiency and city resilience programs that will promote the creation of at least 100,000 new green jobs.”

**- Mayor Rafael Greca of Curitiba**

“Bangladesh's Climate Prosperity Plan aims at creating over 4 million climate-resilient jobs by 2030. In a context where two of every five urban workers are migrants and 2,000 people move to Dhaka every day due to climate impacts, there is an urgent need to concentrate this job creation in urban areas. As C40 Vice Chair, I am committed to work with the National Government of Bangladesh to ensure that most of these green and good quality jobs are created in cities like Dhaka.”

**- Mayor Mohammad Atiqul Islam of Dhaka North**

“Heidelberg promotes GreenTech and bioeconomy as a contribution to climate neutrality 2030. While bioeconomy aims to use resources in an environmentally compatible way, GreenTech is about protecting or restoring resources. Cities can promote the development of companies in these fields by specifically attracting

them to the area, thus creating new jobs. Together with the promotion of skilled trades, which are essential for climate protection, Heidelberg offers C40 three focal points in Green Economy through which international exchange is possible.”

**- Lord Mayor Eckart Würzner of Heidelberg**

“As we fight the COVID-19 epidemic, we must equip ourselves for a green recovery. The Hong Kong's Climate Action Plan 2050 published in October 2021 set out Hong Kong, China's decarbonisation strategies, namely net-zero electricity generation, energy saving and green buildings, green transport and waste reduction. These measures will not only create tens of thousands of green employment opportunities and promote a green and sustainable recovery, but also lead Hong Kong towards the goal of achieving carbon neutrality before 2050.”

**- Secretary for Environment and Ecology Tse Chin-wan of Hong Kong**

“Jakarta as one of the world-leading cities commits to contributing to the creation of green jobs through the implementation of the Jakarta Climate Action Plan 2021-2050, highlighting the electrification of TransJakarta fleet which is targeted to reach 100% (10,000 buses), to deliver a global green, just and resilient recovery by 2030.”

**- Former Governor Anies Baswedan of Jakarta**

“Istanbul Vision 2050 Strategy Document defines Istanbul to become the center of entrepreneurship and creativity, becoming a center of attraction for international investments, transforming the wealth it creates into social welfare, increasing qualified and

green workforce and employment, and inclusive of everyone with its economic diversity. Global challenges like the climate crisis, financial crises and increasing inequalities deeply affect the unique economic structure of Istanbul, and the need for a just transition and resilience comes to the fore even more.”

**- Mayor Ekrem İmamoğlu of Istanbul**

“Investing in the jobs and skills of the future will help us to tackle inequality as we tackle the climate crisis. That's why I'm proud to stand united in action with my fellow C40 mayors to drive the creation of 50 million good, green jobs by the end of this decade. London will lead by example as we double the size of our green economy and establish good, green jobs accessible within communities that need them most. There is no time to waste. The best time to act on good, green jobs was yesterday, the next best time is today.”

**- Mayor Sadiq Khan of London**

“The City of Melbourne is committed to ensuring our city is the ideal environment for businesses and universities to thrive. The vision is for the Melbourne of the future to be an employment centre of a resilient zero-carbon economy. We're excited that this year we'll be hosting the inaugural Resilient Zero Carbon Jobs Summit, which will bring together business, community and academic leaders.”

**- Mayor Sally Capp of Melbourne**

“The Green and Just Recovery global cities are striving for green, good jobs that will support



citizens facing the energy crisis, the climate emergency and the social and economic impact of the pandemic. C40 research and mayoral commitment prove that more jobs can be created through inclusive climate action than business as usual, simultaneously catering for a healthier environment, a fairer job market and improving the sustainability of cities. This will also engage governments, businesses, unions, youth, civil society.”

**- Mayor Giuseppe Sala of Milan**

“By stimulating the creation of green jobs and attracting forward-looking companies to their territory, cities have concrete ways to make economic development a lever for the ecological transition. The creation of green jobs is essential to ensure a fair and equitable ecological transition for our populations. Today's commitment reflects the objectives and values of our 2030 climate plan, which places Montreal at the forefront of cities committed to the ecological transition.”

**- Mayor Valérie Plante of Montréal**

“New Orleans is on the frontlines of the climate crisis. We know the risks of an increasingly volatile climate and the need to build strong and lasting infrastructure that can adapt. We also understand that this means we need to train and empower our residents to build these projects. My administration is working with our local businesses, non-profits, and educational institutions to ensure that all of our residents have the opportunity to take advantage of the coming green economy.”

**- Mayor LaToya Cantrell of New Orleans**

“As New Yorkers — particularly those living in underserved communities — continue to feel the increasing impacts of climate change, it is crucial that we remain committed to working toward a ‘green city’ rooted in social, economic, and environmental justice. Rebuilding a post-pandemic economy means that we have a once-in-a-generation opportunity to deliver on green job policies and projects, and my administration will continue to invest in and support industries that deliver on these important goals. I know that I am not alone in my dedication to taking major actions to prevent climate change, and that is why I am thrilled to be working with mayors from across the globe to provide well-paying clean jobs in industries like transportation, energy, health care, and construction. This is the path to reaching carbon neutrality, and how we ‘Get Stuff Done’ for our planet”

**- Mayor Eric Adams of New York**

“For Oslo, creating green jobs is also about greening existing jobs. Oslo is electrifying its car and machinery fleet. Workers who are dependent on city vehicles to do their jobs are now getting access to zero emission technology. When Oslo include climate criteria in tendering processes for city owned construction sites, jobs in the construction industry are also becoming greener. In 2023, all public transport will be electrified. Through mandating zero emission public transport, Oslo makes traditionally fossil-dominated jobs green.”

