

DIGIBREAKER PLUS

DIGIBREAKER+ GREEN PATHWAYS: EMPOWERING YOUR SUSTAINABLE DIGITAL JOB SEARCH

Breaking Barriers and Building Community for an Effective, Sustainable and Inclusive
Digitalization of Adult Education Services



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INTRODUCTION

"Digibreaker+ Green Pathways: Empowering Your Sustainable Digital Job Search" is a trailblazing course specifically crafted for job-seeking individuals ready to thrive in the modern digital landscape while championing environmental sustainability. The purpose of this course is to support adult users in understanding how to become more autonomous in the job search process, through a more conscious and self-aware use of digital technologies. Nevertheless, this course is not solely about finding employment; it is also about reshaping how people perceive their roles in the workforce and the environment. Users will learn how to leverage advanced digital tools, enhance self-recognition processes, strategically organise their job search, and engage proactively with their communities. What sets this course apart is its dedication to intertwining these skills with a deep understanding of ecological stewardship. By fostering a green mindset, participants will discover how to seamlessly integrate sustainability into their career aspirations, thereby positioning themselves as invaluable contributors to the global green transition.

MODULE STRUCTURE

Each module is designed to be standalone, enabling learners to select the areas most relevant to their needs. Every section, while focused on specific learning outcomes, consistently integrates the theme of sustainability. The modular approach is learner-centric, offering flexible units that cater to the individual's varying needs and schedules. Whether just starting their journey or looking to upgrade their approach, there is something beneficial for each learner. Here is what makes the structure of this course unique:

- *Customised Learning Journey:* Unlike linear learning, users can choose modules that address their immediate needs or areas they find most challenging. This ensures a learning experience in sync with their career aspirations and growth areas, particularly concerning sustainability.
- *Consistent Green Thread:* Every module, while distinct in its content, carries a consistent undercurrent: the importance of sustainability. This is not an afterthought; it is woven into the fabric of all lessons, activities, and practical applications. Users are not just enhancing their job-seeking tools; they are learning to view their career through the lens of environmental responsibility.

- *Practical, Real-World Application:* Each section is designed to transition smoothly from concept to practical application. This means the skills users acquire will not just be theories confined to the classroom, but also practical assets that they can apply directly to their job searches and professional lives. Moreover, they will learn how these practices can have a positive impact on the planet, aligning their career growth with the broader push for global sustainability.
- *Community and Support:* Learning is more enjoyable—and more profound—when shared. As users progress through different modules, they will be part of a community, sharing insights, seeking advice, and offering support. This network, bound by the common goal of integrating sustainability into career development, will enhance the learning experience and potentially lead to future professional opportunities.
- *Dynamic Content Updates:* The job market, especially the green job sector, is continually evolving. The modules are designed to be dynamic, with regular content updates that reflect the latest in market trends, digital innovation, and environmental needs. This will ensure that the learning is always current, relevant, and geared to help users make a significant environmental impact, no matter their profession.

The course is organised into three different modules:

- **Module 1 - SOME BASIC SKILLS** In the first module, users will begin to reflect on their own personal and professional profile, understand their main strengths and limits, and learn how the digital tools available online can work as powerful assets that support them in this process of self-awareness development.
- **Module 2 - GROUPING AND CLASSIFYING YOUR SKILLS** The second module will provide ideas and advice on how existing competences and skills can be converted into the bricks that combine to work towards new job qualifications. In this way, it will be possible for users to start organising their job search processes in sharper and more green-oriented ways.
- **Module 3 - ARRANGING AND OUTLINING YOUR SKILLS** The final module will give users all the fundamental reference points and benchmarks that will allow better planning for their future professional careers, thanks to the knowledge and information acquired over the course. In this way, they will become more independent as they seek

sustainable employment both in their country and abroad, thanks to the use of digital tools and devices.

MODULE 1 – SOME BASIC SKILLS

Valorising your existing green and digital competences

1.1 Understanding and reflecting on existing digital and green skills

1.2 Defining and describing green competences

1.3 Digital skills and online assessment tools

Overall objective: The aim of this module is to help learners begin to reflect on their own personal and professional profiles, to understand their primary strengths and weaknesses in green competences, and to learn how digital tools available online can serve as powerful assets that support their self-awareness development in this sustainable process.

Lesson 1: Understanding and reflecting on existing digital and green skills

Objective: To familiarise yourself with how to use digital platforms to express your sustainability skills, to self-evaluate these skills and to explain your green competences more effectively.

The user will be able to: define their skills and competences in a green way, and use online platforms to map them.

1.1.1 Introduction to the main concepts of the course

a) Definition of skills and competences

It is important to be able to describe and demonstrate your skills and competences at all stages of the job-search process, and this begins with understanding them for yourself.

While sometimes used as synonyms, the scope of the terms “skill” and “competence” can be distinguished. “Skill refers to the use of methods or instruments in a particular setting and in relation to defined tasks. It is the ability

to apply knowledge and use know-how to complete tasks and solve problems. Competence is broader and refers to the ability of a person, facing new situations and unforeseen challenges, to use and apply knowledge and skills in an independent and self-directed way.” Source: European Skills, Competences, Qualifications and Occupations (ESCO).

b) Recognise and understand your green skills and abilities: GreenComp

GreenComp: The European Sustainability Competence Framework

GreenComp takes a broad view of competences, “fostering a sustainability mindset by helping users develop the knowledge, skills and attitudes to think, plan and act with empathy, responsibility, and care for our planet” Source: European Commission, Joint Research Centre.

Follow this [link](#) for the full GreenComp report in all EU languages.

There are 12 Green Competences, divided into 4 areas. They are applicable to all learners, regardless of age and education level and are practical and useful in many contexts.

The 12 competences are not intimidating skills to learn, but ways to approach tasks and problems that you may already be using. They also include attributes more commonly considered as values. This lesson will help you to recognise and understand which green competences you already have.

- *Area 1: Embodying sustainability values*

This first area of GreenComp focuses on values that are important for sustainability, and by incorporating them into your career planning you can get a good sense of how to perform the type of work that you want to do in a sustainable way.

- 1.1 Valuing sustainability: To reflect on personal values; identify and explain how values vary among people and over time, while critically evaluating how they align with sustainability values.
- 1.2 Supporting fairness: To support equity and justice for current and future generations and learn from previous generations for sustainability.
- 1.3 Promoting nature: To acknowledge that humans are part of nature; and to respect the needs and rights of other species and of nature itself in order to restore and regenerate healthy and resilient ecosystems.

Take the Career Guidance Charts values quiz [here](#). How do these values align with the values in GreenComp Area 1? Which values do you already hold?

- *Area 2: Embracing complexity in sustainability*

This competence area deals with how we approach problems, information and arguments. They require us to use empathy and to view an issue from a variety of perspectives.

- 2.1 Systems thinking: To approach a sustainability problem from all sides; to consider time, space and context in order to understand how elements interact within and between systems.
- 2.2 Critical thinking: To assess information and arguments, identify assumptions, challenge the status quo, and reflect on how personal, social and cultural backgrounds influence thinking and conclusions.
- 2.3 Problem framing: To formulate current or potential challengers as a sustainability problem in terms of difficulty, people involved, time and geographical scope, in order to identify suitable approaches to anticipating and preventing problems, and to mitigating and adapting to already existing problems.

Can you think of times in either your work, education, or personal life when you have used these competences? What about times when it could have been helpful?

- *Area 3: Envisioning sustainable futures*

This competence area allows us to visualise future scenarios and identify the actions needed to achieve (or avoid) them. It encourages thinking about possibilities over certainties.

- 3.1 Futures literacy: To envision alternative sustainable futures by imagining and developing alternative scenarios and identifying the steps needed to achieve a preferred sustainable future.
- 3.2 Adaptability: To manage transitions and challenges in complex sustainability situations and make decisions related to the future in the face of uncertainty, ambiguity, and risk.
- 3.3 Exploratory thinking: To adopt a relational way of thinking by exploring and linking different disciplines, using creativity and experimentation with novel ideas or methods.

Think about a job or profession that you would like to do. What are the steps you would need to take to get there and what are the potential challenges?

- *Area 4: Acting for sustainability*

Area 4 focuses on our actions on both the individual and collective level to effect positive change. All are relevant in the workplace.

- 4.1 Political agency: To navigate the political system, identify political responsibility and accountability for unsustainable behaviour, and demand effective policies for sustainability.

As you research a company or organisation, you can explore its structure and your potential to make positive changes within that structure.

- 4.2 Collective action: To act for change in collaboration with others. Organisations are always on the lookout for personnel with good teamwork skills.
- 4.3 Individual initiative: To identify one's own potential for sustainability and to actively contribute to improving prospects for the community and the planet.

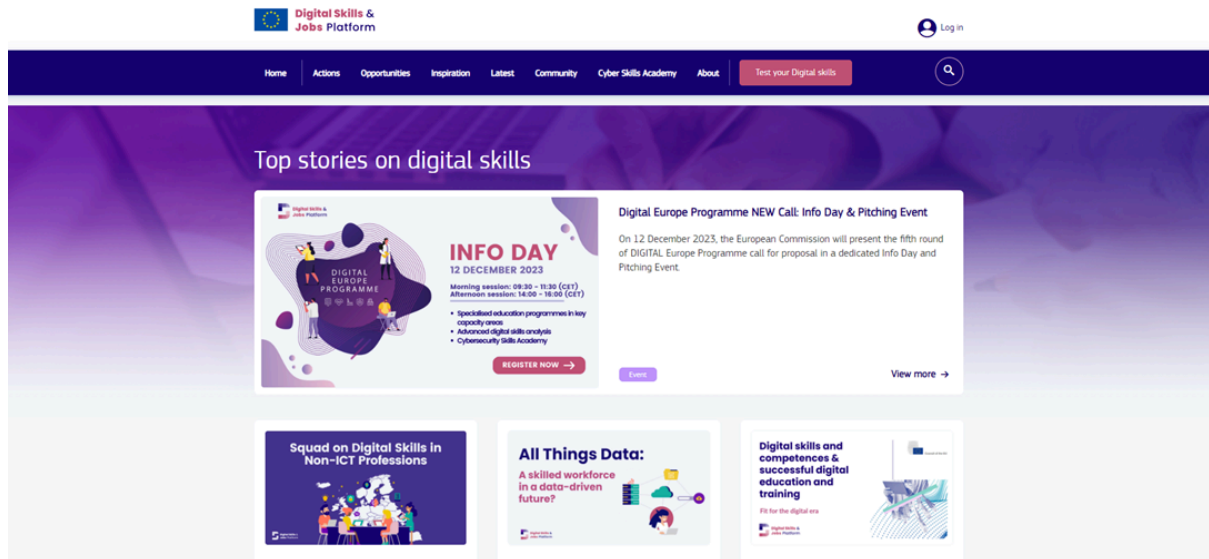
Individual initiative is a very important quality for employers.

Watch the following [video](#) dealing with common interview questions: Where are Area 4 competences relevant to an interviewee's potential answers?

1.1.2 Understanding how digitalization can support your job search

a) Learn about various available digital tools and how to use them

Digital Skills and Jobs Platform



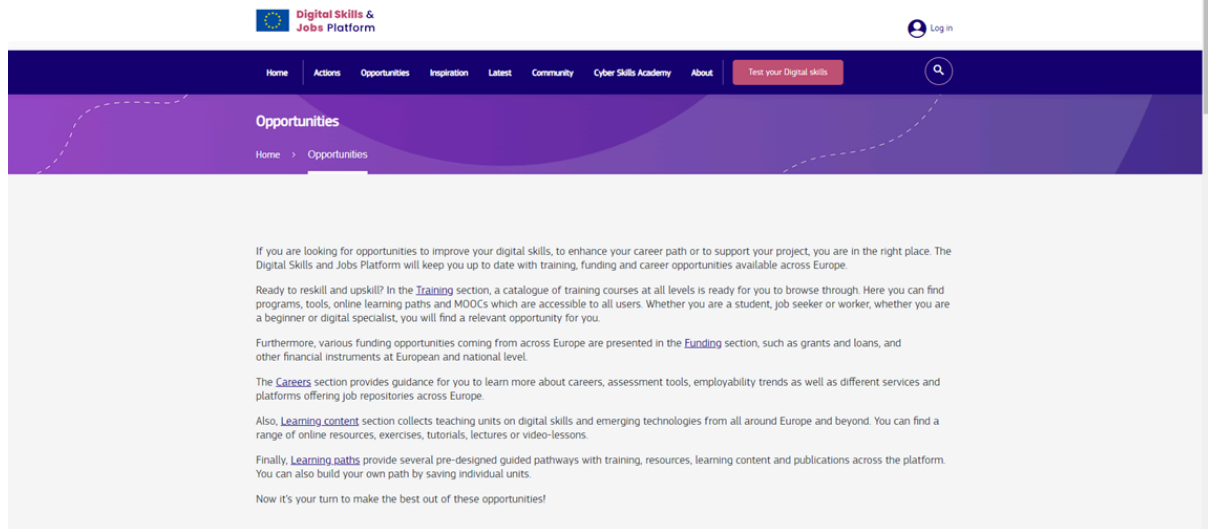
- [The Digital Skills and Jobs Platform](#) is the home of digital skills and jobs initiatives in Europe and the heart of the Digital Skills and Jobs Community.
- It provides a wide range of high-quality information, resources and opportunities in the area of digital skills and jobs across all levels (basic to advanced).

The Platform offers:

- Insights into [EU and national initiatives and actions](#) supporting digital skills and jobs
- [Training opportunities and career development support](#)
- [Good practices, expert advice, resources, and tools](#)
- [Data, research-based facts, and figures](#)
- [Funding opportunities and financial instruments](#)
- [Thriving interactive community spaces](#)
- [News, opinions, and events](#)
- [Learning content](#) and [Learning paths](#)

Opportunities

If you are looking for opportunities to improve your digital skills or enhance your career path, check out the '[Opportunities](#)' section on the platform.

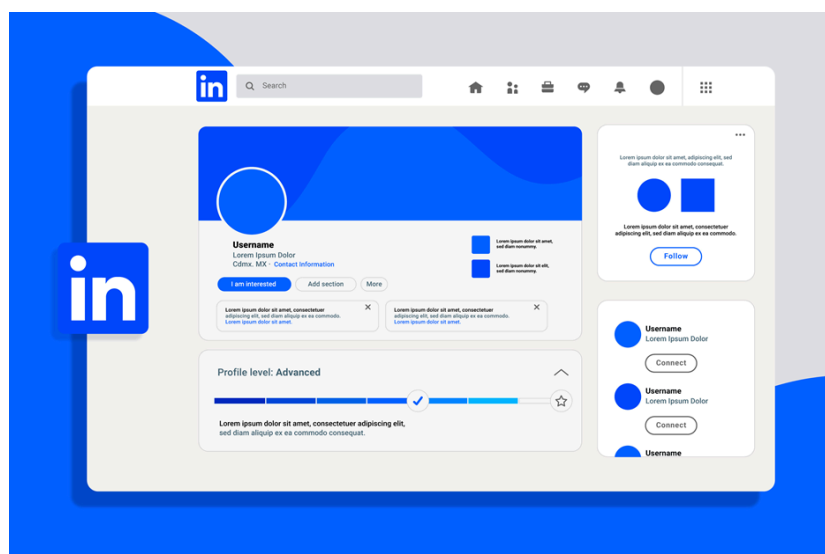


The [Careers](#) section provides guidance on careers, assessment tools and employability trends as well as different services and platforms offering job repositories across Europe.

The [Learning Content](#) section collects teaching units on digital skills and emerging technologies from all around Europe and beyond. You can find a range of online resources, exercises, tutorials, lectures or video-lessons.

[Learning Paths](#) provides several pre-designed guided pathways made up of training, resources, learning content, and publications across the platform. You can also build your own path by saving individual units.

LinkedIn



Source: Freepik.

- [LinkedIn](#) is the world's largest professional network on the Internet.
- You can use LinkedIn to find a job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career.
- A LinkedIn profile can help you connect with opportunities by showcasing your professional story through experience, skills, and education.

How to join LinkedIn:

- Create your profile: Sign up and create your profile. A complete [LinkedIn profile](#) will summarise your professional experience to your connections, current and future employers, and recruiters.
- Build your network: Your [network](#) plays a crucial part in unlocking the power of LinkedIn. You can begin by adding your family, friends, past or current classmates, and coworkers to your network. You can also follow people, companies, or topics by navigating directly to the [Follow fresh perspectives page](#), which displays recommended sources to follow.
- Find a job: If you're looking for a new professional opportunity, you can [get started on your job search](#) on LinkedIn.
- Participate in conversations: Participating in conversations allows you to share your perspective on relevant issues and topics with others. You can like and comment on posts and articles on LinkedIn. You can create or join [LinkedIn Groups](#) to connect and grow with members who share your interests.

Source: [LinkedIn](#).

European Employment Services (EURES)

The screenshot shows the EURES website interface. At the top, there is a navigation bar with the EURES logo and a search bar. Below this, a blue banner reads 'Find a job in Europe' and states 'There are currently 4385957 jobs waiting for you!'. A search bar is provided with a dropdown menu for 'All European Countries' and a 'Search' button. Below the search bar, there are filters for 'Location', 'Sector', and 'Occupations'. A list of job counts is shown for 'Austria (77308)', 'Greece (5217)', and 'Norway (15095)'. A 'Need help?' link is visible in the bottom right corner.

- EURES is a European cooperation network set up between the European Commission, the European Labour Authority (ELA), and the national public and other admitted employment services in all EU countries plus Iceland, Liechtenstein, Norway and Switzerland.
- The main goals of EURES are:
 - To improve transparency and information about job opportunities as well as living and working conditions across borders.
 - To provide assistance for job placements and recruitment across borders.
 - To facilitate cooperation between its member organisations and stakeholders.

Useful links:

- [EURES](#) (EURopean Employment Services).
- [EURES Services](#).
- [Find a job in Europe](#).

b) The benefits of online platforms to map your sustainability qualifications

Using online platforms to map your sustainability qualifications offers several benefits, including providing a convenient and efficient way to showcase your expertise in the field.

The evident benefit of using online platforms is their accessibility. They allow you to easily access and update your sustainability qualifications online. Moreover,

using online platforms allows you to show your sustainability qualifications to a broader audience, thereby enhancing your opportunities and providing more potential for collaboration. In addition, online platforms often include features for networking and connecting with like-minded professionals and organisations in your field.

Additionally, online platforms often serve as hubs for sharing resources and best practices in sustainability, making it easy to access useful information and resources.

Some online platforms have standardised frameworks for sustainability qualifications. For example, this is the case for digital skills and competences using the DigComp 2.2 Framework, and while GreenComp is still relatively new, we can expect there will be tools available based on this framework.

Overall, online platforms play a crucial role in promoting sustainability qualifications, fostering collaboration, and driving positive change in the sustainability sector.

Activity: Group discussion on green skills and competences and how you can use digital tools or online platforms to emphasise them.

QUIZ

1. To apply GreenComp to your working life, you need to have advanced skills.

- True
- False

2. The four areas of GreenComp can be described in which of the following ways?

- a) We must do everything sustainably to show that we have the 'correct' values.
Sustainability is very difficult to understand.
The future must be sustainable.
It is difficult to act in a sustainable way.
- b) Sustainability incorporates a set of values.
Sustainability can be complex, but we can understand it by looking at issues from different angles.
We can imagine the future in a sustainable way.

We can act in a sustainable way.

- c) 'Supporting fairness' is the only sustainable value.
'Critical thinking' is the most important part of Area 2 (Embracing complexity in sustainability).
A sustainable future depends on being adaptable.
Collective action is more effective than individual initiative.

3. How do online platforms help you develop and show your green competences? Select all that apply.

- a) Email functions.
- b) Spreadsheet programmes.
- c) Networking features.
- d) Resource-sharing hubs.

4. Which of the following are examples of available digital tools?

- a) Radio.
- b) EURES.
- c) Newspaper.
- d) LinkedIn.

5. Which standardised frameworks for digital and green skills and competences were mentioned in the course?

- a) EcoFrame.
- b) GreenComp.
- c) DigComp 2.2.
- d) Sustainability Standard Framework.

Lesson 2: Defining and describing green competences

Objective: To understand the significance of describing sustainable competences more effectively and learn how to highlight green competences and skills throughout the entire job application process.

The user will be able to: see the potential to exploit green competences in various job positions, and incorporate these competences into CVs and job interview answers.

1.2.1 The European sustainability competence framework: GreenComp

a) How can green skills be enhanced during the job search phase?

Some Green Competences lend themselves more obviously to certain parts of the job search process, for example:

- You can use your values from Area 1 to navigate the job market for positions that inspire you.
- By using the competences from Area 2, you can critically assess the potential the position has to enable you to express your values.
- Area 3 may help you to envision the impact you can have, which you can then formulate into a set of goals.
- Area 4 provides you with the skills to understand the structure of a potential employer, as well as the confidence to rely on your own initiative and to work with others (e.g., career counsellors, community members) as part of the job search process.

Fine-tuning these skills will also help you as you construct your CV and prepare for job interviews.

1.2.2 Detecting sustainability positions in the job market

This section will help you understand how to find and recognise job advertisements for positions requiring green skills, and how you can determine if the competences that you already have match those required for the positions.

a) Explore industries actively seeking green competences

There are various ways in which an industry or organisation may prioritise green skills and competences during the hiring process:

- An industry may be producing or contributing to climate-friendly products or services, e.g., renewable energy, recycling, and the circular economy; bikes, active mobility, electric cars and public transport; working with plants and the natural environment.
- Some industries may be inherently low-carbon, e.g., various services such as education and care work; crafts and related trades; and technicians and maintenance workers who prolong the useful life of goods.

- Companies and organisations within both high-emitting and low-emitting industries seek to lower their emissions from current levels and promote biodiversity. These values can frequently be found on a company's website.
- Particular positions within companies and organisations are inherently low-impact or may be used to steer the company or organisation towards low-impact policies, e.g., business management, accounting, project management, and operational positions that manage resources.

For more information, see the following [link](#).

