Urban farmers. People are planting gardens on the rooftops of city buildings, combining two large sectors of green employment: food production (without pesticides or fossil fuels) and the green construction industry. These professions will include agronomists and students of regenerative agriculture.

Engineers. This ancient profession has now become more important than ever, especially in the design of systems to reduce consumption. Engineers are, for example, addressing the potential of renewable energy sources (sun, wind and moving water) and conducting studies into electric transport.

Environmental IT. Bio-informaticians and geo-informaticians are among the most sought-after professionals in the field of green employment. They deal with the services that involve energy consumption and work in the domestic automation sector (all the smart appliances in our homes that can be controlled remotely) and the IoT (Internet of Things), the invisible thread that connects such devices.

Sustainability architects. Architects are exploiting renewable energy sources in their urban, residential and environmental projects while recycling disused materials and limiting emissions at every stage of the process.

SUSTAINABILITY IS ALREADY IN FASHION

Did you know that sustainability has become such a major concern that many companies already have a dedicated sustainability manager? Claire Bergkamp, World Wide Sustainability and Innovation Director for the British fashion brand Stella McCartney (which joined forces with Burberry to launch the Fashion Industry Charter for Climate Action) was one of the first to take up this role, which involves studying production processes that respect the environment and promote social equity, from the raw-material production stage to distribution.

According to Claire, those wishing to pursue a career in the sector should make a choice between **environmental sustainability** (which addresses reductions in the environmental impact of the various stages in processing and the hunt for raw materials) and **social sustainability** (which ensures that human rights and employment rights are respected throughout the entire production process). The approaches to environmental and social sustainability are quite distinct and attract different people, with the latter appealing to more empathetic personalities and those who can understand and identify with life circumstances and working conditions that are very different from their own (in factories in developing countries, for example). This sensibility differs from that required to deal with sustainability from an environmental perspective or to make decisions about emissions or the sourcing of materials. There is a third field: **innovation**. As Claire explains, it is not just a matter of coming up with a new idea to conquer the markets or inventing the best running shoes: you must also ensure that you use biodegradable materials.



CHAPTER 6

BUILDING A BETTER WORLD THROUGH WORK



STUDYING FOR A BRILLIANT GREEN CAREER

Young people still want to be astronauts or doctors, but, these days, the children of the Green Nation have more information at their fingertips and can see their future more clearly than those of earlier generations. At the heart of their ambition lies a very specific dream: to save the world. We have watched this dream come true in the creation of hundreds of new green jobs: high-tech creative and scientific careers that, according to the United States Bureau of Labor Statistics, 'produce goods or provide services that benefit the environment or conserve natural resources'. These professions will enjoy enormous growth over the next ten years.

There are many ways to prepare for a future that will combine personal ambition with an urgent need for positive change. New training courses and study programmes have already been created around the world and they are rapidly growing in number, taking the more traditional professions, from engineering to architecture and from science to economics, to the next level – the level of the Green Nation.

This transformation began in the university sector several years ago, when the most traditional faculties expanded their range of choices to include ecology-orientated courses such as Environmental Engineering for Sustainable Development or Mobility Engineering (training transport professionals). More specific courses have gradually been introduced by universities, including Ecological Economics, useful for an understanding of the value of natural resources and the environmental impact of companies' business activities. Environmental Science and Technology combines scientific and social subjects, examining pollution, for example, and the various strategies to reduce it. A three-year undergraduate course in Environmental Leadership trains socially responsible role models in the widest political and cultural contexts.

A total of 25 percent of the new undergraduate courses in STEM disciplines (science, technology, engineering and mathematics) introduced worldwide in 2019 are geared towards educating students to look for solutions for safeguarding the planet, bringing the problems associated with climate change and pollution to the test benches and experimental laboratories of the university sector.



CHAPTER 8

THINKING BIG



CHAPTER 9

OUTSIDE THE BOX



INVESTING IN GOOD IDEAS

Every year 1.3 billion tons of food are thrown away. This vast amount is equivalent in value to US$750 billion and could feed, four times over, the 821 million people affected by hunger across the world (Food and Agriculture Organization data from 2018). A total of 45 percent of this wasted food comes directly from our own homes: that inch of milk left in the bottle, the outer leaves of a lettuce, leftover pasta, overripe fruit. In 2015, Mette Lykke, a Danish businesswoman with a degree in political science who was keenly aware of the issue, found herself wondering how to get all this food back. Her idea was based on the economic principle of matching supply and demand. So, how did she plan to achieve her goal? By using a digital

platform that connects those looking for a cheap meal (the demand) with those who would otherwise throw food in the bin (the supply), including restaurants and bars, canteens, supermarkets and bakeries. Too Good To Go was born as a London-based start-up that picked up 16 million Euros in various funding rounds (in which 'seed' capital is solicited from investors) and expanded rapidly in twelve countries, saving on average 20 million meals a year. Today, Mette manages a team of more than 400 young 'waste warriors' whose mission is 'inspiring and empowering consumers and businesses alike to take action against food waste'.

Mette's company is a concrete example of a successful start-up that bases its business firmly on the need to find solutions to the social and environmental issues that fascinate the young citizens of the Green Nation. Hundreds of young people like her have already launched their ideas into the world of sustainable business and, by taking the right steps, created thousands of new jobs with an ethical purpose, doing good both for people and the planet.

All these young companies, with their brilliant and positive ideas, must still attract funding, however. In start-up jargon, they need to be able to acquire the 'seeds' that allow the plant to blossom. Whoever provides these seeds (puts up the money) will have a fundamental role to play. 'A time will invariably come when it looks like everything is going to pot, when the business is not going to take off, and you start losing the faith you had in it before,' recalls Mette, 'and when that happens, you need investors who believe in you, who can show you trust and provide comfort.'



CHAPTER 13

RECY-CLING