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Methodological Textbook for the Green Ambassadors



**GREEN
JOBS AMBASSADORS**

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Introduction

Dear Ambassador,

I am delighted to welcome you to the Green Jobs Ambassadors initiative. Your commitment as an ambassador is very important, and your contribution to educating and promoting green professions is crucial for the future of our planet. Thank you for choosing to join us and actively contribute to promoting green professions.

This Operations Manual has been prepared to support you in your mission as a Green Career Ambassador. Its main goal is to provide the necessary knowledge and tools that will help you effectively carry out workshops and training as part of the project. In the manual you will find detailed information on work methodology, best practices and innovative approaches to environmental education. I would like it to become your compendium of knowledge and a practical guide in your everyday work.

This manual has been designed so that you can use it intuitively and flexibly. Here you will find tables that will help you quickly find the information you need, e.g. workshop scenarios, definitions, tips, or solutions. The manual also contains practical tips and suggestions on how to effectively transfer knowledge to workshop participants.

This is your tool - I encourage you to actively use it and adapt its content to local needs and the specificity of the target group. Remember that your role as an ambassador is not only to transfer knowledge, but also to inspire and motivate young people to engage in green professions and environmental activities.

Green Job My Job workbook will become a key tool in promoting sustainable development and ecological awareness among young people. I wish you fruitful work and many inspiring experiences on the path of the Green Professions Ambassador.

Yours faithfully

New Europe Foundation

Chapter 1 – Definition and starting tips.

Definition of green jobs

Look:

- Activity 1 pt. **“What are green jobs and why are they important”** in the **“Green job my job”** workbook.
- Cards with 26 names of professions attached to the **“Green job my job” exercise book.**

At the beginning of class, **introduce** students to the definition of green jobs. This is crucial to build a shared understanding of the topic. Be sure to convey this definition in a clear and accessible way so that each participant can understand and remember it. Here is a definition you can use:

Green jobs are jobs that directly contribute to maintaining or restoring the quality of the natural environment. These include sectors such as renewable energy, waste management, energy efficiency, nature conservation and many others. Their main goal is to create a sustainable future, combining technological innovation with care for the environment.

Examples of green professions:

1. Environmental engineers and environmental protection specialists create environmental protection plans and methods.
2. Renewable energy equipment and systems technicians install and repair devices that use renewable energy sources.
3. Ecological auditors check whether companies comply with environmental regulations.
4. Electronics assemblers and electromechanics assemble and maintain devices related to renewable energy sources.
5. Construction workers with ecological knowledge build and renovate buildings using ecological materials and technologies.

6. Organic farmers grow plants and raise animals in an environmentally friendly way.
7. Climate analysts and ESG/CSR Officers analyse climate data and help companies operate sustainably.
8. Zero waste chefs prepare meals by minimizing waste.
9. Tourism and recreation workers promote sustainable tourism development.

In the era of climate change and growing ecological awareness, green professions play a key role in protecting our planet and offer new economic and social opportunities. The transition to a green economy is an opportunity to create new jobs while reducing the negative impact on the environment.

The importance of green jobs

Look:

- Activity 4 pt. **“UN sustainable development goals - mind map” in the “Green job my job”** workbook
- The film **“What is a Green Job? Friends of the earth”** - <https://www.youtube.com/watch?v=bAbuP-FwwY>

Explain to students why green jobs are so important. You can use **photos, videos or multimedia presentations** to better illustrate what working in green professions looks like in practice and what consequences it has for the environment and society. You can provide the following examples of why green jobs are so important:

Protecting the planet

- Renewable energy specialists are developing solar panels and wind turbines, reducing dependence on fossil fuels.
- Waste management engineers develop recycling methods, reducing pollution and saving raw materials.
- Scientists are working to develop sustainable methods of producing and using biofuels, minimizing greenhouse gas emissions.

Economic and social opportunities

- Renewable energy companies create local jobs, supporting regional economies.

- Ecologists and biologists support ecological tourism by educating communities and attracting tourists.
- Green urbanism and spatial planning specialists design sustainable cities and communities that support healthy lifestyles and reduce environmental impact.

Sustainable development

- Working in organic farming supports healthy food production and employment in rural areas, preserving ecosystems and biodiversity.
- Green architecture architects design energy-efficient buildings that use natural sources of light and heating, helping to reduce energy consumption and CO2 emissions.
- Sustainable transport specialists are working to develop clean means of transport, such as electric vehicles and city bike systems, which contribute to reducing air pollution and traffic jams.

When sharing this information, highlight how green jobs impact everyday life and the future of our planet. Use practical examples to give students a better understanding of how their future career choices can contribute to building a sustainable world. **Emphasize** that each of us has an impact on the environment, and choosing a career in green professions is a step towards positive ecological and social changes.

Trends in green professions

Look:

- Activity 8 Fri **“Eco-solutions for houses - green jobs in renewable energy in the “Green job my job”** workbook
- Activity 9 Fri **“Architectural and planning skills”** in the **“Green job my job”** workbook
- Activity 10 Fri **“Science skills”** in the **“Green job my job”** workbook **“Green job my job”** workbook
- movie titled **“The European Union's Green Deal, Explained”** - <https://www.youtube.com/watch?v=qShVdPOpID4>

We observe a constantly growing demand for specialists in fields related to sustainable development. Here are some of the key trends:

- Innovations in renewable energy sources: development of advanced technologies

in wind and photovoltaic energy, including floating wind farms and new materials for the construction of solar panels.

- Green architecture and construction: emphasis on zero-energy buildings and the use of low-emission and recycled materials, integration with the natural environment, for example through green roofs.
- Electronic waste management: development of innovative methods of recycling and effective recovery of valuable materials, regulations promoting the circular economy.
- Organic farming: the use of agroecological practices such as crop rotation and natural pest control methods, effective management of water resources.
- Ecological education and training: development of training and educational programs in the field of sustainable development and ecology, creating a demand for qualified trainers and educators.
- Green marketing and communications: growing demand for green communication and sustainable marketing specialists, especially in companies seeking to increase their environmental responsibility.

