



WE4D Guideline

Green Jobs Measurement and Project Design



Implemented by



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1. Overview on this guideline for measuring green jobs within WE4D

This guideline provides a definitory overview for measuring green jobs, or more precisely, new employment in companies that contribute to the green transformation (as it is defined in the result matrix).

The sector approach of WE4D

Generally, WE4D promotes employment in sectors, that offer the greatest possible employment effects for women, whilst contributing to the green transformation. Companies in these sectors are shaping the green transformation of the economy. The green transformation refers to the shift

to an economy that is ecologically sustainable and climate-friendly. To advance the green transformation, companies need to adapt their products, services, and processes. WE4D predominantly promotes green transformation through a focus on specific sectors. The following sectors are relevant for WE4D. We refer to them as **the WE4D green sectors**:

WE4D green sectors:

1. Sustainable agriculture and agricultural processing
2. Blue economy and aquaculture
3. Renewable energy
4. Circular economy and waste management including biomass
5. Eco-tourism

Sectors 6 and 7 are not defined as green sectors but as key sectors in which companies are developing more environmentally friendly or resource-saving business models. We refer to these two sectors as **the WE4D greening sectors**.

WE4D greening sectors:

6. Transport and logistics
7. Construction

Generally, WE4D has a **strong sectoral focus (WE4D green sectors and WE4D greening sectors)**, within which **most green jobs should be created** and measures implemented. In **exceptional cases**, it will be possible to consider companies and interventions in sectors other than the above-mentioned WE4D sectors. This is the case, when companies are supported, that contribute to the green transformation by changing their processes and/or products – but do not belong to any of the WE4D focus sectors. Though within WE4D these should be exceptional cases. Exceptions are only possible when there is a strong case for both decent employment and environmental sustainability and climate-friendliness.

Definitory differences between E4D and WE4D

Conceptually, there has been a slight shift in the definitions from **counting green jobs** in E4D to **measuring employment in companies, that contribute to the green transformation** in WE4D. In WE4D, the company, where the job evolves, is the decisive factor for measuring green jobs. Therefore, we speak of “green jobs” referring to jobs and employment in companies that contribute to the green transformation (independent of whether the specific job profile per se is green). Example: A solar technician is clearly a green job. An accountant can be counted as a green job, when the accountant works for a company, contributing to the green transformation (e.g., in the solar energy sector).

What is this guideline relevant for?

The guideline summarises WE4D’s approach for identifying and measuring new employment in companies that contribute to the green transformation. The guideline defines the relevant underlying concepts and definitions. To promote and then count “green jobs”, the following three factors for the implementation of measures are relevant:



Design of new measures



Selection of companies



Development of questionnaires and data collection

Green transformation and the potential for green jobs in the WE4D sectors play an integral part in the **design of new measures**. In this phase, it must be ensured that the jobs, that are being promoted, correspond to the respective definitions. Thus, the guideline is also relevant for the **selection of companies** in the WE4D sectors. The guideline defines an obligatory set of questions that should be included when **developing questionnaires** for data collection. The proposed set of questions should also be kept in mind during the selection of companies at the start of a new measure.

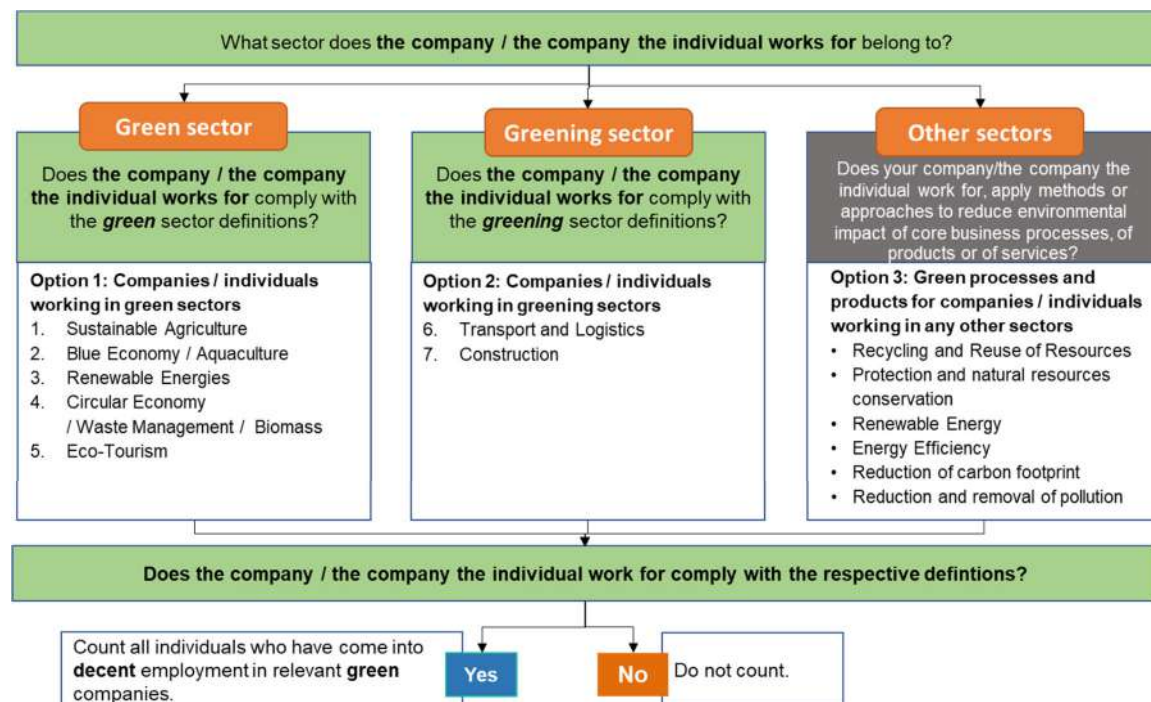
Principles for identifying and measuring green jobs:

The following principles define standards for WE4D for measuring green jobs and measuring the contribution to the green transformation:

- The company’s contribution to the green transformation is most important for determining whether newly created employment can be counted as green employment. It means that an individual job position and whether an individual does “something green” in their daily routine or as part of their job, is not the relevant criterion per se.
- The condition of “contributing to green transformation” is only fulfilled when a company’s core business activity is affected. This means that corporate social responsibility (CSR) measures, which are not in direct relation to the core business of a company, are not of relevance for WE4D.
- All jobs reported in the context of WE4D are green jobs since WE4D’s targets in employment promotion solely refer to green jobs. Non-green jobs will not be part of WE4D’s quantitative reporting.
- WE4D applies the concept and definitions in this document as a minimum standard to identify and count jobs as green jobs. This means that additional criteria to design measures and count green jobs may be added where necessary in the specific country and sector/value chain context. However, the threshold to count a green job should stay the same. It is also possible to reduce the listed criteria to relevant criteria in the specific subsector. It is key, however, to keep the minimum number of criteria that need to be fulfilled at the same threshold for all measures of WE4D in the same sector. This allows for contextualization and assures relevance. Also, the questions and criteria need to be rendered to make them understandable for the target group.
- WE4D generally draws on self-reported data by beneficiaries through tracer studies or by companies through surveys. Consistency checks are conducted at project level and at an aggregated level (country/regional level). Following this, data is used for reporting.