**- Governing Mayor Raymond Johansen of Oslo**

“Cities are implementing policies and programs that empower residents to capitalize on good-paying jobs in emerging markets, like the electric vehicle and solar industries.

Phoenix is proud to be part of the global movement that is investing to make training and good jobs accessible, while we maximize potential to improve quality of life and foster a healthier world.”

**- Mayor Kate Gallego of Phoenix**

“Quezon City's vision of a livable, green and sustainable city is centered on building an economy that ensures equitable access to environmental goods now and in the future. We believe that creating jobs that sustain a healthy environment provides equal benefits to nature and people, especially the marginalized.

Thus, programs on sustainable food consumption, clean energy, ecological transport and circular economy, among others, are actively pursued, while climate financing to support more green investments and jobs are also explored.”

**- Mayor Joy Belmonte of Quezon City**

“Rome wants to accelerate in the direction of a livable, just, healthy and sustainable city. The projects we chose have the objective of pursuing this vision and creating new green jobs in strategic sectors. The goal is to shift public and private investments towards quality and sustainability in order to create new opportunities. In our vision, decarbonization is a key driver to achieve a widespread change in the direction of a transition in which no one should be left behind.”

**- Mayor Roberto Gualtieri of Rome**

“By 2030, Rio de Janeiro will create over 500 thousand green jobs with initiatives that will mitigate greenhouse gas emissions and adapt Rio to be better prepared to handle the impacts of the climate crisis. The promotion of a greener city multiplies the possibilities of work and entrepreneurship, and also generates a better quality of life for the Cariocas.”

**- Mayor Eduardo Paes of Rio de Janeiro**

“In Rotterdam, the commitment to the energy transition and technological developments lead to a demand for differently trained personnel. Therefore, people will have to switch jobs and retraining will be necessary. This requires cooperation from several partners in the city. The city of Rotterdam invests with employers and education institutions in the Rotterdam Labour Market Perspective Fund, to guide at least 6,000 Rotterdammers with a vulnerable labour market position to future-proof employment in for example the port industrial complex.”

**- Mayor Ahmed Aboutaleb of Rotterdam**

“The Santiago Metropolitan Regional Government, headed by Governor Claudio Orrego, reinforces its commitment to design and implement plans and programs that generate quality green jobs to achieve sustainable and inclusive regional development.”

**- Governor Claudio Benjamin Orrego of Santiago**

“The commitment of local governments with the creation of green jobs is fundamental to guarantee a fair and equitable energy

transition. In recent years, based on a broad dialogue with the private sector and civil society, Salvador has invested in collaborative projects that focus on the creation of green jobs in the energy sector, on the qualification of local labor and on the dynamization of sustainable segments of the labor market.”

**- Mayor Bruno Reis of Salvador**

“Through Seattle’s Green New Deal, we are prioritizing investments for climate adaptation and resilience and opening the doors to the clean energy economy to all communities. That means an intentional focus on job training, workforce development, apprenticeships, and employment opportunities. We’re responding to the climate crisis by embracing economic opportunity for communities most impacted, using the clean energy transition to create high-quality green jobs of all kinds -- from construction and energy trades, to teachers, health workers, and delivery drivers.”

**- Mayor Bruce Harrell of Seattle**

“Seoul partners with businesses and environment organizations to protect public safety and ensure equity in the face of climate crisis. Our 10 trillion KRW investment in the implementation of Seoul Climate Action Plan is expected to create 80,000 green jobs by 2026. We prioritize energy efficiency improvement of low-income households, including those living in semi-basement homes, while training young job seekers into home energy consultants and matching youths with zero waste jobs to promote sustainable economy and public health.”

**- Mayor Oh Se-hoon of Seoul**

“The City of Sydney will continue our transition to a strong, green and circular economy, to achieve our target of net zero emissions by 2035. This transition will improve economic efficiency, create new business opportunities, generate more jobs and attract sustainable investment. We will continue to support the development of key sectors in our community, including environment advisory, sustainable finance, green utilities, green buildings, the sharing economy, green transport, waste management, cleantech innovation and green research.”

**- Lord Mayor Clover Moore of Sydney**

“Tel Aviv Yafo is a world leader in Climatech and Cleantech. The municipality is a key player, catalyzing enterprises, ensuring they grow locally, contribute to our wellbeing and create new employment opportunities. A decade ago, the city led the green building transformation, activating a new employment sector. Today, through municipal interventions, similar transitions are taking place, in transportation, in water and wastewater management. We will continue to research and develop, plan, and pursue creativity, to ensure a sustainable livable future.”

