Annex 7. Ten Focus Groups with Stakeholders by Priority Economic Activities

Context and Objective
The focus group activities were implemented as an analytical component of the project with the following objectives:
● to **verify and complement** data obtained at earlier stages (desk research and sociological surveys of **1,040 veterans** and **120 employers**);
● to **identify sectoral barriers, skill and education gaps, and regulatory constraints**;
● to **formulate practical recommendations** for **national policy**, **local strategies**, **employment programs**, and **vocational training**, aimed at determining the **reintegration potential** of Ukrainian veterans and participants of the Russian–Ukrainian war into the **green labour market**, which opens new opportunities for **foreign investment** in Ukraine.

The focus groups were conducted by **sector**, in line with the **priority areas of economic activity** defined through prior analysis and aligned with the study objectives.
Their structure combined **qualitative expert analysis** with the **practical field experience** of participants representing key stakeholder groups.

Target Audience
Government authorities responsible for sectoral development and policymaking, local communities, businesses, veterans' associations, educational and research institutions, and civil society expert organizations.

Schedule and Format
- **10 June (hybrid, Kyiv)** – *Transport and infrastructure: current state and prospects for creating green jobs*
- **11 June (online)** – *Green jobs in water management and water resources administration*
- **13 June (hybrid, Kyiv)** – *Green jobs in land reclamation and territorial restoration*
- **17 June (hybrid, Kyiv)** – *Energy efficiency, renewable energy, and cleaner production*
- **19 June (hybrid, Odesa)** – *Environmentally friendly construction materials*
- **20 June (hybrid, Odesa)** – *Sustainable tourism*
- **24 June (onsite/online, Kyiv)** – *Demining of land plots, forests, buildings, and infrastructure*

Information Support for the Events
The following partners were officially engaged in cooperation and information support:

Central Executive Authorities:
Ministry for Communities and Territories Development of Ukraine, Ministry of Veterans Affairs of Ukraine, Ministry of Economy of Ukraine, Ministry of Environmental Protection and Natural Resources of Ukraine, Ministry of Defence of Ukraine, State Employment Service, State Agency of Water Resources of Ukraine, State Agency on Energy Efficiency and Energy Saving of Ukraine, State Agency for Tourism Development of Ukraine, State Emergency Service of Ukraine, State Forest Resources Agency of Ukraine, State Agency of Ukraine for Irrigation, Fisheries, and Food Programs Development, and the Rubizhne City Military Administration.

State Institutions:
SE "Forests of Ukraine," Odesa State Academy of Civil Engineering and Architecture, State Environmental Academy of Postgraduate Education and Management, SE "NIRI," National University of Life and Environmental Sciences of Ukraine, Mine Action Operator "Vilnyi Shlyakh Ye," Carpathian National Nature Park, Kuyalnytskyi National Nature Park, and Podilski Tovtry National Nature Park.
Local Authorities:
Kyiv City State Administration and its subordinate enterprises:

Municipal Enterprise "Ukrzaliznytsia," Municipal Enterprise "Kyivpastrans," and Municipal Enterprise "Kyiv Metro."

Business Associations:
Ukrainian Chamber of Commerce and Industry, Association of Water Utilities of Ukraine, Confederation of Builders of Ukraine, European Business Association, Association of Ukrainian Cities, Association of Small Cities of Ukraine, All-Ukrainian Association of Communities, National Association of Mining Industry of Ukraine, Ukrainian Association of Electric Vehicle Market Participants, All-Ukrainian Road Association, Waste Management Association, Waste Recycling Association of Ukraine, Federation of Metallurgists of Ukraine, Ukrainian Renewable Energy Association, Resource Efficient and Cleaner Production Centre, Tourism Association of Ukraine, Ukrainian Association of Humanitarian Demining, and Mine Action Operator "Vilnyi Shlyakh Ye."

Enterprises and Non-Governmental Organizations:
LLC "Ukrbiotal," LLC "Akvapolymer Engineering," "UKRVTORMA," NGO "Chas Dii," NGO "Care of the Navy of Ukraine," International Charity Fund "International Unity Movement," FSC Ukraine, Federation of Organic Movement of Ukraine, NGO "All-Ukrainian Union of Combatants and Volunteers of the ATO," All-Ukrainian Association of Hunters and Hunting Grounds Users, Ukrainian Agrarian Confederation, Community of Fishermen of Ukraine, and Ukrainian Society of Hunters and Fishermen.

The main communication channels included official letters requesting assistance in disseminating information about participation in the focus groups among subordinate bodies and posting announcements on available resources and the organizers' own websites:
Living Planet NGO https://livingplanet.org.ua/novuny/zeleni-robochi-mistsya-zaproshuemo-na-fokus-grupi-u-chervni
Facebook https://www.facebook.com/livingplanet.ua

Discussion Topics
Participants were asked to prepare for discussion on the questions identified above as the main project tasks. We would appreciate formulated recommendations from participants regarding measures necessary to support green business transformation, attract investment, and reintegrate veterans into the green labor market.

For clarification, the focus group moderator may ask the following questions:

1. To Employers
   - How do you assess the potential for creating green jobs in your economic activity?
   - What needs to be done to increase this potential?
   - Do you plan to expand production?
   - Have you employed veterans? What has been your experience?
   - What competencies are most important to you?
   - Are you ready to implement adaptation programs for veterans?
2. To Government Authorities, Educational and Scientific Institutions
   - What are the main challenges in the green economic transformation?
   - What programs and projects have been initiated to support the green economy transition?
   - What are the main challenges in providing employment to veterans?
   - Are government programs adapted to the real needs of the labor market?
   - How can workforce training for the green economy be improved?
3. To Veterans (Representatives of Veterans' Associations)
   - How do you assess your experience searching for employment after service?
   - Do you experience discrimination in the labor market?
   - Which sectors do you find most attractive?
   - What do you need for a comfortable entry into a new profession?
4. To Public Expert Organizations

- Which sectors and professions in the green economy hold the greatest promise for Ukraine?
- How can veteran integration into these sectors be improved?
- What are the barriers to sustainable development in Ukraine?

