Project Number: 2023-1-EL02-KA151-YOU-000142315

PLANETWISE

PLANETWISE

Title: Harnessing Digital Technology for Eco-Friendly Career Development

Module 02

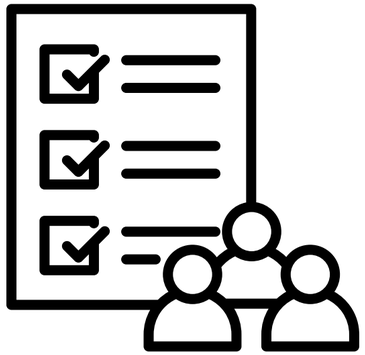
fifty-fifty
Social Innovation
& Cohesion Institute

Co-funded by
the European Union

YOUTH
AND LIFELONG
LEARNING
FOUNDATION

Introduction

This module focuses on the role of digital technology in shaping sustainable, eco-friendly career paths. Participants will explore how digital tools, platforms, and innovations can enhance career opportunities that align with environmental sustainability. The course emphasizes leveraging technology to create green jobs, promote sustainable business practices, and empower individuals to pursue careers that contribute to the environmental, economic, and social pillars of sustainability.



Objectives

1. Explore the Role of Digital Technology in Sustainability:

- Understand how digital technology (AI, big data, IoT, blockchain) can be applied to environmental issues such as renewable energy, waste management, and resource optimization.

2. Promote Eco-Friendly Career Development Using Digital Tools:

- Investigate how digital platforms can support individuals in discovering, creating, and advancing in eco-friendly careers.
- Explore online learning platforms, job boards, and networks that foster green jobs and sustainability-focused career growth.

3. Analyze the Impact of Digital Innovation on Green Jobs:

- Understand how digital innovation is reshaping industries to become more sustainable (e.g., green tech startups, remote work reducing carbon footprints).
- Examine case studies where businesses have used technology to improve environmental impact while creating jobs.

4. Develop Digital Skills for Sustainability-Focused Careers:

- Equip participants with essential digital skills required for careers in sustainable development, such as data analysis, digital marketing for green businesses, and environmental monitoring using digital tools.

5. Create Action Plans for Eco-Friendly Career Growth:

- Guide students in creating personalized career development plans that integrate digital skills and sustainability principles.

Key Themes

1. The Intersection of Digital Technology and Sustainability:

- Explore how digital innovations (e.g., AI, IoT, blockchain) can solve key environmental challenges and support sustainable development goals (SDGs).
- Focus on the potential of technology to reduce waste, improve energy efficiency, and enable circular economies.

2. Digital Platforms for Sustainable Career Development:

- Understand how platforms such as LinkedIn, Coursera, and Upwork are fostering a shift toward eco-friendly careers.
- Use job search engines and networking tools specifically aimed at green industries to explore career opportunities.

3. Green Job Creation through Digital Innovation:

- Study real-world examples of how industries are using digital technology to create new green jobs, including in sectors such as renewable energy, smart agriculture, green manufacturing, and digital sustainability consulting.

4. Developing Digital Skills for a Green Economy:

- Practical sessions on acquiring key digital skills: data literacy, using digital tools for remote collaboration, online project management, and marketing sustainability initiatives via digital platforms.