**- Mayor Ron Huldai of Tel Aviv - Yafo**

“In the year 2020, the City of Tshwane endorsed an MOU with ‘Wouldn’t it be Cool’ with the aim of exploring new initiatives within the urban agricultural sector. A number of young people have been exposed through various training programmes that will potentially launch them to become “agri-preneurs”, and in the meantime the City is working through its administrative

processes to provide the needed support for this new cohort of entrepreneurs.”

**- Executive Mayor Randall Williams of Tshwane**

“We are now facing the challenges of the climate crisis and upheavals in the international situation. That is precisely why it is important for us to take this time to envision what lies beyond these crises, and continue to move forward. Let us walk together toward a sustainable future for cities and the world.”

**- Governor Yuriko Koike of Tokyo**



## 1. From Boston to Curitiba, cities are using nature-based solutions and climate risk management solutions to protect vulnerable communities and create jobs

### Boston (United States) - PowerCorpsBOS

Boston's PowerCorpsBOS is a **green job program providing young people ages 18-30 with training, career readiness support, and connections to employers in the green industry**. In September 2022, PowerCorpBOS began training students in several aspects of the tree industry, including tree physiology, soil science, and how trees heal from cuts and breaks. Students will be working with Boston Housing Authority and UMass Mount Ida Campus to learn valuable skills to protect trees, including pruning, felling, limbing, and bucking. It has created **100+ jobs** from this initiative.

### Bogotá (Colombia) - Mujeres que reverdecen

The "Mujeres que Reverdecen" ("*Greening Women*") programme aims to **provide women, particularly those most affected by the pandemic, with green employment opportunities like gardening and creating green spaces in the city**. At the same time, the programme aims to reduce the gender poverty gap and psychosocial effects of the pandemic.

The programme has benefited more than **5,000 women** since its inception. Additionally, some programme participants have been subsequently hired by the private and public institutions e.g. the Bogotá Botanical Garden. Find more information [here](#).

### Curitiba (Brazil) - Bairro Novo do Caximba Climate Risk Management Project

The project caters to approximately 1,700 families in a situation of socioeconomic vulnerability that irregularly occupy an environmentally fragile area, the Barigui River bank. It involves house relocation, construction of new houses with photovoltaic panels and rainwater harvesting; implementation of an ecological corridor for environmental conservation and recovery; execution of sprawling and detention ponds; linear park with leisure structure and delimitation of the environmentally protected area with the execution of a slope increasing the resilience in relation to the floods; shared streets with criteria of thermal comfort, road safety and active mobility; microdrainage; and use of sustainable paving with drainage material. It is estimated that the project will generate around **14,000 jobs, giving preference to the hiring and training of the local population**.



## 2. From Seattle to Accra to Rio de Janeiro, cities are spearheading just and equitable transitions, guaranteeing better participation of workers in the formal and informal economy and ensuring their inclusion in the low carbon economy

### London (United Kingdom) - Green Skills Academy

The Mayor of London's **Green Skills Academy launched in 2022 is providing training in green areas, including retrofit, green spaces, solar and renewable energy, EV and low carbon transport.** The Green Academy will support over just under 3,000 learners into jobs and 3,700 Londoners into new training and learning through partnerships with the private sector and other organisations. Tackling underrepresentation is a priority for the Mayor. The programme builds on the work of the Mayor's Workforce Integration Network (WIN) which works with employers to increase the participation of underrepresented groups of Londoners in key sectors. WIN research covers all the Mayor's Skills Academy sectors – green, digital, creative, hospitality, health and social care. The research also looks at reasons for this and reviews ways in which employers are looking to increase the diversity and inclusiveness of their workforces. **By 2024, 3,700 Londoners will have gone through Green Academy training, with 2,800 moving into good jobs and careers.**

### Accra (Ghana) - Community Based Waste Management

The Accra Metropolitan Assembly seeks to implement a Municipal Solid Waste (MSW) source separation and compost project. **The goal is to reduce GHG emissions by diverting organic waste from landfills through composting and increasing waste collection coverage. A community compost will be set up in hard to reach, low-income communities for community use (e.g. in greening of public spaces, home gardening etc).** The project uses a participatory action learning approach to mobilise stakeholders such as informal workers in the selected communities to plan and implement the programme. As part of the source separation programme, the city will facilitate the **formation of cooperatives for informal sector operations and officially assign concessions for collection services to ensure job security.** The city has already started capacity building programmes in health and safety, financial literacy, road safety and traffic regulation. As of 2019, there were 601 registered informal waste collectors operating within the jurisdiction of the Accra Metropolitan Assembly without a city contract. The target is for at least **400 informal waste collectors** to form cooperatives to be awarded concessions.

## Seattle (United States) - Green New Deal

Through investments for apprenticeships and workforce training programs, Seattle's Green New Deal seeks to increase access to stable, well-paying jobs that don't displace communities. **Ensuring equitable access to good paying jobs** is fundamental for Seattle's Green New Deal as we work to ensure the benefits and investments of the clean energy transition accrue to communities who are most burdened by economic, racial and environmental injustice. Seattle's proposed Building Emissions Performance Standards, for example, is estimated to create 150-270 annual jobs, and provide an opportunity to expand career paths for underrepresented workers, whilst it is also estimated that climate policies will spur about 800 new green construction jobs annually over the next 10 years.