In general, employers cite the following soft skills as priorities when hiring: teamwork, thinking skills (critical, creative, problem solving), communication skills, leadership, strong work ethic, adaptability and willingness to learn. See examples at the following links:

- [Top 11 Skills Employers Look for in Job Candidates](#)
 - <https://www.indeed.com/career-advice/resumes-cover-letters/skills-employers-look-for>
- [Top 20 Skills that Employers Look for in Candidates](#)
- [Skills employers are looking for](#)
- [Top 10 In-Demand Soft Skills for Landing a Job](#)

Many of these skills map quite neatly onto the 12 green competences. Teamwork (collective action), thinking skills, and adaptability are already defined, while leadership and a strong work ethic are good markers of individual initiative (4.3). Good communication skills are vital to explaining both your values and those of others (1.1).

b) Carefully read job openings and identify your green competences

Where can you identify a need for green skills and competences in the following real-life job vacancy, and how do your particular green skills and competences match the requirements?

Key Responsibilities:

- Customer interaction: Engage with customers via various channels, including phone, email, and live chat, to address inquiries, resolve issues, and provide assistance.

- Problem solving: Analyse customer concerns and proactively identify solutions, demonstrating excellent problem-solving skills to enhance customer satisfaction.
- Product knowledge: Develop a deep understanding of our products and services to effectively guide customers through their queries and provide accurate information.
- Communication skills: Exhibit outstanding communication skills, both written and verbal, to convey information clearly and professionally.
- Team collaboration: Collaborate with colleagues to share insights, contribute to a positive team environment, and collectively achieve service excellence.

The requirement for 'Problem Solving' automatically highlights a need for Green Competence 2.3, problem framing, and 'Team Collaboration' is an opportunity to implement Green Competence 4.2, collective action. Adaptability (Green Competence 3.2) is also required in any customer-facing role, as is an understanding of people's values and how to communicate them (Green Competence Area 1).

This particular company also offers a benefits package to employees, including time off for birthdays and for community volunteering, which gives an idea of the values the company holds and how open they may be to implementing sustainability practices.

Go to a local or national job site and find three positions that could be filled in a green way.

1.2.3 Drawing up a CV

a) Contextualise and report your green skills and competences on your CV

Any CV needs to include your competences and skills in the context of your work and study experiences. They also need to be clearly organised so that the hiring manager, [or tracking system](#), can get an immediate positive impression of your candidacy.

Different hiring organisations require different CV templates, most of which can be found at the following links:

- [How to write a CV \(Curriculum Vitae\) in 2024](#)

- [How to Write a Resume in 10 steps](#)
 - <https://www.indeed.com/career-advice/resumes-cover-letters/steps-for-building-a-resume>

Remember to always ensure that you have tailored your CV to the job opening for each application that you make.

Your work experience (which may also include volunteering and education) includes descriptions of your responsibilities and accomplishments at each position that you have held, so here is where you would include your GreenComp skills and competences, listed as bullet points for clarity and embedded in examples.

For example, instead of “produce presentations and reports”, write “produce presentations and reports with a team of three others” or replace “managing stock” with “regular stock-taking” to ensure the business’s needs are met in changing circumstances.

b) Figure out the most efficient way to report your green skills and competences on your CV

Source: [The Muse](#). In terms of narrative style, there are two main types of CV: ‘chronological’, and ‘combination’. The former is the most common form of CV, which lists your professional, voluntary, and educational experiences in reverse chronological order, beginning with your most recent position. This means that hiring teams see where you are now instead of having to first spend time learning how you arrived at where you are now.

A combination CV format is more typically used by candidates who are looking to change careers, have taken a less conventional career path, or have taken long breaks between jobs for any kind of reason (for example, health, relocation, or caring responsibilities).

Combination CVs include a section focused on the candidate’s relevant skills near the top of the page, followed by a section that runs through their relevant work history. The information is the same as in a chronological CV but arranged in a different way, giving relatively equal emphasis to skills, competences, and work history. “It gives you a chance to show chronology and evolution, but also a chance to pinpoint skills you want to point out”. Source: [The Muse](#).

GreenComp skills and competences would be included in the skills section at the top of this type of CV.

1.2.4 Job interview management

Today, job interviews are conducted in several different ways: in-person or online, individually or in a group. As with your CV, all interview preparation must be tailored to the job announcement and the company hiring.

There are many online resources giving advice on how to prepare for an interview (e.g., background research, standard questions), as for example:

- [How to Prepare for an Interview in 11 Steps](#).
 - <https://www.indeed.com/career-advice/interviewing/how-to-prepare-for-an-interview>
- [Interview Tips](#).

a) Learn about the different types and modalities of job interviews

Individual interviews

Source: [jobs.ac.uk](https://www.jobs.ac.uk). Most interviews are individual, where it is just the candidate and at least one interviewer. The structure is usually referred to as “behavioural” or “competence-based”, focusing on how the candidate has handled situations or utilised certain skills in previous contexts.

In these interviews, the most recommended technique to answer questions is known as “STAR”. An interviewer may also present a hypothetical situation to the interviewee, which requires an answer in this format:

- **Situation**: the situation or challenge you faced.
- **Task**: describe the task you were given to do, and your responsibility or role.
- **Action**: explain the action you took to handle the situation or overcome the challenge.
- **Result**: what was the outcome you reached through your actions, and what did you learn?

An interviewer may also ask you more general questions that are not about specific situations. These are questions such as “Tell me about yourself”, “How did you hear about this job?”, “Why do you want to work at this organisation?” and “Why should we hire you?” For these questions, you can give a more generalised response based on your values, competences, and experience.

However, while you may not necessarily need to describe a specific situation, your preparation for these questions needs to be just as detailed: your answers should conform as closely as possible to the organisation's culture and requirements for the position, thereby requiring careful research and a close reading of the job specifications. For examples of how to approach these questions, see this article from [The Muse](#) on the most common job interview questions.

Group interviews

Alternatively, your interview may be conducted in a group. This type of interview is designed to assess a candidate's social and leadership skills. Social skills include communication, teamwork, and how you behave around other people (e.g., do you interrupt frequently or listen and wait for others to finish speaking). It is important to remember not to compete with other members of the group but to work with them as that is where you are being assessed, so stay positive when asked questions about the performances of other group members!

b) Present and discuss your green skills and competences during a job interview

Incorporating green skills and competences into the STAR format during an individual interview

Source: [YouTube](#). Given the broad applicability of green skills and competences, it is possible to include them in your answers to conventional interview questions. Below are some typical interview STAR questions. How might you incorporate green skills and competences into your answers? The first three questions have some suggestions.

- When have you handled pressure in a work situation? 2.1 systems thinking; 2.3 problem framing.
- Can you describe a stressful situation and how you handled it? Area 2, embracing complexity in sustainability; 3.1 futures literacy.
- Can you give an example of how you dealt with conflict in the workplace? 1.2 fairness, 3.2 adaptability.
- Can you talk about a mistake you made at work and how you handled it?
- Can you talk about a time you had to deal with a difficult customer or client?
- When have you been flexible in a work situation?

- Have you ever had a disagreement with a supervisor? If so, what happened?
- When have you completed a difficult task or project?
- When have you learned a new skill or qualification?
- Can you describe a time when you achieved excellence at work?
- What did you like about your previous job?

Incorporating green skills and competences into answers to more general questions

The STAR format is not always the most appropriate framework to answer a question, plus it is also a good idea to mix up your responses a little so that you come across as flexible and able to think on your feet. Use this opportunity to talk about your green competences and values, tailored to the organisation and job role as opposed to a description of a specific situation. Do your research and work out the values held by the organisation and the skill sets that they require, and match your green competences accordingly. Again, they are broadly applicable, so it is possible to include them quite easily in your answers.

Incorporating green skills and competences into the group interview format

Group interviews may take the form of a discussion, group task, or role play, followed by your assessment of how you think the team performed. It could also take the form of a regular behavioural or competence-based interview, with different candidates being asked a series of questions in a group setting.

All of these situations provide opportunities to highlight your green skills and competences. As some suggestions:

- A discussion will enable you to show your values and that you appreciate the values of others (area 1), and to do a little critical (2.2) and exploratory (3.3) thinking.
- A group task is an opportunity to work collectively with others (4.2) and to display your problem-solving skills (2.3).
- You can emphasise your collective (4.2) and individual (4.3) action competences in a role play, as well as thinking skills from areas 2 and 3.
- A behavioural interview in a group setting will give you the opportunity to show your skills and competences and to show that you appreciate those of others.

Activity: Participants' role-play activity between "the job seeker" and "the recruiter" on stressing green competences and skills.

QUIZ

1. Prioritising your green competences is incompatible with having a successful career.

- True
 False

2. Which of the following are indications that an organisation may prioritise green skills and competences? Select all that apply.

- a) They are looking to alter their manufacturing processes to lower their emissions.
 b) They have high emissions, but you think that you can convince them to change.
 c) They manufacture goods with built-in redundancy.
 d) They specialise in maintenance and repair.
 e) Their services have low emissions.
 f) They provide examples of how they value sustainability on their website.

3. Match the following commonly-cited job requirement to the green competence that best fits:

<ul style="list-style-type: none"> • Working in a team. • Flexibility in a fast-paced environment. • Dealing with clients' problems and concerns. • Working with people from a wide variety of backgrounds. 	<ul style="list-style-type: none"> • 1.1 Valuing sustainability means identifying how values vary among people and over time while critically evaluating how they align with sustainability values. • 2.3 Problem framing: formulating current or potential challenges as a sustainability problem in terms of difficulty, people involved, time, and geographical scope. • 3.2 Adaptability, managing transitions and challenges, and
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	<p>making decisions related to the future.</p> <ul style="list-style-type: none"> • 4.2 Collective action, to act for change in collaboration with others.
--	---

4. Where do you incorporate your Green Skills in:

- a) a chronological CV? career history / skills section
 b) a combination CV? career history / skills section

5. Rearrange the following answers to the interview question so that they are in the correct STAR format (situation, task, action, result):

Can you talk about a time you had to deal with a difficult customer or client?

- a) I took the customer to one side, making sure that there was someone else serving so that other customers could make their purchases. I acknowledged that there was a problem and apologised for the inconvenience so that the customer felt that they were being taken seriously. I mentioned our sales policy and asked if the customer was aware of it upon purchase. They said that they were, but they had expected higher quality. I remained respectful, said that we always try to be clear about our policies, and recommended a local repair service.
- b) A customer was unhappy with the quality of a sales item that they had purchased and wanted a refund, even though we have a no-refunds policy for our sales.
- c) I was at the sales desk, and so was the customer's first point of contact. In these circumstances, the sales desk worker is expected to deal with complaints in a calm and respectful manner before escalating.
- d) The customer left in a calmer mood. I recommended to my manager that we have a clear no-refunds sign for sale items, but that we also keep a recommended list of repair and care services so that our customers can enjoy their purchases for longer and also cultivate a stronger relationship of trust between us so that they are likely to come back to our store in the future.

Lesson 3: Digital skills and online assessment tools

Objective: To reflect on your digital skills and learn how to use self-assessment online resources, how to describe and distinguish digital competences and skills, and how to use online tools to assess your green competences.

The user will: understand what digital skills are and why it is important to measure their skill levels, and know how to navigate different tools and resources.

1.3.1 Introduction to Digital Skill Assessment

Starting from the basics, what are digital skills?

Digital skills refer to the abilities and knowledge required to effectively use digital devices, software applications, and online platforms. In the context of career development, having strong digital skills is increasingly important as technology continues to play a significant role in the workplace.

Here are some examples of digital skills that can enhance your career:

- Computer literacy: Basic proficiency in using computers, operating systems, and common software applications is essential. This includes word processing, spreadsheet programmes, and presentation software.
- Internet proficiency: Understanding how to navigate the internet, search for information, and use online communication tools is crucial. This also includes knowledge of web browsers, search engines, and online collaboration platforms.
- Digital communication: Strong communication skills in digital environments are essential. This includes email etiquette, video conferencing, and the use of messaging and collaboration platforms.
- Social media: Many organisations use social media for marketing and communication. Understanding how to use social media platforms effectively can be an asset in various roles.
- Cybersecurity awareness: As digital threats continue to evolve, having an understanding of cybersecurity principles is important. This includes knowledge of safe online practices, password management, and awareness of potential risks.

- Graphic design and multimedia skills: Basic graphic design skills can be beneficial for creating visually appealing presentations, reports, marketing materials, and CVs. Familiarity with multimedia tools is also useful for content creation.
- Adaptability and continuous learning: Digital technologies are constantly evolving. Being adaptable and having a mindset that values continuous learning and development is crucial for staying relevant in this era of rapid digital transformation.

Having a combination of these digital skills (as well as others not included in this list) can make you more competitive in the job market and better equipped to navigate the digital aspects of your chosen career.

Digital skills assessment

A digital skills assessment is a process or tool used to evaluate an individual's proficiency in various digital competences. These assessments are designed to measure a person's ability to use digital tools, software and technologies effectively. Digital skills assessments are important for professional and personal development, as they help individuals to identify their strengths, areas for improvement, and the specific skills they need to succeed in today's digital world.

Digital skills assessments are valuable tools for individuals, employers and educational institutions to use to evaluate and improve digital competences in a rapidly changing world.

a) Understanding the importance of self-assessment in career development

Self-assessing digital skills as part of career development is important for several reasons:

- *Identifying strengths and weaknesses*: Self-assessment allows individuals to identify their strengths and weaknesses in terms of digital skills. Knowing where you excel and where you need improvement provides a roadmap for targeted skill development.
- *Career alignment*: Understanding your digital skills helps you align them with the requirements of your current or desired career. It allows you to tailor your skill set to meet the demands of your chosen industry, making you more competitive in the job market.

- *Setting career goals:* Through self-assessment, you can set realistic and achievable career goals. This involves evaluating the digital skills necessary for your desired position and creating a plan to acquire or enhance those skills.
- *Professional development planning:* Self-assessment is a critical component of professional development planning. It helps you identify the specific digital skills you need to develop to progress in your career. This planning can include training programmes, certifications, or other learning opportunities.
- *Enhanced job performance:* Knowing your digital strengths and weaknesses allows you to apply your skills more effectively in your current role. It can lead to increased efficiency, productivity, and job satisfaction as you leverage your digital capabilities.
- *Job transitions and career changes:* If you are considering a job transition or a career change, self-assessment helps you evaluate how your current skills align with the requirements of the new role. It guides your efforts in acquiring the necessary skills for a smooth transition.
- *Increased confidence:* Knowing your digital skills and being confident in your abilities can positively impact your self-esteem and overall confidence. This confidence can translate into better job performance, effective communication, and a willingness to take on new challenges.

It is important to note and remember that self-assessment of digital skills is a proactive and ongoing process that empowers individuals to take control of their career development.

How do you self-assess your digital skills?

Assessing your digital skills using online tools can provide valuable insights into your strengths and areas for improvement. When using online tools for self-assessment, it's important to approach the process with a growth mindset. Take the time to learn from any mistakes or gaps in your knowledge, and use the feedback provided by these tools to guide your learning and improvement.

b) The benefits of utilising digital tools for self-assessment

Utilising digital tools for assessment in various contexts can offer several benefits. For example:

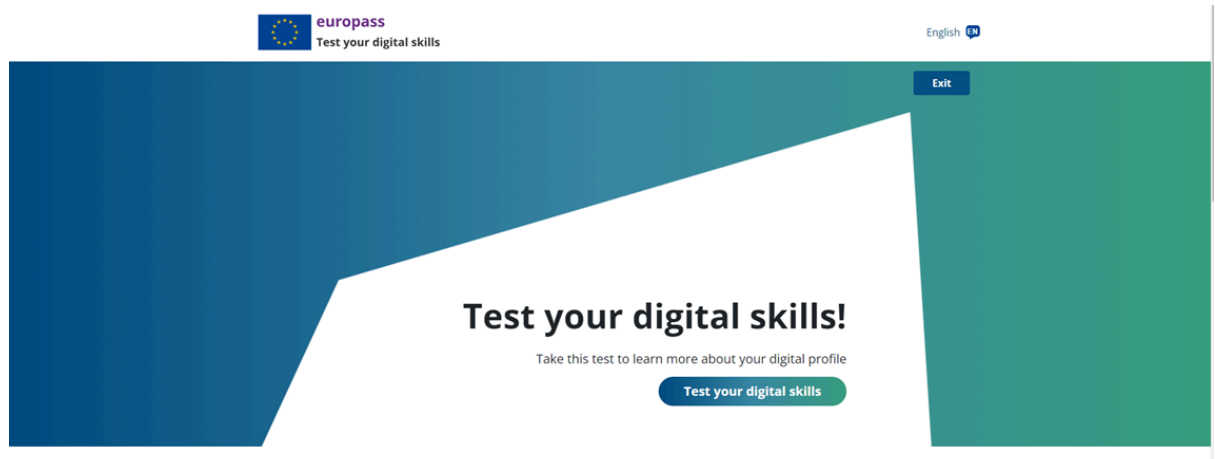
- *Efficiency:* Automated grading, instant feedback, and the ability to assess a large number of individuals simultaneously contribute to time savings.
- *Accessibility:* Digital tools can provide assessments that are easily accessible to a diverse audience.
- *Flexibility:* Digital tools allow for a variety of assessment formats, including multiple-choice, interactive simulations, and multimedia elements. This flexibility can better assess a range of skills and knowledge.
- *Immediate Feedback:* Digital assessments can offer instant feedback to participants, allowing them to quickly understand their performance and areas for improvement. This can in turn enhance the learning process.
- *Environmental Impact:* Digital assessments contribute to environmental sustainability by reducing the need for paper and associated resources and aligning with eco-friendly practices.

It is important to note that while digital tools offer many benefits, careful consideration should be given to ensure fairness, accessibility, and the validity of assessments in different contexts.

1.3.2 Using your digital skills and navigating online platforms for skill assessment

a) **A review of popular online assessment tools**

Europass - test your digital skills



- This [test](#) measures your level of digital skills to help you reflect on where you need to improve so as to increase your chances of success in your current or future job.
- You can also identify the areas where you are doing well and where you need to improve.

- Based on your results, you will get suggestions for courses to improve your digital skills.
- The tool is available in all EU languages.

Competence areas covered:

- Information and data literacy.
- Communication and collaboration.
- Digital content creation.
- Safety.

MyDigiSkills

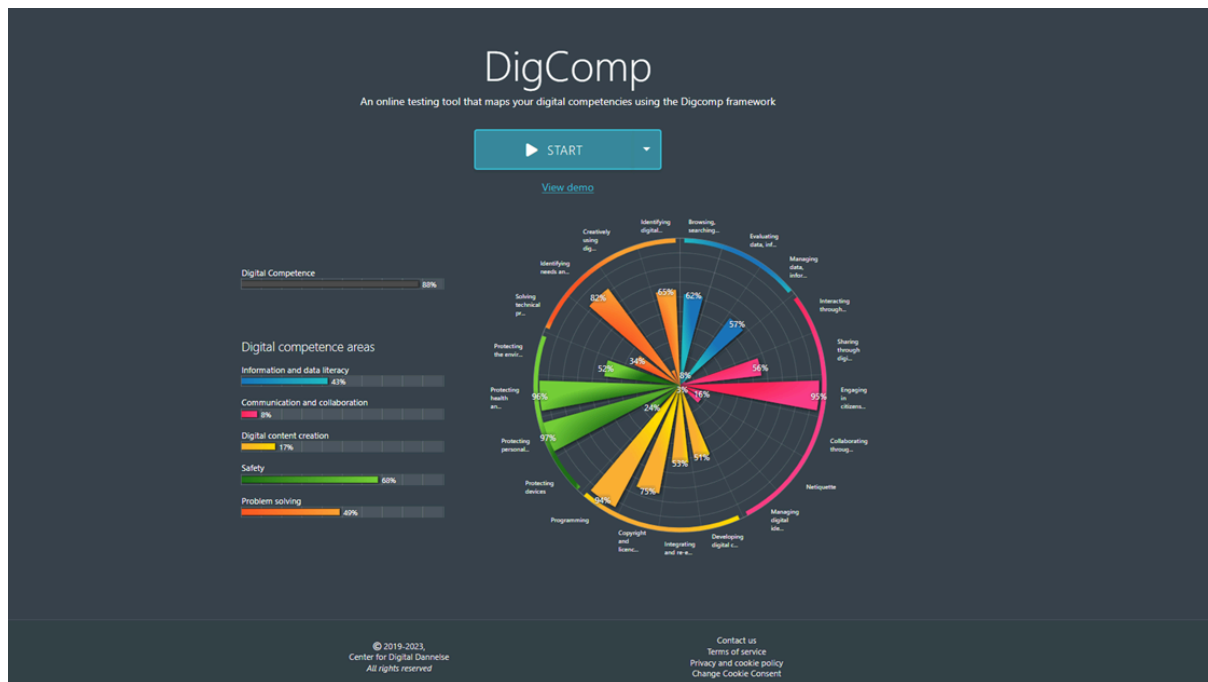


- [MyDigiSkills](#) helps you to better understand your level of digital skills based on knowledge, skills and attitudes in each of the five areas of the European Digital Competence Framework for Citizens, known as DigComp.
- The tool consists of 82 questions.
- It is available in English, Dutch, German, French, Italian, Latvian, Lithuanian, Russian, Romanian, Spanish and Ukrainian.
- It takes around 20 minutes to complete, and you receive a report on your levels of digital skills at the end.

Competence areas covered:

- Information and Data Literacy.
- Communication and Collaboration.
- Digital Content Creation.
- Safety.
- Problem solving.

The Digital Competence Wheel



- An easy-to-use self-assessment tool, based on the European Digital Competence Framework (DigComp).
- The Wheel's purpose is to provide an overview of digital competences and offer concrete tools for how these competences can be elevated and improved.
- It also generates an interactive report and draws comparisons across results.
- It is available in English, Danish, Norwegian, Icelandic, Italian, Dutch, Romanian, German, Portuguese, Spanish, and French.

Main areas of digital competence:

- Information.
- Communication.
- Production.
- Safety.

b) Specialised platforms for green skill assessment

Assessing your green skills involves evaluating your knowledge, competences, and practical abilities related to sustainability, environmental conservation, and eco-friendly practices.

To self-assess your green skills, start by identifying key green skills covered in part 1.2 of this course. It is then beneficial to reflect on your experiences, education, and work history to identify where you've applied green practices or gained relevant knowledge. For example, consider if you have been involved in any sustainability initiatives or eco-friendly projects, or if you have done any coursework related to environmental issues.