1.1. Options for promotion of green jobs in WE4D

The following illustration provides the key logic for promoting and for measuring green jobs in the WE4D programme. There are three ways to promote green jobs and determine if green jobs, i.e., newly created employment can be counted within the programme. Option 1 refers to the WE4D green sectors. The key question is whether the job evolved from an intervention in a company that complies with the definitions of the WE4D green sectors. Option 2 refers to the WE4D greening sectors. The key question is whether the job evolved from an intervention in a company that complies with the definitions of the WE4D greening sectors. In exceptional cases, option 3 can be applied and companies outside of the WE4D sectors may be targeted. Option 3 refers to interventions that, are implemented in any other sector where companies contribute to the green transformation. Option 1 and 2 refer to a sector-based approach, whereas option 3 can be applied in any sector. On the circular economy – as with the other sectors defined under option 1 and option 2. In this context, it is worth mentioning that ILO introduced and uses a similar approach. The WE4D methodology to promote and measure green jobs is inspired by ILO but does not entirely follow the ILO approach, which is rather scientific and lacks practical applicability.



Sectoral approach

For defining whether a job is green, sector definitions for the five WE4D green sectors (1. Sustainable agriculture and agricultural processing, 2. Sustainable blue economy and aquaculture, 3. Renewable energy, 4. Circular economy and waste management, including biomass, 5. Eco-tourism) and the two WE4D greening sectors (6. Transport and Logistics, and 7. Construction) are provided. The WE4D sectors are prescribed by WE4D's module proposal. The module proposal (*Modulvorschlag* in German) and the result matrix (*Wirkungsmatrix*) are the binding legal documents between GIZ and the commissioning party, BMZ. The sector selection has been decided on to sharpen the profile of WE4D. As for most of the defined WE4D sectors, no established sector definitions are available (e.g., Circular economy is not a well-defined sector and may not even be seen as a sector per se), a WE4D-wide minimum standard was defined. In addition, it is worth mentioning that the WE4D sectors are intersecting

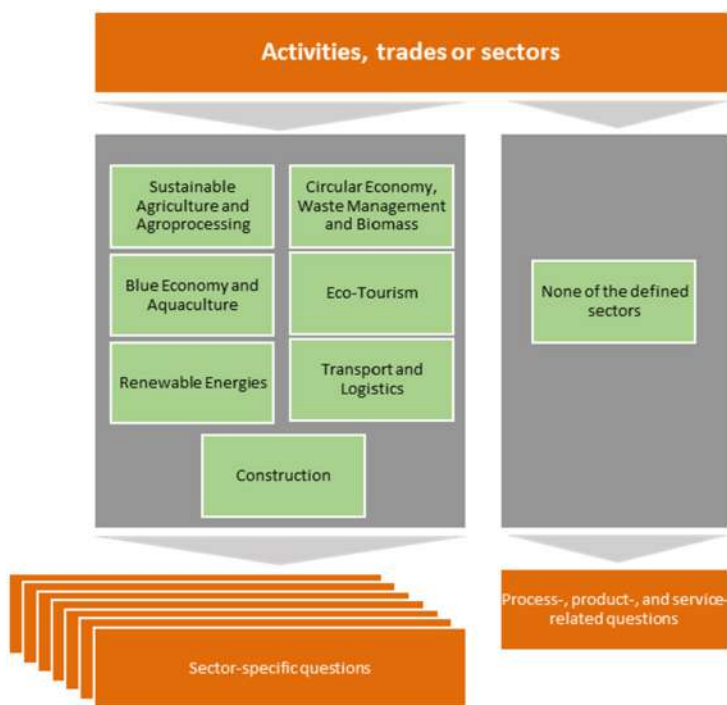
each other (e.g., Blue economy and eco-tourism, circular economy and sustainable agriculture). For measuring green jobs, this is ultimately not relevant, since the result matrix does not specify employment targets at a sector level. The suggestion therefore is, to apply the more relevant and more pragmatic sector definition in the context of the specific intervention. The definitions in this document represent a minimum standard for WE4D, and apply to all countries and all types of interventions. The definitions should be kept in mind when identifying target beneficiaries for interventions, i.e., companies or individual beneficiaries to plan interventions that promote green jobs.

1.2. Questionnaire logic

A set of obligatory questions has been defined that constitute the minimum standard in WE4D. Additional questions can be added voluntarily.

Obligatory questions

Obligatory questions represent the minimum standard for WE4D and must be included in any WE4D questionnaire that measures employment effects. The questions in the obligatory questionnaire investigate **if** there is a contribution to the green transformation of the companies that are beneficiaries or that employ trained people who represent the beneficiaries. This means the involved companies' contribution to the green transformation is key for considering jobs as green jobs.



1.3. How to plan measures and data collection?

At the start of the preparation of a new measure and when developing the questionnaires, it is key to determine whether a company or a beneficiary is active in any of the defined green sectors or, in exceptions, in any other sector.

Given the selected sector, the relevant sector definition applies (for the development of new measures or for monitoring purposes). In case none of the specified sectors can be applied, the process-related definitions and questions should be used.

The following general question should be used in surveys and tracer studies to check whether the sectoral approach or the process-, product- or service-related approach applies for all cases where the (green) WE4D sector is not predefined for an intervention.

1.4 General question for measuring green jobs

This question should **always** be asked for measuring green jobs and represents the initial question when conducting surveys with companies where the sector profile is ex-ante undefined. For interventions with a clear sector focus on one of the sectors, the question can be left out and the relevant sector definitions and questions can be applied directly.

Is your company's core business /the company's core business you work for, related to at least one of the following activities, trades or sectors?