The city recently invested **\$1.8M to expand six apprenticeship and career development programmes** to specifically recruit and support women, people of color, and other individuals with social and economic disadvantage in training and career development in clean energy trades such as construction and building operations, electrification, and solar installation. Mayor Harrell is proposing to increase this investment by \$2 million over the next two years to support more than 350 underrepresented individuals.

## Austin (United States) - Green Jobs and Entrepreneurship Strategy

As part of their Climate Plan Strategy, the City of Austin worked with their Community Climate Ambassadors to develop a **'Green Jobs and Entrepreneurship' strategy**. This strategy aims to advance the goals of the plan by **creating economic opportunities and building agency and decision-making power in low-income groups, particularly Black, Indigenous and People of Colour (BIPOC) communities**.

Since 2020, the Austin Civilian Conservation Corps (ACCC) is the primary vehicle to achieve this strategy. The initiative provides equitable access to green jobs for Austin residents, and especially communities of color. The ACCC gives residents experience, training, and certifications in a variety of focus areas; supportive services; a living wage; and permanent career pathways. The initiative also includes an accelerator program which is expanding the capacity of multiple Austin organizations to offer and expand access to green jobs. Over \$8.5M has been devoted to the ACCC through 2024, and to date it has provided over **150 paying job opportunities** for residents to become involved in the green economy, with the potential for many more in future phases of the program.

## Jakarta (Indonesia) - Electrification of TransJakarta Buses and Workers Reskilling

To achieve the 100% electrification target in 2030, TransJakarta—a Jakarta city-owned company—is currently procuring electric buses for its new fleet. This long-term project starts with 30 electric buses with a battery capacity of 324 kWh, which can save diesel fuel up to IDR 15.4 billion per year. By 2025 onwards, TransJakarta targets to procure zero emission buses only. The Jakarta administration is always open to collaboration to achieve a just transition. The Governor of Jakarta is in **dialogue with the transport worker's unions on how to achieve a just transition** and better public transport. Bus electrification will generate more green jobs in Jakarta. New job qualification is required for e-bus charging facility and maintenance. **Re-skilling of TransJakarta and its operators' workers is also done as a step to address the challenges of electrification of BRT in Jakarta to ensure a just transition. Through re-skilling programmes, the workers will obtain more secured jobs with basic salaries along with social and health insurance. Find more information [here](#).**

## Rio de Janeiro (Brazil) - Recicla Comunidade

The Recicla Comunidade is part of the Favela com Dignidade program (Favelas with Dignity) and is coordinated by the Special Secretariat for Community Action - SEAC, with logistical support from the Municipal Cleaning Company - COMLURB. Recicla comunidade has helped **introduce and scale-up recycling infrastructure in low-income settlements across the city, ensuring the recyclable waste is diverted and turned into profitable income** for those living in these neighbourhoods rather than being disposed of in open dumpsites. Informal waste workers are invited to register and receive a card that is accepted by local businesses. Once registered, informal workers can deliver recyclable waste at collection points generating a credit that acts as 'social currency' and can be used in commercial establishments, such as markets, or construction material stores. The city government invests around R\$40,000 in each warehouse, which has water, sewage and electricity. As of May 2022, 10 recycling points have been introduced into informal settlements across the city. By the end of 2022, this will increase to 50. In six months of the program, **1800 workers and 170 local businesses** were registered and more than 60 tons of material were sent for recycling. This program is **improving the working conditions of many informal waste-pickers** through the card which acts as a saving tool and protects the income earned, as well as regularising the payment of bills for workers.

### 3. From Bogotá to Jakarta, cities are filling the **green skills gaps** - including for **women and youth** - one of the critical barriers to just transitions and jobs uptake

#### Salvador (Brazil) - Marias na Construção

Marias na Construção (Marias in Construction) is a pilot project that aims to **promote the qualification and professional placement of women through free and open courses in the construction sector**. Led by the Secretariat of Policies for Women, Children and Youth (SPMJ) and carried out in partnership with the National Service for Industrial Learning of Bahia (Senai Bahia), this pilot project creates green jobs for women in a sector where they have been normally not represented. Some of the occupations are: electricians, painters, plumbers. To date, **163 women have benefited** from the initiative since 2019, of which 15 have been inserted in the labor market. By the end of 2022, **400 new openings are expected**. You can read more about this project [here](#).

#### Seoul (South Korea) - Seoul Energy Planners (SEP)

**Seoul Energy Planners (SEP) are part of Seoul's energy job training project.** They select job seekers and strengthen their vocational competencies related to energy conservation, and energy welfare. SEP, that the training has been kick off since 2013, provides an energy consulting service once receiving education on energy efficiency and diagnosis. It mainly plays a role in diagnosing the energy usage of small and medium-sized buildings, shopping malls, schools, and nurseries and informing them of energy saving methods suitable for them. SEP will be renamed into Seoul Energy Doctors from 2023 and train 50 people so that they can support retrofits of housing units for those vulnerable to the effects of climate change. Between 2013 and 2022 **it generated 675 jobs, and the total number of jobs expected to be created by 2026 is 875.**

#### Bogota (Colombia) - Training for female e-bus drivers

The City of Bogota is **delivering training and creating employment for female e-bus drivers, a unique programme that targets women to become skilled and employed to drive the new 195 electric buses** in the city in 'La Rolita' fleet, a public transport operator that is 100% electric. With the training, women receive a certificate that is required by TransMilenio, the city's main public transport system. The programme is being undertaken by the city in partnership with the private sector and international cooperation (C40, AFD), which financed \$100,000 USD. So far, 75 women have been trained and the city is working to complete the training of **450 female drivers**. This project already created **600 new green jobs**. A total of 1,485 electric buses in Bogotá have reduced the city's emissions by 94,000 tons of CO2/year. More information can be found [here](#).