Explore Online Green Skill Assessments

Look for online platforms that offer free or paid green skills assessments. These assessments may include quizzes, tests, or interactive tools designed to measure your understanding of sustainability concepts. Our suggestion is to check the websites of environmental organisations, educational institutions, and sustainability-focused platforms.

Here are some examples:

- [Methodologies for assessing green jobs.](#)
 - https://www.google.com/url?q=https://www.ilo.org/wcmsp5/groups/public/@ed_emp/@emp_ent/documents/publication/wcms_176462.pdf&sa=D&source=editors&ust=1712317168876520&usg=AOvVaw0LO8CpaiL1mfl_QWamqPww
- [Generic Green Skills for TVET.](#)

To learn more about green skills assessment, we invite you to check out the publication from the OECD (2023) [Assessing and Anticipating Skills for the Green Transition: Unlocking Talent for a Sustainable Future.](#)

1.3.3 Hands-on tutorial

- Go to [MyDigiSkills](#).



MyDigSkills helps you to better understand your level of digital skills based on knowledge, skills and attitude in each of the five areas of the European Digital Competence Framework for Citizens, known as DigComp. It should take you around 20 minutes to complete, and you will get a report on your levels of digital skills at the end.

[Read more below...](#)

[Let's get started!](#)



[SELECT YOUR LANGUAGE](#)

- To see different language options, click on 'Languages' and a drop-down menu will appear.



MyDigSkills helps you to better understand your level of digital skills based on knowledge, skills and attitude in each of the five areas of the European Digital Competence Framework for Citizens, known as DigComp. It should take you around 20 minutes to complete, and you will get a report on your levels of digital skills at the end.

[Read more below...](#)

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[SELECT YOUR LANGUAGE](#)

English
Dutch
French
German
Italian
Latvian
Lithuanian
Romanian
Russian
Spanish
Ukrainian

- To proceed with the assessment, click on 'Log in'.

Registration

[+ New](#)

I'm already registered

[Login](#)



More info mydigiskills-all-digital.org

ALL DIGITAL ASBL, Rue Du Commerce 123, Brussels, 1000, Belgium

Asociación de Universidades Populares de Extremadura - 2021
 Puntuable desde de febrero hasta febrero 2021 - preguntas base reducidas (20 preguntas) desde febrero

- Choose 'Registration' and add your details.

Registration

[+ New](#)

I'm already registered

[Login](#)

Please tell us a little more about you

You need to register to use MyDigSkills. It means you can receive your Skills report by email, and you could take a break and return to where you left it off, or view your report again later.

Name *	Age *
<input type="text"/>	<input type="text"/>
Email *	Confirm Email *
<input type="text"/>	<input type="text"/>
Password *	Confirm password *
<input type="password"/>	<input type="password"/>
Gender *	Country *
<input type="text" value="Your Gender"/>	<input type="text" value="Select your country"/>
Employment Status *	Education level *
<input type="text" value="Employment Status"/>	<input type="text" value="Education level"/>

I accept the privacy policy [Privacy policy](#)

[Let's start!](#)

- Once you are logged in, click on the 'Let's start' button.

Let's start!

Before we start...

The questions that follow refer to your own understanding of your knowledge, skills and attitude to the use of digital technologies. It is important that you read the statements carefully and answer honestly.

For each question there will be 4 answer options. Please choose the best option that reflects your level of knowledge, understanding and attitude to each statement.

MyDigSkills is estimated to take around 20 minutes. It includes 82 statements grouped into the 5 areas of the European Framework of Digital Competences for Citizens (DigComp 2.1).

At the end you will get a personal report that shows you where you are weaker or stronger in the 5 digital competence areas. You can use this report to identify where you might need to strengthen your digital skills.

You are starting the first section. The questions here are related to the competence area Information and Data Literacy.

Information and Data Literacy

[Let's start!](#)

- Different questions will appear on the screen. Choose the reply that is most appropriate for you and click on 'Submit'.

General progress
Digital Data Literacy

I know that different search engines may give different search results, because they are influenced by commercial factors.

I have no knowledge of this / I never heard of this

I have only a limited understanding of this


I have a good understanding of this

I fully understand this topic/issue and I could explain it to others

Submit

- There are five different sections to complete, and make sure to complete all of them. To continue to the next section, click on 'Let's start'.


Great! Section 1 is completed! Let's start the next section!

 **Communication and Collaboration**

You are starting the second section. The questions here are related to the competence area Communication and Collaboration.

Let's start

- Once all sections have been completed, you can view your results by clicking on 'Let's see your results'.



Congratulations! You have completed all the sections!

Let's see your results!

- Based on your answers, your digital competence levels will be shown below.



- You will also receive an email confirming that you have completed the MyDigiSkills assessment, together with the personalised Digital Competences report. That's it!

MyDigiSkills results



[↩ Reply](#)
[↩ Reply All](#)
[→ Forward](#)
⋮



Hello, you recently completed the MyDigiSkills assessment. Here is your personalised Digital Competences report based on the responses you gave. We hope it helps you to understand in which areas you are stronger and in which areas you are weaker. The levels indicated for individual competences are only indicative. You can use this report to help you identify relevant training to help you improve your digital competences.

Many thanks and good luck

The MyDigiSkills Team

Activity: Take an online green skills assessment test and share your results in a group discussion.

QUIZ

1. Digital skills refer to the abilities and knowledge required to effectively use digital devices, software applications, and online platforms.

- True
- False

2. Which of the following are examples of digital skills that can enhance your career? Please select all applicable answers.

- a) Understanding how to search for information.
- b) Knowing how to be safe online.
- c) Understanding how to use social media platforms.

3. What is a digital skills assessment?

- a) A process or tool used to evaluate an individual's proficiency in various digital competences.
- b) An evaluation of physical fitness related to digital devices.
- c) A test to measure proficiency in ancient languages used for digital communication.

4. Why is it important to assess your digital skills? Please select all applicable answers.

- a) To identify your strengths and weaknesses.
- b) To set career goals.
- c) To support your career change.
- d) All of the above.

5. What are the benefits of utilising digital tools for assessment? Select all that apply.

- a) Efficiency
- b) Accessibility
- c) Flexibility
- d) None of the above

End-of-Module Assignment: Compile a digital portfolio showcasing your green competences, any digital certificates earned, and your green learning plan. Present this portfolio to peers for feedback and refinement suggestions.

MODULE 2 – GROUPING AND CLASSIFYING YOUR SKILLS

Learning to organise yourself to identify more sustainable job opportunities

2.1 Managing a digital identity in a green-oriented way

2.2 Planning your green job search

2.3 Building a green network and engaging with online communities through digital platforms

Overall Objective: To equip learners with strategies to organise their job search in a sustainable way by using digital resources to create, maintain, and manage their own digital identity, conduct an efficient job search, and create green connections with the world of employment.

Each sub-module ensures a comprehensive understanding of the job search process, from planning to networking, while emphasising the green factor. This modular approach enables learners to select specific areas for development while consistently integrating sustainability throughout their job search journey.

Lesson 1: Managing a digital identity in a green-oriented way

Objective: To create, maintain, and manage your own digital identity, and recognise the online websites and social media where you can create a digital presence suitable for the specific job position you wish to apply for.

The user will be able to: understand the importance of managing a digital identity effectively; understand the principles of managing their digital identity in a green-oriented way; and understand the different actions they can take to develop their own digital activities professionally.

Digital identity is well and truly established as one of the most significant global technology trends. It is a set of validated digital attributes and credentials for the digital world, similar to a person's identity for the real world. Elements include

unique identity numbers, social security numbers, name, place, and date of birth, citizenship and biometrics, as defined by national law. A digital identity may also consist of digital identity certificates for electronic signatures (to give consent), obtaining seals (to protect integrity), and stamps (to set time). It may also be the everyday digital trails of all interactions by a user online.

Digital identities provide gateways for citizens and businesses into the connected ecosystem of services that make up the digital economy.

Digital identities are crucial for online interactions, transactions, and access to various digital services. They are used in a wide range of contexts, such as logging into websites, making online purchases, accessing social media platforms, and conducting business transactions.

It's essential to manage digital identities securely to protect individuals' privacy and prevent unauthorised access or identity theft. Various technologies, including encryption, multi-factor authentication, and biometrics, are employed to enhance the security of digital identities and ensure the integrity of online interactions.

Find a detailed introduction to what a digital identity is [here](#).

As you can see, such a concept is wide, complex, and articulated, composed of a galaxy of different identities. Key components of a digital identity may include:

- *Social Media Profiles*: Information shared on platforms like Facebook, Twitter/X, Instagram, LinkedIn, etc. These profiles often include personal details, interests, activities, and connections.
- *Online Accounts*: Usernames, emails, and passwords associated with various online services, such as email accounts, forums, and online communities.
- *Digital Footprint*: The trail of digital activities an individual leaves behind, including posts, comments, likes, shares, and other interactions across the internet.
- *Digital Transactions*: Information related to online purchases, subscriptions, and financial transactions made by the individual.
- *Personal Websites or Blogs*: If an individual maintains a personal website or blog, it becomes a part of their social digital identity.

Over the last decade, the management of their digital identity on social networks has become a central preoccupation for many people. A social digital identity refers to the online representation of an individual's identity and personal information on social media platforms, online accounts, and other digital interactions. This identity is constructed through the information people share and engage with on the internet.

The concept of a social digital identity raises important issues related to privacy, security, and the management of personal information in the digital age. Users need to be aware of the information they share online, as it can have implications for their privacy and security. Additionally, businesses and organisations often use social digital identities to understand and interact with their audiences online.

The Digital Footprint

Social digital identity is any bit of content that is publicly visible online in connection with your name, be it a blog post, Facebook/LinkedIn comment, profile picture, or other online activity. It allows people to get a fast sense of who you are without necessarily speaking with you directly. This is a part of your digital footprint – traces you leave on the Internet - that anyone can see.

A digital footprint refers to the trail of data and information left by a person's online activities. It encompasses all the digital actions and interactions individuals make across various digital platforms and devices. This footprint can include both passive and active data:

- *Passive Data:* This includes data that is collected without direct input from the user. For example, when you visit a website, your IP address, browser type, and other technical details may be logged by the website's server.
- *Active Data:* This involves information that you intentionally share or create while using digital platforms. This can include social media posts, comments, photos, videos, online purchases, emails, and more.

Key elements of a digital footprint include:

- *Social Media Activity:* Posts, likes, shares, and comments on platforms like Facebook, Twitter, Instagram, LinkedIn, etc.
- *Online Searches:* Information about the things you search for on search engines as well as the websites you visit.
- *Emails and Communication:* The content of emails, as well as messages and communications on various platforms.

- *Online Purchases*: Records of products or services you buy online, including transaction details.
- *Location Data*: Information about your physical location, often collected through devices like smartphones.
- *Website Visits*: The websites you visit and how you interact with them.

Managing one's digital footprint is crucial, as it can have implications for privacy, security, and even reputation. Employers, advertisers, and other entities may use digital footprints to gather information about individuals. Being mindful of the information shared online and taking steps to protect personal data can help individuals maintain greater control over their digital presence.

Learn more at:

- [Digital footprint: Definition examples, and ways to reduce](#)
- [Digital footprint](#)
- [What is a Digital Footprint and Why Is It Important?](#)
- [Why Is a Digital Footprint Important? \(+how to erase it\)](#)
- [Digital footprint](#)
- [Digital footprint: What is it, and how to control it?](#)
 - <https://nordvpn.com/blog/what-is-digital-footprint/>

Everyone has distinct reasons for building a digital identity, but there does exist one that has nearly universal relevance: it can support your position as a job candidate, no matter your education, professional area, or positions you have already held. A few key facts are worth considering: several companies and organisations use social media and search engines to screen candidates, and 36% have disqualified applicants as a result of their findings.

As stated in this article, "Why Your Digital Footprint Matters to Your Career in 2023", "Having a clean digital footprint can mean the difference between getting hired or not. Employers have access to more information now than ever before, including search engine results and social media accounts, so it is important to ensure that everything looks professional and accurate. Taking proactive steps to update — and maintain — your digital footprint is crucial in order to avoid any misunderstandings or misrepresentations that could cost you a job opportunity".

Learn more about managing your digital footprint:

- [Your Digital Footprint and How to Audit It](#)
- [How to Manage Your Digital Footprint](#)

No matter what you believe and already know, you can always make a difference for yourself by taking action and trying new things!

Presenting our professional selves extends far beyond the standard package of CV, cover letter, recommendations, projects, and portfolio. It is about creating an entirely digital image, presence, participation, and footprint.

But representing yourself in a public way can be disconcerting, especially for generations that are not used to the Internet and digital devices. For people who lack confidence because of their low qualifications or less socially recognised professions, it is even more difficult to grasp the concept of presenting yourself publicly online. They do not usually see any advantage to creating and developing an online or digital presence, even if they are already acquainted with the idea and its potential benefits.

On the other hand, even for the digital generations, it is difficult to understand and properly manage a digital identity for professional and career goals.

So, you are not alone, and it is easy to try.

Be clear about your goals! You can start this course by setting aside some time to review what you would like to achieve in the future in terms of your career, the qualities, skills, and knowledge you have gained, and what you need to keep developing in your chosen professional area. Having a purpose always helps to create and shape reality.

Learn more about [how you can align your CV with your online presence](#).

2.1.1 Monitoring what people are finding about you online

a) Make self-googling a routine practice

Track how many results come up for you when you search your name and what they say about you. Is someone else with the same name in the top results? Are the results about you accurate and consistent with what you want people to know about you? Is there anything unsavoury about you that is likely to discredit you and jeopardise the impression you might make on decision-makers? If you find such things, start working to clean them up and create positive results and impressions instead. Regarding what kind of unwanted information it is, you can act differently. Either delete or hide information, or ask for support.

b) Set-up a Google Alerts account for "your name"

This free service lets you know when people say something about you online. Once you set up an account, [Google Alerts](#) will send you an email whenever a search term you've provided ("your name" or whatever other words you want) is published on the Internet.

c) Have your domain "yourname.com" (for advanced Internet users)

Your URL is the perfect address for your website and/or blog. Even if you don't plan to launch a website or blog, secure it before someone else does. At some point, a single Internet destination for all your career marketing documents will be the norm. Many registrars offer domain names for as little as \$7 (USD) a year.

2.1.2 Deciding where to leave your footprint

Your digital footprint is about telling your story, and it can affect your reputation, and professional profile, both online and offline. Creating a positive digital footprint is an important part of presenting yourself and protecting your reputation, both now and in the future.

a) Define your overall objective and which platform to use

At this stage of your action plan, you should be able to define your overall objective. Is your goal to be more actively plugged into news and dialogue in your field? Then social networks like LinkedIn and Twitter may be sufficient. If you want to share your writing, then you could test out publishing platforms such as Medium.

If you're not sure where to start, ask friends and relatives where they are active or do some research on different types of social media, like Facebook, LinkedIn, Instagram, Twitter, Snapchat, Media, Pinterest, Youtube, Tik Tok, and others.

b) Target your choices to have a strong digital presence

Your digital presence is how visible you are online, so as you start to build it, ask yourself, 'why am I on?' Make sure you use the right platforms for you, and depending on the reason and the target you intend to reach, get in touch with them and engage. There are many social media platforms to choose from, but you do not need to be on all of them. Instead focus on the ones that suit your style, audience, and goals and do not push the hard sell. Optimise your profiles, list and prioritise what you want to say about yourself, and keep an eye on algorithms and updates. Create an editorial schedule that manages what you

want to share and when. Finally, keep your profile updated regarding your contact details and ongoing activities.

2.1.3 Planning and choosing information to create an authentic and green image

Your digital profile is your online identity, so it is important that it reflects both who you are and your green image. Use a clear and attractive bio and a professional and consistent profile picture. Include keywords and hashtags that relate to your skills and fields of work and interest, and highlight where they are related to green experiences or competences, e.g. #greendesign, #sustainability, or #circulardesign.

a) Identify what aspect of your identity you want to put forward

Online branding experts stress that what we say and do online should be authentic. But as we are complex beings, with varied interests, we need to think of it this way: when you first meet someone in person, you don't have to reveal all aspects of who you are for the interaction to be authentic. The same idea applies to your digital presence; you can pick components of yourself that best fit whatever aim you have set. For example, what would your slogan be? Whatever statements you choose are public, so be sure that they are consistent and support each other.

b) Decide what type of content to publish

Your statement will undoubtedly guide the content you put out. But let's also consider that each comment you write or piece you publish may have a slightly different intention. With this in mind, it is helpful to come up with a "content ratio." For instance, one-third of what you post could be your take on trending industry news, another third highlights projects you work on, and the final third poses thought-provoking questions.

But what about the "green part"?

Managing a sustainable and green digital identity involves adopting practices that minimise environmental impact and prioritise sustainability. Here are some DIGI-BREAKER+ suggestions to help you create and maintain a sustainable and green digital identity:

- *Reduce the impact of your digital footprint*

Data Minimization: Share only necessary information online. Be mindful of the data you provide to websites and applications.

Unsubscribe: Opt-out of unnecessary email subscriptions and notifications to reduce data storage and energy consumption associated with managing those services.

- *Use sustainable devices*

Choose electronic devices that are energy-efficient and environmentally friendly. Look for products with high energy efficiency ratings and those that adhere to environmental standards.

- *Select the best cloud storage and server choice*

Select cloud storage providers and online services that prioritise sustainability. Some companies use renewable energy sources and implement energy-efficient data centres.

- *Use renewable energy sources*

Power your digital activities with renewable energy sources. If possible, use devices and services that are powered by renewable energy or are part of programmes committed to using green energy.

- *Adopt energy-efficient practices*

Adjust device settings to conserve energy, such as using power-saving modes, adjusting screen brightness, and turning off devices when not in use.

- *Eco-friendly software*

Choose software and applications developed by companies committed to sustainability. Some companies are adopting eco-friendly practices in software development and server management.

- *Digital security and privacy*

Strengthen your online security to avoid identity theft, which can lead to additional digital waste. Use strong, unique passwords, enable two-factor authentication, and stay informed about cybersecurity best practices.

- *Support green initiatives*

Engage with and support companies that prioritise sustainability. This can include choosing services, products, and platforms that have environmentally friendly policies and practices.

- *Educate others*

Raise awareness about sustainable digital practices. Encourage your friends and family to adopt eco-friendly habits in their online activities.

- *Participate in e-waste recycling*

Responsibly dispose of old electronic devices by recycling them. Many electronic components can be recycled, reducing the environmental impact of electronic waste (e-waste).

- *Stay informed*

Stay updated on the latest developments in green technology and sustainable practices. This will help you make informed decisions about your digital activities.

By incorporating these practices into your digital lifestyle, you can contribute to a more sustainable and environmentally friendly digital identity.

Learn more about:

- [24 Green Apps to Tackle 21 Environmental Issues Helping Us Live Greener Lives](#)
- [TRUST aWARE](#)
- [Top 100 Green Initiatives](#)
- [E-Waste Recycling Process: A Step-by-Step Guide](#)

c) Highlight sustainable projects and experiences

Your green digital profile should demonstrate your green value to your target audience. Reflect on what green challenges you can contribute to solving, what benefits you can offer, and what impact you can make in your community. Share your projects, testimonials, awards, and publications that highlight your achievements and green credibility, or share events, reports, and initiatives that you are or will be involved in that show your green engagement. Share your tips, resources, or trends that raise your followers' awareness.

2.1.4 Developing your voice with a green goal in mind

At this point, it will be clear that developing your digital identity is a thoughtful process that involves building a positive and consistent online presence. Here are five steps to help you get started:

- *Self-Assessment and Goal Setting*

Begin by assessing your values, skills, and goals. What do you want your digital identity to represent? Consider your personal and professional aspirations. Define the key attributes and messages you want to convey to your audience. This self-reflection will guide your efforts as you craft a digital identity that aligns with your values.

- *Define Your Brand*

Identify your unique selling points and the aspects of your personality or expertise that you want to highlight. This includes your skills, passions, and professional achievements. Clearly articulate the value you bring to your audience. This step is crucial for creating a consistent and memorable digital brand.

- *Create a Professional Online Presence*

Establish a strong and cohesive presence across various online platforms. This may include social media, professional networking sites, a personal website, or a blog. Use a consistent profile picture, bio, and handle across platforms. Ensure that the content you share reflects your values and contributes positively to your digital identity.

- *Curate and Share Content Strategically*

Share content that aligns with your personal brand and engages your target audience. This content can include articles, blog posts, videos, or other media that showcase your expertise and interests. Be mindful of the quality and relevance of the content you share. Regularly update your profiles and contribute to discussions in your field.

- *Engage and Network*

Actively engage with your audience and network with like-minded individuals or professionals in your industry. Respond to comments, participate in relevant discussions, and showcase your expertise. Networking can help you build valuable connections, gain exposure, and enhance your digital identity.

Remember to regularly review and update your digital presence to reflect your evolving goals and achievements. Additionally, be mindful of your privacy settings and consider the potential impact of your online activities on your overall reputation. Building a digital identity is an ongoing process, so stay authentic, consistent, and focused on the message you want to convey.

a) Make sure your digital identity sounds like you

Your digital identity is an integral part of your personal branding and professional success, and it should truly represent yourself, your experience, and your point of view. So a regular check is recommended:

- *Review Profile Information:* Start by reviewing all your profile information, including the bio, contact details, and website links. Ensure they are accurate, up-to-date, and in line with your brand's voice and goals.

- *Check Visuals:* Consistent branding across platforms is essential. Check your pictures, cover photos, and any other visuals you use. Using your personal colour palette, font, and style can strengthen your brand identity.
- *Check Content Quality:* Reflect on the quality and relevance of your recent posts and focus on positive and valuable contents.
- *Check Audience Engagement:* Analyse your engagement metrics to see which content performs best and customise your future posts based on these insights.

b) Effective online communication for job applications

One of the main benefits of online communication is that it allows you to connect with anyone, anywhere, anytime. Organise your messages with a clear structure: introduction, main message, and conclusion. Use paragraphs and bullet points for readability. Be concise and get to the point. Always use good grammar, correct spelling, and double-check. Be polite and respectful, but not too formal. To engage your audience, do some research to be aware of what might be of interest.

c) Keywords and phrases that resonate with green employers

There are keyword research tools that can help you find keywords that are relevant for your audience and employers, such as Google Keyword Planner, Moz Keyword Explorer, SEMrush, and Ahrefs. Choose ones that are sustainable and socially responsible. Sustainable keywords are keywords that have consistent demand over time. Socially responsible keywords are keywords that are ethical, inclusive, respectful, and positive. So you can incorporate eco-friendly keywords and phrases into your presentation, such as “sustainability,” “environmental stewardship,” “renewable energy,” and “carbon footprint reduction”. In this way, you will demonstrate your commitment to green practices or your experiences within green working environments. This supports the alignment of your profile with green values but also helps your application stand out in keyword-based searches.