By presenting these trends, show students how dynamic the job market in the green professions sector is and what diverse career opportunities there are in this field. Emphasize that sustainable development is not just an idea, but a specific sector of the economy offering real and practical employment opportunities. Encourage students to discuss these trends and consider how they may impact their future career choices.

Tips for the trainer

Below you will find a handful of tips that you can use both when conducting 'Green Jobs Ambassadors' workshops and in many other activities. These universal tips have been developed to make the learning process easier and more interesting, as well as to engage and inspire participants. Use them in various educational contexts, adapting to the needs of your students and the specific nature of the lesson.

- **Pictorial presentations:** use photos, videos and multimedia presentations during classes to illustrate the practical applications of green professions and their impact on the environment and society.

Effects: Presentations help students better understand and absorb complex topics. Visualizing theories and concepts increase students' interest by helping them understand how green professions impact the environment and society.

- **Discussions with students:** Encourage students to discuss the examples provided. Ask them for opinions and ideas on how to implement green solutions in everyday life and work.

Effects: discussions encourage students to actively participate and express their own opinions. Developing communication and critical thinking skills is crucial to understanding green jobs and their impact on sustainability. Participating in these discussions helps students better understand how they can contribute to achieving global environmental goals.

- **Real-life examples:** tell us about real cases where green professions have contributed to positive changes in the environment and society. Show how individual actions can have a global impact.

Effects: talking about real cases and ecological projects help students understand the practical application of the knowledge acquired in classes. They teach how green professions influence real changes in the environment and society. Thanks to this, students see that their actions can have a significant and positive impact on the world around them.

- **Educational fun and games:** try to use games and activities that teach about ecology. You can organize an ecological quiz or simulation where participants make decisions about environmental protection.

Effects: educational games and activities, such as eco-quizzes and simulations, teach about ecology in an interactive and fun way. They help engage students in learning by increasing their interest in environmental topics. These types of activities also teach decision-making skills and understanding the consequences of environmental protection activities.

- **Real examples:** it is worth talking about real ecological projects. You can tell the story of a local wind farm or talk about the effects of recycling. Thanks to this, students will see how theory turns into practice.

Effects: talking about real ecological projects, such as local wind farms or recycling programs, shows students how ecological theory turns into practice. They learn that their actions can have a real impact on the environment and society, which increases their ecological awareness and motivation to act.

- **Connecting knowledge from different fields:** you can try to show how ecology connects with other subjects, for example with mathematics when calculating energy savings, or with biology when discussing biodiversity.
Effects: combining knowledge from various fields, such as biology, chemistry, mathematics, with ecology helps students understand the interdisciplinary nature of green professions. It teaches them how different aspects of science and technology work together to solve environmental problems. This approach encourages creative and innovative thinking, showing how knowledge from one field can be applied to another, which is crucial in green professions.
- **Simulation games:** propose a game in which students plan a green city. They can decide where to build parks and what energy sources to choose. This will help them understand what choices impact the environment.
Effects: simulation games in which students plan a green city teach them about the impact of urban decisions on the environment. Decisions about the location of parks, the selection of energy sources and spatial planning help to understand how each element of a city affects its sustainable development. Participants learn important aspects of green design and management, which increases their environmental awareness and planning skills.
- **Digital tools:** Use apps or websites that show the environmental impact of our actions. This could be an app to track your water usage or a recycling impact simulator.
Effects: Using digital tools, such as water tracking apps and recycling impact simulators, allows students to directly experience and understand the impact of everyday activities on the environment. Such tools help us visualize the ecological consequences of our decisions, encouraging more conscious and sustainable living. They also enable learning through interaction, which increases students' involvement and interest in ecological issues.
- **Meetings with experts:** it is worth organizing a meeting with a specialist in green technologies or a trip to places where ecological solutions are used. Students will then see what it is like to work in green professions.
Effects: meetings with specialists in the field of green technologies or trips to places where ecological solutions are used allow students to see firsthand what it is like to work in green professions. They provide real insight into how ecological theories are put into practice, inspiring students to consider a career in the field.

They also allow you to gain practical knowledge and establish contacts in the ecological industry.

- **Developing soft skills:** encourage students to discuss ecology, where they can practice argumentation and listening skills. These are important skills in any profession.

Effects: discussions on ecological issues develop argumentation and active listening skills. Students learn to respect different points of view and communicate their ideas effectively, which is important in any profession.

- **Group projects:** you could propose a project where students plan their own environmental initiative, for example a water saving campaign at school. This is a great exercise in teamwork.

Effects: working on joint ecological projects, such as water saving campaigns, develops teamwork skills. Students learn planning, organization and collaboration, which are crucial to success in any project.

- **Gather feedback and reflect:** After each activity, ask students what they liked and what could be improved. This will help you tailor your classes to their needs.

Effects: lesson evaluation is a key tool in your work that will help you adapt classes to students' needs. Collecting feedback and reflection after classes is important because it allows us to assess the effectiveness of knowledge transfer, students' progress, and the development of critical thinking skills.

Remember to adapt materials to the diversity of participants and use a variety of educational tools to diversify the learning process. Encourage active participation by posing open-ended questions and clearly define the goals of each lesson. Create a safe space for discussion and track participants' progress by giving them regular feedback. Use valuable sources of knowledge and give participants the opportunity to have practical experience. Be an inspiring leader and don't forget to constantly improve your teaching process. These elements will help you conduct classes effectively and engagingly.

Chapter 2: Job search methods

Techniques for effective job searching.

Understanding that the job search process varies depending on developmental stage and education level is crucial. Use these tips tailored to different groups of students to help them effectively prepare for the job market:

Building a network of professional contacts: Establishing and maintaining professional contacts is crucial. Networking allows you to exchange experiences and information about available job offers. Participating in industry meetings, discussion groups or conferences increases your chances of finding a job through recommendations and first-hand information.