## Montréal (Canada) - Master Plan for Diversity, Equity and Inclusion in Employment

The City of Montréal encourages the employment of women in all sectors, including construction. To this end, **the city has adopted a Master Plan for Diversity, Equity and Inclusion in Employment 2021-2023 to set out concrete actions to ensure the inclusion of women, visible minorities, ethnic minorities and the disabled in employment.** Linked to this, the City has adopted the Responsible Procurement Policy which promotes doing business with diverse suppliers of goods and services. These businesses must be owned and operated by women, by members of a visible, ethnic or racialized minority, by members of an Aboriginal community, by people with disabilities, and this, in a proportion of at least 51%.

## London (UK) - Green New Deal Fund

The Greater London Authority has established a Green New Deal Fund to boost green jobs, tackle the climate and ecological emergencies, improve air quality and address inequalities. The Mayor is determined to continue to create green jobs that are diverse, sustainable, meaningful and well paid, working with relevant partners. From November 2022, the **Mayor's Skills Bootcamps for Londoners programme will also work with employers and training providers to deliver high quality, short-term training in green and other sectors**, including digital, construction and creative. The Mayor's Jobs and Skills Business Partnership will be looking at Green skills and the GLA is supporting the work of the London Local Skills Improvement Plan to understand the skills gaps that need addressing to meet local labour market needs and future-proof our workforce. The Mayor of London Sadiq Khan has committed to **doubling the size of London's green economy by 2030.**

## Rotterdam (Netherlands) - Rotterdam Labour Market Perspective Fund

The Rotterdam Labour Market Perspective Fund (RAP010) **established together with partners from the education and business sectors aims to help at least 6,000 Rotterdammers find (new) sustainable employment.** The focus is on sectors related to the energy transition and in the port industrial complex.

The programme prioritises low-skilled and flexible workers, self-employed workers, motivated job seekers on benefits. Together with involved employers and educational institutions, Rotterdam is investing - by participating collectively in the Rotterdam Labour Market Perspective Fund - in this development.

## Copenhagen (Denmark) - Green Jobs - Green Skills

Since spring 2021, Copenhagen has been working with **green upskilling** as part of the city's strategy: "Green jobs – Green skills". The ambition is that **more unemployed citizens will have the right skills to take on green jobs and to support the green transition.** Initiatives include a project with the 'Sustainable Academy' for unemployed graduates in collaboration with partners Gate 21 and Cph Business.

Additionally, the "Green" digital growth for unemployed graduates in collaboration with the company Devoteam, where the unemployed are equipped to carry out an analysis of the company's maturity in "green" transition using digital tools is being undertaken. There is also a case study in collaboration with the company PLUSS, upskilling unemployed graduates to solve sustainability tasks specifically targeted at the construction sector.



## New York (United States) - Construct NYC

**ConstructNYC is an 'accelerator' program to build capacity of minority- and women-owned businesses**, positioning them to non-competitively participate in and benefit from some of EDC's \$9 billion pipeline of capital and construction projects. Launched in 2016, the program has delivered more than \$60 million in construction-related contracts to over 50 MWDBEs, creating good jobs and increasing opportunities for traditionally under-represented entrepreneurs.

During Climate Week 2022, the ConstructNYC program announced it was expanding the pipeline of capital projects onto pre-qualified MWDBEs (those that can participate in capital projects non-competitively) to include an additional \$4 billion pipeline of green retrofit projects. They also announced that they would be expanding their training and capacity building to include core sustainability concepts like Local Law 97 compliance, solar roof installation, and energy management protocols, and are seeking a training partner to provide those services. **This expansion will not only increase access to capital projects and procurements led by the City, but will also create green jobs and support green businesses** helping the City meet its ambitious decarbonization goals. Green-skilling training services for more than **50 existing minority and women-owned businesses**, as well as an additional 20 MWDBEs to be selected.

## São Paulo Green Job Creation Support Program - GREEN SAMPA

This program aims to promote the transformation of São Paulo's economy by stimulating the creation of jobs in economic activities that contribute to reducing carbon emissions, improving environmental quality, conserving natural resources or assisting in the productive transition of companies, work environments and markets in order to drive sustainable development. In collaboration with businesses, unions and community groups, the program is based on four strategies: **1) Professional Qualification:** offering of qualification courses that focus on demands and needs of the labor market, productive transformations and requirements for the future of work, aiming to position São Paulo as a reference in qualified labor for green jobs; **2) Ecosystem Inducer: stimulating the integration of the main actors of the green economy**, seeking to encourage innovation and productive transition, especially from the demand for public services; **3) New business:** promotion of a dynamic and efficient business environment, that strengthens the **attraction of investments and the creation and maintenance of green businesses to expand the job generation**; **4) Green employers:** recognition of companies that generate green jobs in a decentralised way in the territory, based on **decent work, guaranteeing equal opportunities and offering decent remuneration, and guarantee equality of gender, race, ethnicity and disability, with a focus on the employability of young people**. The program aims to create **20,714 green jobs by 2024 and 93,876 by 2030**.