➤ Select one answer

- a. Sustainable agriculture and agroprocessing: Applying environmentally friendly and socially responsible agricultural practices and agroprocessing standards **[go to specific sector section]**
- b. Blue Economy and aquaculture: Using coastal and aquaculture resources in a sustainable manner **[go to specific sector section]**
- c. Renewable energies: Construction, installation, maintenance, upgrade and repair of renewable energy technologies **[go to specific sector section]**
- d. Circular economy, waste management and biomass: Elimination of waste, circulation of products and materials and regeneration of nature **[go to specific sector section]**
- e. Eco-tourism: Applying sustainable practices in the tourism sector **[go to specific sector section]**
- f. Transport and logistics **[go to specific sector section]**
- g. Construction **[go to specific sector section]**
- h. None of the above, please specify which **[go to processes section]**

2. Sector Definitions and related questionnaires

2.1. Sustainable agriculture and agroprocessing

Background and reference of the definition:

Sustainable agriculture is defined by BMZ and GIZ¹ as a wide portfolio of farming techniques, such as:

- Methods and processes that improve soil productivity while minimizing harmful effects on the climate, soil, water, air, biodiversity, and human health.
- Aims to minimize the use of inputs from non-renewable sources and petroleum-based products and replace them with those from renewable resources.
- Focusing on local people and their needs, knowledge, skills, socio-cultural values, and institutional structures.
- Ensuring that the basic nutritional requirements of current and future generations are met in both quantity and quality terms.



¹ [What is sustainable agriculture? \(giz.de\)](https://www.giz.de)

- Providing long-term employment, an adequate income and dignified and equal working and living conditions for everybody involved in agricultural value chains.
- Reducing the agricultural sector's vulnerability to adverse natural conditions (e.g., climate), socioeconomic factors (e.g., strong price fluctuations) and other risks.
- Fostering sustainable rural institutions that encourage the participation of all shareholders and promote the reconciliation of interests.

Definitions and standards

Sustainable **agriculture** must nurture healthy ecosystems and support the sustainable management of land, water, and natural resources, while ensuring world food security. It aims to produce food in a way that meets the needs of the present without compromising the ability of future generations to meet their own needs.

Sustainable **agroprocessing** involves using environmentally friendly and socially responsible methods to turn raw agricultural products into finished goods. This can be achieved through practices such as reducing the use of energy or using renewable energy sources, promoting biodiversity, conserving water resources, using environmentally friendly packaging materials and promoting fair treatment of farmers and workers along the value chain (sustainable sourcing).

As a WE4D-wide **standard** for the sustainable agriculture and agroprocessing sector, green jobs can be counted when **at least three or more of the below mentioned improvements** apply.

1. Significant reduction of post-harvest loss
2. Reducing the use of synthetic inputs (e.g. use of natural inputs such as: compost and cover crops, responsible and target-aimed use of organic fertilizers and pesticides, nutrition management by micro-dosing, adjusted application rate)
3. Improved water management systems (irrigation and drainage)
4. Protection of biodiversity and natural habitats
5. Maintaining and building soil organic matter/soil protection (e.g. conservation and minimum tillage, soil cover, vegetated filter strips)
6. Crop/livestock diversification (e.g. crop rotation, intercropping, crop soil coverage)
7. Reduction or further processing of by-products
8. Reduction of food packaging/Introduction of biodegradable packaging
9. Wastewater reduction/water conservation
10. Emission management (e.g. through machinery operation based on renewable energy sources)

It is worth mentioning here, that for some agricultural (sub-)sectors or value chains, national or international certification schemes are in place and applied. For WE4D, this can be seen as an add-on and may simplify the assessment of the above-mentioned criteria. In addition, achieving certification could be part of an intervention.

Possible issues and caveats

Possible overlap with the blue economy-, aquaculture-, and the eco-tourism sector. A decision on where to count the related employment must be taken on an individual basis.

The following questions are obligatory and shall be included in the questionnaire. Please adapt the formulation of the questions depending on if the questionnaires address companies or individuals. Please review the relevance of criteria for the specific subsector and context

considering the intervention approach. Reduce the number of criteria to those criteria relevant for the specific subsector or in the intervention. You may also reformulate the question and the criteria to make them understandable to the target group. The minimum number of criteria to be met is not changeable. In the case of the need for adding additional criteria, make sure to involve the M&E team at the HQ level.

Questions	Decision criteria
<p data-bbox="256 464 1349 533">2.1.1.1. Does your company/the company you work for/your farm/the farm you work for, do business and apply practices related to the following activities?</p> <p data-bbox="305 552 667 579">➤ Multi-selection of answers</p> <ul style="list-style-type: none"> <li data-bbox="256 625 824 653">a. Significant reduction of post-harvest loss <li data-bbox="256 661 1149 800">b. Reducing the use of synthetic inputs (e.g. use of natural inputs such as: compost and cover crops, use of organic fertilizers and pesticides, nutrition management by micro-dosing, adjusted application rate) <li data-bbox="256 808 1094 835">c. Improved water management systems (irrigation and drainage) <li data-bbox="256 844 878 871">d. Protection of biodiversity and natural habitats <li data-bbox="256 879 1149 942">e. Maintaining and building soil organic matter/soil protection (e.g. conservation and minimum tillage, soil cover, vegetated filter strips) <li data-bbox="256 951 1149 1014">f. Crop/livestock diversification (e.g. crop rotation, intercropping, crop soil coverage) <li data-bbox="256 1022 894 1050">g. Reduction or further processing of by-products <li data-bbox="256 1058 1149 1121">h. Reduction of food packaging/Introduction of biodegradable packaging <li data-bbox="256 1129 834 1157">i. Wastewater reduction/water conservation <li data-bbox="256 1165 1149 1228">j. Emission management (e.g. through machinery operation based on renewable energy sources) 	<p data-bbox="1174 772 1357 1014">If three or more of the mentioned improvements are fulfilled, go to question 2.1.1.2.</p>
<p data-bbox="256 1272 1349 1341">2.1.1.2. Does the company/the company you work for/ your farm/the farm you work for, have a sustainability certification?</p> <p data-bbox="305 1360 639 1388">➤ Single select an answer</p> <ul style="list-style-type: none"> <li data-bbox="256 1434 375 1461">a. Yes <li data-bbox="256 1470 363 1497">b. No <li data-bbox="256 1505 634 1533">c. Not applicable/not known 	<p data-bbox="1174 1360 1357 1602">If yes, go to question 2.1.1.3. If no or not applicable, go to question 2.1.1.6.</p>
<p data-bbox="256 1644 1349 1713">2.1.1.3. Which certification(s) did your company/the company you work for/your farm/the farm you work for have already prior to the WE4D support?</p> <p data-bbox="305 1732 1149 1829">➤ Multi select an answer from a list of relevant certifications (national/international), also include a “other” option with free text field</p>	<p data-bbox="1174 1787 1357 1856">Go to question 2.1.1.4.</p>

2.1.1.4. Which certification(s) did your company/the company you work for/your farm/the farm you work for obtain with support of the project or because of the training you received from the project?