Personalized applications: Each application should be tailored to a specific job offer. Personalizing your CV and cover letter to meet the requirements of a given position shows the employer that the applicant has carefully analyzed the offer and is seriously interested in the position. It is important to highlight your skills and experience that are particularly relevant to the position.

Active job search: In addition to using online job search platforms, it is also worth looking for offers in traditional media, such as newspapers or industry magazines. You can also use the services of employment agencies, which often have job offers that are not available on public websites.

Optimizing your professional profile: Regularly updating your professional profile on websites such as LinkedIn is essential. The profile should be complete, include current information about professional experience and skills, as well as a professional photo.

Participating in job fairs: Job fairs are an excellent opportunity to directly contact employers and learn about current trends in the labor market. They also enable you to obtain valuable information about the requirements set by employers.

Taking Career Advice: Many websites offer career advice. You can use them to better understand the requirements of the labor market, as well as to learn how to effectively prepare application documents and how to prepare for a job interview.

How to prepare

- Building and maintaining a network of professional contacts.

- Use of personalized applications and cover letters.
- Actively searching for job offers, also offline.
- Regularly updating and optimizing your professional profile on social media platforms.
- Participation in job fairs and industry meetings.
- Using professional websites offering career advice:
 - Poland:
 - Indeed: <https://pl.indeed.com>
 - Praca.gov.pl: <https://oferty.praca.gov.pl>
 - Jooble: <https://pl.jooble.org>
 - LinkedIn: <https://www.linkedin.com>
 - Estonia:
 - CV Keskus: <https://www.cvkeskus.ee>
 - CV Online: <https://www.cv.ee>
 - Spain:
 - InfoJobs: <https://www.infojobs.net>
 - Indeed: <https://es.indeed.com>
 - Italy:
 - InfoJobs: <https://www.infojobs.it>
 - Indeed: <https://it.indeed.com>

Using social media and professional networks

Using social media when looking for a job in the sustainability sector is extremely important and effective. Prepare a test profile on social media or show students your profile prepared as a "business card" for a potential employer. A LinkedIn account is crucial in many countries, but it is worth doing research on which social media and online platforms are the most effective in your country. On the other hand, emphasize that social media should also be treated as a bulletin board. It's worth doing this kind of research with your students but remember - prepare in advance so that nothing surprises you! Here are some sample platforms:

- **LinkedIn:** This professional social media platform is widely used for job searches and networking in the sustainability industry. Many companies and recruiters

publish job advertisements and actively search for potential candidates on LinkedIn.

- **Twitter:** By following sustainable organizations, sustainability leaders and relevant hashtags, Twitter can be a valuable source of sustainability job postings and industry information.
- **Facebook:** While not as focused on professional networking as LinkedIn, Facebook groups and pages dedicated to sustainability work can be useful for job seekers looking to connect with potential employers and stay up to date with job opportunities.
- **Instagram:** Although known primarily for visual content, Instagram is increasingly used by sustainable companies to showcase their work and company culture, making it a potential source of job postings and industry tips.
- **European Cluster Collaboration Platform - Green Jobs Programme:** This program supports and develops employment in the sustainable development sector, supporting projects in various thematic areas related to green jobs.
- **International Labor Organization (ILO) Green Jobs Activities in Europe:** The International Labor Organization (ILO) is committed to supporting green job opportunities for excluded and vulnerable groups in various sectors, such as waste management, and to developing green jobs strategies in countries such as Serbia and Turkey.
- **SwitchToGreen Initiative - A Sustainable Bioeconomy for Europe:** The SwitchToGreen Initiative focuses on strengthening the links between the economy, society and the environment, aiming to create new jobs in the sustainable sector through various measures such as the promotion of sustainable public procurement and entrepreneurship.

Just having accounts on social media platforms is not everything. Universal principles that will help your students use these tools effectively in their careers:

- **Follow organizations and people:** Encourage your students to follow sustainability organizations and people working in the green sector to stay up to date with job opportunities and industry trends. For example, you can follow organizations such as Greenpeace, WWF, or environmentalists such as Greta Thunberg.

- **Use job portals and newsletters:** Instruct your students to join specialized mailing lists and follow job portals focusing on sustainable positions to receive regular job advertisements and industry news. An example of such a portal is Green Jobs, which specializes in job offers in the field of environmental protection.
- **Online networking:** Encourage participation in online networking by actively participating in relevant groups, attending virtual events and networking with professionals in the sustainability industry. You can, for example, join a LinkedIn group dedicated to sustainability and actively participate in the discussions.
- **Promote your skills:** Advise your students to showcase their achievements and work experience on their social media profiles to help attract the attention of potential employers. An example would be sharing a sustainability project they were working on on their LinkedIn profile.
- **Courtesy:** Emphasize the importance of maintaining professional behavior on social media. Teach them to present themselves professionally, follow basic business ethics, and avoid sharing personal opinions unrelated to their professional field. For example, avoiding participating in controversial debates on Twitter.

Chapter 3: Mentoring

What is mentoring?

Provide students with a definition of mentoring before moving on to specific examples of job placement in the context of green jobs.

Mentoring is a process in which an experienced professional (mentor) provides support, knowledge, and advice to a less experienced person. Mentoring can take many forms, from formal mentoring programs, through informal meetings and conversations, to online collaboration

In the context of green professions, mentoring can be particularly valuable because the industry requires not only technical expertise but also an understanding of complex environmental and social issues. Mentors can help you acquire the skills necessary to work in this industry, as well as understand what qualifications and experience are most sought after by employers. Finding a mentor in the green professions industry can be a challenge, but using the right platforms and professional networks makes the process much easier.

Examples of mentoring programs

Many universities and professional organizations offer mentoring programs that are aimed at job seekers in the green professions industry. These programs typically pair mentors with students based on shared interests and career goals.