Activity: perform some basic activities regarding your digital identity and try to emphasise a sustainability-focused experience or skill while doing so.

QUIZ

1. What is a digital identity?

- a) Someone's avatar.
- b) The body of information about an individual, organisation, or electronic device that exists online.
- c) An individual's usernames, passwords, and IP address.
- d) All of the above.

2. What is a digital footprint?

- a) The way my digital activity is monitored.
- b) A digital footprint is the electronic trail we knowingly or unknowingly leave behind each time we access the internet or other electronic devices.
- c) A digital footprint is the trail of data that is created by a person's online activity, including social media, website visits, online purchases, and more.

3. A digital footprint can include both passive and active data. Passive Data includes data that is collected without direct input from the user.

- True.
- False.

4. What are some tips for creating a positive digital footprint?

- a) Tips for creating a positive digital footprint include being mindful of what you post online, sharing valuable and informative content, engaging with others in a respectful and professional manner, and regularly monitoring and managing your online presence.
- b) Regularly deleting your digital footprint.
- c) Avoid sharing content about yourself online.

5. Select all the options to reduce the impact of your digital footprint.

- a) Delete or Deactivate Old Shopping & Social Media Accounts.
- b) Deactivate Old Email Accounts.
- c) Disable Location Tracking.
- d) Think Before Posting.
- e) Unsubscribe from Mailing Lists.
- f) Use a Virtual Private Network.
- g) All the above.

Lesson 2: Planning your green job search

Objective: To enable you to set clear goals and utilise digital tools efficiently to organise their job search process, all while minimising their carbon footprint. Learn how to use digital tools to describe competences, create an e-portfolio, and keep digital records of previous experiences and applications. Identify and apply for jobs at environmentally conscious companies.

The user will be able to: understand the importance of organising a job search effectively and in a sustainable way.

In the vast landscape of the digital job market, finding the right career path requires a strategic approach. This chapter is your compass through the intricacies of online job searches, offering up practical insights and proven techniques. As we delve into the world of virtual opportunities, we will explore the importance of self-assessment, effective CV crafting, and the art of building a standout online presence.

Uncover the power of targeted job alerts and learn how to research companies to align your values with those of potential employers. Embrace the virtual networking landscape, tap into specialised job boards, and customise your approach with compelling cover letters. Discover the secrets of interview preparation in the online realm and the art of following-up in this dynamic, ever-evolving job market. Get ready to embark on a journey that transforms your online job search into a strategic, success-driven adventure.

In this lesson, the DIGIBREAKER+ team will help you think about how to build up a good goal-oriented online job search strategy, while also keeping an eye on sustainability.

2.2.1 Reflecting on and analysing your targeted job

A positive job search requires a good level of organisation. You should be able to become a manager of yourself so as to effectively apply for the positions that are of most interest to you. Frequently, having a good professional or educational background may not be enough because your job-search process has not been sufficiently organised. Properly organising and managing your job search is as important as identifying job opportunities and submitting applications.

To do so, it is crucial to learn how to document your competences. Creating an e-portfolio and keeping track of previous experiences are the keys to successful research.

Valorizing previous experiences can contribute in many ways to a positive outcome of your efforts. When organisational skills are not sufficiently developed or used with an outcome-oriented mindset, the risk of losing job opportunities is higher.

The first step towards achieving any goal in life is to define your objectives clearly and unambiguously. When looking for new employment, the first thing to do is to set a clear job search target, thanks to a reflection on the objective you want to achieve. Reflection will help you develop your skills and review where your strengths and weaknesses lie.

Career exploration is the process of clarifying career and employment options that fit your interests and skills and reviewing the core elements of the job search process to help you arrive at your goal.

Start by asking yourself a series of questions and taking note of your answers.

a) Reflect on what kind of employer you are going to speak to

By posing this question, you are mainly reflecting on the specific recipient of your application, trying to understand the context in which they operate, the dimensions of their organisation, the economic and social factors that influence the market (is demand for employment shrinking or growing?), and so on.

a) Identify the organisations you are interested in and recognise green companies

Try building up a list by asking yourself questions regarding which organisations seem most interesting for your job search, why you would appreciate working for them, what products and services they offer, which organisations you follow on your social networks, and so on. Keep the list as comprehensive as possible, and set up your priorities.

b) Reflect on your expertise

At this point it is important to reflect on the skills, experience, and knowledge you would bring to the new company.

c) Tailor your goals to match sustainable employment opportunities

It is essential to align your professional aspirations with current and future trends in the job market. Begin by researching industries and sectors that exhibit long-term growth and stability, then identify the skills and competences that are in high demand and are forecasted to remain relevant.

2.2.2 Detecting adequate and green job offers online and keeping track of your applications

Planning a sustainable and green job search involves incorporating eco-friendly and socially responsible practices into your job-seeking strategy. Here is a step-by-step guide:

- *Perform a self-assessment*

Identify your skills, values, and passions related to sustainability.

Reflect on the specific areas within sustainability that align with your career goals.

- *Define your green goals*

Clearly articulate your career objectives with a focus on environmentally friendly and socially responsible industries.

Consider the impact you want to make in your chosen field and how it aligns with sustainability.

- *Research and prioritise sustainable Industries*

Explore industries and sectors with a strong commitment to sustainability, such as renewable energy, green technology, sustainable agriculture, or eco-friendly manufacturing.

- *Update your skills*

Identify the skills required in the sustainable job market.

Invest time in acquiring or enhancing skills that are in demand, such as knowledge of renewable energy, sustainable practices, or environmental regulations.

- *Build a green network*

Look for professionals and organisations in the sustainability sector and be informed about conferences focused on environmental and socially responsible initiatives.

- *Create a green CV*

Tailor your CV to highlight experiences and achievements relevant to sustainable practices.

Emphasise any involvement in green projects, eco-friendly initiatives, or sustainability-focused roles.

- *Optimise your online presence*

Update your LinkedIn profile to reflect your commitment to sustainability.

Follow and engage with companies that prioritise environmental and social responsibility.

- *Use green job boards*

Explore job boards dedicated to sustainable and green job opportunities.

Websites like [GreenJobs](#), [GreenBiz](#), or sustainability sections on general job boards can be valuable resources.

- *Research companies*

Investigate companies to determine their commitment to sustainability.

Check for certifications, awards, and sustainability reports that showcase their environmental and social initiatives. Look for companies with comprehensive sustainability programmes and initiatives.

Consider their commitment to environmental stewardship, social responsibility, and ethical business practices.

- *Prepare for green interviews*

Anticipate questions related to your commitment to sustainability during interviews.

Showcase your passion for eco-friendly practices and your understanding of industry-specific sustainability challenges.

- *Stay informed*

Keep yourself updated on the latest trends, innovations, and regulations within the sustainability field.

Subscribe to newsletters, follow industry blogs, and participate in online forums.

- *Consider remote opportunities*

Explore remote work options to reduce your carbon footprint by minimising commuting.

By combining these steps, you can develop a comprehensive and sustainable job search strategy that aligns with your values and contributes to a greener and more environmentally conscious professional path.

A good starting point for getting a clearer idea of your objective is to take a look at some relevant job profiles, read the descriptions of different jobs that are similar to the one you are looking for, review the requirements and responsibilities, and analyse whether the described positions and tasks correspond to your wishes and competences.

To take advantage of the career opportunities the internet offers, individuals need to develop their digital career literacy to research, make contacts, and build a positive professional reputation. Tristram Hooley sets out a framework of seven competences.

The seven C's of digital career literacy:

- *Changing* - the ability to understand and adapt to changing career contexts.
- *Collecting* - the ability to find and retrieve career information.
- *Critiquing* - the ability to evaluate, analyse the provenance of, and assess the usefulness of career information.
- *Connecting* - the ability to make contacts, build relationships, and establish networks online that support career development.
- *Communicating* - the ability to interact across a range of different platforms, to understand the 'netiquette' of different interactions, and to use them in the context of careers.
- *Creating* - the ability to create online content that represents your interests, skills, and career history.
- *Curating* - the ability to develop, review, and edit your online presence.

a) Overview of popular job search engines and platforms

A job search platform is a website where employers publish job opportunities. They can be general or focus on specific industries or sectors such as IT, retail, healthcare, etc. Job sites serve to connect job offers with potential candidates.

[Indeed](https://www.indeed.com/) (<https://www.indeed.com/>) is the most widespread job site, presenting job postings from different company, sectors, and career levels.

LinkedIn job seekers can create a free account; connect with professionals and companies that publish their job ads.

[Google's for Jobs](#) page allows you to search for jobs listing matching offers near you by simply searching job title + job, e.g., product manager job.

[Monster](#), [ZipRecruiter](#), [SimplyHired](#) (<https://www.simplyhired.com>), CareerBuilder, [Snagajob](#), [Craigslist](#), [RobertHalf](#), and [Job.com](#).

b) Green job-specific websites and databases

[EuroClimateJobs](#) - for climate and energy jobs across Europe.

[Green Jobs Board](#) - connects employers with job seekers with a focus on environmental or social responsibility.

[Idealist](#) - focuses on job opportunities in the nonprofit sector and areas such as social justice, international development, and environmental conservation.

[GreenBiz](#) - specialises in the sustainable business sector, such as renewable energy, sustainability, and green technology.

[Climate Base](#) - focuses on job opportunities in the climate and sustainability sectors, such as renewable energy, climate policy, and sustainable agriculture.

[SDG Careers](#) - focuses on job opportunities related to the United Nations' Sustainable Development Goals, such as sustainable agriculture, sustainable cities, and responsible consumption.

[All tech is human](#) - focuses on careers in the responsible technology industry and addresses job positions related to the social and environmental impacts of technology.

[Changemaker Jobs](#) - focuses on careers promoting positive change in areas such as environmental sustainability, human rights, and social justice.

c) Read job openings carefully to choose the right job application

In which area, sector, or role can I apply? What are my priorities? Do my values and philosophies align with those of the organisation?

Here are some questions you can ask yourself when analysing a job application:

- What are your key values? Example answers: financial stability, helping others, independence.
- What soft skills do you possess? Example answers: time management, communication, confidence, problem-solving.
- What technical skills do you possess? Example answers: data analytics, planning, research, multilingualism, photography.
- What natural aptitudes do you have? Example answers: writing, leadership, selling, project management, communicating, planning, and technical problem-solving.
- What's your personality like? Example answers: quiet, outgoing, confident, aggressive, and loyal.
- What are you interested in? Example answers: technology, writing, medicine, design.

d) Screen offers carefully

Ask yourself, “What are employers looking for?” What skills does the position require? Which offers are suitable for my profile? Keep track of your answers and check the consistency between them and the job offers you are finding.

e) Use management tools to keep track of your applications

On the internet, you will find many tools that can substitute for your personal planner, allowing you to keep track of all the applications you send and set new deadlines for future activities. These tools help you set and keep track of your project goals and milestones, and have functions for adding notes, images, attachments, and other materials. You can use them both on your desktop and mobile devices, thereby keeping all your information synchronised.

f) Understand the importance of green job searches as compared to traditional approaches

Understanding the importance of green job searches compared to traditional ones involves recognising the significance of environmentally sustainable and socially responsible employment opportunities. Green jobs are those that contribute to preserving or restoring the environment, conserving natural resources, and promoting a more sustainable and low-carbon economy. Here are some key points to consider:

- *Environmental impact:*

Green jobs focus on industries and sectors that prioritise environmental sustainability. These jobs aim to minimise negative impacts on ecosystems, reduce pollution, and promote sustainable resource management.

- *Climate change mitigation:*

Many green jobs are directly linked to addressing climate change. These roles may involve developing renewable energy sources, implementing energy efficiency measures, or working on projects to reduce greenhouse gas emissions.

- *Social responsibility:*

Green job searches often align with the values of social responsibility and ethical practices. Companies and organisations engaged in environmentally friendly initiatives may also prioritise fair labour practices, community engagement, and ethical business conduct.

Learn more about:

- [Environmental impact](#)
- [Climate change mitigation: reducing emissions](#)
- [Corporate social responsibility](#)

2.2.3 The Green CV or E-Portfolio

The e-portfolio is your digital personal portfolio, where you gather, organise, and document your educational, professional, and personal achievements and experiences to highlight the skills you have acquired. If well prepared, your CV/portfolio will say many things about you and your work history: who you are, your skills and strengths, and your main experiences, and achievements.

The main difference between a portfolio and a CV is that a portfolio does not simply record your knowledge and experience but also highlights the skills you have acquired through the various activities you are involved in.

An e-portfolio is a unique and personal tool (folder, blog, website) that collects and selects traces (writings, photos, references, work contracts, certificates, diplomas, etc.) that testify to your professional, personal, and social experiences - your learning process. Your e-portfolio accompanies you throughout your personal and professional life, allowing you to describe and analyse your achievements and training and to gather evidence of the skills and knowledge you have acquired during your various personal and professional experiences.

Developing an e-portfolio is an important step in building confidence through the knowledge that you have a record of your strengths and abilities; it opens up new opportunities to exploit your acquired competences and value your experiences.

A good portfolio attracts the attention of prospective employers and increases your credibility, as it shows that everything you claim has substance and is on record in your file. It will boost your confidence and creativity because you can support what you claim. Learn more about [the most effective ways to highlight green building practices in your CV](#).

a) List all your professional experience, analyse your prior employment, and review your job descriptions

Place the most relevant and important qualifications at the top of your CV in a brief summary.

List your work experience in reverse chronological order, but focus on and highlight in particular the roles that are relevant to the position for which you are applying. You can include internships and freelancing work if they support

the idea that you have gained skills or experience related to the job. If you do not have any work experience, you should include both paid and unpaid work. In order to clearly and concisely prioritise information, highlight keywords that apply to the hard and soft skills you possess that are relevant to the position you are applying for. After reflecting and deciding on your most impactful experiences, list them on your CV in a simple format: name of employer, job title, start and end date, and a few bullet points listing your most relevant tasks and accomplishments.

a) List your academic background, diplomas, and relevant courses

This section informs the reader about your background and how it fits the position you are applying for. If your education, certifications, and credentials are particularly linked to or required for the position, make sure to make them evident, mentioning them in the short presentation at the beginning or in a format that attracts employers. Include the following information, keeping the section around 15–30 words: name and location of your school, training centre, or university, degree or certification obtained, field of study, and year of completion.

b) Value your informal activities (volunteer activities, sports, family setting)

Listing the right hobbies and interests, particularly if they are connected to skills and attitudes related to or valuable to the hiring company, can demonstrate that you are well-rounded. Travelling, volunteering, team competitions, hiking or other forms of exercise and the creative arts can be presented as related to planning, organisation, leadership, teamwork, and creative skills. Reflecting on the abilities enhanced by your hobby is important.

Read more about [listing hobbies and interests on your CV \(https://www.indeed.com/career-advice/resumes-cover-letters/listing-hobbies-and-interests-on-your-resume-with-examples?from=careeradvice-US\)](https://www.indeed.com/career-advice/resumes-cover-letters/listing-hobbies-and-interests-on-your-resume-with-examples?from=careeradvice-US).

c) Sustainable practices for presenting yourself

Creating a green and sustainable e-portfolio involves adopting eco-friendly practices in the design, hosting, and maintenance of your online portfolio. Here are some tips to help you build an environmentally conscious e-portfolio:

- *Choose a sustainable hosting provider*

Opt for a hosting provider that is committed to using renewable energy sources and has a strong environmental policy. Some web hosting companies prioritise sustainability and carbon neutrality.

- *Optimise images and files*

Compress images and files to reduce their size without compromising quality. This helps with faster loading times, which can lead to lower energy consumption on servers and a better user experience.

- *Select a green website template*

Choose a website template that is designed with sustainability in mind. Some templates are optimised for efficiency, reducing the energy required to load and display content.

- *Minimise resource usage*

Use efficient coding practices and design elements to minimise the resources required to load your portfolio. This includes using CSS and JavaScript efficiently and avoiding unnecessary large files.

- *Prioritise accessibility*

Ensure that your portfolio is accessible to a wide audience, including individuals with disabilities. This not only enhances the user experience but also aligns with the principles of inclusivity and social responsibility.

- *Include sustainability content*

Showcase your commitment to sustainability in your portfolio. Create a dedicated section to highlight projects, initiatives, or experiences related to environmental conservation, green technology, or sustainable practices.

- *Use renewable energy icons*

If applicable, use icons or badges that signify your use of renewable energy, eco-friendly practices, or carbon neutrality. This can help convey your commitment to sustainability to visitors.

- *Integrate social responsibility statements*

Include statements or sections in your portfolio that articulate your commitment to social responsibility, ethical practices, and environmental consciousness. This can be part of your personal or professional philosophy.

- *Provide digital copies*

Minimise the need for printed materials by providing digital copies of your CV, projects, and other relevant documents. Encourage employers or viewers to download electronic versions rather than print hard copies.

- *Regularly update and maintain*

Regularly update your portfolio to reflect your latest work and experiences. This not only keeps your information current but also ensures that your portfolio remains technologically up-to-date and aligned with the latest sustainability practices.

Activity: apply tailor-made green job search techniques and use appropriate tools to create a green e-portfolio.

QUIZ

1. What are the seven C's of digital career literacy?

- a) Changing, Collecting, Critiquing, Connecting, Communicating, Creating, Curating, and Changing.
- b) Changing, Collecting, Celebrating, Connecting, Communicating, Calculating, Curating, and Changing.
- c) Campaigning, Collecting, Critiquing, Connecting, Communicating, Creating, Curating, and Changing.

2. What is the difference between a portfolio and a CV?

- a) Your portfolio not only records your knowledge and experience but also highlights the skills you have acquired through the various activities in which you are involved.
- b) A CV records your knowledge and experience and describes the skills you have acquired through various other activities.
- c) A portfolio lists the various activities you have been responsible for during your past work experience, while a CV does not.

3. Green jobs are jobs and businesses in emerging sectors that produce goods or provide services that contribute to preserving or restoring the environment.

- True
- False

4. How can you start creating your green CV?

- a) Assess green skills and previous green experiences. Tailor the CV to highlight experiences and achievements relevant to sustainable practices. Emphasise any involvement in green projects. Eco-friendly initiatives, or sustainability-focused roles.

- b) Tailor your CV to highlight experiences and achievements relevant to sustainable practices. Avoid including previous experiences that are not related to green businesses.

5. What is the purpose of an ePortfolio?

- a) To collect and keep evidence of educational and/or professional achievements.
- b) To quickly share your records with all employers and the digital community.
- c) To show your high level of digital skills.

Lesson 3: Building a green network and engaging with online communities through digital platforms

Objective: To know how to reach and connect with potential employers using digital tools; understand the significance of networking in the green sector and provide strategies to build and maintain digital relationships for sustainable job opportunities; understand the idea behind digital tools for online meetings and cooperation and how they can be applied to the job search process.

The user will be able to: use a set of digital tools that can be used to engage with green employers and create strong connections.

Engaging with digital communities is a powerful strategy for job searching and social inclusion in today's interconnected world. In these spaces, individuals can connect, collaborate, and learn from diverse sources of inspiration.

In the digital age, navigating job markets and fostering social connections have evolved, with digital communities playing a pivotal role. Online forums, social media groups, and professional networks offer unique opportunities for job seekers to connect with industry professionals, potential employers, and like-minded individuals.

Engaging in these digital spaces allows you to stay informed about industry trends, job openings, and networking events, providing a valuable edge to your job search. Actively participating in discussions, sharing insights, and seeking

advice can showcase your expertise and passion, making you more visible to potential employers.

Digital communities also break down geographical barriers, promoting social inclusion by connecting individuals from diverse backgrounds, cultures, and experiences.

Inclusive conversations within these platforms foster a sense of belonging, allowing you to learn from others and share your unique perspectives. Offering support and advice to others in digital communities not only showcases your expertise but also contributes to a collaborative and mutually beneficial online environment. For this reason, leveraging social media platforms to build a personal brand, showcase your objectives, and engage with other users can be fundamental for your future. Networking within digital communities is not just about finding a job; it is about building relationships that can lead to mentorship, collaboration, and lifelong connections.

Networking within digital communities allows you to tap into the hidden job market, accessing opportunities that may not be advertised through traditional channels.

Joining industry-specific groups enables you to connect with professionals who share your interests, providing a supportive environment for collaboration and idea exchange.

Be proactive in seeking out mentors and peers who can provide guidance, advice, and insights into your desired career path.

Keep an open mind and be receptive to diverse perspectives, thereby fostering an inclusive and welcoming community that values the contributions of every member.

Ultimately, engaging with digital communities for job searching and social inclusion empowers individuals to navigate the modern professional landscape, offering a dynamic space to learn, grow, and succeed.

2.3.1 The importance of networking and engaging with potential employers

Today, there are many informal opportunities for finding employment: many interesting job offers are not directly presented and published in the traditional channels. Connecting with potential employers will help you expand your possibilities for finding a job.

These are the reasons why you must take time to engage and connect with potential employers:

- Adding recruiters or people with relevant positions to your network of contacts may help you access information that may be useful for you, such as training courses or job offers.
- It may keep you informed on the market trends in the sector that interests you.
- It will give you more visibility as a professional.

Engaging in constructive conversations, respecting diverse perspectives, and actively participating in discussions will be fundamental to enhancing your online reputation. Be sure to create and share valuable content that aligns with your professional interests and demonstrates your knowledge and passion to the digital community. Consistency is key; regularly update your profiles, participate in discussions, and stay connected to maximise the benefits of digital community engagement.

How do you do this? There is no fixed science, but there are a series of steps that may lead to obtaining better results more easily:

- *Reflect and identify relevant communities*

Find online communities, forums, and social media groups that are specific to your industry, profession, or job interests. Look for platforms where professionals in your field gather.

- *Review and integrate your social profiles*

Ensure your online profiles are complete and up-to-date. Use a professional profile picture and write a compelling bio that highlights your skills, experiences, and career goals.

