



# Innovation in Education and Training for a Green Economy Future

An innovation campaign in the lead up to the PAGE Ministerial Conference  
27 - 28 March 2017, Berlin, Germany

## Submit Your Pitch Today!

*The best pitches will be featured at the session in Berlin!*

### Background

The Second Ministerial Conference of the Partnership for Action on Green Economy (PAGE), co-hosted by the Ministry for Environment, Nature Conservation, Building and Nuclear Safety (BMUB) of Germany, will feature an innovation session to highlight the importance of education and training for an inclusive green economy.

While it is clear that the transition to a green economy future will substantially transform employment opportunities – that is, create new and change current jobs –, societies around the globe are already facing the challenge of matching the supply of skills in the workforce with changing demands from the private and public sector.

### Types of skills mismatches

- Many Governments are committed to sustainable development, but do **public administrations** have adequate capacities to set the right incentives for translating strategies into action?
- How can **technical and vocational training** programmes keep up with rapid structural changes in economies?
- What can be done to make sure entrepreneurs have the right knowledge and skills to take advantage of green business opportunities?
- How can **universities** ensure that graduates meet demand for a green economy, be it managers, engineers, economists or political scientists?

The session seeks to develop responses on how to scale up, finance and raise awareness on innovative approaches in education and training to tackle the green skills mismatch and prepare societies for the transition.

### What's the pitch about?

We are looking for innovative pitches on innovative green economy learning initiatives at a small or large scale. Your pitch should answer the following questions:

- What is the green skills mismatch you are tackling (i.e. what's the problem)?
- How is your proposal addressing the mismatch?
- What is the expected impact?
- What role would the private sector play?
- And who could invest in it and why?

### Who can participate?

Everyone! Whether you are an individual, a group of like-minded peers or an organization, what counts is your creativity and ability to come up with effective and workable solutions to overcome the green skills mismatch.

## Perks of pitching

All pitches will get global visibility through our outreach campaign in the run-up to the Conference. The winners will get a free ticket to Berlin to present their proposal during a session on 'Investing Now for a Green Economy Future: Education and Training as the Catalyst'. You will get the chance of sharing your innovative idea in a high-level policy environment and network with decision-makers.

You will also receive feedback from panel members with longstanding experience in the sector, helping you identify strengths and weaknesses of your idea and how to take it to the next level. **Please note that no funding is available to develop or implement proposals.**

**We look forward to your game-changing proposal!**

## Selection criteria

In addition to answering the five key questions outlined on the first page, you can demonstrate the quality of your proposal by responding persuasively to the following criteria:

- **Reach the furthest first:** To what extent does your idea empower those who most need it through education/training? Is your approach sensitive to gender disparities?
- **Cost-efficiency:** How much impact can you create with the resources you invest? How do you ensure people's time and money is invested smartly?
- **Measurability:** Can you actually measure what your impact will be?
- **Adaptability:** Does your idea only work in a specified setting, region and scale, or could it be replicated elsewhere and at different scales?

If this sounds intimidating, please note that we are aware that no one can solve the green skills mismatch in a few minutes. But it's useful nonetheless to keep these criteria in mind when pitching to the panel. Show the panel that you have thought your project through!

## What to submit, when and where?

There are no limits to your creativity! Whether your idea has been pilot-tested or not, everything's allowed. It's up to you to win the panel's heart and mind. Use the power of language, a thrilling video or any other instrument you can think of that can be featured on social media. To apply, send us a written proposal to [page@unitar.org](mailto:page@unitar.org) until 5 March 2017. The proposal – no longer than 2 pages – should include the following information:

- Name and nationality of applying individual(s)
- Participating institution(s)
- Geographical scope of proposal
- Project duration
- Estimated number of beneficiaries

Alongside the written proposal, applicants are encouraged to directly post their vision on social media (Twitter, Facebook) using the [#PAGEBerlin](#) and [#Greenmatch](#) hashtags. This may include a short video, a graphic collage, a song etc. – Whatever gets your message across to those who can support you!