- Multi select an answer from a list of relevant certifications (national/international), also include a “other” option with free text field

Go to question 2.1.1.5.

2.1.1.5. If yes, how much of the company/the farm’s produce/the produce of the company/farm you work for, is covered under it?

- Single select an answer

- a. 75 % to 100 %
- b. 50 % to 75 %
- c. 25 % to 50 %
- d. Less than 25 %
- e. I do not know, or I do not want to share this information

If more than 50% are covered under sustainability certification, count as green. If less than 50 %, go to question 2.1.1.6

2.1.1.6. What share of the turnover is generated in the company/the company you work for/your farm/the farm you work for, with the above-mentioned activities in sustainable agriculture (including certified and non-certified produce)?

- Single select an answer

- a. 75 % to 100 %
- b. 50 % to 75 %
- c. 25 % to 50 %
- d. Less than 25 %
- e. I do not know, or I do not want to share this information.

If more than 50% is generated with the above-mentioned activities in sustainable agriculture, count as green jobs. If less than 50 %, do not count as green jobs.

2.2. Blue Economy and Aquaculture

Background and reference of the definition:

Blue economy is an economic concept that focuses on the sustainable use and management of ocean resources and inland water resources for economic growth, improved livelihoods, and job creation. It covers a wide range of industries, including fisheries, tourism, shipping, renewable energy, and biotechnology. The blue economy has no universal sector definition as such. The United Nations Environment Programme (UNEP) definition serves GIZ as a guiding principle.²



Definition and standard

Sustainable blue economy comprises a marine-based economic development that leads to improved human well-being as well as social equity and that maintains, conserves and, if necessary, rehabilitates ocean ecosystems and ecosystem services.³

Sustainable aquaculture comprises marine and freshwater breeding and farming of fish and other aquatic resources, as well as the processing of aquatic products while preserving natural resources, offering local incomes and safeguarding supplies of high-value food. Approaches towards sustainable aquaculture include improving aquaculture and fisheries management, promoting sustainable supply chains, waste management and reducing pressure on natural fish stocks and improving working conditions. The blue economy sector includes wild fish harvesting, aquaculture and maritime cultivation (e.g., mangrove, seaweed).

As a WE4D-wide **standard** for blue economy and aquaculture, green jobs can be counted when at **least or more than three of the below-mentioned criteria** apply. Reduction of post-harvest loss (e.g., storage of maritime products)

- Circular (waste)-water management/Reduction of freshwater use and re-use
- Resilience to maritime stressors (climate change, acidification, pollution, IAS, etc.)
- Improved food conversion ratio
- Reduced impact on the surrounding (bio)diversity
- Improved environmental quality
- Increased energy-efficiency
- Increased carbon capture (e.g., through mangrove farms)

Possible issues and caveats

- Overlap with sustainable agriculture and eco-tourism.
- Overlap with renewable energy production (e.g., offshore-parks)
- ➔ Decision on where to count the related employment must be taken on an individual basis.

² [Orientation Paper Sustainable Blue Economy.pdf](#)

³ [Sustainable Blue Economy \(sharepoint.com\)](#)

The following questions are obligatory and shall be included in the questionnaire. Please adapt the formulation of the questions depending on if the questionnaires address companies or individuals. Please review the relevance of criteria for the specific subsector and context and considering the intervention approach. Reduce the number of criteria to those criteria relevant for the specific subsector or in the intervention. You may also reformulate the question and the criteria to make them understandable to the target group. The minimum number of criteria to be met is not changeable. In the case of the need for adding additional criteria, make sure to involve the M&E team at the HQ level.

Questions	Decision criteria
<p>2.2.1.1. Does your company/the company you work for/your farm/the farm you work for, do business while contributing to the following as part of the core business processes?</p> <p>➤ Multi-selection of answers</p> <ul style="list-style-type: none"> a. Reduction of post-harvest loss (e.g. storage of maritime products) b. Circular (waste)-water management/Reduction of freshwater use and re-use c. Resilience to maritime stressors (climate change, acidification, pollution, IAS etc) d. Greater biomass productivity e. Greater (bio)diversity f. Improved environmental quality g. Increased energy-efficiency h. Enhanced sustainable fisheries potential (e.g. reduction of bycatch, fish stock recovery, improvement of fish-in – fish-out ratio) i. Use of energy-saving machinery (boat engines, pumps) j. Use of certified sustainable feed 	<p>If three or more of the mentioned improvements are fulfilled, go to question 2.2.1.2.</p>
<p>2.2.1.2. Does your company/the company you work for/your farm/the farm you work for, have a sustainability certification?</p> <p>➤ Single select an answer</p> <ul style="list-style-type: none"> a. Yes b. No c. Not applicable/not known 	<p>If yes, go to question 2.2.1.3. If no, go to question 2.2.1.5.</p>
<p>2.2.1.3. Which certification(s) did your company/the company you work for/your farm/the farm you work for have already prior to the WE4D support?</p> <p>➤ Multi select an answer from a list of relevant certifications (national/international)</p>	<p>Go to question 2.2.1.4.</p>

2.2.1.4. Which certification(s) did your company/the company you work for/your farm/the farm you work for obtain with support of the project or because of the training you received from the project?

➤ Multi select an answer from a list of relevant certifications (national/international)

Go to question 2.2.1.5.

2.2.1.5. If yes, how much of the company's/farm's produce/the produce of the company/farm you work for, is covered under it?

➤ Single select an answer

- a. 75 % to 100 %
- b. 50 % to 75 %
- c. 25 % to 50 %
- d. Less than 25 %
- e. I do not know, or I do not want to share this information

If **more than 50%** are covered under sustainability certification, count as green. If **less than 50 %**, go to question 2.2.1.6.

2.2.1.6. What share of the turnover is generated in your company/the company you work for/your farm/the farm you work for, with the above-mentioned activities in the blue economy and aquaculture sector?

➤ Single select an answer

- a. 75 % to 100 %
- b. 50 % to 75 %
- c. 25 % to 50 %
- d. Less than 25 %
- e. I do not know or I do not want to share this information

If **more than 50%** is generated with the above-mentioned activities in sustainable aquaculture, count as **green jobs**. If **less than 50 %**, do not count as green jobs.

2.3. Renewable Energies

Background and reference of the definition:

For the renewable energy sector definition, WE4D applies the definition as provided in the [EU taxonomy](#).



Definition and standard

'Renewable energy' means energy from renewable non-fossil sources, namely wind, solar (solar thermal and solar photovoltaic) and geothermal energy, ambient energy, tide, wave and other ocean energy, hydropower, biomass, landfill gas, sewage treatment plant gas, and biogas.