- **Program: GTL Mentoring Program**

Country: Spain

Description: The program supports the development of green startups in various fields, including circular economy and sustainable agriculture.

Link: <https://greenteclab.org/gtl-mentoring-program-in-spain/>

- **Program: YENESIS**

Country: Estonia

Description: Educational program for young people from remote regions of Estonia, focusing on jobs and opportunities in the green economy.

Link: <https://www.sei.org/features/yenesis-training-week/>

- **Program: Green Jobs**

Country: Italy

Description: A program promoting green professions among young people, including internships and training in the field of sustainable development.

Link:

<https://www.fondazionecriplo.it/en/projects/environment/green-jobs-en-US.html>

Examples of online platforms

Online platforms such as LinkedIn can be used to find mentors and develop professional networks. On these platforms you can find profiles of people working in the green professions industry, as well as announcements about mentoring programs.

- LinkedIn (Global): <https://www.linkedin.com>
- Indeed (Global): <https://www.indeed.com>
- Glassdoor (Global): <https://www.glassdoor.com>
- GreenJobs (Global): <https://www.greenjobs.co.uk>
- InfoJobs (Spain): <https://www.infojobs.net>
- Pracuj.pl (Poland): <https://www.Pracuj.pl>
- CV Keskus (Estonia): <https://www.cvkeskus.ee>
- InfoJobs.it (Italy): <https://www.infojobs.it>
- Terra.do (Global, focused on sustainability and climate): <https://www.terra.do>
- EnvironmentJob (UK): <https://www.environmentjob.co.uk>

Industry events and conferences

Industry events and conferences in your area also offer unique opportunities for professional and personal development in the green professions industry, giving you the chance to connect with potential mentors. Participating in such events allows you to take advantage of workshops, lectures and professional networks that can contribute to the creation of long-term professional relationships. It is worth using the right platforms and professional networks to find a mentor, which can significantly contribute to success in the green industry.

Chapter 4: Basics of marketing and event organization

Remember:

Although we often use the word "project" in our Operations Manual, Project Agreement and Workbook, we recommend avoiding this term in external marketing and promotional communications. The word "project" may be perceived as unattractive and associated with something not very accessible or complicated. Instead, we encourage you to use more friendly and attention-grabbing synonyms:

- **initiative:** emphasizes being proactive and engaging in something new.
- **Program:** suggests an organized and well-planned set of activities.
- **Venture:** indicates an ambitious and important goal.
- **Action:** focuses on activity and dynamics.
- **Campaign:** emphasizes the purposefulness and coordinated nature of activities.

Remember that choosing the right words is crucial in effective communication with your target group. By choosing more accessible and encouraging dates, you increase your chances of better reaching your audience and arousing their interest!

Recruitment and reaching participants.

Recruitment strategies

The first step in organizing training is to reach out to pupils and students to encourage them to consider these professions as an attractive and future career path. The basis of your activities is understanding the purpose of the project and arousing interest among young people in the opportunities offered by green professions.

The use of social media such as Instagram, Facebook and TikTok is crucial to your communication strategy. Remember to create content that not only informs about green professions, but also inspires and motivates. Use interesting stories and examples to show concrete examples of the opportunities they offer. It's important to make your posts visually appealing, engaging and shareable to increase their reach and impact. In the next part, you will learn how to create engaging posts on Facebook, TikTok and other platforms to inform about registration for training and promote the project.

Personalized mailing campaigns are another important tool in your work. When crafting emails, focus on a clear and compelling message that highlights the benefits of participating in training and choosing a career in green professions. Use compelling titles, short and concise content, and visual elements that will grab your audience's attention. You can read about creating attractive emails in the next section.

Recruitment message template:

Ladies and Gentlemen,

Do you dream of a career that not only brings satisfaction, but also has a real impact on our planet? We invite you to discover the fascinating world of green professions!

Our training is not only theory, but above all practical experience that will open the door to an exciting and dynamically developing industry. With us, you will learn about real cases, inspiring success stories and acquire skills necessary for the future labor market.

Registration lasts until June 30, 2024! Reserve your place now by sending an e-mail to: zielonazdrowie@ekoszkolenia.pl. If you have any questions, please contact the training coordinator, Mr. Jan Kowalski, by phone: 123 456 789.

Best regards

New Europe Foundation

Direct contact with educational institutions, such as vocational and technical schools and universities, is essential in building an effective cooperation network. Starting by identifying facilities that may be interested in the project, contact them using a combination of telephone calls and e-mails. During the first phone call, inform about sending more detailed information by e-mail, which increases the interlocutor's involvement and emphasizes your professional approach. Prepare a short but concise project presentation that will serve as a communication guide and highlight the benefits of cooperation.

In correspondence and conversations, focus on highlighting mutual benefits, such as developing students' skills and providing valuable information about green careers. Explain how training can help students make informed career choices.

In all contacts with educational institutions and potential project participants, remember to maintain a professional tone. Be polite, respect your interlocutors' time and be prepared to provide detailed information about the project. Your personal culture and professionalism are crucial in building lasting relationships and convincing people of the value of the initiatives you run.

- Engage young people via Instagram, Facebook, TikTok - be visible!
- Send personalized emails to students and teachers.
- Bell!
- Cooperate with educational institutions and maintain good relationships.
- Maintain a polite and professional tone in all contacts.

How to create promotional materials

A key element of recruitment is creating catchy promotional materials. To reach potential recipients, you need effective communication and promotion tools, learn the basic methods:

Posts on social media

- **Understanding the Platform:** Each social media platform has its own specifics. On Facebook, it's worth focusing on longer posts and events, while TikTok and Instagram are perfect for visual, short and engaging content.
- **Post Content:** Keep your posts short, concise and direct. Highlight key information such as registration dates, benefits of participating in training and interesting facts about green professions.
- **Visual aspect:** engaging graphics and short videos can significantly increase the reach and interaction with posts. You can use photos from workshops, infographics or short educational videos.
- **Post frequency:** regular posting will build awareness about the project. Plan your posts in advance and maintain continuity and consistency of communication.
- **Engaging tone:** Each post should have a clear call to action, such as

"Subscribe now," "Learn more," or "Share this with your friends."