Overview of Focus Groups

The focus groups conducted made it possible to identify both cross-sectoral trends and specific insights within each of the priority areas:

1. Transport and Infrastructure
https://livingplanet.org.ua/novuny/transport-ta-infrastruktura-stan-i-perspektivi-stvorennya-zelenikh-robochikh-mists?utm_source=chatgpt.com

Participants (18 experts): Representatives of the State Employment Service, Okhtyrka City Council, NTU, Makarov National Shipbuilding University, SE "National Infrastructure Development Institute," Kyivavtodor, Kyiv Metro, NGO "Chas Dii," LLC "Project Bureau BASIS."

- **Context and EU linkage:** Updating the National Transport Strategy to 2030 and integration into TEN-T / Green Deal places green mobility at the center of recovery efforts.
- **Focus on "green" design and standards:** Support for the government Mobility Strategy aiming to reduce transport emissions by 90% by 2050. There is a need to develop green technical standards such as eco-design for transport projects.
- **Collaboration with universities and employment services:** A model successful sectoral approach to workforce development combining professional education and government services.
- **Need for information campaigns for veteran integration:** Participants stressed the necessity of clear communication on green transport job vacancies, wages, and working conditions — a targeted information campaign is essential.
- **Adaptive working conditions:** Special attention to inclusivity, psychological support, and adapted schedules — important for effective veteran integration in public transport and metro sectors.
- **Damage and reconstruction:** The sector suffered significantly from the war — coordinated infrastructure rebuilding (roads, railways, metro) creates clear opportunities for green employment and recovery.
- **EU integration via TEN-T and Green Deal:** Support for projects aligned with EU standards is a critical factor for access to financing and international grants.

Participants emphasized the considerable potential of green construction and smart mobility for post-war recovery. Electrification of railways, modernization of road infrastructure, development of low-carbon public transport, and sustainable logistics can create tens of thousands of jobs. Obstacles remain in the lack of green standards, shortage of technical specialists, and weak requirements in public procurement.

Potential: over 210,000 green jobs

- Veterans have direct experience in transport/logistics (810 applications). **Needs:**
- Clear technical standards for green design (eco-design, environmental certification, road electrification plans, and incentives for enterprises such as "Ukrzaliznytsia," which employs over 11,000 frontline workers, with 1,570 already returned to work);
- Economic adaptation — inclusive working conditions and information support for veterans;
- Coordination between universities, government services, and the sector to build a talent pool;
- Integration into EU infrastructure via TEN-T and Green Deal policies.

2. Water Supply and Wastewater Management (20 participants)
https://livingplanet.org.ua/novuny/zeleni-robochi-mistsya-u-sferi-vodnogo-gospodarstva-ta-upravlinnya-vodnimi-resursami

Participants: Representatives from water utilities, local communities, environmental expert organizations, educational institutions, and public initiatives working on water infrastructure restoration.
Critical water systems have suffered significant damage from the war. Participants noted the need for decentralized climate-resilient solutions and nature-based infrastructure (wetlands, buffer zones, infiltration structures, smart meters). Successful communities are already implementing local water supply systems using energy-efficient technologies.

Context and key calls:

- Climate-resilient decentralization of water supply systems — participants stressed the need for eco-friendly solutions: independent, local water supply with digital consumption monitoring and accounting.
- Nature-based technologies: use of wetlands, biofiltration buffer zones, purification bays that not only restore the environment but also create stable local jobs.
- High demand for specialists in repair work:
    - Restoration of damaged water pipelines.
    - Leakage control and reduction.
    - Modernization of treatment facilities and installation of smart meters.
- Institutional challenges:
    - Fragmented water utility management.
    - Lack of modern training programs and centers for engineers and technicians.
    - Readiness to cooperate: 42% of utility providers are willing to accept trainees/veterans.

Potential: approximately 90,000–120,000 jobs

- Demand for specialists to replace pipes, reduce water losses, and treat wastewater.
- 42% of employers ready to accept interns/veterans.
- Significant opportunities for veteran involvement in the green sector:
    - via energy-saving technologies and digitalization;
    - practical participation in nature-based solutions (wetlands, biofilters);
    - and strategic creation of local clusters uniting business, universities, communities, and officials.

Barriers: fragmented management, absence of modern training programs.

3. Land Reclamation and Contaminated Site Restoration
(24 participants)
https://livingplanet.org.ua/novuny/zeleni-robochi-mistsya-u-sferi-rekultivatsiji-zemel-ta-vidnovlennya-teritorij

Participants: Representatives of territorial communities, State GeoCadastre, environmental organizations, agricultural enterprises, educational institutions, as well as veterans with sapper, engineering, and logistics experience.

The war caused large-scale contamination of Ukrainian territories: over 200 million tons of construction waste, landmines, soil destruction, toxic pollution, vegetation loss, and erosion. Participants noted the need for a systemic approach to land restoration using modern technologies and community involvement. Emphasis was placed on pilot projects employing biotechnology, phytoremediation, digital monitoring, and the important role of veterans in these processes.