As a WE4D-wide **standard** for the renewable energy sector, green jobs can be counted **when one or more of the criteria for each of the two sections** (type of activity and type of renewable energy technology) apply.

The renewable energy sector for WE4D concerns the following activities:

- Construction, incl. installation, maintenance and repair of renewable energy equipment
- Manufacturing of renewable energy technologies
- Electricity generation from renewable energies
- Production of heat/cold from renewable energies
- Transmission and distribution of renewable energies

In the area of construction, installation, maintenance, upgrade and repair of renewable energy technologies, the following systems and technologies are considered as renewable energy:

- Solar photovoltaic systems
- Solar hot water panels
- Heat pumps
- Wind turbines
- Solar transpired collectors
- Thermal or electric energy storage units
- Combined heat and power plants
- Heat exchanger/recovery systems
- Ancillary technical equipment.
- Hydropower

Possible issues and caveats

- Overlap with the construction sector. A decision on where to count the related employment must be taken on an individual basis.

The following questions are obligatory and shall be included in the questionnaire. Please adapt the formulation of the questions depending on if the questionnaires address companies or individuals. Please review the relevance of criteria for the specific subsector and context and considering the intervention approach. Reduce the number of criteria to those criteria relevant for the specific subsector or in the intervention. You may also reformulate the question and the criteria to make them understandable to the target group. The minimum number of criteria to be met is not changeable. In the case of the need for adding additional criteria, make sure to involve the M&E team at the HQ level.

Questions	Decision criteria
<p data-bbox="256 569 1323 638">2.3.1.1. Does your company/the company you work for, have one of the following activities as a core business activity?</p> <p data-bbox="305 657 667 688">➤ Multi-selection of answers</p> <ul style="list-style-type: none"> <li data-bbox="256 730 1149 793">a. Construction, incl. installation, maintenance and repair of renewable energy equipment <li data-bbox="256 804 922 835">b. Manufacturing of renewable energy technologies <li data-bbox="256 846 894 877">c. Electricity generation from renewable energies <li data-bbox="256 888 922 919">d. Production of heat/cool from renewable energies <li data-bbox="256 930 964 961">e. Transmission and distribution of renewable energies <li data-bbox="256 972 553 1003">f. None of the above 	<p data-bbox="1172 730 1352 905">If at least one criterion applies, go to question 2.3.1.2.</p>
<p data-bbox="256 1016 1300 1150">2.3.1.2. Does your company/the company you work for, do business (construction, installation, maintenance, electricity generation, heat/cool production, transmission and distribution) related to at least one of the following types of renewable energy technologies or systems?</p> <p data-bbox="305 1169 667 1201">➤ Multi-selection of answers</p> <ul style="list-style-type: none"> <li data-bbox="256 1243 656 1274">a. Solar photovoltaic systems <li data-bbox="256 1285 602 1316">b. Solar hot water panels <li data-bbox="256 1327 477 1358">c. Heat pumps <li data-bbox="256 1369 500 1400">d. Wind turbines <li data-bbox="256 1411 651 1442">e. Solar transpired collectors <li data-bbox="256 1453 813 1484">f. Thermal or electric energy storage units <li data-bbox="256 1495 732 1526">g. Combined heat and power plants <li data-bbox="256 1537 743 1568">h. Heat exchanger/recovery systems <li data-bbox="256 1579 688 1610">i. Ancillary technical equipment <li data-bbox="256 1621 477 1652">j. Hydropower <li data-bbox="256 1663 553 1694">k. None of the above 	<p data-bbox="1172 1190 1352 1621">If in this question, at least one of the options applies, the criteria for the renewable energy sector are fulfilled and we can count new jobs as green jobs.</p>

2.4. Circular Economy, Waste Management and Biomass

Background and reference of the definition:

Circular economy, waste management and biomass are no sectors as such. We use a combination of the [International Standard Industrial Classification \(ISIC\) 4 standard](#) and elements of the circular economy concept.



Definition and standard

ISIC 4 defines waste collection, treatment, disposal and materials recovery as part of the waste management sector. According to the [Ellen Macarthur Foundation](#), circular economy is based on three principles: Elimination of waste (designing and producing products that will never become waste), circulation of products and materials (maintaining, sharing, reusing, repairing, refurbishing, remanufacturing, recycling), and regeneration of nature. In a similar way, [UNCTAD](#) defines circular economy as follows: “A circular economy entails markets that give incentives to reusing products, rather than scrapping them and then extracting new resources. In such an economy, all forms of waste, such as clothes, scrap metal and obsolete electronics, are returned to the economy or used more efficiently. This can provide a way to not only protect the environment, but use natural resources more wisely, develop new sectors, create jobs and develop new capabilities.” For the sector definition, we use the intersection of the ISIC standard and the circular economy concept.

The following categories are part of the circular economy definition of WE4D:

- Designing and producing products with prolonged lifecycles, that can be maintained or repaired easily, that can be shared, reused, refurbished or remanufactured or which help to regenerate nature
- Maintenance and repairing of products (as a service)
- Sharing of products (as a service)
- Reusing, refurbishing, remanufacturing (as a service)
- Production of products from recycled industrial waste
- Production of products from recycled municipal/domestic waste
- Production and processing of biomass for energy production
- Regeneration of nature by means of circular economy concepts (using industrial and domestic waste to regenerate nature)

As a WE4D-wide **standard** for the circular economy, waste management and biomass sector, green jobs can be counted **when one category** of the circular economy concept applies.

Possible issues and caveats

- Full circularity is not possible and achievable by means of the project and within the projects' implementation period. Therefore, promoting elements of the concept of circular economy are sufficient.

- There might be an overlap of sector definitions for the sustainable agriculture and the renewable energies sector → Decisions on where to count the related employment must be taken on an individual basis.

The following questions are obligatory and shall be included in the questionnaire. Please adapt the formulation of the questions depending on if the questionnaires address companies or individuals. Please review the relevance of criteria for the specific subsector and context and considering the intervention approach. Reduce the number of criteria to those criteria relevant for the specific subsector or in the intervention. You may also reformulate the question and the criteria to make them understandable to the target group. The minimum number of criteria to be met is not changeable. In the case of the need for adding additional criteria, make sure to involve the M&E team at the HQ level.