- *Research community norms*

Understand the rules, norms, and expectations of the communities you join. Each platform may have different guidelines for engagement, and respecting these norms is crucial for a positive experience.

- *Introduce yourself*

Start by introducing yourself in the community forums. Share a brief overview of your background, skills, and the types of opportunities you are seeking. Be genuine and approachable.

- *Participate actively*

Engage in discussions, share insights, and participate in relevant conversations. Showcase your expertise by providing valuable contributions to discussions within the community.

- *Ask questions*

Don't hesitate to ask questions. Seeking advice or information from community members can not only provide valuable insights but also demonstrate your eagerness to learn and connect.

- *Showcase your work*

Share examples of your work, projects, or portfolio pieces that are relevant to your field. This allows others to see your skills and the quality of your contributions.

- *Provide support to others*

Offer assistance or advice to fellow community members. Being helpful and supportive not only contributes positively to the community but also helps you build relationships with potential mentors or employers.

- *Network with professionals*

Connect with professionals in your industry. Follow them on social media, send personalised connection requests, and engage with their content. Building a strong network increases your visibility and opens doors to potential opportunities.

- *Attend virtual events*

Participate in webinars, virtual networking events, or online conferences within the community. This provides an opportunity to interact with industry experts, learn about job openings, and expand your network.

a) Online tools: LinkedIn and Facebook

LinkedIn is one of the most used platforms, both for job seekers as well as for companies and recruiters. Having a LinkedIn account not only allows you to show your profile online in a professional way, but it is also an excellent tool to widen your virtual contact network. In addition, using LinkedIn will make it easier for you to keep updated on new trends in fields you are interested in, as you will find relevant articles and information on that topic.

We must not forget that LinkedIn is also an exceptional tool to reach employers and companies. Thanks to LinkedIn, you are able to know who is working for the companies that most interest you and what is of most importance. If you know how, you will be able to reach and contact those people. Knowing how to approach these potential employers is of crucial importance if you want to

succeed in your purpose. But, remember, you must take into account that taking a false step can have important consequences for your virtual reputation. So, before starting to use LinkedIn to contact potential employers, plan a strategy and make sure you do it properly.

Here are some tips you can follow to connect with potential employers through LinkedIn:

- Keep your LinkedIn profile updated regularly.
- Choose green companies or people that interest you and follow their activity on the web.
- Find people you know and add them as contacts. Crossing paths in a meeting or training is enough of a reason to contact someone.
- Try to send request messages to people who have some link with you. For instance, people working in the same field as you do or would like to, or who attended the same school or educational centre.
- Accept all contact requests that come to you. The more people you have in your network, the more likely it will be that information of interest to you will arrive.
- When you send a contact request to someone, do so with a note explaining who you are and why you are interested in contacting them.

When sending a message to a potential employer via LinkedIn, you have to follow certain criteria. This message will be your first direct contact with them, and the possible answer may depend on the impression you make. A false step at this point can lead to unwanted consequences. Some potential employers might ban you from their accounts, and your virtual reputation may be affected. These are the most relevant points you must take into account when contacting or sending a message to a future employer:

- When making a connection request, introduce yourself to the recruiter in a few words. Mention why you are interested in the company they work for, and point out any common points that you may have.
- When contacting potential employers, use friendly but elegant language. Save the forms, but do not try to be too formal.
- When sending the contact request, personalise your message. Try to avoid using the default message LinkedIn has. Customise it so the potential employer knows you wrote the message thinking about their particular company.

- If the recruiter answers you, you can send them a second message, applying for a certain position or asking for a personal interview.

Facebook is not just a social network to share information with family and friends. In addition to having a specific job search site, we have to keep in mind that employers also browse this network.

This is how you can use Facebook to contact potential employers:

Find information about the people or companies that interest you. Look at their profile, the photos they post, the information they share, and the type of language they use.

Do your best to make your Facebook profile serve as a CV. Update your description, including information related to your professional profile.

Update your bio so that there is a record of which companies you have worked with.

If you are doing some training or have any professional projects in mind, explain them in your profile.

Pay attention to the events that are organised or attended by people you are interested in. Join them if you have the opportunity.

b) Other platforms to connect with potential employers: blogs, video platforms, Instagram

The uses of social media have extended beyond personal to professional business through digital marketing. Creating a public professional Instagram account is great for a variety of creative and green jobs due to its professional photo-editing and sharing features. You can add a website or LinkedIn profile too, as well as a bio section for you to sell yourself. As on Twitter, you can use hashtags to find content or other profiles. Lots of companies use Twitter as a promotional tool, and this is an opportunity for job seekers to make connections.

YouTube, as a video-posting platform, and TikTok, as a short-video-posting platform, can be used to present yourself, show off your communication skills, and share your experiences using the Tik Tok #TikTokResumes hashtag. For example: Reasons to hire me, My skills and experiences, My recent experience with [the Industry].

c) Utilising green-focused social media groups, community forums, and networks

Green-focused social media groups, community forums, and networks serve as dynamic platforms where environmentally conscious individuals converge to exchange ideas, share information, and collectively address pressing ecological challenges. These online spaces provide a vital nexus for fostering environmental awareness, engaging in meaningful discussions, and promoting sustainable practices. Users leverage these platforms to share insightful articles, personal experiences, and practical tips for adopting eco-friendly lifestyles.

Communities also facilitate the dissemination of news about environmental initiatives, events, and campaigns, amplifying the reach of impactful causes. By participating in these digital spaces, individuals not only stay informed about the latest developments in sustainability but also contribute to a global dialogue that aims to inspire positive change. The collaborative nature of these platforms fosters a sense of community, encouraging members to work together towards the shared goal of creating a healthier, more sustainable planet.

d) Attending virtual green conferences, seminars, and workshops

To change consumer behaviour and industry practices, sustainable virtual events are the way to go! Attendees and organisers have to use a computer to set up and attend, and powering machines through clean energy providers is a good option to contribute to making the event more eco-friendly. Ensuring a stable and fast internet connection will always enhance the virtual event experience, and you might want to consider compressing your video and audio files to save you time during upload and use less bandwidth.

To maximise your participation in terms of networking for job hunting, engage actively with the content and the people. Remember to follow the protocol and rules, such as muting your microphone when not speaking and using an appropriate tone. Participate in interactive sessions like polls, quizzes, and Q&As to share your questions, comments, or feedback, using the chat function to communicate with other attendees, speakers, or hosts.

2.3.2 Virtual networking and building sustainable relationships

Virtual networking has become an integral part of professional and personal interactions, offering a unique avenue for building sustainable relationships with like-minded individuals and organisations. In the context of sustainability, online platforms provide a powerful means to connect individuals, businesses, and

environmental advocates who share a common commitment to ecological responsibility. Social media, professional networking sites, and virtual events enable the exchange of ideas, collaboration on green initiatives, and the formation of alliances for sustainable development. These platforms facilitate the sharing of knowledge, best practices, and success stories, fostering a sense of community among those dedicated to environmental stewardship. Through virtual networking, individuals can engage in discussions, attend webinars, and participate in collaborative projects, creating a global network of sustainability champions. The digital realm, with its accessibility and inclusivity, plays a crucial role in cultivating enduring relationships that contribute to a collective effort towards a more sustainable and resilient future.

a) Strategies for meaningful online engagement and collaboration

Meaningful online engagement and collaboration require thoughtful strategies to ensure productive and enriching interactions. Here are some strategies to enhance your virtual engagement and collaboration:

- *Clearly define objectives*

Clearly articulate the purpose and objectives of your online engagement or collaboration. Having a well-defined goal provides direction and helps participants understand the expected outcomes.

- *Choose appropriate platforms*

Select the right online platforms and tools that align with your goals. Whether video conferencing, project management software, or collaborative document editing, using the most suitable tools enhances the efficiency of collaboration.

- *Understand and follow communication guidelines*

Set clear communication guidelines to ensure a respectful and inclusive environment. Establish expectations for responsiveness, tone, and the use of appropriate channels for different types of communication.

- *Be an active participant*

Make sure you are an active participant who shares ideas, asks questions, and provides feedback to ensure a more inclusive and engaging collaboration.

- *Utilise virtual collaboration tools*

Leverage virtual collaboration tools such as shared documents, project management platforms, and online whiteboards to facilitate real-time collaboration. These tools enhance teamwork and make it easier to track progress.

- *Schedule regular check-ins*

Plan regular check-in meetings or virtual gatherings to update participants on progress, discuss challenges, and maintain a sense of connection. Consistent communication helps build trust and keeps everyone on the same page.

- *Follow the established code of conduct*

Develop a code of conduct that emphasises respect, inclusivity, and professionalism. This ensures a positive and collaborative online environment and helps prevent potential conflicts.

- *Provide training and support*

Offer training sessions or resources to familiarise participants with the collaboration tools being used. Address any technical challenges promptly and provide ongoing support to ensure smooth collaboration.

- *Create opportunities for informal interaction*

Foster a sense of community by creating opportunities for informal interactions, such as virtual coffee breaks or casual discussions. Building personal connections enhances team cohesion and collaboration.

- *Celebrate achievements*

Acknowledge and celebrate milestones and achievements to boost morale and motivation. Recognising individual and collective efforts fosters a positive and rewarding collaborative experience.

- *Encourage diverse perspectives*

Actively seek and encourage diverse perspectives to enrich discussions and problem-solving. Ensure that all voices are heard and valued, promoting a more comprehensive and inclusive collaboration.

- *evaluate and adjust*

Regularly assess the effectiveness of your online engagement and collaboration strategies. Gather feedback from participants and be willing to adjust your approach based on lessons learned and evolving needs.

By implementing these strategies, you can enhance the quality of online engagement and collaboration, fostering a dynamic and inclusive environment for meaningful interactions and shared success.

b) Tips for engaging in online discussions and forums

And here are some final tips to make sure your participation is green and sustainable:

- *Propose Green Team Challenges*

Introduce friendly challenges or initiatives within your virtual community to encourage eco-friendly practices. This could include reducing energy consumption, adopting sustainable habits, or supporting environmental causes collectively.

- *Introduce Eco-Friendly Communication*

Promote eco-friendly communication by emphasising virtual channels over physical meetings, reducing the need for travel. Use online messaging, video conferencing, and collaborative tools to minimise the carbon footprint associated with in-person gatherings.

- *Environmentally Conscious Content*

Share and create content that promotes environmentally conscious living, sustainable practices, and eco-friendly initiatives. Use your online presence to spread awareness and inspire positive environmental action.

- *Green Recognition and Rewards*

Acknowledge and reward sustainable practices within your online community. Recognising efforts to reduce environmental impact can inspire others to adopt similar behaviours.

- *Support Green Causes:*

Integrate discussions and initiatives that support green causes and environmental activism. Use the online platform to raise awareness about environmental issues and collaborate on projects that contribute to positive change.

In this way, you can ensure that your online engagement and collaboration align with green principles, promoting sustainability and environmental awareness within your virtual community.

c) Tips for productive online meetings

A well-defined agenda sets the stage for a productive meeting. Be sure to list all the priorities to be discussed and locate an adequate time for the discussion. Share the agenda with participants in advance, inviting them to be prepared and be able to contribute to the discussion and raise questions to add value to the meeting. Prepare yourself to listen and participate as well. Be on time, dress appropriately, speak loud enough for others to follow the conversation, ask questions at the right time, and be respectful of others' time too.

d) Other tools for enhancing communication (emails, YouTube, cloud technologies, calendars, chat platforms, etc.)

Green communication, or green networking, highlights the reduction of resources to maximise energy efficiency and reduce environmental impact. Virtual communication is the use of digital tools such as emails, text messages, chats, and video conferences.

Virtual conferences are environment-friendly alternatives to physical conferences supported by virtual platforms such as Google Meet, Microsoft Teams, and Zoom. They host high-definition video meetings and have the opportunity of recording the meeting and screen sharing with meeting attendees. They apply strong security measures, including encryption and meeting controls, and allow for the creation of teams of work, shared calendars, and collaborative working spaces. If you're not using Microsoft Teams or Google Meet, which include chat features, you can consider a dedicated team messaging ("chat") platform such as Slack, Twist, Whatsapp, Messenger, or Telegram. Especially when you embrace collaborative work, documentation sharing is important and can be supported by some virtual conference platforms such as Teams or advanced by documentation and collection platforms such as GoodDrive, Dropbox, Basecamp, Notion, and CheckUp.

e) Follow-up strategies and maintaining relationships in the digital realm

Sending emails, chatting on Slack, or posting on social media are part of your online interactions and have an impact on your digital footprint and digital profile, as well as on the relationships you develop and maintain. Maintaining relationships digitally can be tricky, depending on your communication style online. So the tips are:

- Be transparent and authentic.
- Be reliable and responsive.
- Be positive, kind, and emphatic.
- Be mindful of your tone.
- Be welcoming and appreciative.
- Be clear and consistent.
- Be engaging.

Activity: Use tools available online, such as teleconferencing tools, to create connections with potential green employers.

QUIZ

1. What are the advantages of networking within digital communities?

Select all applicable answers.

- a) Adding recruiters or people with relevant positions to your network of contacts may help you access information that may be useful for you, such as training courses or job offers.
- b) Being in a digital community keeps you informed on the market trends in the sector that interests you.
- c) It will give you more visibility as a professional in the sector that interests you.
- d) It will give you the opportunity to get in touch with employers by writing a personal message instead of following the application procedures stated in the job vacancy.
- e) It will give you the opportunity to track employers' digital footprints.

2. Which of the following is not an example of a platform for job seeking professionals to reach employers and companies?

- a) LinkedIn
- b) Facebook
- c) TikTok

3. Introducing a friendly challenge or initiative within your virtual community to encourage eco-friendly practices is a good way to demonstrate your engagement with sustainability.

- True
- False

4. What is the purpose of networking within digital communities?

- a) The purpose of networking within digital communities is to demonstrate that you are active in seeking a job.
- b) Networking within digital communities is not just about finding a job; it is about building relationships that can lead to mentorship, collaboration, and lifelong connections.

- c) Networking within digital communities is about making your professional profile public to demonstrate your competences and skills.

5. Which is the best approach when networking within digital communities?

- a) Be the first to publish content about a topic of interest for your sector.
- b) Keep an open mind and be receptive to diverse perspectives, fostering an inclusive and welcoming community that values the contributions of every member.
- c) Actively participate in all the discussions that my network of contacts is proposing.

MODULE 3 – ARRANGING AND OUTLINING YOUR SKILLS

Strategies to build your career in a digital and green way

3.1 Identifying upskilling sustainable opportunities online

3.2 Using digital tools to boost your sustainable career

3.3 Sustainable job search beyond borders

Overall objective: To help learners understand how to plan a digital and green upskilling pathway in an autonomous way; to distinguish between various forms of learning opportunities; to plan their future sustainable career choices and opportunities; and to understand how to look for sustainable job opportunities abroad.

Lesson 1: Identifying upskilling sustainable opportunities online

Objective: To outline your career plan by using available online resources to enhance your green skills and competences in order to stand out in the job market.

The user will be able to: familiarise themselves with the importance of lifelong learning for employability purposes, and autonomously manage their green learning experiences.

3.1.1 The digital landscape for green learning

According to the European Commission, Europeans rank climate change among the most serious problems facing the world today. The education and training sector, as with all others, must take action to respond to this planetary crisis. Thus, integrating sustainability into teaching and learning skills is crucial.

Leveraging technology and digital platforms can democratise upskilling. Online learning platforms, virtual classrooms, and mobile applications provide flexible and affordable access to training materials, enabling individuals to learn at their own pace regardless of location. In the following video, you can learn in-depth about the importance of continuous upskilling in the workplace.

[Video](#): The importance of continuous upskilling.

a) Overview of online platforms offering sustainability courses, webinars, and workshops

[The Electronic Platform for Adult Learning in Europe \(EPALE\)](#) is a multilingual, open membership community for adult learning professionals in Europe. (available in over 20 languages). As well as a wealth of information about good practices, EPALE hosts [communities of practice](#)—online groups where people with similar interests in the adult learning sector can get together to make a difference by building a common space for exchanging information, opinions, and good practices.

Another online platform is [Coursera](#), which offers an incredible variety of online courses, including degrees, provided by universities, businesses, public organisations, and more. Most of these courses are free; they have different durations and levels of difficulty. Concerning [sustainability](#), there are a wide variety of courses, either providing a general introduction to the topic or focusing on more specific aspects. These courses can equip users with valuable knowledge and skills that they can use in the job market. A certification is always released after the completion of the course so that users can insert it into their CV.

The internet is the greatest self-teaching resource ever developed, but few take advantage of it. For example, have you ever asked yourself how useful it would be to dedicate at least 15 minutes per day to self-learning and self-improvement? Well, there are some online platforms, such as YouTube or Spotify, where you can find great videos and podcasts. Dedicate 15 minutes per day to watching some TedX videos on YouTube or listening to podcasts related to green competences or the green job market.

One of the best-known [YouTube channels](#) and online platforms is [TEDx Talks](#), an international community with a mission to discover and spread ideas that spark imagination, embrace possibility, and catalyse impact. The organisation is devoted to curiosity, reason, wonder, and the pursuit of knowledge—without an agenda. By navigating their online platform or YouTube channel, you will have access to a wide range of topics, including skills and green knowledge. Furthermore, as an international platform, videos are available in various languages. Why not take a look and explore videos in your own language?

On the other hand, with the rise in interest in global issues such as human rights activism and climate change action, more people are turning to podcasts as a quick and easy source of information. The following podcasts offer a wide scope of different perspectives on sustainability and how we can each get involved. Give them a try when you are out for your daily walk or run, or even just in the background as you cook food or take a bath. There is plenty more to learn about sustainability for all of us.

Here you can find a list of podcasts on sustainability.

The [Cedefop podcast](#) series keeps you up to date with all developments, analysis, and reflections on vocational education and training (VET), skills, qualifications, jobs, and labour market trends.

The [Ecologic Podcast](#) is hosted by the Ecologic Institute, an independent academic think tank for environmental research and policy analysis.

[A sustainable mind](#) interviews environmental trailblazers to raise awareness of their campaigns and promote actionable advice and resources to listeners.

[The Sustainability Agenda](#) podcast gives leading thinkers a platform on which to share their thoughts on what is working (and what is not) in the sustainability movement.

[Sustainability Defined](#) does exactly that: it explains what sustainability is, one topic at a time, and offers lots of new information for expert and non-expert listeners alike.

The [Green Dreamer](#) podcast has interviewed many leading thinkers on the different ways we can become more sustainable as a global community.

The [GreenBiz 350](#) podcast offers a well-rounded perspective on sustainability in business and technology. It interviews individuals whose companies are contributing to the drive for sustainability, whether that's through green finance, clean technologies, or the circular economy.

[Sustainable Business Covered - The edie podcast](#) spreads the word about people and companies that are transforming the future of business through sustainability projects.

Here is a [link](#) to some online sustainability courses and bootcamps (free and paid).

b) Identify reputable sources and avoid misinformation

[TopResume](#): 11 Job Scam Warning Signs to Look Out For

[EURES](#): How to spot fraudulent job offers and misinformation.

Common mistakes to avoid:

- Never reply to a 'job offer' that involves forwarding or receiving money, or in which a company pretends that it cannot open a bank account, obtain tax identification, transfer money, etc.
- Never submit financial information via online forms during the recruitment process. No reputable company will start by asking for your bank or card details.
- Never call a phone number sent to you in an email until you have verified that it is a regular number and not an expensive, premium-rate one.

3.1.2 Creating a career development plan

With a [career development plan](#), you can organise your career goals and identify your individual pathway towards success.

A career development plan, also called a professional development plan, is a document outlining your career goals and the path you can take to reach them. It has traditionally been a tool that human resources departments or people operations teams use to help employees recognise and pursue growth opportunities within their company. However, you may find it helpful to create a career development plan independently as you consider what you hope to accomplish with your career.

a) Steps to create a career development plan for yourself

Having a plan as you work towards your goals can help you connect your daily actions to your big-picture aims, set realistic growth expectations, and recognise milestones. Being clear and intentional about what you are working towards can motivate you along the way.

When writing your career development plan, you will identify your goals, assess the skills you already have, and determine the skills you need to develop as you move forward. A practical approach that can assist you in creating your career development plan is the following step-by-step method:

<https://www.indeed.com/career-advice/career-development/steps-to-create-a-career-development-plan>

Once you know the direction you want to take, look for training and certification opportunities. Oliver [Dauert](#) also recommends getting work experience in the field. There are plenty of NGOs or impact startups that would appreciate your

help on a volunteer basis. [Make Change](#) is an example of a platform from which to start.

To get started, try filling out this [career development plan template](#). Adjust the sections and format to fit your needs, and return to your document over time to add or edit sections as you make progress.

b) Strategies for effective online learning and retaining knowledge

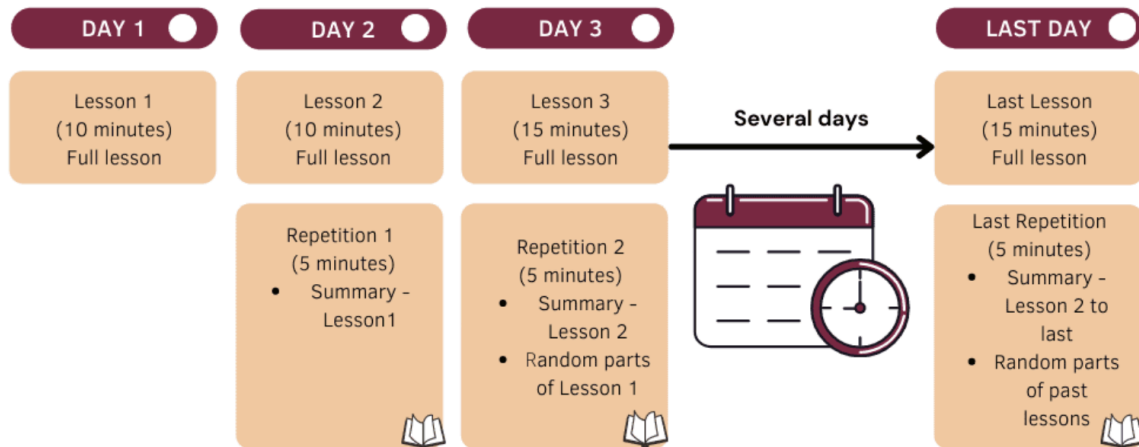
[Learning retention](#) means the period of time you can keep information in your memory before putting it into action. The term comes from brain studies and cognitive psychology and relates to memory. However, what learning retention implies is more of a phase, during which a person can recall and implement new knowledge. The stronger the newly established connections are in your brain, the longer the learning retention will be. [Here](#) are some factors that influence learning retention for an individual:

- The *interest and motivation* of a learner in a learning programme are of the utmost importance. When learning is accompanied by motive, it is often retained for a long time because the human brain tends to focus more on matters of interest.
- *Repetition* of the learning material plays an essential role in learning retention. The more an individual repeats or practises a task, the better it is retained in their memory. For example, it is hard for most kids to learn mathematical times tables. This is why they are advised to write the tables on paper and stick them to a study board so that they can revise and repeat throughout the day.
- *Association*: paying attention to the meaning and significance of the content or associating it with real-life scenarios helps individuals learn quickly and retain the information longer.
- *Use of multiple channels*: different people prefer different learning styles – some are visual learners, some need hands-on experience, some require an instructor to guide them, etc. Therefore, it is important to choose the appropriate learning method or technique to boost learning retention for an individual.