Context and key calls:

- Green restoration of damaged areas: implementation of nature-based solutions — phytoremediation, organic fertilizers, microbiological cleaning that simultaneously restore the environment and create new jobs.
- Innovative solutions: use of digital mapping of contaminated zones, drones, remote monitoring, modular greenhouses, and energy-efficient crops to improve soils.

- Localization of solutions: creation of nurseries, cooperatives, research farms as ecosystem-type enterprises at the local level.
- Veterans as a driving force: veterans with agricultural or engineering experience can effectively engage in technical work as well as remote planning, monitoring, and management. The possibility of forming veteran teams for reclamation tasks is foreseen.

Potential: approximately 100,000–130,000 jobs
- Demand for specialists in land management, agroecology, soil science, environmental engineering, digital monitoring.
- Broad opportunities for veteran involvement:
    - in fieldwork — demining, technical reclamation;
    - in green agribusiness — cultivating soil-restorative crops;
    - in digital services — GIS monitoring, mapping, planning.

Institutional barriers:
- Outdated legislation regarding management of degraded and contaminated lands.
- Lack of a national reclamation program and unified database of affected lands.
- Insufficient community integration in planning, lack of modern educational programs, and interagency coordination.

Recommendation: Develop a national program for restoring degraded territories involving local communities and veterans, focusing on nature-based and digital solutions. The program should include professional training systems, pilot reclamation clusters, and updating regulatory frameworks in line with European standards.

4. Energy Efficiency and Cleaner Production https://livingplanet.org.ua/novuny/bilsh-chiste-virobnitstvo-i-vde-stvorennya-zelenikh-robochikh-mists-ta-reintegratsiya-veteraniv
(16 participants) https://livingplanet.org.ua/novuny/bilsh-chiste-virobnitstvo-i-vde-stvorennya-zelenikh-robochikh-mists-ta-reintegratsiya-veteraniv

Participants: Representatives from the Ministry of Environmental Protection and Natural Resources of Ukraine, the Secretariat of the National Security and Defense Council of Ukraine, the State Employment Center of Ukraine, social protection authorities, higher education institutions, international organizations, experts, and consultants.
This is a universal sector relevant to all regions of Ukraine. Priorities include thermal modernization of buildings, installation of heat pumps, and decarbonization of production. Pilot models based on municipal contracts demonstrate the potential to create thousands of technical jobs.

Context and Key Messages:
- **Renewable energy development and economic recovery:** Ukraine has high potential in solar, wind, and bioenergy sectors. It is important to combine renewable energy projects with land reclamation — for example, by creating solar farms on degraded lands or cultivating bioenergy crops.
- **Veteran reintegration through "green" professions:** Pilot initiatives such as “Solar Start,” “Solar Guard of Communities,” and “Solar ReStart” include training, internships, and subsequent employment in renewables.
- **BAT (Best Available Techniques) and cleaner production:** Starting August 8, 2025, the Procedure on applying BAT will take effect, facilitating industrial modernization aligned with the European Green Deal and fostering new environmentally oriented professions.
- **Systemic vision of the green labor market:** A project has developed a list of sectors and professions in the green economy according to international approaches (UNEP, ILO, EU), serving as a basis for employment policies and retraining programs.

- **Challenges and limitations:** Insufficient adaptation of legislation to RED III, damage to energy grids in conflict zones, limited access to equipment, shortage of qualified trainers, psychological difficulties among veterans, and poor communication regarding employment opportunities.

Potential: Over 150,000 jobs
- High demand for environmental inspectors and energy managers.
- Veterans with technical experience can be retrained: 1,455 applications in manufacturing, 483 in construction.

Institutional Barriers:
- Lack of integrated veteran support programs in the renewable energy sector.
- Infrastructure vulnerabilities: shortage of energy storage and limited grid capacity.
- Low awareness among veterans of green opportunities.
- Insufficient cross-sector coordination of educational, social, and environmental initiatives.
- Health and motivation limitations among veterans — need for adaptive conditions and support.

Recommendation: Introduce tax incentives, certification programs for energy auditors, and expand access to professional retraining. Details:

1. **Renewable Energy (RE)** has significant potential thanks to Ukraine's natural resources — solar, wind, and biomass. However, to realize projects, it is essential to remove infrastructure barriers — primarily the lack of energy storage systems and grid capacity. Particular attention should be given to developing financial support instruments, including grant schemes, affordable lending, and tax incentives, which could form a separate direction — *"Renewable Energy Financing"* — within state project portfolios.
2. The development of green jobs in the RE sector should be combined with **land reclamation and environmental rehabilitation programs**, enabling ecosystem restoration, elimination of war-related environmental damage, and the creation of transitional employment opportunities.
3. The **reintegration of veterans** into the green economy should be based on an **individualized approach** that considers their psychophysiological condition. Promising areas include **remote employment, monitoring, analytics, drone operations**, as well as the implementation of **psychological support and adaptation programs**.
4. **Human capacity development** is a key factor for the sustainable growth of the RE sector. It is necessary to scale up educational and vocational programs — particularly in **solar panel installation, energy auditing, technical maintenance of installations, and environmental monitoring**. This will enable veterans and other vulnerable groups to quickly acquire in-demand green professions.
5. **Competitive wages** in green sectors must be a **priority of state employment policy**, ensuring long-term motivation for veterans transitioning from military service to civilian employment.
6. Effective implementation of **Best Available Techniques (BAT)** and management practices requires **institutional cooperation** among government bodies, businesses, educational institutions, and civil society organizations. Coordination should include **joint curriculum planning, development of professional competency standards, and employment mechanisms**.
7. **Government policy** should focus on promoting BAT implementation and supporting **eco-industrial parks** as a foundation for technological modernization of the energy sector and the formation of sustainable infrastructure.
8. **Awareness among target groups**, especially veterans, about employment opportunities in RE and available support mechanisms remains weak. Communication should be strengthened through **online platforms, veteran hubs, career consultants**, and dedicated sections on **economic regulations and open projects** within specialized digital platforms.