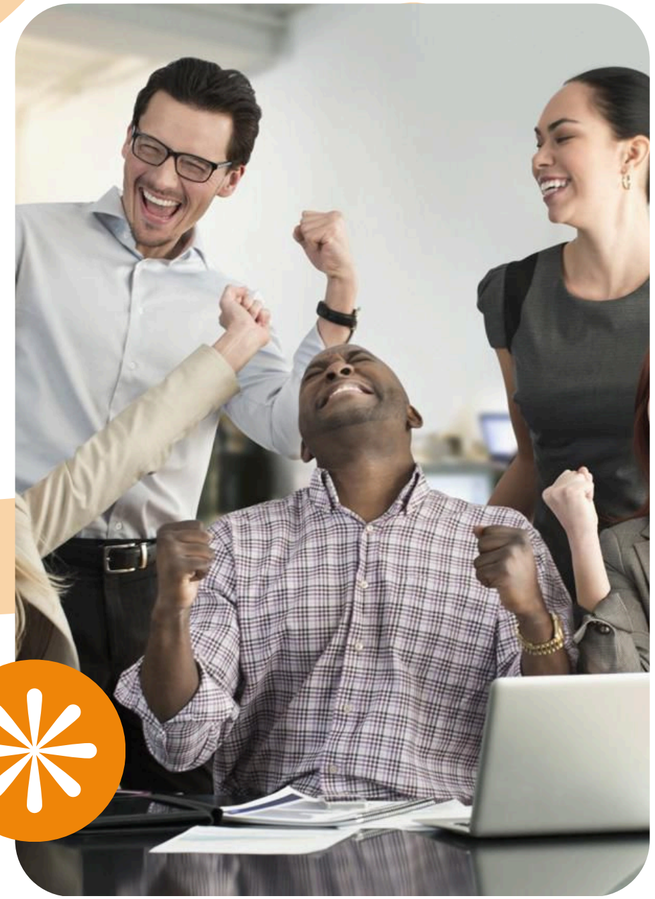
5. Remote Work and its Environmental Impact:

- Analyze how remote work and digital nomadism are reducing the carbon footprint associated with traditional office-based jobs and how this shift is transforming career landscapes.

Learning Outcomes:

By the end of this module, students should be able to:

- **Understand the role of digital technologies** in promoting environmental sustainability and their impact on green career development.
- **Identify career opportunities** in the digital sustainability space, including jobs related to clean technology, green innovation, and sustainable business practices.
- **Demonstrate proficiency in using digital tools** to enhance eco-friendly career pathways, from professional networking to digital learning.



- **Analyze case studies** where digital transformation has led to greener business practices and job creation.

- **Formulate personal career development plans** that leverage digital tools and focus on sustainability-oriented career paths.

Assessment Structure:

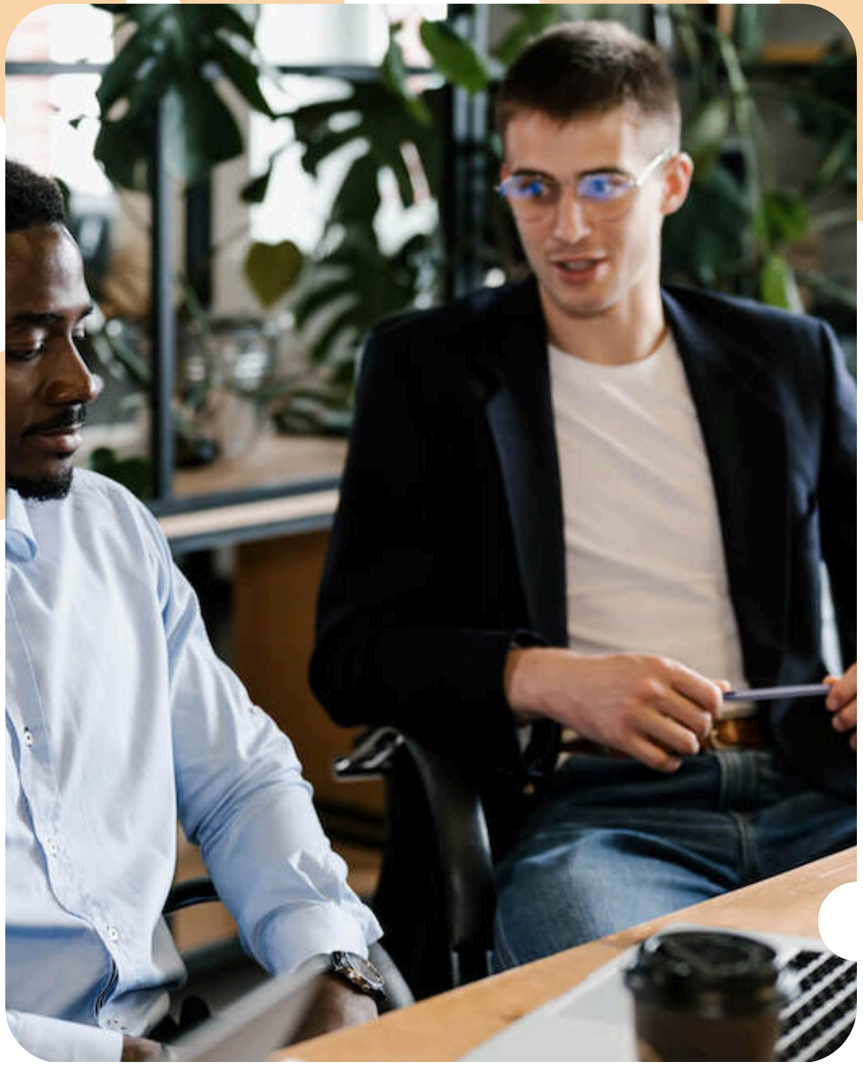
Research Paper:

- Students will write a research paper analyzing a specific digital technology (e.g., AI, IoT, blockchain) and its application in promoting sustainability, with a focus on its impact on the job market and eco-friendly career development.

Digital Career Development Plan:

- Students will create a personalized action plan outlining how they will use digital platforms, networks, and tools to develop a career that contributes to environmental sustainability.

Module 02

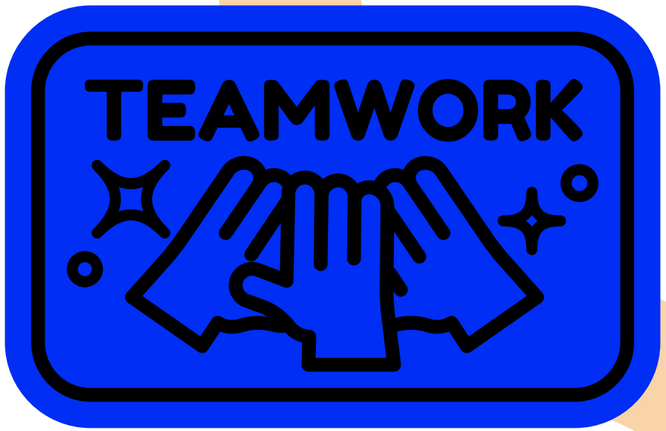


Group Presentation on Green Technology:

- Teams will research a specific sector (e.g., renewable energy, waste management, sustainable agriculture) and present on how digital technologies are enabling eco-friendly practices and job creation within that sector.

Practical Skills Assessment:

- A practical exam where students demonstrate their ability to use specific digital tools (e.g., data visualization, digital marketing for green initiatives, remote project management software) for sustainability purposes.



Activity: Digital Green Startups Simulation

Objective:

This activity aims to simulate the experience of developing a green startup using digital technology. The focus is on creating innovative, eco-friendly business ideas that tackle sustainability challenges while leveraging digital tools. The activity helps students understand the role of digital innovation in fostering green jobs, entrepreneurship, and sustainable development.

Duration:

2 hours (can be extended depending on group size and depth of presentations)

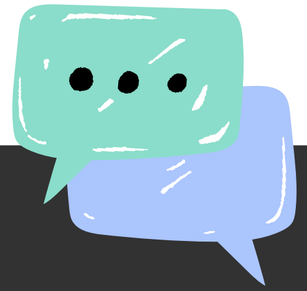
Activity Overview:

Participants, divided into teams, will simulate the development of a green tech startup. The challenge is to use digital technology to address a specific sustainability issue, while also considering the creation of green jobs and eco-friendly career opportunities.

Each team must:

- Identify a sustainability challenge (e.g., carbon footprint reduction, waste management, renewable energy).
- Design a digital solution (e.g., app, platform, AI-driven tool) that addresses the challenge.
- Outline how their startup will create green jobs and contribute to the economy and the environment.
- Pitch their startup to a panel of judges (the instructor and classmates), acting as potential investors.