One Strategy to Improve your Learning Retention

[Spaced learning](#), or [microlearning](#), is an effective learning retention strategy that helps people learn quickly and efficiently while providing the added benefit of

minimising the loss of knowledge that occurs with one-time learning. It is based on the concept that learning is enhanced when knowledge is repeated at certain intervals. The table below shows an example of spaced learning.



c) ***Set realistic goals and milestones for green upskilling***

Source: [How to Be Consistent With Your Career Upskilling? 9 Tips](#). It is important to be consistent with your green upskilling to boost your career growth, and to do this, you have to set realistic goals. Instead of thinking of your green upskilling journey as one large goal, think of it as passing different levels one by one, not all at once. You should break down your green learning into achievable milestones, as this keeps you motivated and makes the journey less overwhelming. Here are some tips to help you with this process:

- *Make a routine and stick to it.* Set aside dedicated time each day or week for green learning. You need to create momentum to establish consistency. When you regularly practise a schedule, you train your mind to become consistent with that routine.
- *Prioritise continuous learning.* Blend green learning into your daily routine; make it a habit instead of a goal.
- *Embrace microlearning.* As a working professional, it is hard to balance work and green learning, but do not let that make you procrastinate and give up on your goals. If long study sessions are tough to fit in, go for short bursts of green learning. Even 10-15 minutes of green learning each day can add up over time. It's all about creating consistency.

- *Track your progress.* Keep a record of what you have learned and achieved. It can be as simple as a checklist or a progress journal. This helps you stay accountable, visualise achievements, and boost your confidence. It gives you a solid foundation to work on.
- *Stay curious.* Be curious and explore topics beyond your comfort zone. Curiosity fuels intrinsic motivation, which makes green learning enjoyable. And if it's enjoyable, it's easier to be consistent with it.
- *Celebrate achievements.* Celebrate every milestone that you achieve. Treat yourself to something nice after completing a challenging course of work. This reinforces positive behaviour and motivates you to keep learning.
- *Join professional networks.* Green upskilling and learning do not have to be lonely. It is a lot more enjoyable and motivating when you have a support system to talk to. Connect with like-minded professionals in the sustainability industry. Engage in discussions and learn from their experiences. People in your green network can offer support, inspiration, and access to valuable resources.
- *Leverage mentorship.* Seek guidance from experienced individuals in the green field. An experienced green mentor will teach you valuable skills, hold your hand through major career events, and give you personalised solutions to your problems that no course or online advice can match.

3.1.3 Showcasing your green credentials

Source: [Unveiling the Future: Essential Skills for Green Jobs](#). As the urgency for sustainable solutions intensifies, employers are placing a greater emphasis on hiring individuals equipped with the necessary skills to tackle environmental and social challenges head-on. Job seekers possessing skills related to sustainability and the green economy are highly likely to enjoy better employment prospects. When pursuing opportunities aligned with sustainability and the green sector, it is crucial to effectively display your relevant skills. While CVs are important for presenting your qualifications, there are other impactful ways to stand out among potential employers.

a) Best practices for adding digital certificates to online profiles (LinkedIn, personal websites, etc.)

Source: [Sertifier Blog](#). Digital certificates are a form of online certification that verifies an individual's skills, knowledge, or accomplishments in a specific area. They are digital representations of achievements, learning outcomes, or

competences that can be shared and verified online. In today's job market, digital certificates have become increasingly significant as a way for professionals to showcase their abilities and differentiate themselves from their peers. With the rise of remote work and online learning, digital certificates have emerged as a convenient and accessible way to learn new skills and gain recognition for one's achievements. Digital certificates offer several advantages over traditional forms of certification, such as paper certificates or diplomas. They are portable, easily shareable, and can be verified instantly, making them a convenient way to demonstrate your credentials to potential employers or clients. Additionally, digital certificates are often more specific and granular than traditional certifications, allowing professionals to showcase their expertise in specific areas or domains.

Here are some easy steps for effectively displaying digital certificates on professional networking platforms such as LinkedIn or on other personal profiles (e.g. your own website):

- First, *complete your profile on professional networking platforms*. Include your personal information, past experience, skills, and educational background accurately and in detail.
- *Add a digital certificate link to your profile*. It makes sense to share the URL of the platform or service where you are storing the digital certificates. This ensures that your digital certificates can be verified by the users visiting your profile.
- *Highlight the most important digital certificates in your profile*. For example, you can highlight your most recently completed certifications or your most significant achievements.
- *Appropriately list the competences you have on your professional network profile*. Enrich your profile by highlighting features such as education, certifications, language skills, and technical abilities.
- *Add your past projects and work experiences to your profile*. These will help you reflect on your professional background by supporting your digital identities and empowering you even more.
- *If possible, track references in your profile*. Positive testimonials from previous institutions, studies, or colleagues that have verified the validity and reliability of your digital certificates can be valuable.
- *Add media files or case studies to your profile*. This means you can prove your digital certificates by supporting your skills visually.

- *Be active on professional networking platforms and interact with other users.* Post, join groups, engage in discussions, and target valuable content with professional words. This will help your profile reach more people and increase the visibility of your digital certificates.

b) How to effectively communicate your green skills during job interviews and on your CV

Source: [LinkedIn](#). The green industry is booming, and so is the demand for professionals who can contribute to its growth and sustainability. Because of this, you need a CV that showcases your skills, achievements, and passion for the planet. Here are some tips on how to write a winning CV for the green industry:

- *Highlight your relevant qualifications.* Your CV should demonstrate that you have the education, training, and certifications that are required or preferred for the green job you are applying for. You should include any awards, scholarships, or recognitions that reflect your academic excellence or leadership in that field.
- *Showcase your green projects and achievements.* One of the best ways to impress potential employers in the green industry is to show them what you have done or contributed to in terms of green initiatives, innovations, and solutions. You can also quantify your achievements by using numbers, percentages, or metrics to show the impact or value of your work.
- *Emphasise your green skills and keywords.* Your CV should also highlight the skills and keywords that are relevant and desirable for the green industry. These may include technical skills, such as knowledge of green technologies, software, or standards, as well as soft skills, such as communication, teamwork, or problem-solving. You can use the job description, the company website, or industry publications to identify the most important skills and keywords for your target role. You can then incorporate them into your CV summary, bullet points, or skills section.
- *Demonstrate your passion and commitment.* Another way to stand out from the crowd in the green industry is to show your passion and commitment for the environment and sustainability. You can do this by mentioning your volunteer work, memberships, affiliations, or publications related to green causes or organisations. You can also showcase your personal interests, hobbies, or values that align with the green industry. For

example, you can mention that you are an avid cyclist, a vegan, or a supporter of a local environmental group.

- *Customise your CV for each application.* Finally, you should always customise your CV for each application you submit in the green industry. This means that you should tailor your CV to match the specific requirements, expectations, and culture of the employer and the role. You should research the company and the position, and use their language, tone, and style to write your CV. You should also highlight your most relevant and impressive qualifications, projects, skills, and achievements for each job. This will help you catch the attention of the hiring manager and show that you are a perfect fit for the green job.

After listing your green skills on your CV, it is equally important to know how to communicate them effectively during a job interview.

When [answering questions](#) about your background, education, and skills, highlight the aspects that are relevant to sustainability. For example, you can mention any courses (including this one), projects, or volunteer work that involve environmental aspects. You can also share any examples of how you applied sustainability principles, such as reducing environmental impact, optimising resources, or enhancing efficiency, in your previous or current roles.

- *Show that you are adaptable:* While many companies aspire to be branded as green, they often need to learn what that requires and how to balance various aspects of the business in a sustainable way without being accused of greenwashing. They will call for candidates with a [great degree of adaptability](#) who can adjust to the needs of a rapidly changing working environment.
- *Be passionate:* All green job skills combined may not be sufficient if you do not have a passion for what you want to do. Real interest in and care for environmental issues, curiosity, and problem-solving skills will come in handy when you need to engage with communities and persuade them to consider your argument valid.

A short general overview of how to [prepare for a job interview](#).

Activity: Create a personal green learning plan for the next six months, incorporating a mix of courses, webinars, and workshops, to develop new skills thanks to resources available online.

QUIZ**1. Which of the following statements is correct?**

- a) Education and training on topics such as climate change, green jobs, and sustainability jobs are better suited for young people because adults may struggle to connect with these new global issues.
- b) Acquiring green skills and entering green jobs can be challenging, as they always require a university degree.
- c) By developing a career development plan, you can structure and outline your goals related to a green career. This plan will help you identify the specific steps or actions you need to take to achieve success in your chosen field. Essentially, it is a proactive approach to shaping and achieving your career objectives in the context of green initiatives or industries.

2. A job offer should always involve forwarding or receiving money.

- True
- False

3. Add at least three steps for green upskilling to the following list:

- a) Make a routine and stick to it.
- b) Prioritise continuous learning.
- c) Embrace microlearning.
- d) Track your progress.
- e) ...
- f) ...
- g) ...

4. Digital certificates serve as an online certification validating an individual's skills, knowledge, or achievements in a particular area. They act as digital representations of accomplishments, learning outcomes, or competences that can be easily shared and verified over the internet.

- True
- False

5. What is the most effective approach to articulating green skills on a CV or during a job interview?

- a) Highlighting relevant qualifications, including training and certifications.
- b) Focusing solely on technical expertise related to green technologies.
- c) Avoiding personal interests and values when tailoring your CV or interview.

Lesson 2: Using digital tools to boost your sustainable career

Objective: To use online tools and resources to set a strategy for your green job search. By completing the lesson content, you will gain knowledge, practical tips, and skills on how to efficiently use the digital environment to prepare yourself for future sustainability jobs.

3.2.1 Visualising the desired workplace

a) **Different ways of imagining your future sustainable job: writing on paper, creating electronically (e.g. Canva), or making a collage**

Do you want to work in an office setting, or would you prefer a more hands-on job? Both work environments have their pros and cons, so weighing your options before deciding is important.

An office job might be a good fit if you enjoy working with others and thrive in a collaborative setting. Office jobs typically offer a regular schedule and consistent hours, which can appeal to some people. On the other hand, a hands-on job might be a better fit if you prefer working independently and enjoy having more control over your schedule. With a hands-on job, you can often set your hours and decide how much work you want.

This can appeal to people who do not want to be tied to a traditional 9-to-5 schedule. Ultimately, the best way to answer this question is to think about what would make you happy in a job. To assist you in this process, the first step is to envision your future job in sustainability. The second step is to bring that vision to life. After mentally visualising your desired workplace, try putting it down on paper so that you can revisit it frequently. This practice will help fortify your determination. You can also translate your imagination into electronic formats using platforms like Canva or PowerPoint, or opt for more traditional methods such as creating a collage. Affixing your collage to a wall and having the opportunity to view it consistently will further strengthen and solidify your concept of your ideal work environment.

b) Where and how to search for green job opportunities

Source: [Indeed](#).

- Keywords like sustainability, health and safety, climate, ecologist, and environmental are also popular phrases, and just begin to scratch the surface of specialised jobs in the green economy.
- Use LinkedIn Groups to grow your professional network, share professional knowledge, and get the attention of potential employers.

[Indeed Video](#)

3.2.2 Preparing for the job interview

Source: [The Importance of Interview Preparation & Its Benefits in 2023](#). When you take time to prepare for an interview, it shows your dedication and interest in the position and company, thereby increasing your chances of impressing the recruiters and getting hired. It shows your attention to detail and good work ethic. It also helps you align your skills and experiences with the company's requirements, as after you find the right information, you can better align your skills and accomplishments with the company's goals and vision. Talking like an insider during the interview is a great way to make a strong impression. Last but not least, preparing for an interview helps you anticipate what to expect; therefore, it boosts your confidence and reduces stress. You are more likely to be stressed and underperform if you don't prepare.

a) Steps to take before and during your job interview

Source: [Skills for Success in Your Green Job Interview](#). In order to be prepared for your interview, you need to get organised and have a clear plan. Here are some tips to follow before your interview takes place:

- Find out where and when the interview is being held.
- Contact your references
- Decide what to wear.
- Review the job description and your CV.
- Research the company.
- Prepare answers to commonly asked interview questions.

Something that can be really helpful is to practise the interview beforehand. This will help you build confidence and identify what you want to work on. You

should prepare some draft questions to practise, set the scene, pick an interviewer, and embrace the feedback that they give you.

Interviews, then, can take many forms. They can be face-to-face or in a group, or be conducted through a phone call, video, or teleconferencing tool such as Skype. These different methods require different preparations. Here are some tips differentiated on the basis of the means used for the interview.

For phone interviews, the advice is to prepare as if the interview were in person. You should have a copy of your application on hand, and make sure that you are in a quiet area. In order to have a successful interview, you should answer the phone yourself, have a glass of water handy, speak clearly, watch your voice tone, and take notes during the call. It is also very important to listen to the interviewer!

To prepare for video interviews, it is recommended to dress as if it were an in-person interview. You should prepare your computer, raise it to eye level, and test your connection and technology before the interview starts. Practise answering some questions beforehand while looking at the camera and not at the screen.

Face-to-face interviews usually occur after a successful screening interview. Multiple interviewers can be present at the same time, and it is usually crucial to understand the next steps in the hiring process. You should be highly prepared, with your CV on hand, and on time, as first impressions count!

Group interviews, instead, usually have the purpose of testing candidates in social situations when put under pressure. You should try to answer all the questions while ensuring that you are highlighting your skills. It is important to prepare questions to ask and include everyone in the interview despite them being your competitors, because this demonstrates that you possess great leadership skills.

Some mistakes that are commonly made by interviewees that you should avoid as much as possible include:

- Dressing inappropriately
- Arriving late
- Using your phone during the interview
- Not doing your research
- Not being truthful on your CV
- Talking too much
- Badmouthing past employers

b) Make sure your internet connection and computer work (for online interviews)

A short [video tutorial](#) on how to check your connection.

Source: [LinkedIn](#). Moreover, if you want to avoid crashes, slowdowns, errors, or failures, you need to check the health of your hardware regularly. Here are some tips to ensure that your device runs properly:

- *Check your BIOS.* The BIOS (Basic Input/Output System) is the firmware that controls your hardware settings and boot process. It also provides useful information and diagnostics for your hardware, such as CPU temperature, fan speed, voltage, memory, and hard drive status. To access your BIOS, you need to restart your computer and press a specific key (usually F2, F10, F12, or delete) before the operating system loads. Once in the BIOS, you can navigate through the menu and look for any warnings, errors, or abnormal readings. You can also adjust some settings, such as fan speed or voltage, to optimise your hardware performance or stability. However, be careful not to change anything you are not sure about, as it may cause more problems or damage your hardware.
- *Clean and inspect your hardware.* Sometimes, the simplest way to check your hardware's health is to open your computer case and take a look inside. Dust, dirt, and debris can accumulate over time and affect your hardware's performance, cooling, and lifespan. You can use a soft brush, a can of compressed air, or a vacuum cleaner to gently remove any dust from your hardware components, especially the fan, heatsinks, and vents. You can also inspect your hardware for any signs of physical damage, such as cracks, burns, leaks, or loose connections. If you find any, you may need to replace or protect them. You should also make sure that your hardware is properly installed, secured, and connected, and that there are no loose or tangled wires that could interfere with the airflow or cause a short circuit.
- *Update your drivers and firmware.* Your drivers and firmware are the software that communicate with your hardware and enable it to function properly. They can also affect your hardware performance, compatibility, and security. Therefore, you should keep them updated with the latest versions available from your hardware manufacturers or vendors. You can check for driver updates using Drive Manager, Windows Update, or the

software that came with your hardware. You can check for firmware updates using the BIOS or the software that came with your hardware. Updating your drivers and firmware can fix any bugs, improve your hardware functionality and stability, and enhance your system security.

3.2.3 The importance of social media

As a job seeker, your digital image matters, and using multiple online platforms enhances your chances of being noticed.

A digital image can be understood directly, literally representing an applicant's digital photo, or it can be understood much wider, as a digital 'footprint' referring to posts, likes, records, and photos uploaded, created, and shared across all social media and internet environments. It allows the potential employer to get an impression of the candidate before they come in person and to form their own opinion about them.

So, let's start with the photo, which also plays an important role in your job CV.

CV Photo Guidelines

You may have skillfully crafted your CV and accounted for your education and possible [work gaps](#), but one thing remains: your CV photo.

It is not always necessary to provide a photo, but as you peruse various job advertisements, you may find that some companies insist on seeing your face before actually meeting you. If you need to include a photo in your CV, follow these golden rules:

- Your photo should show your head and shoulders.
- The background should be bland.
- Smile slightly, but do not grin too much.
- Go for frontal, natural lighting.
- Wear relatively professional clothes.

Your photo should be cut into an upright rectangle and placed somewhere in the corner of your CV, in line with your personal information (name, birthdate, contact info). The question of size often arises, and the best solution is somewhere between 2–3 cm. Your personal information, education and work background, and relevant experiences always take priority in a CV; the photo has to do its best to fit in.

a) As a job seeker, your digital image matters, and using multiple online platforms enhances your chances of being noticed

If you have decided to go for a new position, full-time job or contract, do not overlook your social media when [updating your CV](#) and LinkedIn profile. While what you post online was not a consideration when job hunting 20 years ago, various surveys show that most potential employers now look at your Facebook, Instagram, Reddit, TikTok, X, or other social media profiles beyond LinkedIn — with or without your knowledge. Many companies today check your social media activity to get a sense of the kind of person you are, even before they invite you for an interview. Let's look for these red flags in past posts so you can clear them out before you embark on your job search.

Inappropriate comments and photos

We all have different senses of humour and opinions on what is considered appropriate. But it is always best to err on the side of caution publicly.

Obvious posting activity that could hurt your chances of getting hired includes insulting or harassing others, making sexist comments, sharing political views, using strong profanity, or commenting negatively about someone's race, religion, nationality, or skin colour. This is common sense.

Delete photos that would be unappealing to a potential employer, such as a vacation image of you less dressed and very tipsy. Also, be aware of any photos or videos of you partaking in illegal substances, if any!

Shy away from politics: you could be severely limiting your opportunities by posting a photo of yourself wearing a button, cap, or T-shirt that suggests your political affiliation, and by all means, avoid revealing your political leanings in your profile picture.

Complaining about your job, boss

Your prospective boss, a hiring manager, or someone in human resources might look to see what you have posted about your previous employer.

Did you have anything negative to say publicly about the company or brand? Or, in a momentary lapse in judgement, did you write something snarky about your former boss that you forgot to take down? Maybe you badmouthed a coworker or openly mocked your customers. In this case, remember the adage: the customer is always right. Remove the post immediately. Employers want a team player, a professional, not someone who airs dirty laundry. This means giving

your social media activity a thorough audit, including older posts, comments, likes, and photos.

Bad spelling and plagiarism

Poor spelling and grammar are not as easy to scrub off your timeline.

Details matter. You may not realise that you are mixing up “their,” “there”, and “they’re.” If you are lucky, a potential boss will be forgiving about leaving out punctuation or having miscellaneous typos. A [2021 survey from Jobvite](#), an Indianapolis-based software provider for recruiting and hiring, found that 45 percent of recruiters consider it a turnoff to see a candidate use poor spelling and grammar.

Informal acronyms do not impress. Avoid using texting language in your social media feeds. brb, be right back; icymi, in case you missed it; and smh, shaking my head, are [fine in a text](#). But if you are posting something, especially on a [professional platform like LinkedIn](#), use more formal English.

X is particularly complicated because you have a limited number of characters to use: the character limit is 280 characters, unless you pay to upgrade to premium, which allows for 25,000 characters per post. But if you have a longer statement to make, you can write what you want to say in a Word or other text document, [take a screenshot](#), and attach it to your X timeline.

Remember that posting something someone else wrote on social media is acceptable only if you give credit. Passing off something as yours means you may be called out on it, and it could hurt your career. Cite the author, link to the article you are quoting, and attribute the photographer’s work you’re posting.

Oversharing

We all have friends who post everything on social media: their favourite latte foam art, a fun goat yoga class, or every favourite brand recipe ever published. What does this have to do with a new job? Some things should not be shared on social media, such as the amount of your bonus or information about a new marketing campaign that has not yet been launched. You do not want a potential employer to think you have a habit of posting private company business for others to see.

Start with “a clean house”

If you are certain your social media posts are OK, go through them anyway to see if anything stands out. Try to look at your posts from the perspective of a recruiter or potential employer.

Facebook offers easy ways to [delete posts](#) with a feature called Manage Activity. It simplifies the deletion of posted content, both in bulk and individually, all in one place. And it allows you to archive posts as opposed to deleting them. The deletion process varies on each social platform, so be sure to review previous activity on Instagram, LinkedIn, X, and other channels you frequent.

Police your followers

A more aggressive approach is to tighten your social network reach to limit what your potential employer sees. Every social platform will let you shrink your circle of friends or [followers](#), but do not let that keep you from the “cleaning house” concept. Someone can still take a screenshot or show your potential employer something you have written. When in doubt, ask a partner or a friend if something is suitable to keep on social media.

b) Proper motivation and a cover letter pointing out your sustainability goals and expectations

Your cover letter is a key aspect of your marketing materials. Many companies will require a cover letter and will give it significant weight in their decision-making process. The goal of your cover letter is to help tell your story in a compelling way that makes the company want to select you for an interview. So, how do you write a successful green skills-reflecting cover letter?