- **Interaction:** reply to comments and messages Building a relationship with your audience will increase engagement and help promote your project.

- **Email marketing**

- **Determining the purpose of your email:** First, decide what the main purpose of your email is. Do you want to inform about upcoming training or encourage participation in the project? A clear goal will help you structure the email content.
- **A compelling title:** The title of your email is the first thing the recipient will see. Make sure it is short, concise and encourages people to open the message.
- **Email content:** the content should focus on providing key information in an accessible way. Use short paragraphs, clear points and highlight key information such as dates, location and benefits of attending the training.
- **Use of graphics and links:** Well-designed graphics can make an email more attractive. You can also include links to additional information, the training registration page, or materials from previous workshops.
- **Call to action:** End your email with a clear call to action, such as an invitation to sign up for a training or visit the project website.
- **Test:** Before you send an email, check that everything is formatted correctly and that the links work. After sending, track your recipients' reactions so you can further tailor your messages in the future.

Reports from conducted workshops.

- **Selection of materials:** choose photographs and materials that best reflect the atmosphere of the workshops. Look for photos showing participants in activities, engaging moments, and interactions between participants.
- **Short descriptions:** Include a short description for each photo or series of photos. These descriptions should reflect the context and highlight key moments of the workshop. You can also describe what participants did or learned .
- **Posting on social media:** post selected photos and descriptions on your project's social media pages. Use them to show real experiences and effects of workshops, which may encourage others to participate in future editions.
- **Use on the project website:** In addition to social media, the same

materials can be used on the project website. They can serve as proof of the workshop's success and encourage new students to sign up.

- **Use in promotional materials:** photographs and descriptions can also be used in other promotional materials such as brochures, leaflets or presentations to generate interest in the project.
- **Obtaining consent:** Before publishing material, make sure that you have consent to use the image of everyone visible

- **Telephone communication.**

- **Preparing for the call:** before you call, make sure you have all the necessary information about the training with you, such as dates, times, topics and how to register. Also prepare a short note about the main benefits of participating in the training.
- **Interview introduction:** Start by briefly introducing yourself and explaining the purpose of the interview. For example: "Hello, my name is Łukasz, I'm calling from the New Europe Foundation to invite you to participate in the Green Jobs Ambassadors training. I would like to tell you about upcoming training in the field of green professions."
- **Presenting the benefits:** focus on how the training can benefit the potential participant. Emphasize aspects such as skill development, career opportunities and environmental aspects.
- **Answering questions:** Be prepared for questions about the training. Listen carefully and answer clearly and factually. If you don't know the answer, admit it and suggest further action, such as sending additional information.
- **Encourage participation:** motivate the interlocutor to sign up for the training. You might suggest that places are limited to add a sense of urgency.
- **Ending the conversation:** thank them for their time and interest. If the interviewer expresses interest, remind them how to sign up. Finally, offer follow-up contact if you have any questions or concerns.
- **Remember** - a key aspect of telephone communication is to be polite, patient and understanding. Your goal is not only to provide information, but also to build a positive image of the project and organization.

- **Posters and leaflets**

- **Designing posters and leaflets:** pay attention to readability and visual attractiveness. Use bright and eye-catching colors and easy-to-read fonts. It is important that the poster or leaflet contains key information, such as

training dates and locations, in an easy-to-see manner.

- **Message:** Focus on a clear message. Highlight the most important benefits of participating in the training, using simple and accessible language. Try to convey the essence of the training in a few short sentences or points.
- **Use of graphics:** graphics should be attractive and relevant to the training topic. Consider using photos from previous training or illustrations related to green competitions.
- **Format and size:** choose the format and size of leaflets considering the places where they will be distributed or displayed. Leaflets should be large enough to attract attention, but at the same time small enough to be convenient to take and store.
- **Distribution:** consider where your posters and leaflets will be most visible to your target group. In addition to schools, libraries and youth centers, consider local cafes, shops and other places where young people meet.
- **Contact information:** Don't forget to include contact information on your leaflets and posters, such as website address, phone number, and e-mail address. This will enable interested parties to easily contact us if they have any questions or would like to sign up for training.
- **Encouragement to action:** Flyers should contain a clear incentive to act, for example "Sign up today!" or "Find out more on our website". This encouragement should be visible and easy to understand.

Planning and organization

When creating a schedule of workshops that you will conduct in schools, universities and youth organizations, you must remember to adapt to the existing time structures of these institutions. Your activities, already prepared in the workbook, are timed, which makes planning easier, but this requires you to be flexible in adapting to a variety of conditions.

Plan breaks in such a way that they are consistent with the work rhythm of a given facility, without disturbing their daily schedule, and at the same time allowing your workshop participants time to rest and acquire new knowledge. Without the need to organize time for networking, you can use this time for more intensive educational sessions or group discussions that will allow participants to better understand and absorb the material.

Your task, therefore, is to create a schedule that is both effective and sensitive to the specifics of the workshop location to ensure the best possible learning experience for participants.

Event schedule template

8:30 - 9:00 | Registration and welcome of participants

9:00 - 10:30 | Session 1: Introduction to green jobs

10:30 - 10:45 | Break

10:45 - 12:15 | Session 2: Case studies and interactive exercises

12:15 - 13:00 | Lunch break

13:00 - 14:30 | Session 3: Practical workshops and group discussions

14:30 - 14:45 | Short break

14:45 - 16:00 | Session 4: Summary and planning of further activities.