5. Green Construction (23 participants) https://livingplanet.org.ua/novuny/ekologichna-budivelna-produktsiya-mozhlivosti-dlya-zelenogo-vidnovlennya-ukrajini]

Participants: Representatives of the Ministry for Communities, Territories and Infrastructure Development of Ukraine, the State Architectural and Construction Inspection of Ukraine, the State Employment Center, the National Transport University, SE "Research and Design Institute," LLC *Kalush Pipe Plant*, LLC *ELPLAST-LVIV*, LLC with foreign investment *Henkel Bautechnik Ukraine*, LLC *TERVIKNOPLAST*, SE *CAPAROL UKRAINE*, LLC *POLYPLAST Production Company*, LLC *Knauf Gypsum Kyiv*, LLC *BETON COMPLEX*, LLC *BUDMOL CENTER*, and LLC *STEKO Plant*.

During the discussion, **projects for the adaptive reuse of a kindergarten and a school** were presented. The buildings were designed to **Class A energy efficiency standards** in accordance with the principles of **green construction**. These projects, commissioned by the Ministry of Recovery, are registered and uploaded to the **Unified State Electronic Construction System (USECS)**. Existing green reuse projects promoted through the **"Architectural Navigator"** — a digital catalogue of verified architectural solutions — can help communities save up to **80% of project costs** while rebuilding quickly, efficiently, and sustainably for future generations.

Potential: approximately **75,000 jobs**
Gaps: shortage of domestic eco-materials market (eco-cement, natural insulation).
Recommendation: introduce certification and link grant programs to "green" standards.

Context and Key Messages:

- **Green construction** is a strategic direction for Ukraine's recovery, combining environmental safety, energy efficiency, and social sustainability. Its implementation requires **updating standards**, **harmonization with EU regulations**, and the use of **certified materials** and **circular economy principles**.
- The **construction labour market** requires new skills focused on **green technologies, digitalization of processes, and international environmental standards**. Education must transform through **dual formats**, **short-term practical training**, and **partnerships with businesses**. Special attention should be paid to creating conditions for **veteran employment**.
- There is a **significant shortage of skilled workers** in the construction sector, particularly in regions most affected by destruction. Specialists with **hands-on experience in eco-construction, renewable energy, waste management, and occupational safety** are becoming crucial for reconstruction programs.
- The **scale of infrastructure destruction**, including social facilities, generates a strong demand for **rapid, efficient, and safe reconstruction** incorporating ecological approaches. Existing **green reuse projects** already demonstrate the effectiveness of this model.
- The forthcoming **Law "On the Principles of Green Recovery of Ukraine"** will establish the **legal and institutional foundation** for a systemic transition to sustainable construction. It will define clear criteria, ensure access to **green investment**, and support **innovative local solutions**.
- **Industry enterprises** show readiness to invest in modernization and environmental improvement of production, even under challenging conditions. Demand for **locally produced, certified, and eco-friendly materials** is increasing — a positive signal for the domestic market.
- **Green construction solutions** can become a **growth driver for Ukraine's economy**, linking the nation's recovery needs with its **EU integration** and **climate commitments**, opening new opportunities for **investors, engineers, architects, educators, and communities** alike.

6. Environmentally Friendly Building Materials
(33 participants)
https://livingplanet.org.ua/novuny/ekologichna-budivelna-produktsiya-mozhlivosti-dlya-zelenogo-vidnovlennya-ukrajini

Participants: Representatives of the State Architectural and Construction Inspection of Ukraine, the State Employment Center, the Department of Social Protection of the Rubizhne City Military Administration (Sievierodonetsk District, Luhansk Region), the Odesa State Academy of Civil Engineering and Architecture, the National Transport University, SE "Research and Design

Institute," ME "Budova," LLC "STIKON," LLC "STIKON ENGINEERING," LLC "ORIYENTYR-BUDELEMENT," and NGO "Green Leaf."

The participants reached a consensus that the **sector of ecological construction and building materials production** is strategically important for the **sustainable recovery of Ukraine** and the **creation of green jobs**. In the context of European integration, the growing demand for energy-efficient solutions, and the reconstruction of destroyed infrastructure, this sector holds strong potential for developing **innovative professions**, **modernizing production**, and **supporting veterans' adaptation** to new green careers.

Context and Key Messages:
● Increasing **awareness among building material manufacturers** about **environmental certification** and **eco-labelling criteria** is essential. Many Ukrainian producers already meet international requirements but lack the knowledge or motivation to formally confirm compliance. **Awareness campaigns and technical assistance** can help formalize environmental conformity and enable access to the **EU market**.
● Development of a **national training system** for green construction, including the production of **environmentally certified materials**, preparation of **Environmental Product Declarations (EPD)**, and the **design and reconstruction of energy-efficient green buildings**, is a priority. Particularly relevant is the **implementation of modular short-term programs** for **veterans and youth**.
● **Infrastructure projects** with **international financing** should take into account Ukrainian production specifics to avoid **discriminatory requirements** in tender documentation (e.g., requiring at least five factories). It is important to ensure **equal conditions for local producers** through standards adapted to Ukrainian realities.
● **Restoration and rehabilitation of historical buildings** in **UNESCO zones** (for example, in Odesa) should integrate **green construction approaches**. European experience demonstrates that **energy efficiency and heritage preservation** can be combined through **innovative solutions and international partnerships**.
● Establishing a **unified data platform** on **environmentally certified materials and producers**, supported by the **state and independent organizations**, will accelerate the transition to **sustainable building practices**.