Questions	Decision criteria
<p>2.4.1.1. Does your company/the company you work for, have one of the following activities as a core business activity?</p> <p>➤ Multi-selection of answers</p> <ul style="list-style-type: none"> a. Designing and producing products with prolonged lifecycles, that can be maintained or repaired easily, that can be shared, reused, refurbished or remanufactured or which help to regenerate nature b. Maintenance and repairing of products (as a service) c. Sharing of products (as a service) d. Reusing, refurbishing, remanufacturing (as a service) e. Production of products from recycled industrial waste f. Production of products from recycled municipal/domestic waste g. Production and processing of biomass for energy production h. Regeneration of nature by means of circular economy concepts (using industrial and domestic waste to regenerate nature) 	<p>If at least one criterion applies, the criteria for the circular economy, waste management and biomass sector are fulfilled. we can count new jobs as green jobs.</p>

2.5. Eco-Tourism

Background and reference of the definition:

WE4D applies the concept of eco-tourism as presented by the UN World Tourism Organisation.



Definition and standard

As a WE4D-wide **standard** for eco-tourism, green jobs can be counted when **three or more aspects** for sustainable tourism practices are applied.

The following characteristics of touristic economic activities point towards the eco-tourism sector (following UNWTO⁴):

- All nature-based forms of tourism in which the main motivation of the tourists is the observation and appreciation of nature as well as the traditional cultures prevailing in natural areas.
- It contains educational features (e.g., to explain and raise awareness of natural habitats).
- It is generally, but not exclusively, organized by specialised tour operators for small groups. Service provider partners at the destinations tend to be small, locally owned businesses.
- It minimizes negative impacts on the natural and socio-cultural environment.
- It supports the maintenance of natural areas which are used as eco-tourism attractions.
- It generates economic benefits for host communities, organisations and authorities managing natural areas for conservation purposes.
- It provides alternative employment and income opportunities for local communities.
- It increases awareness towards the conservation of natural and cultural assets, both among locals and tourists.

Possible issues and caveats

Possible overlap with the sustainable agriculture and blue economy sector. → Decision on where to count the related employment must be taken on an individual basis.

The following questions are obligatory and shall be included in the questionnaire. Please adapt the formulation of the questions depending on if the questionnaires address companies or individuals. Please review the relevance of criteria for the specific subsector and context and considering the intervention approach. Reduce the number of criteria to those criteria relevant for the specific subsector or in the intervention. You may also reformulate the question and the criteria to make them understandable to the target group. The minimum number of criteria to be met is not changeable. In the case of the need for adding additional criteria, make sure to involve the M&E team at the HQ level.

Questions	Decision criteria
2.5.1.1. Does your company/the company you work for, apply one or several sustainable tourism practices as part of its core business? If yes, which?	
➤ Multi-selection of answers	If at least three criteria apply, the criteria for the eco-tourism sector are fulfilled and we can count new jobs as green jobs .

⁴ [Eco-tourism and Protected areas | UNWTO](#)

- a. Make use of solar panels or other sustainable means for generating electricity.
- b. Use locally grown ingredients where possible.
- c. Grow food sustainably or work with suppliers that do so.
- d. Actively promote vegetarian and vegan dishes and limit the use of meat consumption.
- e. Save energy, water, and other precious resources wherever possible.
- f. Deploy sustainable waste management practices.
- g. Limit the use of single-use plastics
- h. Use sustainable building methods and materials.
- i. Make use of eco-friendly housekeeping and kitchen products and limit the use of insecticides and other pesticides.
- j. Offer tourism activities with a limited environmental footprint.
- k. Limit the use of cars by offering shared-ride options and promoting bicycle and public transport use.
- l. Actively invest in the conservation of natural resources and biodiversity.
- m. Sensitize tourists about the need for safeguarding the environment and sustainable practices.

2.6. Transport and Logistics

Background and reference of the definition:

The transport and logistics sector is one of the two sectors that is defined as a priority sector, but not seen as green sectors per se. However, the transport sector is highly relevant for the green transformation. For WE4D the [ISIC Rev. 4 definition](#) is applied.



Definition and standard

The transport and logistics sector includes the provision of passenger or freight transport, whether scheduled or not, by rail, pipeline, road, water or air and associated activities such as terminal and parking facilities, cargo handling, storage, etc. Included in the sector is the renting of transport equipment with a driver or operator. Also included are postal and courier activities as well as manufacturing, assembly, retail, repair and maintenance of sustainable transport solutions.

As a WE4D-wide **standard** for the transport and logistics sector, green jobs can be counted when **one or more of the below aspects** can be applied.

As the sector per se is not green, additional criteria must be applied. These additional criteria concern environmentally friendly and resource-efficient business models or practices. The following criteria strengthen the ecological sustainability of the transport and logistics sector:

- Rental and operation of public transport vehicles for passengers (motor bus, tram, streetcar, trolley bus, underground and elevated railways, motorbikes, passenger cars and light commercial vehicles) with zero CO2 emission or low CO2 emission
- Rental and operation of transport vehicles for freight with zero CO2 emission or low CO2 emission (e.g., electric vehicles, hybrid vehicles, non-motorized solutions and other zero CO2 or low emissions transport option in comparison)
- Other ecologically sustainable or low-carbon passenger or freight transport (e.g., means of water transport, rail transport),
- Other sustainable methods for freight transport, e.g. more sustainable materials or the re-use of materials for the packaging of freight
- Less environmentally harmful operations in the transport and logistics sector (for example fuel-efficient driving, increased consideration of environmental concerns in repair and maintenance, etc.)
- Construction, modernisation, maintenance, and operation of infrastructure for low CO2 emission transport or infrastructure that is dedicated to pedestrians and bicycles
- Manufacturing, assembly, retail, repair, and maintenance of sustainable transport solutions (e.g. e-mobility)

Possible issues and caveats


- Possible overlap with the Eco-Tourism sector. → Decision on where to count the related employment must be taken on an individual basis.

The following questions are obligatory and shall be included in the questionnaire. Please adapt the formulation of the questions depending on if the questionnaires address companies or individuals. Please review the relevance of criteria for the specific subsector and context and considering the intervention approach. Reduce the number of criteria to those criteria relevant for the specific subsector or in the intervention. You may also reformulate the question and the criteria to make them understandable to the target group. The minimum number of criteria to be met is not changeable. In the case of the need for adding additional criteria, make sure to involve the M&E team at the HQ level.