16:00 | End of the workshop

This schedule is an example only and may be adapted to the specific needs and conditions of your facility. It is important that the schedule is effective and responds to the specifics of the workshop location, which ensures the best learning experience for participants. A well-planned schedule allows you to use your time effectively, ensuring a balance between learning and rest, which is crucial for acquiring new knowledge.

When organizing workshops, you need to be prepared for unexpected changes that may appear in the schedule. Remember that being late is considered bad behavior, both on the part of the organizer and the participant. To effectively manage unexpected situations:

- **Stay calm and flexible:** When unexpected changes occur, it is important that you stay calm and flexible. This will allow you to quickly adjust your plans without introducing additional stress for participants.
- **Communication is key:** inform participants immediately of any changes to the schedule. Clear and quick communication will help avoid misunderstandings and allow participants to better adapt to the new situation.
- **Contingency plan:** always have a contingency plan prepared. This could be an alternative set of exercises, additional teaching materials, or a plan to shorten some sessions to make up time.

Remember that flexibility and the ability to quickly respond to changes are key to maintaining the smoothness and effectiveness of workshops.

Practical preparation

Space arrangement

When preparing a space for workshops, it is crucial to ensure adequate lighting. When there is a lack of natural light, it is worth investing in high-quality lamps that will provide bright and even light throughout the room. Good lighting not only improves visibility, but also has a positive effect on the mood and energy level of participants.

In addition to lighting, it is also important to regularly ventilate the room, which will provide fresh air and help maintain a high level of concentration of the participants. Providing comfortable seating, access to water and snacks, as well as adjusting the room temperature to the needs of participants will also contribute to creating comfortable working conditions. Also remember to provide adequate space for practical workshops and group discussions, which will facilitate collaboration and interaction between participants.

Arranging tables and chairs is another key element. Arranging them in a U-shape or a circle promotes better communication and interaction in the group. Each participant should have a comfortable place and be able to easily see other participants and the presenter. It is important that everyone feels involved and part of the group.

- Be ready to quickly reorganize the space, especially if the workshops require group work.
- In cases of limited space, maximize its use while maintaining the comfort of participants.

Good practices

1. Micro portioned snacks and eco-friendly tableware:

- Ordering micro-portions of snacks makes consumption easier and minimizes waste.
- The choice of ecological disposable tableware emphasizes the sustainable nature of the workshops.

2. Drink and snack options:

- Focus on a few key options like coffee, different types of tea and water to minimize costs and waste.
- A varied selection to accommodate different nutritional needs is important.

3. Room layout:

- Ensure easy accessibility for all participants, including people with mobility limitations.
- The space should be spacious, allowing you to move freely for comfort and safety.

4. Flexibility to customize:

If you do not have control over the layout of the space, adapt the method of conducting workshops to the existing space.

- Keep your catering options eco-friendly.

5. Creating an atmosphere:

- Add plants, decorations, subtle lighting to create a friendly atmosphere conducive to learning.

6. Teaching tools:

- Provide appropriate tools such as whiteboards, flipcharts, markers, notebooks, laptops to facilitate the teaching and learning process.
- Make sure they are easily accessible to participants.

To sum up, preparing a space for workshops requires a thoughtful approach and considering many factors. From lighting, through furniture arrangement, to providing appropriate teaching tools and an atmosphere conducive to learning, every aspect matters. Flexibility and the ability to adapt to different conditions and needs of participants are the key to an effective and memorable workshop.

Self-presentation

Your presence and the way you conduct workshops are of great importance. Excellent knowledge of the presented material is the basis that allows you to conduct the session smoothly and freely answer participants' questions. Knowledge of the topic builds your self-confidence and allows for more effective communication with participants. Students will immediately recognize an unprepared teacher!

Below are the key points worth considering:

1. Knowledge of the material:

- Excellent knowledge of the presented material is necessary to conduct the session confidently and effectively.
- Knowledge of the topic builds participants' trust and makes it easier to answer questions.

2. Clarity and distinctness of expression:

- Focus on a clear and thoughtful message so that participants can easily absorb the knowledge.
- Work on your diction and speaking pace to make your statements understandable to everyone.

3. Use of body language:

- Open gestures, eye contact and dynamic posture help communicate and engage participants.
- Gesticulation and intonation influence the understanding and absorption of the material.

4. Neatness of language:

- Avoid colloquial phrases and jargon, use clear and understandable language.
- Adjust the language to the level of advancement of the participants.

5. Appearance and outfit:

- Maintain professional attire and a neat appearance appropriate to the workshop context.
- Appearance affects the perception of your trustworthiness.

6. Health and well-being care:

- Getting enough sleep, a healthy diet and a positive attitude improves your energy and focus.
- Stress reduction techniques such as meditation and breathing exercises can help you stay calm.

7. Sensitivity to the needs of participants:

- Answer questions and doubts, be open to feedback and adapt your approach.
- Empathy and the ability to adapt to different learning styles are key.

8. Professional development:

- Participating in training and other forms of development helps you acquire new skills.
- Strive to continually improve as a coach.

Effective self-presentation is a combination of many factors - from knowledge of the material, through communication skills, to appearance and health. All these elements together create the image of an effective, competent trainer who can engage, inspire and educate his participants.

Striving for continuous development and improvement of these skills will help you build lasting and effective relationships with workshop participants.

Documentation and training materials

Preparation and management of training materials

Preparing materials for the "Green Job My Job" workshops plays a key role in the success of the training. You must ensure that lesson plans, teaching aids, attendance lists and other necessary documents are ready and organized before classes begin. Remember that the way you prepare and present materials has a direct impact on participants' perception of your professionalism.

Always have backup copies of documents such as attendance lists and other key materials with you. Keep them in an easily accessible folder to avoid having to organize yourself in front of participants. Professional management of materials, including their appropriate preparation and availability, demonstrates your professional approach and helps build authority in the eyes of participants.

It is also crucial to provide participants with all the necessary materials, such as pens, notebooks and other teaching aids. Providing these small but important elements shows your commitment to their learning experience and concern for their comfort while learning.