## 4. From Tshwane to Hong Kong to Phoenix, cities are providing relief to help residents recover from the COVID-19 pandemic and build resilience through nutrition and employment schemes

### Tshwane Urban Agriculture Incubator (UAI)

In 2020, the City of Tshwane and the local Wouldn't It Be Cool (WIBC) Open Innovation non-governmental organisation started exploring new initiatives within the urban agricultural sector. The city and WIBC jointly applied to the Jobs Fund to support a programme aimed at the development of innovative enterprises.

Through this programme, a number of **young people have participated in various trainings that will potentially launch them to become “agripreneurs”**. Candidates were provided with intensive training and support to incubate their ideas. In the meantime the city is working through its administrative processes to provide the needed support for this new cohort of entrepreneurs.

The goal was to mitigate the high failure rates common to new businesses in the food and agricultural sector, provide future employment opportunities and address food security issues — the ideas had to deliver affordable and sustainable food for local communities.

While the programme only reached a small portion of young people, it led to the development of a new partnership between the agricultural function and management teams. Together they have identified new innovative farming concepts for the city. The young farmers are supported to thrive in their farming activity which has a potential of creating jobs.

### Quezon City (Philippines) - Grow QC: Quezon City's food security programme

**GrowQC aims to make healthy and nutritious food available, create inclusive and sustainable livelihoods for vulnerable groups, and convert idle lands into productive, green and local urban farms, reducing transport/agriculture-related emissions.**

The GrowQC Food Security Task Force allowed Quezon City to rapidly implement a grassroots food security action plan, supporting residents impoverished by the impacts of COVID-19 and ensuring access to healthy food.

GrowQC empowers residents to become self-reliant. The urban gardens create a direct and reliable source of food, improving health and wellbeing for previously food-insecure communities. An expanding new generation of empowered urban farmers are playing a vital role in the city's sustainable food system. The programme has been extended to a new generation of empowered urban farmers.

The programme created livelihoods for **4,119 urban farmers**, a number that is expected to increase as the city continuously develops more urban gardens with the community and their sectoral partners. The planned expansion of the programme will introduce value-adding food/processing facilities that would eventually link the farms' produce to the city's feeding and nutrition programs, partnering with the hotel and restaurant sector. To date, more than 381,000 m<sup>2</sup> of land has been converted into urban farms, including 337 urban gardens.

## Hong Kong - Green Employment Scheme

To mitigate the impact caused by the COVID-19 epidemic, as well as to help a green recovery, the Government of the Hong Kong Special Administrative Region has launched the Green Employment Scheme to create about **1,000 jobs in 2022**. Green jobs have been created in various areas covering the installation of electric-vehicle charging infrastructure in the car parks of private residential buildings, strengthening support for different community-based waste-reduction and recycling projects ('Use Less, Waste Less'), promoting the environmental and ecological protection of country parks and the remote countryside, as well as shoreline cleansing ('Leave No Trace at Mountain and Sea') programmes. A Graduates Subsidy Programme is also launched to subsidise enterprises to employ about **300 graduates** in environment-related fields. **Hong Kong plans to allocate about 31 billion US dollars to combat climate change in the next 15 to 20 years. Various private enterprises are also expected to invest heavily in decarbonisation with new opportunities in green industries.** In the next few years, many more jobs will be created to implement various initiatives to combat climate change and carbon reduction

## Phoenix (United States) - Phoenix's Urban Agriculture Fellowship Program

**Phoenix's Urban Agriculture Fellowship Program is focused on encouraging more young people to take up careers in sustainable farming. It is specifically designed to train individuals who experienced a negative economic impact such as unemployment or underemployment because of COVID.**

The Program will pair nine residents between the ages of 18 to 24 with nine local farms, allowing them to learn about implementing resilient, sustainable, and innovative agriculture projects. The program is part of the city's Phoenix Resilient Food System Program, an initiative to **"develop a stronger, connected local food system with more sustainable food options for Phoenix residents"** enabled by \$9.7 million in federal funding under the American Rescue Plan Act. Fellows will receive a salary to work and train on their respective farm for 20 hours a week for 50 weeks.