Be clear about your motivations

Start by considering the overlap between what the world needs and your values and interests. Looking at resources such as the United Nations Sustainable Development Goals (SDGs) might offer some inspiration. It is important to reflect on what 'ESG' [Environmental, Social and Governance] actually means to you. Be clear on your motivations, your purpose, and your why.

It is key to be clear about where your strengths lie. The [Inner Development Goals framework](#) provides insights on the soft skills needed to help meet the SDGs by 2050.

Preparing to write your cover letter

Successful cover letters are targeted at the firm and position. To create a tailored cover letter, you will need to:

- Carefully read the job description. What skills and experiences is the company looking for?
- Research the company to understand recent trends and developments.
- Speak to people already working in the company to learn more about the industry, company, or role.

Creating a successful cover letter

Websites where individuals can find the most common and popular cover letter models:

- [Europass](#)
- [MyperfectCV](#)
- [MIT](#)

Most candidates find that they need to focus on three areas to create a successful cover letter:

- Tailor the cover letter to emphasise the skills and competences highlighted in the job description.
- Demonstrate how you can contribute to the company, not what the company can do for you.
- Tell a compelling story (i.e. do not just reiterate your CV). Included [here](#) are examples of job descriptions and successful cover letters. Note the range of styles; there is no one perfect cover letter template. The right cover letter for you is one that, combined with your CV, makes the best case for what you can contribute to the company.

Activity: Peer tutoring among participants on the online identity. The aim is to express and receive recommendations and tips to improve your own green online profile.

QUIZ

1. Which of the following statements about workplace visualisation are correct?

- a) When you imagine your future work, it is not important to consider whether it's in an office setting or a hands-on job.
- b) Using electronic platforms like Canva or PowerPoint, or opting for more traditional methods such as creating a collage to structure your desired workplace, will help fortify your determination.

2. The time invested in preparing for a job interview reflects dedication and interest in the position and company, thereby increasing the likelihood of impressing recruiters and securing the job. Choose from the various suggestions below which ones help enhance your preparation for a job interview.

- a) Decide what you will wear.
- b) Review the job description and your CV.
- c) Research the company and study its main features.
- d) Do not prepare specific answers; you never know what questions you might face.

3. Choose which of the following statements is desirable during a job interview:

- a) Be early.
- b) Give a firm handshake.
- c) Eye contact with the interviewer is not relevant; what really matters is the length of the answers you provide.
- d) Use your phone to search for the most suitable answers.

4. Is it advisable to share confidential information about a new job, such as details about your bonus or a marketing campaign not yet launched, on your social media profiles during a job search?

- True
- False

5. When preparing to write a cover letter, what are the key steps to creating a successful and targeted cover letter according to the provided text? Select all that apply.

- a) Carefully read the job description and research recent trends and developments in the company.
- b) Include general information about the industry and role, focusing less on specific skills and experiences.
- c) Rely solely on your CV, emphasising your achievements without tailoring the content to the job description.
- d) Use a one-size-fits-all template without considering the unique requirements of the company and position.
- e) Focus on what the company can do for you rather than demonstrating how you can contribute to the company.

Lesson 3: Sustainable job searches beyond borders

Objective: To gain valuable information about the growing international green job market and equip yourself with digital tools to effectively explore these opportunities.

3.3.1 Exploring the global green job landscape

Definition of "green jobs":

"Green jobs" refer to the many new, high-paying careers that are emerging in the energy sector, thanks to increasing investments in sustainable technologies.

These include everything from energy efficiency experts to software developers who can help companies make their operations more environmentally friendly.

LinkedIn's [Global Green Skills](#) report shows that the number of people with green-related skills has increased significantly over the past five years. The study ranks countries and regions based on their ability to attract and retain skilled workers who are equipped with the right knowledge and skills for sustainable development.

Learn more about the importance of green jobs [here](#).

Green jobs ('green-collar jobs', 'sustainability jobs', 'eco jobs', or 'environmental jobs') are, according to the United Nations Environment Programme, "work in agricultural, manufacturing, research and development (R&D), administrative,

and service activities that contribute(s) substantially to preserving or restoring environmental quality. Specifically, but not exclusively, this includes jobs that help to protect ecosystems and biodiversity, reduce energy, material, and water consumption through high-efficiency strategies, decarbonise the economy, and minimise or altogether avoid the generation of all forms of waste and pollution." The environmental sector has the dual benefit of mitigating environmental challenges as well as helping economic growth.

Green jobs, according to the U.S. Bureau of Labour Statistics, are classified as "jobs in business that produce goods or services that benefit the environment or conserve natural resources" or "jobs in which workers' duties involve making their establishment's production processes more environmentally friendly or using fewer natural resources". The Bureau of Labour Statistics categorises green jobs into the following: water conservation, sustainable forestry, biofuels, geothermal energy, environmental remediation, sustainability, energy auditors, recycling, electric vehicles, solar power, and wind energy.

These definitions include jobs that seek to use or develop renewable forms of energy (i.e., wind, hydropower, geothermal, landfill gas, and municipal solid waste) as well as increase their efficiency. Under the green jobs domain, education, training, and public awareness are also included. These jobs seek to enforce regulations, support education, and increase public influence for the benefit of the environment.

Green career

There are two ways to think of green jobs. Traditionally defined, green jobs are those where fighting climate change is core to the role. This includes obvious green jobs such as a wind turbine technician, solar consultant, and sustainability manager, all among the fastest growing positions.

But there is a second way to define green careers, and it is simply as a greener version of every existing job. Green skills are growing among positions that do not immediately strike us as green jobs but end up being critical to fighting climate change.

Let's focus on professions that require lower qualifications but still contribute to green initiatives and sustainability efforts:

- *Solar Panel Installer:* Solar panel installers play a vital role in the renewable energy sector by installing and maintaining solar photovoltaic (PV) systems on residential and commercial buildings. They typically receive on-the-job training and may obtain certification through vocational programmes or apprenticeships. Solar panel installers help expand access to clean energy and reduce reliance on fossil fuels, contributing to environmental sustainability.
- *Energy Auditor:* Energy auditors assess the energy efficiency of buildings and identify opportunities for energy savings. They conduct inspections, analyse energy consumption data, and recommend measures to improve energy efficiency, such as installing insulation, upgrading HVAC ('heating, ventilation and air conditioning') systems, or using energy-efficient lighting. Energy auditors typically have a background in construction or building maintenance and may receive certification through training programmes or professional organisations.
- *Recycling Coordinator:* Recycling coordinators oversee recycling programmes in municipalities, businesses, or educational institutions, coordinating the collection, sorting, and processing of recyclable materials. They educate the public about recycling practices, promote waste reduction initiatives, and work with waste management companies to ensure proper disposal of recyclables. Recycling coordinators may have a school leaving certificate or equivalent and gain experience through on-the-job training.
- *Greenhouse Technician:* Greenhouse technicians assist with the cultivation of plants in greenhouse environments, performing tasks such as planting, watering, fertilising, and pest control. They may also monitor environmental conditions, adjust climate control systems, and maintain greenhouse equipment. Greenhouse technicians typically receive training on the job and may obtain certification in horticulture or greenhouse management through vocational programmes or community colleges.
- *Environmental Technician:* Environmental technicians support environmental scientists and engineers in conducting fieldwork, collecting samples, and monitoring environmental conditions. They may assist with environmental assessments, remediation projects, and regulatory compliance activities. Environmental technicians typically have a school leaving certificate or equivalent and receive on-the-job training or associate's degrees in environmental science or related fields.

- *Green Construction Worker:* Green construction workers participate in sustainable building projects, implementing energy-efficient construction practices, and using environmentally friendly materials. They may assist with tasks such as insulation installation, weatherization, and green roof installation. Green construction workers typically have experience in the construction industry and may receive training in green building techniques through apprenticeships or vocational programmes.
- *Community Garden Coordinator:* Community garden coordinators manage community garden projects, facilitating access to fresh produce, promoting urban agriculture, and fostering community engagement. They coordinate garden activities, recruit volunteers, and organise educational workshops on gardening and sustainable food production. Community garden coordinators may have experience in gardening or community development and receive training in horticulture or community organising.

These lower-qualification professions offer valuable opportunities for individuals to contribute to green initiatives and sustainability efforts in their communities. While they may not require advanced degrees, these roles play a crucial role in promoting environmental stewardship and building more sustainable communities.

a) Introduction to the international demand for green jobs

Different companies are of different sizes and do different kinds of work. They all have their own ways of being environmentally friendly, so there is no one perfect way for everyone.

Making the economy less polluting and better use of resources will require large changes in how things are made and used. For example, rules about climate change and pollution make us change how we source our energy. Also, policies concerning resource use should try to make production less wasteful. These changes affect how many jobs there are and what kind of jobs they are.

In 2024, we will still face big problems. Prices for food, services and petrol may rise quickly, and there may not be enough people to fill certain job positions because the skills required to meet changing environmental and digital needs are not being acquired quickly enough.

The green transition is projected to lead to employment growth in several sectors and occupations, where new vacancies may be difficult to fill. It is estimated that the green transition could lead to the creation of between 1 and 2.5 million additional jobs by 2030.

This includes jobs in some sectors and occupations already experiencing persistent labour shortages (e.g., transportation, the storage sector, drivers, building and related trades, electrical and electronic trades), as well as those likely to face labour shortages in the future (e.g., net-zero technologies, water supply, sewerage, waste management and remediation activities, and certain science and engineering professions).

Sources:

- [Employment and social developments in Europe 2023](#)
- [Employment Implications of Green Growth: Linking jobs, growth, and green policies](#)

Doing things differently: jobs and skills supporting sustainability

Under the assumption that a large part of the EU economy will become circular, employment trends will reflect the concentration of jobs in start-ups related to circular economy practices, R&D and innovation, and repair and recycling activities. Industrial symbiosis (IS) and other new circular economy business models and activities, such as start-ups, can help mainstream circular practices.

Progress towards a circular economy might also lead to employment losses or skill obsolescence in some sectors, specifically for:

- Jobs relying on single-purpose skills: low-skilled jobs in waste disposal operations (landfilling, incineration, and mixed waste sorting), jobs in extraction industries (oil and gas, coal), and middle-skilled jobs in marketing (such as direct sales and telemarketing) and retail.
- Jobs in energy-intensive and polluting manufacturing sub-sectors with linear production processes (such as plastics, steel, and cement production), including traditional industries that source raw materials from countries outside the EU (such as metal manufacturing).
- Low- and high-skilled jobs in industrial production of new products (rather than reusing, repairing, and recycling existing ones) such as household goods, textiles, plastics, and toys.

- Jobs in supply chains (logistics, transportation) facilitating the import of materials from outside the EU.

Despite these trends, increasing uptake of circular economy principles will not necessarily result in significant net job losses. Change will often lead to the adaptation of job profiles to accommodate circular economy processes.

Regarding occupations, the green transition can lead to a number of completely new occupations (e.g., solar panel installers), but will mostly change the tasks required in existing occupations (e.g., technician occupations in automotive production as we shift to electric vehicles).

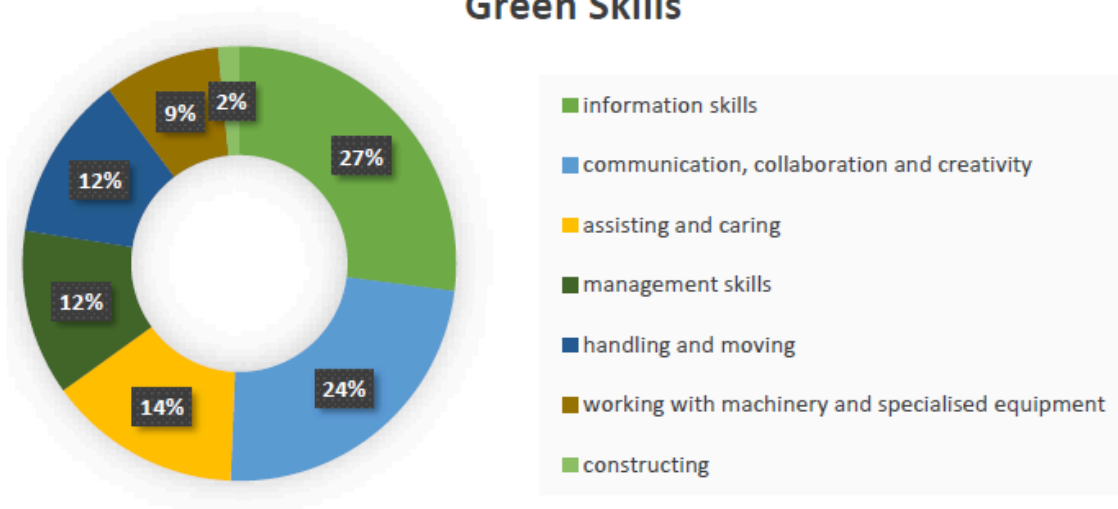
The first of these are the transversal skills that can be applied across all occupations, e.g. in energy saving, recycling, and developing greener mindsets and behaviours.

Implementing the European Green Deal is projected to lead to an additional 1.5% employment increase for plant and machine operators and assemblers by 2030 (around 250,000 extra jobs) and about 330,000 additional elementary jobs. These are likely to cover additional employment needs in new recycling factories, the construction of electric vehicle charging stations, and waste management facilities. Sources:

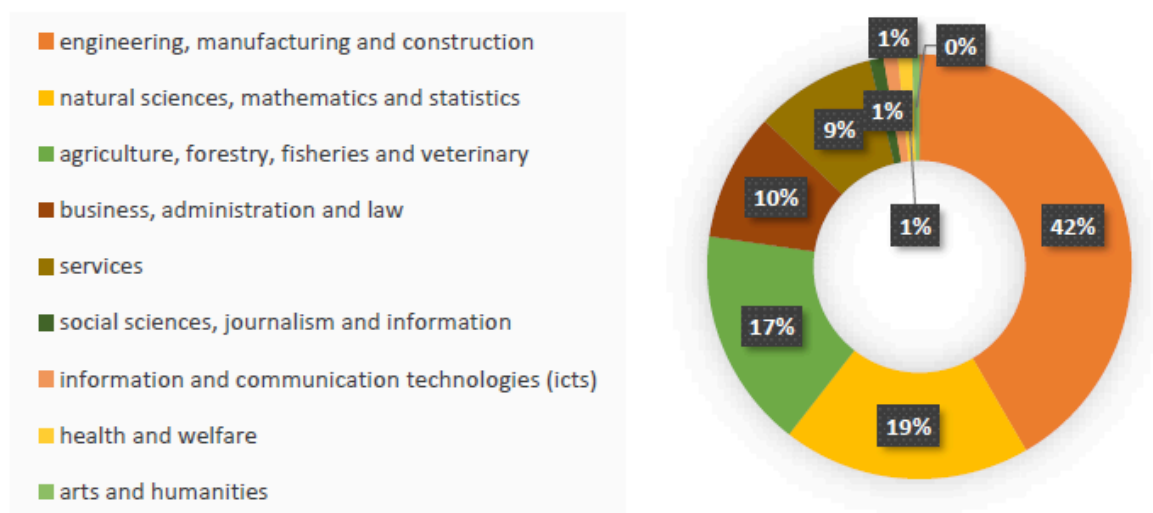
- [From linear thinking to green growth mindsets](#)
- [The green employment and skills transformation](#)
- [Vocational Education and Training and the Green Transition: A Compendium of inspiring practices](#)

b) Fields and sectors experiencing growth: renewable energy, sustainable agriculture, green construction, etc.

Green Skills



Green Knowledge Concepts



Source: [Green Skills and Knowledge Concepts: Labelling the ESCO classification](#)

3.3.2 Digital tools as methods of discovering green job opportunities

Digital tools have revolutionised the job search process, offering efficient methods for discovering green job opportunities. Online platforms dedicated to sustainability and environmental conservation provide tailored job listings, connecting job seekers with employers who prioritise eco-friendly practices. Additionally, professional networking sites and job search engines allow individuals to filter their search based on specific keywords related to sustainability, renewable energy, conservation, and green technology. Moreover, digital resources such as webinars, online courses, and virtual conferences offer valuable insights and training in emerging green sectors, empowering

individuals to enhance their skills and qualifications for environmentally focused careers. By leveraging digital tools, job seekers can explore a diverse range of green job opportunities, contributing to the transition towards a more sustainable economy.

a) Connect internationally through digital platforms (e.g., LinkedIn, Glassdoor) or employment services (e.g., EURES)

Digital platforms and employment services play a crucial role in connecting job seekers with employment opportunities worldwide.

Online platforms, job portals, and specialised websites dedicated to environmental careers provide a convenient and efficient way for job seekers to identify positions that align with their passion for sustainability.

Additionally, social media platforms and networking sites foster connections with like-minded professionals, facilitating the exchange of ideas and information about emerging green job trends. Through the use of digital tools, individuals can stay informed about the latest developments in environmentally friendly industries, making it easier for them to navigate and pursue rewarding careers that contribute to a more sustainable and eco-friendly future.

LinkedIn, for instance, is a professional networking site where users can create profiles showcasing their skills, experience, and interests. It allows individuals to connect with potential employers, recruiters, and industry professionals, making it a valuable tool for job hunting and career advancement.

Glassdoor provides job listings, company reviews, and salary information, offering transparency to job seekers about potential employers. Users can gain insights into company culture, interview processes, and compensation, helping them make informed decisions about their career paths.

EURES (European Employment Services) is a network of public employment services across the European Union, facilitating job mobility within the EU by providing information, job matching, and recruitment assistance to both job seekers and employers. These digital platforms and services offer convenience, accessibility, and a wealth of resources to support individuals in their job search and career development endeavours.

Source: [Green Skills and Knowledge Concepts: Labelling the ESCO classification](#)

Job search websites apart from LinkedIn, Glassdoor, and Indeed

LinkedIn is not a mere job search site; it is a professional networking site. In addition to Glassdoor and Indeed and the jobs posted on LinkedIn, there are also Dice (IT professionals), CareerBuilder, Monster, and ZipRecruiter.

There are several job search websites, apart from LinkedIn, Glassdoor, and Indeed, that cater to different industries, regions, and job types. Here are a few examples:

- CareerBuilder: CareerBuilder is a global job search platform that offers a wide range of job listings across various industries. It provides tools for CV building, job alerts, and career advice.
- Monster: Monster is another popular job search website with a vast database of job listings worldwide. It offers CV postings, job alerts, and resources for career development.
- SimplyHired: SimplyHired aggregates job listings from various sources, including job boards, company websites, and newspapers. It allows users to filter jobs by location, salary, and job type.
- ZipRecruiter: ZipRecruiter uses AI-driven matching technology to connect job seekers with relevant job opportunities. It offers job alerts, CV postings, and resources for job seekers.
- CareerJet: CareerJet is a job search engine that indexes job listings from multiple sources, including job boards and company websites, making it easier for users to find jobs in their desired location and industry.
- Idealist: Idealist focuses on non-profit and social impact jobs, internships, and volunteer opportunities. It connects individuals passionate about making a difference with organisations working in areas such as education, the environment, and social justice.
- Dice: Dice specialises in technology and IT jobs, providing listings for software developers, engineers, and other tech professionals. It offers job alerts, career advice, and resources for tech job seekers.

These websites offer diverse job listings and resources to support job seekers in achieving their career goals.

b) Learn a new language through online language courses or self-learning apps (e.g., Duolingo, Babbel)

Learning a new language has never been more accessible, thanks to online language courses and self-learning apps like Duolingo and Babbel. These platforms offer a flexible and interactive approach to language acquisition,

allowing learners to tailor their study schedules to fit their lifestyles. Through gamified lessons, quizzes, and interactive exercises, users can immerse themselves in the target language, enhancing their vocabulary, grammar, and pronunciation skills. These apps often incorporate real-life scenarios, making the learning experience practical and engaging.

Additionally, learners receive instant feedback, allowing them to track their progress and focus on areas that need improvement. The convenience of carrying language lessons in the palm of one's hand makes consistent practice achievable, fostering a habit of daily learning. The social aspects of some platforms also provide opportunities for users to connect with language communities, exchange insights, and engage in conversations with native speakers.



Duolingo

Best Free Language App



c) Support with bureaucracy and logistics

Several apps can assist with bureaucracy and logistics by streamlining processes, managing documents, and organising tasks. Here are some examples:

- Trello: Trello is a project management app that uses boards, lists, and cards to help users organise tasks and collaborate with team members. It

can be customised to track workflows, deadlines, and documents related to bureaucratic processes.

- Asana: Asana is another project management tool that allows users to create tasks, set deadlines, and assign responsibilities. It can be useful for managing bureaucratic tasks, such as processing paperwork or coordinating approvals.
- Evernote: Evernote is a note-taking app that enables users to capture, organise, and share information across devices. It can be used to store documents, meeting notes, and important details related to bureaucratic processes.
- DocuSign: DocuSign is an electronic signature app that allows users to sign and send documents securely. It can streamline bureaucratic processes by eliminating the need for paper-based signatures and enabling digital document workflows.
- Scanner Pro: Scanner Pro is a mobile scanning app that allows users to digitise documents using their smartphone camera. It can be useful for capturing receipts, contracts, and other paperwork related to bureaucratic tasks.
- Expensify: Expensify is an expense management app that simplifies the process of tracking and reporting business expenses. It can be used to manage bureaucratic tasks such as expense reimbursement and budget tracking.

These apps can help individuals and organisations navigate bureaucratic and logistical challenges more efficiently and effectively.

3.3.3 Cultural intelligence in the green job market

a) Understanding the cultural nuances of different countries and their sustainability priorities

Cultural intelligence

Integrating the social and natural sciences to effectively tackle the intertwined challenges represented by the Sustainable Development Goals (SDGs) has been advocated for years. However, the practice is challenging, especially with respect to the beliefs, morals, and practices of individuals and groups, or, more succinctly put, culture, which, despite attracting growing awareness, remains understated in terms of sustainability.

Research findings imply a need to consider more cultural contexts and nuances in sustainability science communications and policy design, and to develop new cross-disciplinary solutions to sustainability challenges.

Countries are not governed by monolithic values, and there is always a variety of contending values espoused by different segments of the population.