Workshop equipment and documentation

Make sure your laptop, phone and other devices you may need during the workshop are charged and ready to use. Nowadays, technology plays an important role in the educational process, so its proper functioning is necessary for the efficient conduct of classes. If there is no internet access on site, it is worth having a plan B prepared, which may include your own router or offline materials to ensure continuity of learning.

Workshop documentation is more than just an attendance list. Taking photos during classes is important both as evidence of the workshops and to create attractive promotional materials. These photos can be used to document the progress and involvement of participants, as well as to promote the workshops and the "Green Careers Ambassadors" project in the future. It is important to take photos in a way that does not disrupt the educational process and at the same time capture important moments of the classes.

By keeping these tips in mind, you will be able to effectively manage materials and equipment, as well as document workshops, which will increase the professionalism and effectiveness of the training.

Training evaluation

The importance of evaluation

Training evaluation is an indispensable element of every educational process, especially in the context of "Green Job My Job" workshops. This is a key process that allows you, as a trainer, to understand how effectively the knowledge transferred was absorbed by the participants and what impact the classes had on their development and interest in green professions.

Evaluation allows you to collect valuable feedback from participants, which is extremely important for assessing what they liked and what needs improvement or modification. This direct feedback is an invaluable source of knowledge about the effectiveness of your teaching methods, the materials used, and the overall structure and content of the training. Evaluation allows you not only to adapt classes to the needs and expectations of participants, but also to assess how effectively you can convey complex concepts and knowledge.

Moreover, training evaluation plays a key role in continuously improving the quality of training. Thanks to it, you can identify the strengths of your program and areas requiring improvement. This is essential to creating more effective, engaging and tailored training programs in the future.

The exercises included in the "Green Job My Job" workbook have been tested in schools and evaluated. They are a professional tool that has been tested and evaluated for effectiveness. However, as an experienced trainer, you must remember that each training group is different. Responding to changes, adapting materials and teaching methods to the level of advancement, group activity and cultural and educational specificity in different countries is crucial for the effectiveness of the training.

Evaluating your work and the effectiveness of the materials you develop in specific groups, countries and education levels should be an ongoing process. This will allow us to constantly adapt and improve the workshops to best meet the needs and expectations of participants, ensuring the highest quality of education.

Evaluation methods

- **Evaluation surveys** are one of the most effective evaluation tools that are already provided to trainers as part of the "Green Job My Job" project. After each training session, participants have the opportunity to complete anonymous online surveys. These surveys are carefully designed to assess various aspects of the training, including content quality, presentation, group interactions, and overall satisfaction with the

workshop. As a trainer, you have access to these ready-made tools that make it easier to collect and analyze participants' opinions.

- **Group discussions** are another method that allows for a deeper understanding of participants' experiences. By organizing feedback sessions, you can encourage participants to share their thoughts and suggestions. It is not only an excellent opportunity to understand how participants interpret and apply the acquired knowledge in practice, but also a moment to hear direct suggestions for improving the workshops.
- **Direct observation of participants** during workshops gives you insight into their involvement and interactions. This tool allows you to assess how effective the teaching methods and educational tools used are in practical application.
- **Analysis of participants' progress** by assessing the work, projects or presentations made during the workshops, it allows you to assess the extent to which the knowledge transferred was understood and applied. It is not only an evaluation method, but also a way to motivate participants to actively participate in the workshops.
- **Tests and quizzes** are another tool that can be used to assess how much participants have learned during the workshop. Short tests conducted before and after training can help assess the level of knowledge acquisition.

Remember that effective evaluation requires not only collecting feedback, but also analyzing it and using it to continuously improve the workshops. It is a process of continuous learning and adaptation that contributes to raising educational standards and training effectiveness. As a trainer, you have access to ready-made evaluation tools, but remember about the constant need to adapt your methods to the specificity of the group, which guarantees continuous development and effectiveness of your teaching.

Chapter 5: Green Job My Job and what's next?

The purpose of this chapter is to emphasize the importance of practical experience and to provide you with inspiring examples and strategies that can be helpful in your work. Here you will find specific cases and methods that have been proven and that you can use in the future to continue your classes and inspire participants. This practical approach is designed to help you adapt your own teaching methods and increase the effectiveness of your workshops.

Suggestions for further actions

- **Projects in local communities:** initiate activities focused on ecological solutions. Get involved in recycling initiatives, protecting local ecosystems or promoting green energy. Your involvement at the local level can bring real change and increase environmental awareness.
- **Interactive workshops:** organize workshops that engage participants through discussions, simulation games and eco-related experiments. For example, simulations of climate change and its impact on the environment can be particularly informative.
- **Field education:** Plan educational trips to national parks, renewable energy centers, or recycling facilities. Show participants the practical aspects of environmental protection.
- **Mentoring Programs:** Work with environmental industry experts who can serve as mentors to participants, providing them with guidance on careers and development in the field of ecology.
- **Using technology in education:** use mobile applications, online educational games and virtual reality to teach about sustainability and environmental protection. Technology can significantly increase participant engagement and interest.
- **Practical classes:** organize workshops in which participants can practically test various eco-related techniques, for example creating home composting systems or building small installations using renewable energy.
- **Collaboration with environmental organizations:** Partner with local and international environmental organizations to organize joint projects, workshops and educational campaigns.
- **Research projects:** encourage participants to conduct their own research projects on ecology-related topics, which can be presented at special sessions or exhibitions.
- **Debates and group discussions:** organize debates and discussions on environmental topics to develop critical thinking and argumentation skills among participants.

Chapter 6: self-evaluation and skill development

Personal development plan

Creating a personal development plan is key to effectively shaping your educational and professional path. This process begins with defining personal goals, which should be specific, measurable, achievable, realistic and time-based, according to the SMART method. Next, self-analysis is important, where students assess their strengths, weaknesses, interests and values. This may include the use of tools such as personality tests or self-assessment surveys.