## 5. From New York to Seoul to Curitiba to Barcelona, cities are improving the quality of urban life and reducing emissions through clean mobility, building retrofits and infrastructure upgrades

### Barcelona Public “build to rent”, building retrofits and public space regeneration

**Barcelona urban regeneration strategy**, established in 2020, has two major objectives: **1) Dignify neighbourhoods, buildings and homes, acting in more vulnerable areas, which have been forgotten and accumulate historical investment deficits.** This will improve the life of the neighbourhood: it is necessary to ensure the right to the city for all - for social and urban justice. In this context, regenerate means: diagnose and rehabilitate buildings in poor condition, structural repairs, improvements in comfort, habitability and energy management; and **intervene in public space** to democratise it, **making it more accessible**, encouraging everyday uses and protecting heritage. **2) Face the climate emergency and improve people's lives, acknowledging we cannot continue building and growing without limits.** The strategy acknowledges the need for policies to regenerate and advocate for a green economy, incorporating an ecological and social perspective, investing in activities that create local jobs and advancing in energy efficiency. It is estimated that around 13,000 jobs will be created, between direct and indirect jobs, with building staff and energy efficiency experts. The project has been done in collaboration with the COAC (Official Association of Architects of Catalonia), School of Architects Barcelona technicians (CAATEEB), and neighbourhood associations

### Seoul (South Korea) - Green Buildings for a Just, Equitable and Climate-Safe Seoul

The City of Seoul, by investing US \$1.3 billion, aims to improve the energy efficiency of 1 million old building units by 2026, which is expected to generate **15,000 jobs** and drastically cut emissions. While **upgrading old municipal buildings, including 3,000 nurseries and senior centers**, to ZEB levels, Seoul provides zero-interest rate loans for private building retrofits through the Building Retrofit Program Loan Support Scheme to shift 800,000 old private buildings to low-carbon ones. Seoul has signed an MOU with remodelling businesses to jointly promote energy efficiency measures for private buildings. Also, Seoul **supports energy efficiency improvements of 200 low-income households and social housing units** through retrofitting of LED light bulbs, and energy-efficient windows. Seoul operates a low-carbon building service center to provide information on support available to the public, and is going to open an online service center soon. The Seoul Energy Welfare Civic Fund prioritised training and employing disadvantaged job seekers as energy consultants to assess energy performance of low income households. We continue research and projects to ensure effective energy efficiency improvements and provide consulting on potential GHG emissions reductions by large buildings. Seoul expects this to improve the skills of workers in the sector.

## New York (United States) - New York City's Clean Heat for All challenge

New York City's Clean Heat for All challenge is an ambitious and expansive program that will slash New York City Housing Authority's (NYCHA) greenhouse gas emissions to help reach 80% reduction by 2050.

The Challenge is seeing over **100 social housing city residents** hired to support implementation of affordable heat pumps, with an additional **40 enrolled in solar training programmes** and **300 hired for energy efficiency work**. New York City Housing Authority (NYCHA) is also establishing the Clean Energy Academy to train **250 residents** over four years in green jobs in the solar and building decarbonisation industries. Training with pathways to jobs for communities, on in-home assessments of energy poverty, supporting access to affordable, clean energy for all; and New York City's Clean Heat for All challenge where over 100 social housing city residents will be hired to support implementation of affordable heat pumps, with an additional 340 enrolled in energy efficiency and solar training programmes. NYCHA is also establishing the Clean Energy Academy to train 250 residents over four years in green jobs in the solar and building decarbonisation industries.

## Copenhagen (Denmark) - The Boss Ladies project

**In partnership with a not-for-profit organisation, Boss Ladies, the City of Copenhagen champions the inclusion of women in the building sector and focuses on attracting, recruiting and retaining women in the construction sector.** The Boss Ladies project aims to break down prejudices and motivate more young women and non-binary students to enter – and develop their talent – within the building and construction industry. The project offers an ambassador programme, capacity-building activities as well as an apprenticeship scheme. It is implemented in collaboration with a broad array of stakeholders from the building sector ranging from businesses, vocational schools, trade unions, employers' organisations and NGOs. The programme targets young women and non-binary people typically underrepresented in the construction sector.



## Melbourne (Australia) - Resilient Zero Carbon Cluster

The City of Melbourne plans to facilitate a network of start-ups, businesses and universities in the clean energy sector.

**Melbourne will establish a Resilient Zero-Carbon Industry Cluster to create jobs, support innovation and deliver a range of social and environmental benefits.** The Cluster will be the first of its kind in Australia, with a focus on sharing ideas and creating practical projects to build capacity in the sector and strengthen its global competitiveness. The Cluster builds on the City of Melbourne's four-year objectives to build an economy for the future and prioritise the climate and biodiversity emergency with clear action.

## Curitiba (Brazil) - Sustainable Urban Mobility Programme

The **Sustainable Urban Mobility Programme** comprises the **improvement of services, infrastructure, and the use of new technologies and governance arrangements. The integration of public transport in its various modes is contemplated, with emphasis on active mobility.** With the redesign of the logic of the mobility services system, to provide greater attractiveness, energy efficiency and reduce GHG emissions, Curitiba will see a 33% reduction in emissions by 2030 and neutrality by 2050. It is estimated that the projects underway to improve services, infrastructure and electrification of the fleet will promote the generation of approximately **90,000 jobs**.