Potential: about **75,000 jobs**
Gaps: shortage of the domestic eco-product market (eco-cement, natural insulation).
Recommendation: introduce **certification** and **link grants** to **green standards**.

7. Sustainable Tourism
Source: Living Planet – Perspectives for Creating New Green Jobs in Sustainable Tourism

Participants:
Government authorities: State Inspectorate for Architecture and Urban Planning of Ukraine, State Forest Resources Agency of Ukraine, State Employment Center of Ukraine, Department of Culture of Bilohorodka Village Council.
Educational and research institutions: Admiral Makarov National University of Shipbuilding, National Transport University, National University of Water and Environmental Engineering.
Business: LLC PB Bazys, Oyster Farm "Oysterville."
National Parks: Podilski Tovtry National Nature Park, Kuyalnytskyi National Nature Park, Carpathian National Nature Park.
Civil society organizations and associations: NGO LITEKO, NGO "Yavir," NGO "Chas Dii," NGO "Turbota VMSU," NGO "EthnocoDE," NGO GoGlobalUA, Union of Builders of Southern Ukraine, and the Ukrainian National Committee of the International Chamber of Commerce (ICC Ukraine).
This sector has **strong potential for reintegrating internally displaced persons (IDPs) and veterans.** In Lviv region, the first eco-routes and eco-camps involving veterans have already been

established.
In regions with high natural attractiveness — especially in the **western and central parts of Ukraine** — demand is growing for **guides, rangers, and operators of green recreation.**

Potential: 40,000–60,000 jobs
Focus areas: eco-lodges, management of nature parks, environmental education.
Ideal roles for veterans: rangers, tour guides, and owners of green enterprises.

Recommendation: Support the creation of green businesses and expand sustainability standards for eco-tourism. **During the session, participants developed a set of priority recommendations for promoting green jobs in sustainable tourism and veteran reintegration:**

1. Develop the **legislative and regulatory framework** to improve relations between tourism service providers and land users.
2. Advance the **system of environmental standardization and certification** in sustainable tourism, aligned with **EU criteria and evaluation methods.**
3. Promote **innovative greenfield initiatives (IGFIs)** that stimulate the creation of eco-friendly tourism facilities with low environmental impact, attract investments, and support energy-efficient infrastructure.
4. Apply **adaptive sustainable development tools (ASDTs)** — training programs and financial mechanisms to help communities, businesses, and veterans quickly acquire new professions and develop green projects.
5. Develop **rural tourism** as a driver of regional economic growth while preserving cultural heritage and natural resources.
6. Ensure **accessibility of tourism infrastructure** for people with disabilities, veterans, and other groups with limited mobility by applying updated building codes and **barrier-free standards.**
7. Strengthen **communication between business, civil society, educational institutions, and government bodies** to coordinate sector development, particularly in southern Ukraine.
8. Expand **research and innovation capacities** at the regional level to develop modern eco-materials and technologies for sustainable tourism infrastructure.
9. Create **financial instruments** to support sustainable tourism initiatives.
10. Emphasize **psychosocial support for veterans**, workplace adaptation, and flexible employment conditions that facilitate their successful integration into the tourism sector.
11. Engage **international partners and grant programs** for large-scale financing of sustainable tourism and green construction projects.

8. Land, Forest, and Building Demining
(20 participants)
https://livingplanet.org.ua/novuny/rozminuvannya-teritorij-vidnovlennya-ekosistem-ta-stale-prirodokoristuvannya

Participants:
Representatives of the Main Department of Mine Action, Civil Protection and Environmental Safety of the Ministry of Defence of Ukraine, Ministry of Environmental Protection and Natural Resources of Ukraine, State Emergency Service of Ukraine, State Forest Resources Agency of Ukraine, Department of Ecology and Natural Resources of the Kyiv Regional Administration, State Employment Center of Ukraine, Department of Social Protection of the Rubizhne City Military Administration (Sievierodonetsk District, Luhansk Region), State Environmental Academy of Postgraduate Education and Management, Admiral Makarov National University of Shipbuilding, Investment and Construction Company “2Akademika,” NGO “Chas Dii,” and NGO “Turbota VMSU.”

Mines and explosive remnants of war cause **soil degradation**, **water contamination**, and a **significant loss of biodiversity**, making natural ecosystem recovery extremely challenging.

Restoring such territories requires an integrated approach that considers environmental specifics and long-term rehabilitation programs.

In addition to environmental challenges, there are **technical and human resource limitations.** Despite the availability of over 200 demining machines, there remains a critical shortage of modern equipment and qualified specialists. This creates difficulties in accelerating demining operations and ensuring the safety of cleared areas.

Context and Key Messages:
Humanitarian demining is a **critical prerequisite for Ukraine's environmental, economic, and social recovery.** Without clearing explosive remnants, it is impossible to bring people back, restore agriculture, rebuild infrastructure and protected areas, or relaunch full-scale economic activity. Demining generates significant potential for **green jobs**, particularly in:
● direct humanitarian demining operations;
● environmental auditing and monitoring;
● reclamation and restoration of natural ecosystems;
● waste management and land remediation;
● sustainable land use and forest management after clearance.