The action plan, the next stage, requires establishing specific steps to achieve goals, such as participating in courses, acquiring new skills, or implementing projects. It is also important to seek feedback from teachers, mentors and peers to gain an outside perspective on progress and plans.

Monitoring your progress regularly is key. Students should record achievements and modify the plan as necessary to adapt to changing circumstances and newfound knowledge. The final stage is reflection and correction. Regular reflection on the self-development process allows you to make necessary corrections and adjustments to the plan.

SMART method:	SMART method:
<p>S specific: The goal should be clearly defined.</p>	<p>S specific: The goal should be clearly defined.</p>
<p>M easurable: You must be able to measure progress towards achieving your goal.</p>	<p>M easurable: You should be able to measure progress towards the goal.</p>
<p>And ambitious: The goal should be important and motivating.</p>	<p>A mbitious: The goal should be important and motivating..</p>
<p>Realistic : The goal must be achievable.</p>	<p>R ealistic: The goal must be achievable</p>
<p>Timely : The goal should have a time limit for completion.</p>	<p>T ime-bound: The goal should have a set timeline for completion.</p>

Why self-evaluation is important?

Self-evaluation is a key element of green careers education as it enables students to self-assess their skills, knowledge and progress. This process helps develop self-awareness, enabling students to identify their strengths and weaknesses, which is essential for effective learning and professional development. Through regular self-evaluation, students increase their motivation to learn, which is crucial in the rapidly changing industry of green professions.

Self-evaluation also promotes the development of critical thinking skills, which are necessary in solving environmental problems. When students analyze their achievements and challenges, they learn to effectively evaluate their actions and plan their future educational and career paths. This process is particularly important in the green professions industry, where continuous adaptation and education are required.

Furthermore, self-evaluation helps students develop independence and responsibility for their own learning. Thanks to this, students are better prepared to work in a dynamic professional environment, where the ability to independently assess and adapt work strategies is invaluable.

Self-evaluation is extremely important in the context of developing competitiveness on the labor market, especially in dynamic and rapidly developing industries such as green professions. Through self-evaluation, individuals can not only effectively identify and develop their skills, but also better adapt to the changing demands of the labor market. This process enables continuous adaptation and development, which is crucial to maintaining and increasing your value as employees in a competitive professional environment. Self-evaluation also supports personal and professional development, which is essential for success in the professions of the future.

- **Setting goals:** Establishing specific, measurable career and educational goals.
- **Self-reflection:** regular reflection on your own skills, achievements and areas for improvement.
- **Collecting feedback:** asking for opinions from teachers, mentors or colleagues.
- **Progress analysis:** systematically comparing current skills with previously established goals.
- **Action planning:** developing a plan for the development of skills and knowledge, including training or courses.
- **Documenting progress:** keeping a journal or portfolio in which you record your

achievements and conclusions from the learning process.

- **Plan evaluation and revision:** Regularly reviewing and adapting the development plan in response to changing conditions and new information.

Self-assessment card

The self-assessment card is an important tool in education and professional development, especially in the context of green professions. It allows students to self-assess their skills and knowledge, which is key to understanding their own strengths and areas for improvement. In the green professions industry, where technologies and requirements are changing rapidly, the ability to self-assess and adapt is invaluable.

The self-assessment card focuses on various aspects such as technical skills, understanding of ecological principles, communication, as well as understanding and application of sustainable development principles. Students can regularly assess their skills in these areas, helping them identify both their achievements and areas for further development.

This card is also a motivational tool because it allows you to track your progress and achievements. Thanks to regular self-assessment, students can better plan their education and professional development, guided by both their strengths and identifying educational needs. This, in turn, helps build self-confidence and the ability to adapt to changing conditions in the industry.

An important element of the self-assessment card is its flexibility and ability to adapt to the individual needs and goals of the student. It may include various methods and tools, such as self-assessment surveys, reflection journals or professional portfolios. Each of these tools can help you assess yourself more accurately and objectively.

Assessment area	Assessment criteria	Self-esteem (1-5)
Technical skills	Knowledge of specialized tools and technologies	

Ecological knowledge	Understanding the principles of ecology and sustainable development	
Communication skills	Effectiveness in communication and data presentation	
Understanding sustainability	Awareness of the impact of activities on the environment	
Initiative and creativity	Knowledge of specialized tools and technologies	
Teamwork	Understanding the principles of ecology and sustainable development	

In each area, students can rate themselves on a scale of 1 to 5, where 1 means "very poor" and 5 means "very good". This self-assessment card allows students to monitor their progress, identify strengths and areas that require further development. This tool is also helpful in planning your personal educational and career goals in the green careers industry.

Final words

Thank you for taking the time to read this guide. I am convinced that the methods, teaching strategies and practical advice I have presented here will prove to be invaluable support for you in working with young people. I would like to emphasize that this manual has been created as a key tool for the Green Jobs Ambassador within the Green Jobs Ambassadors project. Together with the "Green Job My Job" exercise book, it is a comprehensive source of knowledge and inspiration aimed at promoting the idea of a green economy and sustainable development.

In this manual, you have received information about:

- Effective building of relationships with young people, which is crucial for engaging communication.
- Use of innovative activating methods to make the learning process fascinating.
- Manage the group in a way that creates a safe and supportive environment for participants.
- Designing classes that respond to the diverse needs and learning methods of young people.
- The use of educational technologies to make learning more interactive and adapted to the needs of modern students.

I encourage you to use these tools and methods in practice. Each lesson with young people is an opportunity to apply theory in practice, to experiment and to draw conclusions from experience. Let every challenge you encounter be an opportunity to grow and improve your skills. Thanking you for your commitment, I hope that the knowledge and skills you have acquired while reading this manual will contribute to your success in working with young people. I wish you many inspiring moments, satisfaction from the actions you take and constant development.

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