Step-by-Step Instructions:



1. Introduction to the Task (15 minutes):

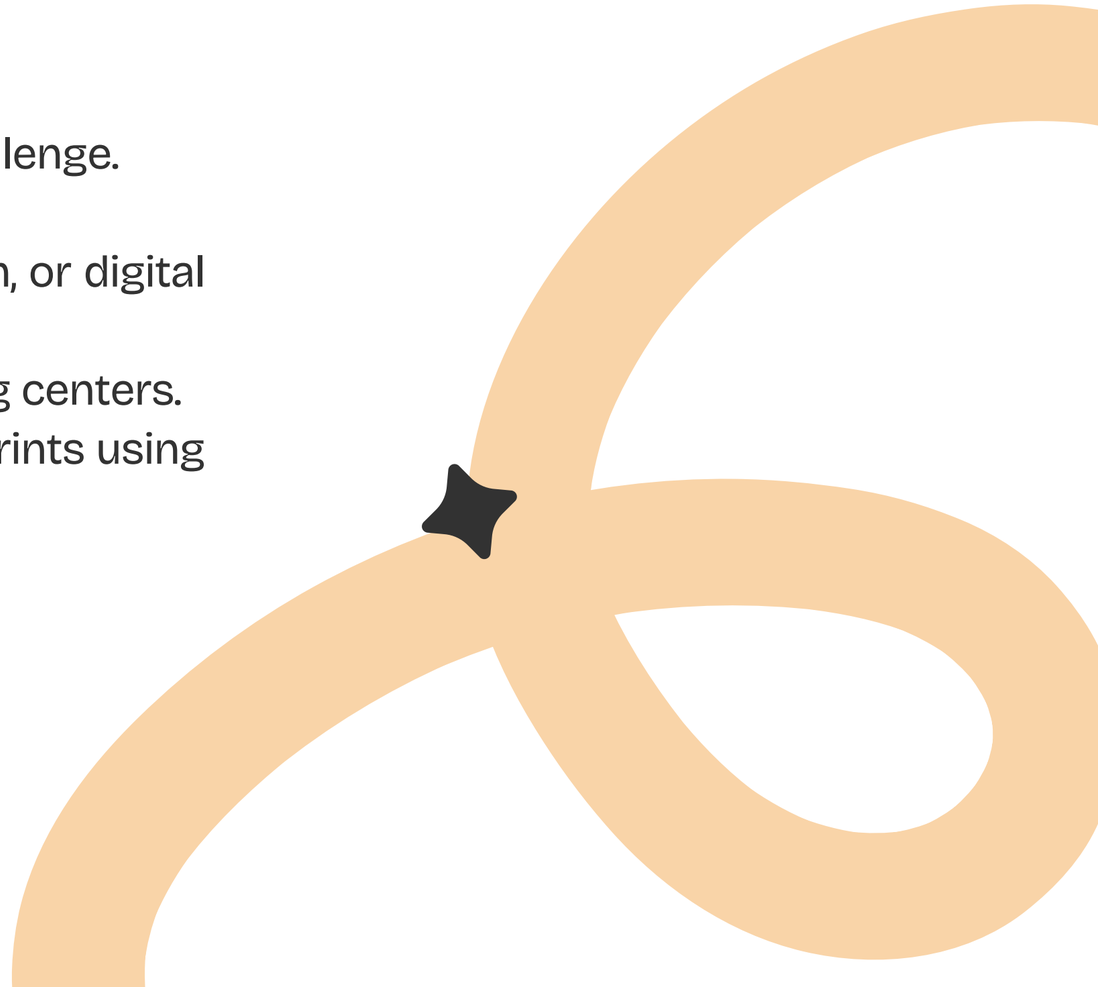
- The facilitator introduces the activity, explaining the objective and the role of digital technology in driving eco-friendly innovations.
- Brief overview of real-world green tech startups and how digital tools have been used to solve environmental issues.
- Teams are formed (3-5 participants per team), and each team is assigned or selects a sustainability challenge they want to address.

