Country Brief
Green Jobs in Asia Project

Project Description

The Green Jobs in Asia project directly contributes to the national programs and initiatives relating to climate change, environment and disaster management and recovery from the economic crisis. Through enhanced capacity of ILO constituents, sound policy guidance, the undertaking of gender-responsive field activities on green employment in specific economic sectors, the project aims to assist five Asian countries in shifting to a low-carbon, environmentally friendly and climate resilient economy that helps accelerate the jobs recovery, reduce social gaps, support development goals and realize decent work.

It is envisaged that upon completion of the project, ILO constituents and national partners will be knowledgeable about the impacts of climate policies on the labour market and the potential for gender responsive green jobs creation/maintenance. They will have acquired the capacity and the elements to take part in the national discussions on climate change and to respond to these changes, including in the context of the development and implementation of the Decent Work Country Programmes (DWCPs). They will also contribute to developing specific policies and programs for the promotion of green jobs employment opportunities in critical sectors.

The immediate objectives of the project are:

i. Promote the capacity of ILO constituents to engage in dialogue on green jobs through increased access to reliable sources of data and information on green jobs and training, including on the employment impacts of environment-related policies and good practices on green jobs;

ii. Green jobs mainstreamed in national labour and social policy of participating countries;

iii. Green jobs demonstration programs which respond to the different needs of women and men, implemented in key sectors selected based on the basis of research and consultations.
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ILO constituents are a key project target group with a view to creating the long-term capacity and the conditions of social dialogue to mainstream green jobs into social and employment policy, integrate Green Jobs policies into the DWCP, contribute actively to climate and environment related policies at the national level, and facilitate a just transition for enterprises and workers towards a low-carbon, environmentally friendly economy.

In Indonesia, project objectives were focused on three main areas; namely, developing constituents’ capacity on green jobs, support for mainstreaming green jobs into national plans, policies and programmes, and the implementation of a pilot project aimed at demonstrating the potential for green jobs at the sectoral level.

**Project accomplishments**

*Capacity Building*

A Green Jobs National Conference was held in December 2010 and attended by 150 participants including ILO constituents, academia, private sector and civil society representatives as well as media. Following the Conference, several capacity building activities for the ILO constituents were delivered. Trainings for the ILO social partners aimed to introduce the concept of green jobs as well as to deepen their understanding on the linkages between environment, employment and the economy. A tripartite foundation training on green jobs was delivered in Jakarta in August 2011 and was attended by 40 participants from government, workers’ and employers’ groups. In addition, a Green Jobs Training Programme designed for trade union representatives was held in Bangkok in April 2011, in which each of the four main trade union confederations in Indonesia participated. Further capacity building workshops for employers and trade unions on green jobs, climate change policies and decent work were organized in Bogor in July 2012. The Ministry of Manpower and Transmigration, together with ILO-Jakarta jointly organized a Green Jobs Seminar in May 2012 with the aim of further educating various line Ministries and other relevant stakeholders about green jobs and highlighting best practices associated with the project in Indonesia.

A green jobs mapping study was also conducted by the firm GHK Consulting. The study analysed environmental, economic and employment linkages in Indonesia to tabulate direct, indirect and
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induced green employment opportunities with a view to establish a baseline estimate of the scale and distribution of green jobs for Indonesian policy makers. The study provides key information on the sectors which promote environmentally-friendly and decent work, and will provide further policy recommendations for the Government and the social partners to promote green jobs opportunities. Finalized in September 2012, the study will serve an important role in the development of a national strategy for skills for green jobs in Indonesia.

Policy

Beyond ILO’s traditional partners, the project sought to develop strategic institutional partnerships. For example, several agreements with the National Climate Change Council, the Ministry of Youth and Sports, the REDD+ Task Force and the Bank of Indonesia are currently in the process of being formulated or have already been finalized. These new partnerships have opened opportunities to further integrate green jobs into the existing policy arena. Moreover, green jobs are given strong emphasis in Indonesia’s new DWCP, currently being socialized among ILO constituents, referenced under Priority 1: Employment creation priority for inclusive and sustainable growth.