## Santiago de Chile (Chile) - The Bicycle Lane Master Plan

The Bicycle Lane Master Plan is the framework for public financing, decision making for active mobility planning and bicycle lanes construction in the Metropolitan Region of Santiago. **In the next 5 years 400 km of bicycle lanes will be built. It is estimated that this project will generate 6.000 jobs,** with particular focus on the most vulnerable communities, including migrants. Acknowledging that innovation and cooperation are key to advance toward good quality green jobs for all, Santiago will include two new key aspects in the public bids regarding specific construction phases of bicycle lanes in Santiago. The first one aims to **stimulate and promote job opportunities for the most vulnerable communities** in the area, for example, focused on migrant communities. The second one aims to include zero emissions machinery and environmental compensations in the construction process.

## Barcelona (Spain) - Superilla Barcelona (Superblock Barcelona)

Superilla Barcelona (Superblock Barcelona) is an **urban transformation for a better living**, a strategy to gain a million square meters of space for people, making the city a more green and healthy environment, with less noise and pollution, with streets and squares where people can meet and create neighbourhood life. The new street model leaves asphalt behind, the grey and the pollution of urban highways while incorporating a new climate- and people-friendly infrastructure to face the climate emergency: replaces the asphalt by granite and slab, materials with a smaller carbon footprint; incorporates vegetable subsoil to give more space for plant roots and increase biodiversity; wins sections of permeable surface and improves water collection systems.

Through Superilla Barcelona, **8,000 direct jobs** will be created through infrastructure upgrades and indirectly through boosting local trade and circular economy solutions.

## 6. From Sydney to Buenos Aires to Phoenix, cities are researching gaps and barriers for all residents to access jobs, measuring jobs that can be created and making sure they are equitably distributed

### Sydney (Australia) - Measuring Green Jobs with Artificial Intelligence

The City of Sydney is **measuring green jobs** using a pioneering method with artificial intelligence by analysing skills requirements listed in online job advertisements. Sydney is measuring green jobs to strengthen the green economy as part of initiatives for the 'Sustainable Sydney 2050' strategy and to measure the baseline value and the number of green jobs generated by it's necessary to build relevant policies. The methodology uses the national accounts, the City of Sydney's own Floorspace and Employment Survey data and various industry data together with a comprehensive online job ads data. Further work has also been undertaken to disaggregate the carbon emission data to meet the City's needs in understanding the suburb, sector and end-use breakdowns of the city's resource consumption and emissions.

Results of the study shows that the measurement of the **green jobs** resulted in **15,900** in Sydney's Greater Area, equal to 2.5-3% of all jobs. Jobs that contribute to managing and supporting the green economy are almost 50% of green jobs (7,900), as the City of Sydney is a hub for organisations providing professional services, public administration and research. Around 1,600 are jobs producing green goods and services, in the manufacturing sector. The rest (6,400) fall under the 'Adapting other goods and services to be more green' category.

### Milan (Italy) - City analysis of green jobs potential from climate action

In 2021, Milan undertook an analysis to **understand the green jobs potential and distribution of the city's climate action plan**. With this research the city has understood the investment needed to implement about 20 mitigation and adaptation actions from the CAP, the level of jobs this investment would support, and how these jobs would be distributed across gender and race groups. It found out that, with adequate investment, over **50,000 jobs** could be created from mitigation and adaptation actions over the next ten years through investments in Milan's climate action projects. Furthermore, this assessment also looked at the quality of these jobs, to understand what actions or policies need to be taken to ensure equal distribution and good quality of the jobs that will be created. More information can be found [here](#).

Building on the study, Milan committed to launching a flagship programme on public housing retrofits and construction. Over the next five years, the program will help the city to move from data collection and analysis to policy making and climate action implementation. This will contribute to reducing emissions, tackling energy poverty, and boosting access to jobs among women, youth and migrants in a sector with many non-Italian workers and one of the greatest green job creation potentials.

## Buenos Aires (Argentina) - Green Jobs Indicators

With the goal of promoting more sustainable, low-emission and resilient production models, **Buenos Aires City is mapping the sectors with the greatest green job potential and developing indicators to measure green jobs over the years** and generate good and reliable data for the city's Registry of Green Employment.

The city's Open Government and Economic Development teams have created a **green jobs indicator platform that will be public for everyone, showcasing this information on green jobs numbers across the city, as well as information on how these jobs are distributed**, demonstrating its commitment to open governance and transparency. This work is the result of a co-creation process with cities, representatives of academia, the private sector and civil society organisations. Furthermore, this methodology has been thoroughly documented and is available for any city to replicate.

## Phoenix (United States) - Green Jobs Potential and Workforce Distribution

Phoenix has undertaken an analysis to **understand the green jobs potential and distribution of the city's climate action plan (CAP)**. With this research the city has understood the investment needed to implement about 20 mitigation and adaptation actions from the CAP, the level of jobs this investment would support, and how these jobs would be distributed across gender and race groups. Furthermore, this assessment has also **looked at the quality of these jobs**, to understand what actions or policies need to be taken to ensure an equal distribution and good quality of the jobs that will be created. The research assesses how new green jobs would be distributed across gender and race groups. With this information, the city of Phoenix is better equipped to design green jobs policies that will improve green jobs equitable access by gender, income levels and race. It is estimated that, through adequate investment in the specific mitigation and adaptation actions analysed, the city of Phoenix could drive the creation of more than **400,000 jobs by 2030**, locally in the city and across the city's supply chains within the country.



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