A **systematic approach** is needed to integrate the environmental dimension at all stages of demining. Without environmental assessments and post-clearance monitoring, there is a risk of **secondary soil and water contamination**, **landscape degradation**, and **biodiversity loss.**

The **greatest potential for green job creation** lies in **nature restoration following demining** — reforestation, wetland conservation, land rehabilitation, and climate adaptation.

Human resources remain a critical bottleneck:
● shortage of specialists in environmental support for demining;
● need for **interdisciplinary training** at the intersection of engineering, ecology, law, and risk management;
● necessity to **scale up professional education and retraining programs**, including the reintegration of veterans and vulnerable groups.

Forested, protected, and border territories require reassessment in national demining prioritization plans. Due to their high ecological value and fire risks, these areas should be reclassified from "non-priority" to "first-priority" zones.

A **regulatory framework** is needed to formally recognize demining as part of the **green economy**:
● definition of "green jobs" in national legislation;
● inclusion of demining and ecological rehabilitation in the **National Recovery Plan of Ukraine**;
● alignment with the **EU Green Deal** and **EU Biodiversity Strategy to 2030.**
Financing mechanisms must be transparent, sustainable, and results-oriented, including:
● compensation schemes for forest clearance similar to those for agricultural land;
● support for communities in land reclamation through subventions, environmental funds, and international technical assistance;
● involvement of private demining operators through transparent tenders, escrow accounts, and quality standards.

Community engagement is a key element of sustainable management of cleared territories. Local residents, homeowners' associations, land users, and communities should actively participate in planning, monitoring, and future land use.
Green jobs in demining are not only about employment — they are about **safety, dignity, and a just transition.** They provide opportunities for veterans and affected communities to return to active life, contributing to Ukraine's recovery and environmental protection.

Potential: 20,000–50,000 jobs
● Over 100,000 km² require clearance.
● Growing demand for **UAV operators** to support post-demining monitoring and landscape restoration.
Recommendation: Integrate **safety and environmental standards** into retraining programs for **demobilized sappers.**

9. Agriculture, Forestry, Hunting, and Fishing (19 participants)
https://livingplanet.org.ua/novuny/vikliki-mozhlivosti-ta-novi-zeleni-robochi-mistsya-v-agropromislovomu-sektori-ta-lisovomu-gospodarstvi

Participants:
Government authorities: Ministry of Environmental Protection and Natural Resources of Ukraine, State Forest Resources Agency of Ukraine, State Employment Center of Ukraine.
Local authorities: Association of Small Cities of Ukraine, Rubizhne City Military Administration, Department of Social Protection of the Rubizhne City Military Administration (Sievierodonetsk District, Luhansk Region), Department of Social Protection of the Rubizhne City Administration.
Educational and research institutions: Admiral Makarov National University of Shipbuilding.
Business: SE "Forests of Ukraine."
Civil society organizations: Ukrainian Agrarian Confederation, Federation of Organic Movement of Ukraine, All-Ukrainian NGO "Living Planet," NGO "Yavir."
This sector has the **largest number of enterprises (111,950)**. Priority areas include **organic production, agroecology, regenerative agriculture, and aquaculture.**

Potential: more than **190,000 jobs**
Need: workers for **biodiversity monitoring** and **forest planting.**
Gaps: lack of knowledge, equipment, and financing.

Recommendation: develop **credit programs, project support mechanisms, and agrotechnology implementation tools**, in detail:
1. **National Program "Green Farmer"** – support for small businesses in adopting eco-technologies, providing access to **microgrants, concessional loans,** and support for **veteran-owned farms.**
   The **"Green Farm Standard"** – a voluntary certification scheme to increase consumer trust and improve market positioning of products.
2. **Capacity building:** launch new educational programs in cooperation with agrarian universities, focusing on **regenerative agriculture, circular economy,** and targeting **veterans, youth, and women.**
3. **Regional green clusters:** establish pilot projects in **3–5 regions** to create new jobs in **agrologistics, processing,** and **IT.**
4. **State and partnership support tools:**
   • **Education:** agro-schools for training new specialists;
   • **Finance:** microgrants and concessional loans for farmers;
   • **Infrastructure:** development of local processing enterprises;
   • **Certification:** accessible certification and marketing services;
   • **Policy:** integration of green initiatives into national strategic documents.

The **agricultural sector** is **not a problem but part of the solution** to key national challenges:
• job creation in the regions;
• ecological restoration and fulfillment of climate commitments;
• social adaptation of **veterans, internally displaced persons, and youth** through participation in a new green agrarian model.

The **Ukrainian Agrarian Confederation** expressed readiness to participate in **pilot projects, develop training programs, create a roadmap for green transformation,** and promote these initiatives at the **European level.**

10. Sustainable Forest Development https://livingplanet.org.ua/novuny/stvorennya-zelenikh-robochikh-mists-u-lisovomu-gospodarstvi

Forestry holds significant potential for restoration and sustainable production. Investments are proposed for fire-resistant infrastructure, nurseries, and digital technologies, with a focus on community engagement.

Context and Key Calls:

1. Ukraine's forest sector is transforming in line with the European Green Deal and FSC standards, ensuring legal and responsible forest management.
2. The war complicates operations due to landmine threats impacting certification and timber harvesting safety.
3. The sector has significant potential to create green jobs, particularly for veterans requiring professional support and retraining.
4. Creating these jobs will contribute to the country's economic recovery and social reintegration of veterans.

Potential: Over 60,000 jobs

- Veterans already work in forestry enterprises but often lack adequate qualifications.