Questions	Decision criteria
2.6.1.1. Does your company/the company you work for, offer any of the following services as part of its core business?	
➤ Multi-selection of answers	If at least one criterion applies, the criteria for green jobs in the transport and logistics sector are fulfilled and we can count new

<ul style="list-style-type: none"> a. Rental and operation of public transport vehicles for passengers (motor bus, tram, streetcar, trolley bus, underground and elevated railways, motorbikes, passenger cars and light commercial vehicles) with zero CO2 emission or low CO2 emission b. Rental and operation of transport vehicles for freight with zero CO2 emission or low CO2 emission c. Other sustainable or low-carbon passenger or freight transport (e.g., means of water transport, rail transport) d. Other sustainable methods for freight transport, e.g. more sustainable materials or the re-use of materials for the packaging of freight e. Less environmentally harmful operations in the transport and logistics sector (for example fuel-efficient driving, increased consideration of environmental concerns in repair and maintenance, etc.) f. Construction, modernisation, maintenance and operation of infrastructure that is required for zero CO2 operation of zero-emissions road and public transport or infrastructure that is dedicated to pedestrians and bicycles g. Manufacturing, assembly, retail, repair and maintenance of sustainable transport solutions (e.g. e-mobility) h. None of the above. 	<p>jobs as green jobs.</p>
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2.7. Construction

<p>Background and reference of the definition:</p>	
<p>The construction sector is one of the two defined priority sectors that is not seen as a green sector per se. However, the construction sector is highly relevant for a green transformation. For WE4D the ISIC Rev. 4 definition is applied.</p>	
<p>Definition and standard</p>	
<p>The construction sector includes, according to ISIC, construction activities for buildings and civil engineering works. It includes new work, repair, additions and alterations, the erection of prefabricated buildings or structures on the site and construction of a temporary nature. As the sector per se is not green, additional criteria must be applied. These additional criteria concern environmentally friendly and resource-efficient business models or practices.</p>	
<p>As a WE4D-wide standard for the construction sector, green jobs can be counted when <u>one or more of the below described aspects</u> can be applied.</p>	
<p>The following criteria strengthen the sustainability of the construction sector:</p>	

- Construction of energy-efficient buildings
- Renovation of existing buildings leading to a reduction of primary energy demand (PED) of at least 30 %
- Redesign and renovation of the built environment with a significant reduction of the environmental impact
- Installation, maintenance and repair of charging stations for electric vehicles in buildings and parking spaces attached to buildings
- Installation, maintenance or repair of energy efficiency equipment
- Installation, maintenance and repair of instruments and devices for measuring, regulation and controlling energy performance of buildings
- Installation, maintenance and repair of renewable energy technologies, on-site
- Use of alternative construction materials that replaces Co2-heavy or environment-damaging materials

Possible issues and caveats

Possible overlap with the Renewable Energies sector. → Decision on where to count the related employment must be taken on an individual basis.

The following questions are obligatory and shall be included in the questionnaire. Please adapt the formulation of the questions depending on if the questionnaires address companies or individuals. Please review the relevance of criteria for the specific subsector and context and considering the intervention approach. Reduce the number of criteria to those criteria relevant for the specific subsector or in the intervention. You may also reformulate the question and the criteria to make them understandable to the target group. The minimum number of criteria to be met is not changeable. In the case of the need for adding additional criteria, make sure to involve the M&E team at the HQ level.

Questions	Decision criteria
2.7.1.1. Does your company/the company you work for, offer any of the following services as part of its core business?	
<p>➤ Multi-selection of answers</p> <p>a. Construction of energy-efficient buildings</p> <p>b. Renovation of existing buildings leading to a reduction of primary energy demand (PED) of at least 30 %</p> <p>c. Redesign and renovation of the built environment with a significant reduction of the environmental impact</p> <p>d. Installation, maintenance and repair of charging stations for electric vehicles in buildings and parking spaces attached to buildings</p> <p>e. Installation, maintenance or repair of energy efficiency equipment</p> <p>f. Installation, maintenance and repair of instruments and devices for measuring, regulation and controlling energy performance of buildings</p> <p>g. Installation, maintenance and repair of renewable energy technologies, on-site</p>	<p>If at least one criterion applies, the criteria for green jobs in the construction sector are fulfilled and we can count new jobs as green jobs.</p>

3. Process-, product- and service-related definition

Background and reference of the definition:

For the non-sector-specific definitions, companies are considered that do not belong to any of the sectors mentioned above. For WE4D, these sectors do not count as predefined green sectors. This does not mean that reducing environmental impact is not possible. Here, WE4D follows a principle-based approach to assess whether companies contribute to the green transformation based on processes. To assess this, **business processes**, **products** and **services** are assessed.



Definition and standard

The following processes and approaches to reduce the environmental impact of businesses, products and services are relevant (if they affect the core business):

- Recycling and reuse of resources
- Protection and natural resources conservation
- Use of renewable energy
- Use of energy efficiency methods (incl. productive use of energy (PUE) and clean cooking technology)
- Reduction and removal of pollution
- Other methods or approaches for reducing the environmental impact of business activities

It is important to note that a certain relevance and impact is needed to be able to count a company as a green company. This is given when core business activities, core parts of the product or of the service are significantly affected and environmental impact is reduced through the measure. We then can count all new employees of a company as green jobs, even if the relevant employees are not directly involved in the aforementioned green processes. In practice, there are many ways of reaching this. It may be reached through investment in new machinery, by capacity development of employees, by adaptation of processes, by addlepted supply and/or value chains, by finding new business models, by redesigning products and by redefining services. The following table gives a non-exhaustive list of examples that may provide more orientation in the development of new measures targeting companies going green or identifying companies that are green already by adapting their processes, their products and their services.

Way of reducing environmental impact of processes	Eligible example (company can be counted as a green company)	Non-eligible example (company would not be counted as a green company)
Recycling and reuse of resources	<ul style="list-style-type: none"> • By-products from a packaging company using PET is collected and recycled. • Water from a plant producing bottled soda 	<ul style="list-style-type: none"> • Paper in an office is collected and recycled.

	beverages is collected, processed, and reused for other purposes.	
Protection and natural resources conservation	<ul style="list-style-type: none"> • Water used by industrial plants is significantly reused. • An industrial zone close to a maritime protected area introduces strict environmental monitoring of companies located in the zone. 	<ul style="list-style-type: none"> • Trees are planted in the backyard of an industrial plant.
Use of renewable energy	<ul style="list-style-type: none"> • An industrial plant in the manufacturing sector switches from gas generators to solar energy. 	<ul style="list-style-type: none"> • The headquarter office of an industrial company is equipped with a photovoltaic system (whereas the industrial production runs on fossil fuels).
Use of energy efficiency methods	<ul style="list-style-type: none"> • Refrigerated warehouses are upgraded to save energy. 	<ul style="list-style-type: none"> • Employees are asked to keep windows closed when using the AC/heater.
Reduction and removal of pollution	<ul style="list-style-type: none"> • An industrial plant installs filters and thereby reduces air pollutants (e.g. (PM2.5, PM10), sulphur dioxide (SO2), ammonia (NH3), nitrogen oxides (NOX) and non-methane volatile organic compounds (NMVOCs)) significantly. 	<ul style="list-style-type: none"> • An industrial plant removes pollution outside of their location.
Possible issues and caveats		
<ul style="list-style-type: none"> • In some cases, it might be hard to evaluate the significance of processes, that contribute to the green transformation. For this, a helpful way might be to assess industry standards in the relevant region and sector. If there is significant progress in companies, involved in the measure, when comparing it to similar companies in the region and/or sector, the companies can be counted as green companies. • Overlaps with green sectors might occur. In this case, individual decisions must be taken, to count the respective company and the newly created employment as part of the green sector or processes approach. 		