2. Startup Development (45 minutes):

Research and Idea Generation (20 minutes):

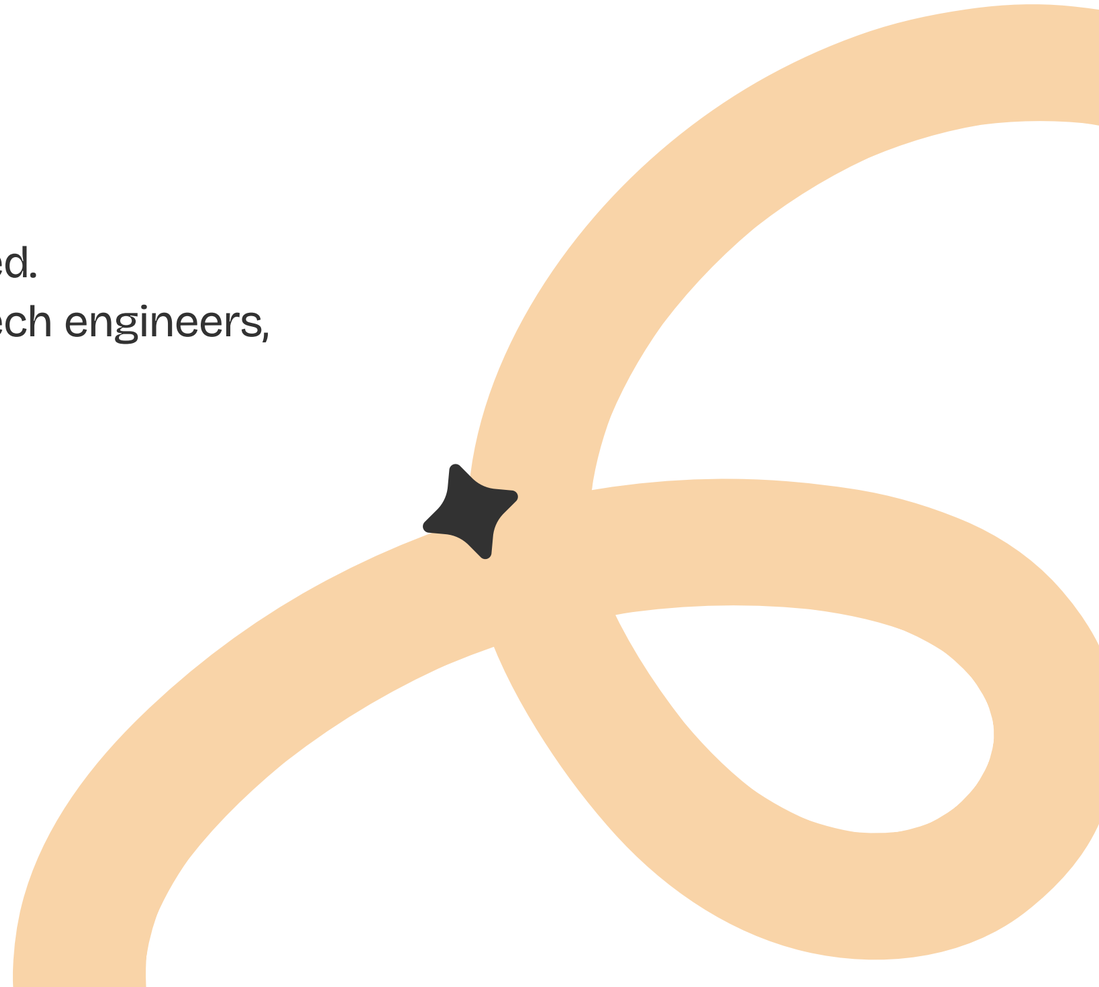
- Teams brainstorm and discuss their assigned sustainability challenge.