Institutional Barriers:

- Lack of an effective coordination system among authorities, businesses, and demining experts to identify safe forestry zones.
- Insufficient adaptation of national legislation and FSC standards to wartime conditions, especially regarding mine safety.
- Challenges in updating enterprise management systems to meet new requirements and risk-based supply chain controls.
- Low investment levels in modernization and innovative solutions for sustainable forestry.
- Limited access for veterans to professional retraining programs and support for establishing
- businesses in the sector.

Recommendation:

To effectively create green jobs in forestry and successfully reintegrate veterans, focus should be placed on several priority areas. First, introduce state programs ensuring coordination between government, business, and demining specialists for clear identification of safe forestry zones. Update the regulatory framework considering wartime and mine safety challenges, adapting FSC standards accordingly. The sector requires strategic investments in modern technical equipment and digital innovations, including certified field training programs utilizing drones and GIS technologies, to enhance monitoring, management, and safety in forestry. Developing educational and professional programs for veterans is vital for their effective retraining and integration into forestry and wood-processing industries. Ensuring transparency and safety in supply chains and strengthening control over compliance with environmental and social standards will promote sustainable sector development and open new opportunities in the green labor market.

Conclusions and Recommendations:

The conducted focus groups produced both sectoral analytical conclusions and cross-sectoral summaries confirming the feasibility of large-scale development of the green labor market as a tool for sustainable recovery and social integration of veterans.

Main Cross-Sectoral Observations:

- Veterans are motivated and potentially well-prepared for work in green sectors, especially given their experience in logistics, engineering, personnel management, security, and field operations.

- However, lack of recognized civilian certifications, clear definitions of green professions, and formalized mechanisms for transferring military experience remain barriers.
- The potential of green sectors remains largely unrealized due to absence of tax/financial incentives, regulatory support, and systemic coordination at the state policy level.

General Recommendations (confirmed across all focus groups):

1. Develop a National Taxonomy of Green Jobs aligned with the EU Environmental Goods and Services Sector (EGSS) classification to standardize policy approaches.
2. Create a skills mapping for translating military skills into civilian green professions, focusing on transport, infrastructure, environmental monitoring, maintenance, and environmental protection.
3. Implement modular retraining programs emphasizing practical training, internships, mentoring, and private sector involvement. Leverage the fact that 42% of employers are already ready to provide internships.
4. Launch targeted support programs for veteran entrepreneurship, considering prior experience (over 1,100 grants with potential creation of 2,200 jobs).
5. Integrate green criteria into public procurement, local employment programs, grants, and subsidies to stimulate demand for green professions.
6. Develop municipal policies and local environmental plans incorporating veteran employment in green sectors (infrastructure development, land reclamation, resource management).
7. Introduce new qualification standards and educational programs aligned with the European Green Deal principles and Sustainable Development Goals.
8. Ensure integration of gender equality, professional ethics, and inclusivity principles in all green labor market development measures.

Round Table: "Green Jobs for Ukraine's Recovery and European Integration"
https://livingplanet.org.ua/novuny/pidsumki-kruglogo-stolu-zeleni-robochi-mistsya-dlya-vidnovlennya-ta-evropejskoji-integratsiji-ukrajini

Participants of the round table discussed the strategic directions for developing green jobs, the need to integrate public, private, and civil society initiatives, as well as the current tools for supporting enterprises and workers during the transition toward sustainable development.

Participants:
Government authorities: Ministry of Environmental Protection and Natural Resources of Ukraine, Ministry for Communities and Territories Development of Ukraine, Ministry of Economy of Ukraine, Ministry of Education and Science of Ukraine, State Agency of Water Resources of Ukraine, State Forest Resources Agency of Ukraine, State Service of Geology and Subsoil of Ukraine, Directorate of Vocational Education of the Ministry of Education and Science of Ukraine, State Agency on Energy Efficiency and Energy Saving of Ukraine, State Environmental Academy of Postgraduate Education and Management, Department of Environmental Protection and Climate Adaptation of the Kyiv City State Administration, Executive Authorities, National Bank of Ukraine, State Enterprise "Ukrainian Standards Service," State Enterprise "Forests of Ukraine," Department of Housing and Construction of the Pechersk District State Administration in Kyiv.
Local authorities: Vinnytsia City Council, Pokrovsk Territorial Community, Association of Small Cities of Ukraine.
Educational and research institutions: National Transport University, Admiral Makarov National University of Shipbuilding, Institute of Postgraduate Education of the National University of Food Technologies, Kherson State University, Odesa State Academy of Civil Engineering and Architecture, Institute of Agroecology and Environmental Management of the National Academy of Agrarian Sciences of Ukraine, Stepan Gzhytskyi Lviv National University of Veterinary Medicine and Biotechnologies, Institute for Veterans' Affairs of Kyiv National University of Construction and Architecture, Educational and Scientific Institute of the Ukrainian State University of Chemical Technology.

Business: LLC “Ukrainian Demining Offices,” GMK Center, Project Company “Univer,” LLC “Development of Pobuzhzhia,” LLC “Firma Favor,” LLC “Farby Koloryt,” LLC “Terviknoplast,” UkrCement, Vodokanal, private farms, AKME, Afina.
Civil society organizations: All-Ukrainian NGO “Living Planet,” NGO “Posokh NT,” NGO “Interregional Center for Scientific Research and Expertise,” NGO “Parents’ Alliance of Dnipro,” Union of Builders of Southern Ukraine, Confederation of Builders of Ukraine, All-Ukrainian Association of Hunters and Hunting Grounds Users, Civic Union “All-Ukrainian Association of Hunters and Hunting Grounds Users,” NGO “Green Patrol of Ukraine,” WWF Ukraine, *EcoPolityka* platform, National Ecological Centre of Ukraine, as well as representatives of the Public and Youth Councils under the Ministry of Environment.