The following questions are obligatory and shall be included in the questionnaire. Please adapt the formulation of the questions depending on if the questionnaires address companies or individuals. Please review the relevance of criteria for the specific subsector and context and considering the intervention approach. Reduce the number of criteria to those criteria relevant



for the specific subsector or in the intervention. You may also reformulate the question and the criteria to make them understandable to the target group. The minimum number of criteria to be met is not changeable. In the case of the need for adding additional criteria, make sure to involve the M&E team at the HQ level.



Questions	Decision criteria
<p>3.1.1.1. Does your company/the company you work for, apply any of the following methods or approaches to reduce environmental impact of core business processes, of products or of services?</p>	
<p>➤ Multi-selection of answers</p> <ul style="list-style-type: none"> a. Recycling and Reuse of Resources (please specify) b. Protection and natural resources conservation (please specify) c. Use of renewable energy (please specify) d. Use of energy efficiency methods (please specify) e. Reduction and removal of pollution (please specify) f. Reduction of the carbon footprint (please specify) g. Other methods or approaches reducing the environmental impact of business activities (please specify) 	<p>If at least one criterion applies, count the new jobs as green jobs. If no, go to question 3.1.1.2.</p>
<p>3.1.1.2. Did your company/the company you work for, recently invest or increase efforts in any of the methods or approaches? If yes, in which? Please consider any significant investment or efforts in terms of construction of buildings (e.g. new recycling station on-site), installation of systems (e.g. installation of a photovoltaic system), capacity building of employees (e.g. on energy efficiency) or other measures (e.g. business process analysis for a new business model for recycling of by-products)?</p>	
<p>➤ Multi-selection of answers</p> <ul style="list-style-type: none"> a. Recycling and Reuse of Resources (please specify) b. Protection and natural resources conservation (please specify) c. Use of renewable energy (please specify) d. Use of energy efficiency methods (please specify) e. Reduction and removal of pollution (please specify) f. Reduction of carbon footprint (please specify) g. Other methods or approaches reducing the environmental impact of business activities (please specify) 	<p>If at least one criterion applies, count the new jobs as green jobs.</p>



4. Project planning – guidance for green projects

The following table gives an overview of different intervention types in WE4D. For each intervention type, aspects to be considered when **planning new measures** and recommendations for **monitoring employment effects** in green companies, are described in the following table:

Table 1: Type of measure and recommendations for applying the definition

Intervention type	Related output	Aspects to be considered when planning new measures	Unit of measurement (green jobs)	Approach for monitoring employment effects in green companies
 <p>Training measures/ active labour market measures - future employing companies may be <u>unknown</u> before or at the start of project implementation</p>	O1, O2, M3	<ul style="list-style-type: none"> • Interventions can be developed so that a) green sectors are targeted, or b) the partner companies selected comply with WE4D's green transformation definition, c) training content is predominantly green, so that any employment evolving after the training should be green and companies employing the person would comply with WE4D green sector definitions. A mix of these options is possible. • In case companies are selected during the implementation, a preference should be given to companies that are willing or already on the path to contribute to the green transformation. 	Individual	<ul style="list-style-type: none"> • Conduct a tracer study of beneficiaries: Check if they found employment in companies contributing to the green transformation – applying WE4D's definition.
 <p>Technical training/TVET measures in</p>	O1, O2, M3	<ul style="list-style-type: none"> • The assumption is (green) VET-courses lead to employment in companies that contribute to the green transformation. • The most important instrument to lever green employment is by a) the training concept and b) by the selection of the companies. 	Company/ Individual	<ul style="list-style-type: none"> • Conduct a survey with the employing company on employment effects. • Conduct a tracer study of beneficiaries, which were not employed by the company after the training, to assess green employment effects.

Intervention type	Related output	Aspects to be considered when planning new measures	Unit of measurement (green jobs)	Approach for monitoring employment effects in green companies
cooperation with a company		<ul style="list-style-type: none"> • A preference should be given to companies that are willing or already on the path to contribute to the green transformation. 		
 <p>Technical training/TVET measures in cooperation with training providers (e.g., TVET institute)</p>	O1, O2, M3	<ul style="list-style-type: none"> • The most important instrument to lever green employment effects is by a) the training concept and b) by the selection of the training providers as well as c) a strong matching component. 	Individual	<ul style="list-style-type: none"> • Conduct a tracer study of beneficiaries: Check if they found employment in companies contributing to the green transformation – applying WE4D’s definition.
 <p>Entrepreneurship Trainings</p>	O4	<ul style="list-style-type: none"> • During the project development stage, the intervention should be designed to make sure that the entrepreneurship trainings are geared towards green entrepreneurship (e.g., promoting green business models). 	Individual	<ul style="list-style-type: none"> • For entrepreneurship measures, green employment can in most cases only be assessed via tracer studies on an individual basis.

Intervention type	Related output	Aspects to be considered when planning new measures	Unit of measurement (green jobs)	Approach for monitoring employment effects in green companies
 <p>Agricultural value chain development</p>	O3	<ul style="list-style-type: none"> • For agricultural value chain projects, the definition of sustainable agriculture and agroprocessing, as well as the blue economy definition should be met. When designing projects according to these definitions, green employment can be measured. • The green business models with lead companies need to be in line with the green sector and/or the process-based definition. It might be useful to assess this thoroughly in the concept phase of a new measure. 	Company/ Individual	<ul style="list-style-type: none"> • Depending on the intervention type, assessment of (green) employment effects at company level (e.g., for lead companies) might be sufficient. Assessment at the individual level might still be necessary and helpful, when other information needs to be collected such as whether sustainable practices are applied in the sector (e.g., by smallholder farmers).
 <p>MSME development</p>	O4	<ul style="list-style-type: none"> • The key option to leverage green employment for MSME development measures is by designing company selection mechanisms alongside the green definition. • Only ecologically sustainable, climate-friendly products, services and business models are relevant and should be considered when developing new measures and selecting candidates/MSMEs. • In addition, MSME development measures might be designed in a way that companies become green by participating in the intervention. For this, the process-based definition is relevant (since companies will only rarely switch the sector and become part of any of the green sectors). 	Company	<ul style="list-style-type: none"> • Conduct a survey with the employing company on employment effects.

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