- They decide on a digital solution, such as a mobile app, platform, or digital service that addresses the issue. For example:
  - A waste-reduction app that connects individuals to recycling centers.
  - A platform for tracking individual or corporate carbon footprints using IoT sensors.
  - A digital marketplace for eco-friendly products or services.



Business Plan Development (25 minutes):

- Teams outline their startup's goals, focusing on:
  a. The sustainability problem they are solving.
  b. How their digital solution works and the technology involved.
  c. Green jobs or careers their startup will create (e.g., green tech engineers, sustainability data analysts).
  d. The environmental and economic impact of their startup.
  e. A basic revenue model (how the startup will be profitable).

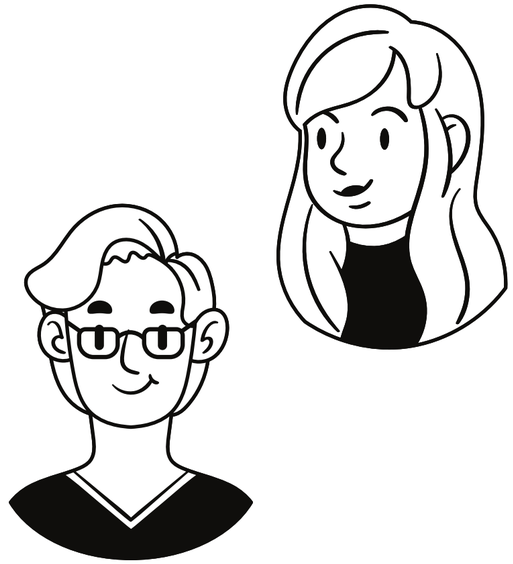


3. Pitch Preparation (30 minutes):

- Teams prepare a 5-minute pitch that covers:

1. The sustainability challenge they are addressing and its significance.
2. The digital solution they've developed and how it leverages technology.
3. The green jobs or eco-friendly career paths created by their startup.
4. Expected impact on both the environment and job market (e.g., reduced carbon emissions, creation of green careers).

- Teams may create simple slides or use visuals (if time and resources allow) to make their pitch more engaging.



4. Pitch Session (30-45 minutes):

- Each team presents their startup idea in a 5-minute pitch to the class or a panel of judges, who act as potential investors.
- Judges may include the instructor and other students who ask questions about the feasibility, sustainability impact, and job creation potential of the startup.
- After each pitch, the judges provide constructive feedback, focusing on areas like the digital innovation involved, the startup's scalability, and its potential to create green jobs.

5. Debrief and Reflection (15 minutes):

- The facilitator leads a discussion on the activity, focusing on:
  - What students learned about leadership in sustainability.
  - How the EU Youth Goals and SDGs can be applied in real-world scenarios.
  - The importance of collaboration and policy advocacy in creating sustainable change.

Materials Needed:

- Presentation tools: Projector or digital platform (if virtual) for teams to present their pitches.
- Research materials: Access to the internet or other resources to help students identify sustainability challenges and relevant digital technologies.
- Optional: Whiteboards, flipcharts, or slides to help teams organize and present their ideas visually.

Learning Outcomes from the Activity:

- **Innovation and Problem-Solving:** Students will apply creative thinking to solve real-world sustainability problems using digital tools.
- **Entrepreneurial Skills:** They will gain insight into the startup process, from ideation to pitching a business model.
- **Understanding Green Jobs:** Students will identify and understand the importance of eco-friendly careers in digital-driven industries.
- **Collaboration and Teamwork:** This activity encourages teamwork as students work together to develop and present their startup ideas.
- **Presentation and Advocacy:** Students will improve their ability to communicate and advocate for their ideas, focusing on the value of sustainability and technology.

Thank You

Project Number: 2023-1-EL02-KA151-YOU-000142315

fifty-fifty
Social Innovation
& Cohesion Institute

YOUTH AND LIFELONG LEARNING FOUNDATION

Co-funded by the European Union

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Youth and Lifelong Learning Foundation (INEDIVIM). Neither the European Union nor the granting authority can be held responsible for them.