Investment needs and challenges:
Participants emphasized the **urgent need for large-scale investments** to support green job creation in Ukraine. The war has inflicted heavy damage on infrastructure and the environment. A **shortage of skilled personnel** remains one of the main barriers to recovery, particularly in renewable energy, construction, and agriculture.

Integration of green finance:
Participants highlighted the importance of **aligning national policies with the European Green Deal** and **adopting EU standards** in financing mechanisms. Green finance should target modernization of high–value-added industries, development of **green infrastructure**, and **resource-efficient technologies.**

Education management and skills development:
Representatives of the Ministry of Education and Science of Ukraine reported ongoing efforts to **adapt vocational education** to emerging sustainability needs. New programs are being developed with a focus on **renewable energy, sustainable construction, and ecological design**, aiming to prepare a qualified workforce for the green labor market.

Veteran reintegration and social inclusion:
Eco-industrial parks, green construction, sustainable tourism, and transport were identified as **priority sectors** for reintegrating veterans, internally displaced persons (IDPs), and other vulnerable groups. Participants emphasized the need for a **fair distribution of resources**, **dignity**, and **community support** throughout the recovery process.

Investment attraction and practical implementation:
Participants stressed the necessity of **pilot and demonstration projects** along with **voluntary sustainability standards** that can serve as scalable examples. A **systemic approach** was encouraged — combining strategic planning, process transformation, and synchronization with EU regulatory frameworks.

Preserving national identity in green development:
It was underlined that **Ukraine’s cultural heritage and traditional architecture** should be integrated into the sustainable development model, ensuring that modernization goes hand in hand with cultural preservation.

Capacity development and cooperation:
Enhanced **coordination among government, business, education, and civil society** was recognized as the cornerstone of an effective green transformation — one that unites policy coherence, innovation, and social responsibility.

Conclusions and Recommendations

The conducted focus groups enabled the formulation of both **sector-specific analytical findings** and **cross-sectoral generalizations**, confirming the relevance and feasibility of developing Ukraine's **green labor market** as a key instrument for **sustainable recovery and social reintegration of veterans.**

Key Cross-Sectoral Observations:

● Veterans are **motivated and potentially well-prepared** to work in green sectors, owing to their experience in **logistics, engineering, personnel management, safety**, and **field operations.**

● However, the **absence of recognized civilian certifications**, clear definitions of **green professions**, and **formal mechanisms for transferring military experience** remain significant barriers.

● The potential of green sectors remains **largely untapped** due to the lack of **tax and financial incentives**, **regulatory support**, and **systemic coordination** at the national policy level.

Consolidated Recommendations (validated across all focus groups):

1. **Develop a National Taxonomy of Green Jobs** aligned with the EU Environmental Goods and Services Sector (EGSS) classification to standardize policy approaches and measurement frameworks.
2. **Map military skills to civilian green professions**, with a particular focus on transport, infrastructure, environmental supervision, technical maintenance, and environmental protection.
3. **Implement modular retraining programs** emphasizing practical learning, internships, mentoring, and private-sector engagement. It is important to leverage the fact that **42% of employers are already willing to offer internships.**
4. **Launch targeted veteran entrepreneurship programs**, building on previous experience (over **1,100 grants** already issued — with a potential to create **2,200 jobs**).
5. **Integrate green criteria** into public procurement, local employment programs, grants, and subsidies to stimulate demand for green professions.
6. **Promote municipal policies and local environmental plans** that provide employment opportunities for veterans in green sectors (infrastructure development, land reclamation, resource management, etc.).
7. **Establish new qualification standards and educational programs** consistent with the principles of the **European Green Deal** and the **Sustainable Development Goals (SDGs).**
8. **Mainstream gender equality, professional ethics, and inclusivity** in all measures supporting the development of the green labor market.

Annex

Registration Google Forms Links:

1. *Sector: Transport and Infrastructure*
   June 10, 14:00 (hybrid format)
   https://forms.gle/apNqPxfbZYUDpLkW7
2. *Sector: Water Supply, Sanitation and Treatment Technologies*
   June 11, 15:00 (online)
   https://forms.gle/no8iUF7uFXdNDGnn8
3. *Sector: Land Reclamation, Rehabilitation of Former Military Ranges and Environmentally Contaminated Areas*
   June 13, 16:00 (online)
   https://forms.gle/cTX7ZpWkJfDvDMqe6
4. *Sector: Energy Efficiency, Renewable Energy and Cleaner Production*
   June 17, 11:00 (hybrid format)
   https://forms.gle/fhkh7TD9vwjYPB7G9
5. *Sector: Ecological Construction Products*
   June 19, 11:00 (hybrid format)
   https://forms.gle/sdcuWhbu9aiyWHLP6
6. *Sector: Sustainable Tourism*
   June 20, 11:00 (hybrid format)
   https://forms.gle/RUuTjkjtueDrEH9u6
7. *Sector: Demining of Agricultural and Forest Areas, Buildings and Infrastructure*
   June 24, 11:00 (hybrid format)
   https://forms.gle/komexBxnfFWSxe676
8. *Sector: Agriculture, Forestry, Hunting and Fishing*
   June 25, 11:00 (hybrid format)
   https://forms.gle/eGpt4pyLdxQHistc6
9. *Sector: Employers and Representatives of Governmental and Non-Governmental Organizations*
   June 26, 11:00 (hybrid format)
   https://forms.gle/voVbGoFtkCczg2aq8