

THE JOINT PROJECT BY UNEP AND THE ALL-UKRAINIAN NGO 'LIVING PLANET'

This is the first national-level initiative on the Platform for Action on the Green Recovery of Ukraine dedicated to mapping the green labor market and connecting war veterans and returnees with meaningful employment opportunities in the green transition. It was not only the first to raise this issue — it continues to set the benchmark for how to approach green recovery with social inclusion at its core.



Our goal is clear: to turn the extraordinary wartime experience of veterans into a long-term economic asset — while simultaneously supporting regional development, climate innovation, and alignment with the EU.

PROJECT "GREEN JOBS FOR THE RECOVERY AND EU INTEGRATION OF UKRAINE"

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PROJECT OBJECTIVES

Key objectives:

Mapping the green labor market and identifying needs

Identify veterans' skills, needs, and aspirations

Recommend policy measures and pilot solutions

Engagement of stakeholders in various sectors (public, private, CSOs)

Methodological basis:

- ◆ Review of strategies, programs, legislation, research, and statistical data
- ◆ Survey (1 040 veterans, 120 employers) and Focus groups (10 sessions)
- ◆ In-depth interviews (27)
- ◆ Side event (April 7), round table (June 26)

Partners involved:

- ◆ Veterans' organizations, business associations, civil society, educational and scientific institutions
- ◆ Ministries and regional authorities, communities
- ◆ UNEP, ILO, OECD, universities, and scientific institutions

FIND OUT MORE ABOUT PROJECT ACTIVITIES



GREEN JOBS in Ukraine's Recovery reintegrating veterans into the labor market



WHAT ARE GREEN JOBS?

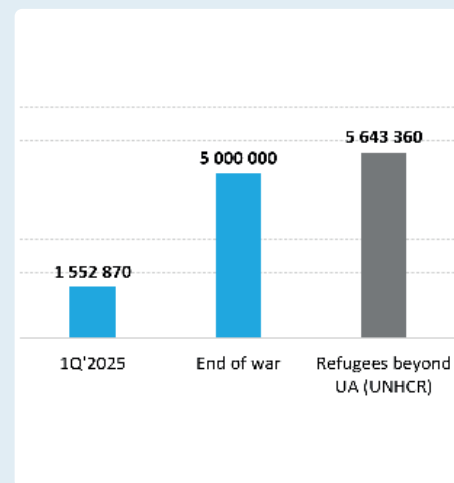
International Labour Organization (UNEP&ILO): defines green jobs as decent jobs that contribute to preserving or restoring the environment, reducing environmental impact, and improving energy and raw material efficiency.

Green Jobs promote the transition to sustainable businesses and economies. These can be found in traditional sectors (water supply and sanitation, industry, construction) as well as in sectors focused on environmental protection (production of purification equipment, wastewater treatment, renewable energy, etc.).

GREEN JOBS

- ◆ Social justice and high paying jobs
- ◆ Inclusion and Gender Equality
- ◆ Green transformation of the economy

POST-WAR RECOVERY OF UKRAINE REQUIRES INCLUSIVE, FUTURE-READY LABOR MARKETS



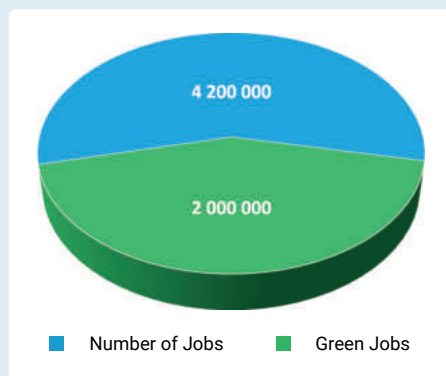
- ◆ **7% GDP growth**
- ◆ **Green sectors** offer some of the highest job creation potential worldwide
- ◆ **1 552 870** war veterans and representatives of other privileged categories related to the defense of Ukraine, over **5 million veterans** will return to work
- ◆ **5 643 360 citizens of Ukraine** are beyond Ukraine at present and are registered as war refugees
- ◆ Unique **wartime skills** can be turned into assets for the green economy
- ◆ In line with **Ukraine's path to the EU**, climate goals, and sustainable development