The project played an instrumental role in the preparation of Indonesia’s soon to be launched Strategic Plan for Sustainable Tourism and Green Jobs. Designed through a wide consultation process involving over 250 officials from the central, provincial, and district governments, industry associations, business operators, and communities from Jakarta, West Java, East Java, Central Kalimantan and South Sumatra, the plan provides key recommendations on how sustainable tourism can open opportunities for green employment and enterprise creation in ways that support poverty reduction, social inclusion and environmental protection. By linking these directives to national policies on low-carbon development, as well as green investments and infrastructure development, the plan represents an important milestone in the Indonesian Government’s efforts to promote a job-rich sustainable tourism sector at the provincial and district levels. To this end, several provinces have expressed a willingness to begin designing and implementing sustainable tourism plans.
**Indonesia**

*Demonstration Project*

The project is supporting the government in ‘greening’ its Destination Management Organization (DMO) programme currently being implemented by the Indonesian Ministry of Tourism and Creative Economy. Four DMO sites, namely Mount Bromo in East Java, Lake Toba in North Sumatra, Mount Rinjani in Lombok and Tanjung Puting in Central Kalimantan have been selected for project activities aimed at promoting green jobs and livelihood diversification linked to ecotourism and the greening of homestays. In this connection the project has collaborated with partners in developing voluntary industry standards for Green homestays, based on ASEAN tourism standards, as well as a competency based training program on eco-tour guides and homestays for delivery through the Indonesia’s national network of vocational training institutions. Based on these standards, trainings were organized with a view towards enhancing the skills and employability of sustainable tourism operators in the abovementioned locations. Accordingly, this standards-based approach sets the normative and technical conditions for a large scale creation of jobs and livelihoods in Indonesia linked to ecotourism and green homestays, towards facilitating a wide scale roll-out at the national level.

Four batches of Training of Trainees (ToTs) for eco-tour guides, followed by rollout trainings (for beginner and experienced tour guides) based on existing national competency standards were conducted between November 2011 and May 2012 in Bromo, North Sumatra, Lombok and Central Kalimantan, respectively. Over 250 trainees participated in these workshops. The ToTs held in Bromo and North Sumatra were followed by assessor trainings, whereby trained guides were certified by National Professional Certification Board aimed at encouraging the further certification of new eco-tour guides.

In order to strengthen learning outcomes for project beneficiaries, Green Entrepreneurship Trainings were delivered in Bromo and North Sumatra to a total of 40 participants in February and April 2012 respectively. This activity was further supported by a ToT on ILO’s Start and Improve Your Business methodology (SIYB) held in Surabaya for 10 days (1-10 May 2012) and attended by 20 participants.
With a view to supporting further development of sustainable enterprises in tourism sector and upon the request of local stakeholders, who expressed a wish to identify financial schemes with potential for supporting the expansion of sustainable tourism activities, the project commissioned a study on access to finance options for green entrepreneurs and enterprises in Bromo. Following a review of local market conditions, a rural bank was selected, which is now working with the project by disbursing funds through local cooperatives.

Because a precondition for issuing the loan was the existence of cooperatives capable of sound financial management, the project teamed with the Provincial SME & Cooperative Office in May 2012 to deliver a Cooperative Strengthening Training, together with a Financial Education Training, aimed at strengthening the capacity of cooperative members to develop saving plans and prepare suitable budgets.

In order to further promote local economic development and the preservation of natural and cultural heritage, the project has also provided additional support for training on culinary skills, souvenir making, production of bio-briquettes and organic fertilizer during May and June 2012 at the vocational training centers managed by the Provincial Manpower office.

**Challenges**

The Green Jobs in Asia project first phase was important both in terms of providing basic capacity building on sustainable tourism and implementing activities on the ground. However, in order to achieve a complete mainstreaming of green jobs as well as visible mid- to long-term outcomes such as sustainable job creation, the project needs a longer timeframe, particularly for the rolling out of green jobs employment model that has been developed in the tourism sector.

In this regard, a similar challenge faced by project has been the steady increase in the involvement of partners—demonstrated by the significant number of requests for collaboration on green jobs coming from different government units, worker’s and employer’s bodies, which the project has not been in the position to fully address due to time constraints. At the same time, a substantial change
of mindset is essential, which takes time and continuous advocacy efforts. This requires the preparation of training tools and modules that are available and accessible for stakeholders. As green jobs in sustainable tourism remains a new thematic area in Indonesia, this process has been started but has not reached its intended target during this first phase.

**Lessons Learned**

Awareness raising and capacity building are the key pillars for green jobs to be mainstreamed into national and local policies. In this regard, more and continuous advocacy on green jobs will definitely be required. The project has been well received by all stakeholders as a beneficial and innovative concept and strong support was shown at all levels of government and the private sector. However, the uncertainty regarding a potential next phase of the project is likely to affect whether the gains made thus far can be carried forward by concerned stakeholders.

On the other hand, the selection of the tourism sector has helped introduce the concept of green jobs amongst tripartite constituents in a consensual manner. The work on industry standards and green skills are the precursors of the development of a systematic approach in the sustainable tourism industry, the widespread training of the local labor force to match international and national demand for sustainable tourism products and services. In this way, the project has raised awareness and interest of other institutions on green jobs, resulting in additional requests for expanding the program in other important sectors of the Indonesian economy. A long term orientation of the green jobs activity, therefore, is essential.