The emergence of archetypes when clustering a population allows for more detailed analysis of cultural features, and so we can trace sustainable performance to cultural drivers. Furthermore, bridging archetypes and sustainable performance might provide a more accurate tool to predict behaviours with regard to the SDGs and develop sustainable policies tailored to various values. First, it converts what is intuitively obvious and has been argued by UNESCO and many others regarding the role of culture within the SDGs into concrete and varied evidence. Given the inadequacy of cultural discourses in sustainability policymaking, we provide a new vision to incorporate more consideration of culture into sustainable modelling and develop culturally sensitive solutions to sustainability challenges.

Some examples from European Union Member States:

- Poland is developing 120 Sectoral Skills Centres (SSCs), which will cover industries related to the green transition, such as various types of renewable energy, environmental protection, environmental engineering, and waste management. The centres will provide space for innovative and lasting cooperation between business and vocational education at all levels and will contribute to ensuring the provision of qualified personnel responding to the needs of the modern economy in all sectors of industry. SSCs tasks will include innovation, development, education, and training activities, under which the transfer of knowledge and new technologies to education will be increased and ecological and digital transformation will be promoted. The practical training of young people, upskilling and reskilling adults, sectoral training for VET teachers, and the preparation of persons with disabilities so that they can enter employment in a given industry will include a mandatory component related to digitization and green transformation to develop learners' green skills and digital skills.
- In Spain, the Basque Centre for Research and Applied Innovation in VET (TKNIKA) runs innovation projects in the areas of technology and management and links these directly to the design of courses for VET teachers, trainers, and students in a virtuous circle of development. TKNIKA has partnered with the Basque Energy Cluster (Cluster Energía),

which is linked to the European cluster collaboration platform. Through its Smart Microgrids project TKNIKA has trained teachers and students in microgrid operations and maintenance and has created teaching materials to transfer this knowledge to VET centres. Since 2018, TKNIKA has been implementing its aquaponic project, which develops innovations in the field of aquaponic crops, across the entire VET system of the Basque Country and its partners. It has worked on developing new aquaponic production models and sought to transfer knowledge to VET teachers, for example through an introductory course on aquaponics of its own design.

Source: [Consideration of culture is vital if we are to achieve the Sustainable Development Goals.](https://www.sciencedirect.com/science/article/pii/S2590332221000580)

- <https://www.sciencedirect.com/science/article/pii/S2590332221000580>

a) Tips for effective communication and demonstrating adaptability in diverse environments

The importance of adaptability has increased for employers, but adjusting to change is not a skill that comes naturally to everyone. However, in today's fast-paced environment, workplaces and roles are constantly evolving, requiring you to develop soft skills such as critical thinking, communication skills, leadership abilities, and problem-solving skills that can make you a better team member and set you up for future success in any work environment.

What is adaptability to change?

Adaptability to change is a soft skill that refers to the ability to quickly and successfully embrace change and adapt effectively in response. It is about accepting change, not just in the workplace but in every facet of your life.

Importantly, the ability to adapt well to change is important for your long-term career success, as it is a skill set that employers look for as a core capability in their workforce.

Adaptability is a critical skill that will aid your career success in today's workplace environment. Thoroughly developing adaptability and understanding how to demonstrate it at work ensures you can pivot your strategies and remain successful – an important characteristic of valued employees – in the face of new challenges throughout your professional life. Whether the change you encounter is systematic, organisational, or industry-wide, being flexible, positive, and willing

to determine the best solutions, regardless of the circumstances, will remain vital to career success in the years ahead.

Source: [Adapting to change: How to better handle change at work.](#)

Challenge: Learners are encouraged to create and share a report with other participants about their personal experiences using digital tools that have helped advance their sustainable careers, or to explore the possibility of job searches abroad while emphasising the sustainable methodologies they have applied.

QUIZ

1. What is a key distinguishing feature of green skills?

- a) Awareness of climate change education is important for sustainable economies.
- b) Expertise in installing solar panels and wind turbines.
- c) Knowledge is limited to environmental awareness.
- d) Understanding how technology can enhance our lives while protecting the planet.

2. How are green jobs traditionally defined, and what characterises the global way of defining green careers?

- a) Traditional green jobs focus on environmental roles such as wind turbine technicians, solar consultants, and sustainability managers, while the global definition considers any existing job with a greener perspective.
- b) Traditional green jobs are limited to obvious roles such as wind turbine technicians and solar consultants, while the second definition broadens the scope to include every existing job with a green version.
- c) Traditional green jobs encompass roles specifically dedicated to fighting climate change, such as meteorologists and agricultural specialists while the second definition views every existing job with green skills as critical to climate change efforts.
- d) Traditional green jobs refer to all existing job positions that focus on sustainability, including meteorologists and agricultural specialists, while the second definition emphasises roles such as wind turbine technicians and solar consultants.

3. Which of the following sectors is likely to face employment losses or skill obsolescence as progress towards a circular economy advances?

- a) Low-skilled jobs in waste disposal operations (landfilling, incineration, and mixed waste sorting).
- b) Jobs in energy-intensive and polluting manufacturing sub-sectors with linear production processes (such as plastics, steel, and cement production).
- c) Low- and high-skilled jobs in the industrial production of new products (rather than reusing, repairing, and recycling existing ones).
- d) Jobs in supply chains (logistics, transportation) facilitate the import of materials from outside the EU.

4. What role do digital tools play in empowering individuals seeking green job opportunities?

- a) Minimising power usage and conserving natural resources.
- b) Enhancing corporate social responsibility skills.
- c) Leveraging the internet to access information about eco-friendly industries.
- d) Reducing disruptions to the electricity grid during emergencies.
- e) Fostering connections with professionals through sustainable practices.

5. The integration of culture into sustainability science communications and policy design is currently well-emphasised and adequately addressed.

- True
- False

QUIZ SOLUTIONS

Module 1 Lesson 1

1. **False.** Reason: Although improving skills to a higher level is a positive ambition.
2. a) Incorrect. Reason: 'Sustainability' may seem like a challenge, but it can be achieved with some simple steps.
b) Correct.
c) Incorrect. Reason: All areas of GreenComp are valuable and interconnected, although you may personally prioritise some competences or find them easier to accomplish.
3. a) Incorrect.
b) Incorrect.
c) Correct.
d) Correct.
4. a) Incorrect. Reason: Not an example of a digital tool.
b) Correct.
c) Incorrect. Reason: Not an example of a digital tool.
d) Correct.
5. a) Incorrect. Reason: While the name might be similar, this is not one of the standardised frameworks mentioned in the course.
b) Correct.
c) Correct.
d) Incorrect. Reason: While the name might be similar, this is not one of the standardised frameworks mentioned in the course.

Module 1 Lesson 2

1. **False.** Reason: There are many examples in this module of rewarding career paths with a green focus.
2. **a) Correct.**
b) Incorrect. Reason: Although these companies are a good target for advocacy.
c) Incorrect. Reason: Although these companies are a good target for advocacy and policy change.
d) Correct.

e) Correct.

f) Correct.

3.

<ul style="list-style-type: none"> • Working in a team 4.2 • Flexibility in a fast-paced environment. 3.2 • Dealing with clients' problems and concerns. 2.3 • Working with people from a wide variety of backgrounds. 1.1 	<ul style="list-style-type: none"> • 1.1 Valuing sustainability means identifying how values vary among people and over time while critically evaluating how they align with sustainability values. • 2.3 Problem framing: formulating current or potential challenges as a sustainability problem in terms of difficulty, people involved, time, and geographical scope. • 3.2 Adaptability, managing transitions and challenges, and making decisions related to the future. • 4.2 Collective action, to act for change in collaboration with others.
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4. a) **Career history.** Reason: in a chronological CV, the skills are incorporated into the career history.

b) **Skills section.** Reason: In a combination CV, the career history does not include skills.

5. a) STAR

b) STAR

c) STAR

d) STAR

Module 1 Lesson 3

1. True.

2. a) Correct.

b) Correct.

c) Correct.

3. a) Correct.

b) Incorrect. Reason: Digital skills assessment does not focus on the evaluation of physical fitness.

c) Incorrect. Reason: Digital skills assessment does not measure proficiency in ancient languages used for digital communication.

4. a) Incorrect. Reason: Although it is a correct answer, there is more than one reason to choose.
b) Incorrect. Reason: Although it is a correct answer, there is more than one reason to choose.
c) Incorrect. Reason: Although it is a correct answer, there is more than one reason to choose.
d) Correct.
5. **a) Correct.**
b) Correct.
c) Correct.
d) Incorrect. Reason: All of the above represent benefits of utilising digital tools for assessment.

Module 2 Lesson 1

1. a) Incorrect.
b) Incorrect.
c) Incorrect.
d) Correct. Reason: A digital identity is typically defined as a one-to-one relationship between a human and their digital presence. A digital presence can consist of multiple accounts, credentials, and entitlements associated with an individual.
2. a) Incorrect. Reason: Your digital footprint includes all the information you share online, and a lot of it can be seen by other people. It is not possible to delete your digital footprint entirely. Some aspects of your digital footprint, such as your social media profiles, are available to everyone. Friends and family might track you out of curiosity. Companies might track you to build a profile on you. The opinions you publicly share can influence your reputation. Your digital footprint can lead to unwanted cybercriminal activity. Either way, this is not the way your digital activities are monitored.
b) Correct.
c) Correct.
3. **True.** Reason: Passive Data includes data that is collected without direct input from the user. For example, when you visit a website, your IP address, browser type, and other technical details may be logged by the website's server.
4. **a) Correct.**

b) Incorrect. Reason: you can clean or delete 99,9% of your digital footprint, but this will not help you to build a positive digital footprint that signifies a good online reputation that will help you expand your professional profile and achieve your career goals. Digital reputation management is not about controlling, but instead about planning, cultivating and crafting a positive online presence.

c) Incorrect. Reason: you can clean or delete 99.9% of your digital footprint, but this will not help you to build a positive digital footprint that signifies a good online reputation that can help you expand your professional profile and achieve your career goals. Digital reputation management is not about controlling, but instead about planning, cultivating, and crafting a positive online presence.

5. a) Incorrect.

b) Incorrect.

c) Incorrect.

d) Incorrect.

e) Incorrect.

f) Incorrect.

g) Correct. Reason: Every account created, email sent, image posted, or location tagged creates a digital footprint, so data minimization and unsubscribing from unnecessary email subscriptions and notifications contribute to reducing the data storage and energy consumption associated with a digital footprint.

Module 2 Lesson 2

1. a) **Correct.**

b) Incorrect. Reason: Celebrating your professional success by sharing your achievements on social media is important and can help raise your profile and reputation, but it is not a key skill in your active job search.

c) Incorrect. Reason: Campaigning for green causes can help enrich your green professional profile but is not a key skill in your active job search strategy.

2. a) **Correct.** Reason: The main difference between a portfolio and a CV is that the portfolio does not simply record your knowledge and experience but also highlights the skills you have acquired through the various activities in which you are involved.

b) Incorrect.

- c) Incorrect.
3. **False.** Reason: Green jobs are jobs and businesses that produce goods or provide services that contribute to preserving or restoring the environment, be they in traditional sectors such as manufacturing and construction or emerging sectors such as renewable energy and energy efficiency.
4. **a) Correct.**
- b) Incorrect. Reason: Although it is not necessary to include every position you hold, omitting it may result in gaps. Omitting an experience because it is not directly related to a green job is not the best option, particularly if this results in gaps. The best option is instead to emphasise and highlight your green skills and experiences.
5. **a) Correct.**
- b) Incorrect. Reason: An ePortfolio is a digital space that holds evidence of educational and/or professional achievements, as well as reflective writing about your experiences.
- c) Incorrect. Reason: An ePortfolio is a digital space that holds evidence of educational and/or professional achievements, as well as reflective writing about your experiences.

Module 2 Lesson 3

1. **a) Correct.**
- b) Correct.**
- c) Correct.**
- d) Incorrect. Reason: Connecting with potential employers will help you expand your possibilities of finding a job. Seeking advice or information from community members can not only provide valuable insights but also demonstrate your eagerness to learn and connect. Each platform may have different guidelines for engagement, and respecting these norms is crucial for a positive experience.
- e) Incorrect.
2. **a) Correct.**
- b) Correct.**
- c) Incorrect.
3. **True.** Reason: Use the online platform to raise awareness about environmental issues and collaborate on projects that contribute to positive change; introducing a friendly challenge or initiative within your

virtual community are good ways to show your participation is green and sustainable.

4. a) Incorrect. Reason: Networking within digital communities is about building relationships that can lead to developing working relationships but also opportunities for mentorship, collaboration, learning, and lifelong connections.

b) Correct.

c) Incorrect. Reason: Networking within digital communities is about building relationships that can lead to developing working relationships but also opportunities for mentorship, collaboration, learning, and lifelong connections.

5. a) Incorrect. Reason: It is more about the quality of what you publish than being the first to do it.

b) Correct.

c) Incorrect. Reason: Actively participating in discussions is important to make connections and showcase your skills and professional profile, but it is also important to intervene when your point of view could bring a positive added value to the conversation and to keep an open mind and be receptive to diverse perspectives, fostering an inclusive and welcoming community that values the contributions of every member.

Module 3 Lesson 1

1. a) Incorrect. Reason: Formal and non-formal education, along with vocational training, provide learners of all ages with the knowledge, skills, values, and agency to address the interconnected global challenges linked to climate change, sustainable and green jobs, and inequality resulting from the lack of digitalization.

b) Incorrect. Reason: Not necessarily! Proficiency in digital tools is beneficial for acquiring specific skills, such as green skills. Utilising online platforms that offer sustainability courses, webinars, and workshops can help you acquire and reinforce your green competences, ultimately leading you to find a green job.

c) Correct.

2. **False.** Reason: This scenario, coupled with a job offer in which a company claims it cannot open a bank account, obtain a tax identification, or transfer money, is a sign of a fraudulent job offer. Thus, always identify reputable sources to avoid misinformation.

3. **Possible answers:** stay curious. celebrate achievements. join professional networks. leverage mentorship.
4. **True.** Reason: In the wake of the COVID-19 pandemic, digital certificates have evolved into essential tools for individuals looking to visibly demonstrate their skills in an online environment. As the traditional modes of work and education underwent significant shifts, the demand for virtual validation of competences surged. Digital certificates, serving as verifiable and accessible representations of one's skills and accomplishments, offer a contemporary solution. They not only provide a secure means of showcasing expertise but also cater to the changing landscape of remote work and digital learning, where online visibility plays a crucial role in professional and educational spheres.
5. **a) Correct.**
 - b) Incorrect. Reason: It suggests focusing solely on technical expertise related to green technologies. Simply focusing on technical expertise may overlook other important aspects, such as communication skills, teamwork, adaptability, and passion for environmental sustainability.
 - c) Incorrect. Reason: In reality, showcasing personal interests and values that align with the principles of the green industry can be highly beneficial during job interviews and on your CV. Employers in the green industry often value candidates who demonstrate a genuine passion for environmental sustainability and related issues. Highlighting personal interests, such as involvement in environmental volunteer work or participation in green initiatives, can help candidates stand out and demonstrate their commitment to the field.

Module 3 Lesson 2

1. a) Incorrect. Reason: Understanding the distinction between office and hands-on jobs is crucial for determining the most suitable career path. Office jobs, ideal for individuals who thrive in collaborative environments, offer consistent schedules and structured hours, making them appealing to those who value stability. Conversely, hands-on roles are better suited for individuals who prefer autonomy and independence, allowing them to set their own schedules and exert greater control over their workload. By recognizing these differences, individuals can make informed decisions about their career preferences and align their choices with their personal strengths and work style preferences.

- b) Correct.
2. **a) Correct.**
b) Correct.
c) Correct.
d) Incorrect. Reason: practising the interview beforehand is highly beneficial as it helps build confidence. With that in mind, you should prepare a set of draft questions to practise and envision yourself in front of the interviewer.
3. **a) Correct.**
b) Correct.
c) Incorrect. Reason: Making eye contact can help show that you are actively listening to the interviewer and understanding what they are saying. Keeping eye contact can help you build trust with the interviewer because it gives them the feeling that you intend to address their questions truthfully. Be careful not to give answers that are too long.
d) Incorrect. Reason: Using your phone during a job interview primarily indicates a lack of respect towards your interviewer. Secondly, it demonstrates your unpreparedness for the position, automatically excluding you from the list of potential hires. Therefore, turn off your phone in advance and do not turn it back on until you have completely left the property. It is the best way to ensure that you are judged based on your skills and experience in the interview process — and get a leg up on the competition.
4. **False.** Reason: The statement is not correct, and it is not advisable to share confidential information about a new job, such as details about your bonus or a marketing campaign not yet launched, on your social media profiles during a job search. Sharing sensitive information can breach confidentiality agreements, damage professional relationships, and negatively impact your current or potential employer's trust in you. It is important to exercise discretion and adhere to ethical standards when it comes to sharing job-related information on social media.
5. **a) Correct.**
b) Incorrect. Reason: A successful cover letter should focus on specific skills and experiences relevant to the job rather than including general information about the industry and role.
c) Incorrect. Reason: A successful cover letter involves careful reading of the job description and tailoring the content to match the specific

requirements of the job. Relying solely on a CV without customisation may lead to a generic cover letter that does not address the employer's needs.

d) Incorrect. Reason: This statement is incorrect because it suggests using a generic or standardised approach that may not take into account the specific needs, characteristics, and nuances of the company or the position being considered. Each company and position is unique, with its own set of requirements, culture, and expectations. Using a one-size-fits-all template may overlook important details and fail to address the specific challenges and opportunities inherent in the particular context. It's important to tailor approaches, strategies, and solutions to fit the individual circumstances and requirements of each situation for optimal effectiveness.

e) Incorrect. Reason: A successful cover letter should demonstrate how you can contribute to the company. Focusing solely on what the company can do for you may come across as self-centred and may not align with the goal of showcasing your value to the employer.

Module 3 Lesson 3

1. a) Correct.

b) Incorrect. Reason: This answer incorrectly identifies expertise in installing solar panels and wind turbines as a key distinguishing feature of green skills. While knowledge of renewable energy technologies may be part of green skills, it does not encompass the full range of capabilities associated with green skills, which include a broader understanding of sustainability principles and practices across various industries.

c) Incorrect. Reason: This answer incorrectly suggests that green skills are limited to environmental awareness. While environmental awareness is an important aspect of green skills, it does not fully capture the breadth of competences associated with sustainability. Green skills encompass a range of abilities, including technical expertise, problem-solving, and innovation, to address environmental challenges and promote sustainable development.

d) Incorrect. Reason: This answer incorrectly suggests that understanding how technology can enhance our lives while protecting the planet is a key distinguishing feature of green skills. While technological innovation is certainly important in advancing sustainability goals, green skills encompass a broader set of competences, including knowledge of

environmental issues, resource management, and sustainable practices across different sectors.

2. a) Correct.

b) Incorrect. Reason: While the second part of the answer correctly identifies the broader definition of green careers, it inaccurately limits traditional green jobs to only wind turbine technicians and solar consultants. Traditional green jobs encompass a wider range of roles dedicated to sustainability, not just those directly related to renewable energy.

c) Incorrect. Reason: This answer incorrectly suggests that traditional green jobs are limited to roles like meteorologist and agricultural specialist, which is not accurate. Traditional green jobs include various positions focused on sustainability, not just those explicitly dedicated to fighting climate change.

d) Incorrect. Reason: While the second part of the answer accurately describes the broader definition of green careers, the first part incorrectly suggests that traditional green jobs refer to all existing job titles with a focus on sustainability. Traditional green jobs typically encompass specific roles directly related to environmental conservation and renewable energy, rather than every job with a sustainability focus.

3. a) Incorrect. Reason: This answer incorrectly suggests that low-skilled jobs in waste disposal operations (landfilling, incineration, and mixed waste sorting) are likely to face employment losses or skills obsolescence as progress towards a circular economy advances. In reality, as the transition to a circular economy progresses, there will likely be an increased demand for skilled workers in waste management and recycling sectors to support recycling, reuse, and resource recovery initiatives.

b) Correct.

c) Incorrect. Reason: This answer incorrectly suggests that low- and high-skilled jobs in the industrial production of new products (rather than reusing, repairing, and recycling existing ones) are likely to face employment losses or skills obsolescence as progress towards a circular economy advances. In fact, as the circular economy model gains traction, there will likely be a shift towards more sustainable production practices, including greater emphasis on reuse, repair, and recycling, which may lead to changes in job roles and skill requirements within the manufacturing sector.

d) Incorrect. Reason: This answer incorrectly suggests that jobs in supply chains (logistics, transportation) facilitating the import of materials from outside the EU are likely to face employment losses or skills obsolescence as progress towards a circular economy advances. While there may be some changes in supply chain dynamics as the circular economy evolves, the transportation and logistics sectors are expected to continue playing a crucial role in facilitating the movement of materials and products within a circular economy framework.

4. a) Incorrect. Reason: This answer incorrectly suggests that digital tools play a role in minimising power usage and conserving natural resources. While digital tools may indirectly contribute to energy efficiency and resource conservation in some contexts, their primary role in empowering individuals seeking green job opportunities lies in facilitating access to information, job listings, networking opportunities, and training resources related to eco-friendly industries.

b) Incorrect. Reason: This answer incorrectly suggests that digital tools enhance corporate social responsibility skills. While digital tools may support corporate social responsibility initiatives by providing platforms for communication, collaboration, and reporting, their primary role in empowering individuals seeking green job opportunities is to provide access to information and resources related to sustainability and environmental conservation.

c) Correct.

d) Incorrect. Reason: This answer incorrectly suggests that digital tools reduce disruptions to the electricity grid during emergencies. While digital tools may have applications in emergency response and disaster management, their primary role in empowering individuals seeking green job opportunities is to provide access to information, job listings, networking opportunities, and training resources related to eco-friendly industries.

e) Correct.

5. **False.** Reason: This statement incorrectly suggests that the integration of culture into sustainability science communications and policy design is currently well-emphasised and adequately addressed. In reality, there is growing recognition of the importance of considering cultural factors in sustainability efforts, but there remains room for improvement in how culture is incorporated into communications and policy design. Cultural

contexts and nuances vary widely across different communities and regions, and effectively integrating culture into sustainability initiatives requires ongoing efforts to understand and respect diverse perspectives, values, and practices. Therefore, it is important to recognise that while progress has been made, there is still work to be done to ensure that culture is appropriately addressed in sustainability science communications and policy design.