Ministry of Environmental Protection and Natural Resources of Ukraine



POST-WAR RECOVERY – ESTIMATED INCREASE IN JOBS



A green transition offers scalable employment across hundreds of economic activities — from clean construction and energy to waste recovery and land restoration. In Ukraine alone, we have already identified **534 transferable professional skill sets** and over **300 types of green economic activity** that can serve as an entry point.

2 million of new Green Jobs within 2-3 years:

analysis-based forecast of 715682 active economic entities in key sectors using a multiplier of 1.7 for the “direct + cross-sectoral effect”

THIS PROJECTION IS JUSTIFIED BY FIVE INTERLOCKING FACTORS

1 Unprecedented reconstruction scale

With over 30% of the national housing stock affected, thousands of kilometers of roads, power lines, water systems, and industrial zones destroyed, rebuilding with green technologies creates a multiplier-rich environment. In the EU, green retrofits can create 3–5 jobs per million euros invested — and Ukraine’s recovery

2 Vast environmental clean-up needs

The war has generated over 200 million tons of rubble, toxic debris, and industrial waste — with 30% of territory requiring some form of decontamination, demining, or rehabilitation. These tasks can sustain hundreds of thousands of green jobs across rural and peri-urban regions.

3 Full-sector greenification and supply chain integration

This projection includes not only traditional “green sectors,” but also greening of conventional sectors.

4 Human capital availability and demand

Over 7 million people — including 5.6 million refugees and millions of veterans — are set to return or reintegrate into civilian life. If just one in three of them is engaged in green employment, we already exceed 2 million green jobs.

5 Policy and donor leverage

With the right combination of donor financing, EU approximation, green credit facilities, and national tax incentives, green business development can be accelerated across all regions. Every €1 million of investment into the green economy generates 8–15 direct and indirect jobs, depending on the sector.

PRIORITIZED TYPES OF ECONOMIC ACTIVITY FOR THE CREATION OF GREEN JOBS AND REINTEGRATION OF VETERANS INTO THE LABOR MARKET



Transport and infrastructure



Water supply, wastewater disposal and treatment tech.



Reclamation of territories, rehabilitation of former military training grounds and areas of environmental pollution



Energy efficiency, renewable energy sources, and cleaner production



Eco-friendly construction products



Demining of land and forest areas, buildings and structures



Green construction



Sustainable tourism



Agriculture, forestry, hunting, and fishing



Sustainable forest management

SUPPORT IS NECESSARY TO MOVE FORWARD

◆ Prioritize Quality over Quantity in Green Job Creation

- Support the development of minimum quality criteria for the creation of green jobs in different sectors.
- Supports Ukraine’s goals for EU integration and inclusive recovery.

◆ Reform the Vocational Training and Retraining System

- Align with demand.
- Veterans already in Veterans working in priority sectors need green upskilling pathways.

◆ Legally Define “Green Jobs” as a Separate Category

- Establish a nationally endorsed definition aligned with ILO and EU standards.
- Enables proper tracking, funding, and policy targeting.
- Supports implementation of EU Regulation 2015/2174 and lays groundwork for national taxonomy.
- Integrate green employment into State Statistics Service methodologies.
- Track growth in priority sectors.

◆ Link Grant Support to Green Criteria

- Introduce ecological eligibility benchmarks for all sectors.
- Ecolabelling criteria and scoring systems will boost job creation quality and long-term resilience.

◆ Deploy Targeted Green Transition Incentives (Soft Tools), for this launch or expand:

- Green credits & leasing options
- Voluntary certification & eco-labelling.
- Further promotion of sustainable (green) public procurement.