



— جَمْعِيَّةُ الصُّنَّاعِيَّةِ اللَّبْنَانِيِّينَ —
ASSOCIATION OF LEBANESE INDUSTRIALISTS



Opportunities & Challenges in Promoting Green Jobs in Lebanon: Employer's Perspective



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Introduction

ALI

**Overall Representative of the
Manufacturing Industry in Lebanon**

NGO

**Founded in 1943, groups Top
Industrialists & Industrial Syndicates**

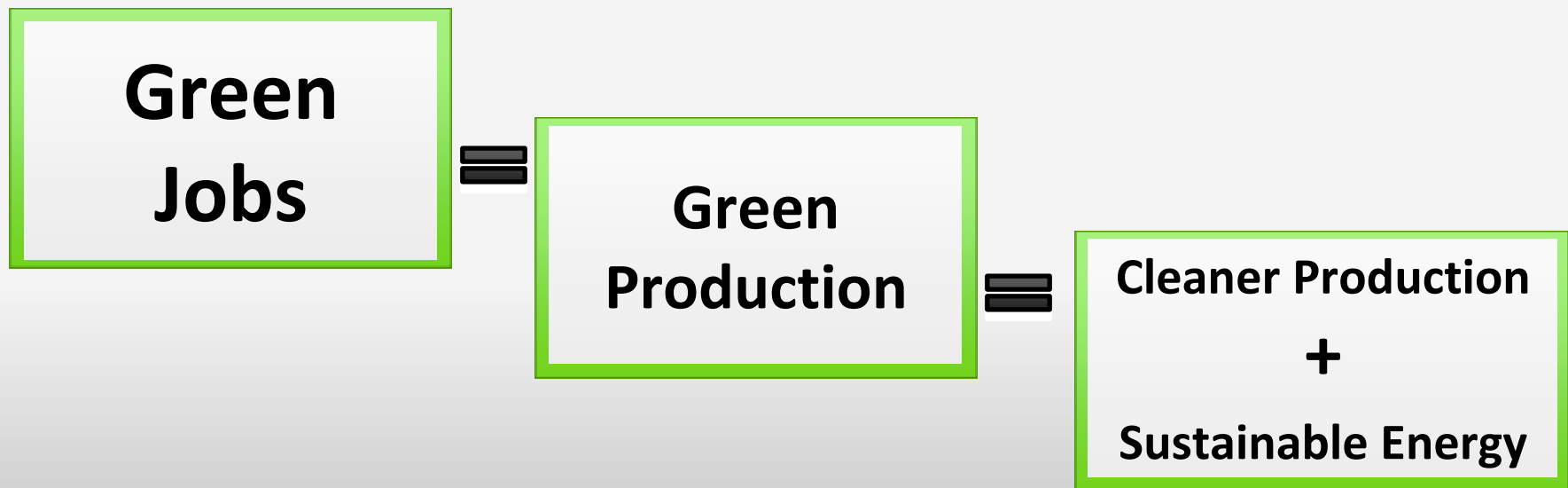
Mission

**Create & Maintain a favorable
Environment for Industrial Investment,
Growth & Development**

In 2007, the number of Lebanese Industries were about 4,000 and included around 83,000 workers.



Lebanese Industrialist Perspective

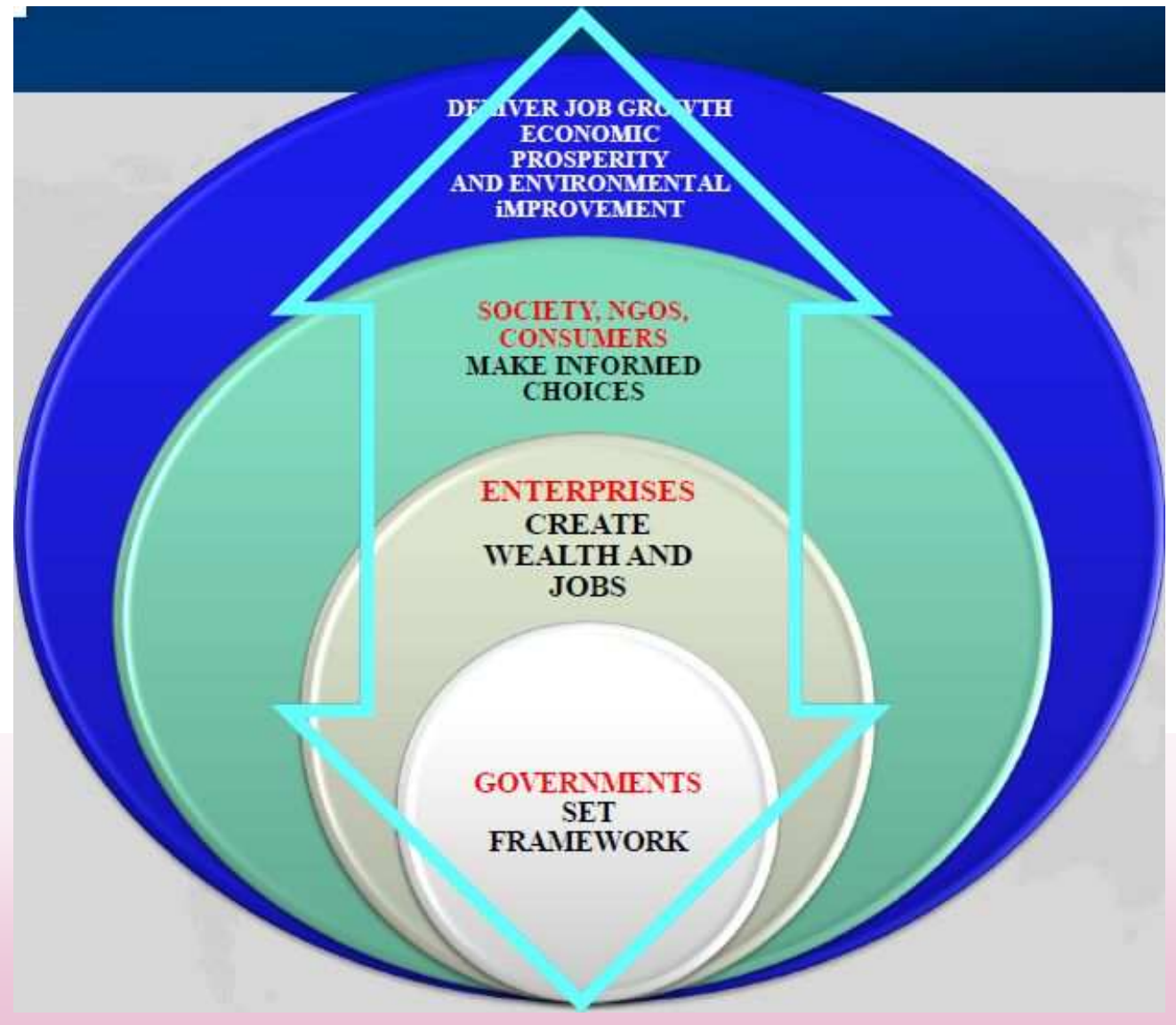


In general, almost all Enterprises and Jobs can be made **“Green”**



Partners in Sustainability

To reach
Green Economy &
Sustainability,
it is the
responsibility of
ALL parties





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Promoting Green Jobs in Lebanon

I. Brings Many Opportunities to the Employer

II. Has Several Challenges to be Faced

III. Could Require ALI's Help

IV. Necessitates Concrete Actions & Interventions



Keep In Mind...



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Lebanon is a developing country and the concept of **Green Jobs** is quite new

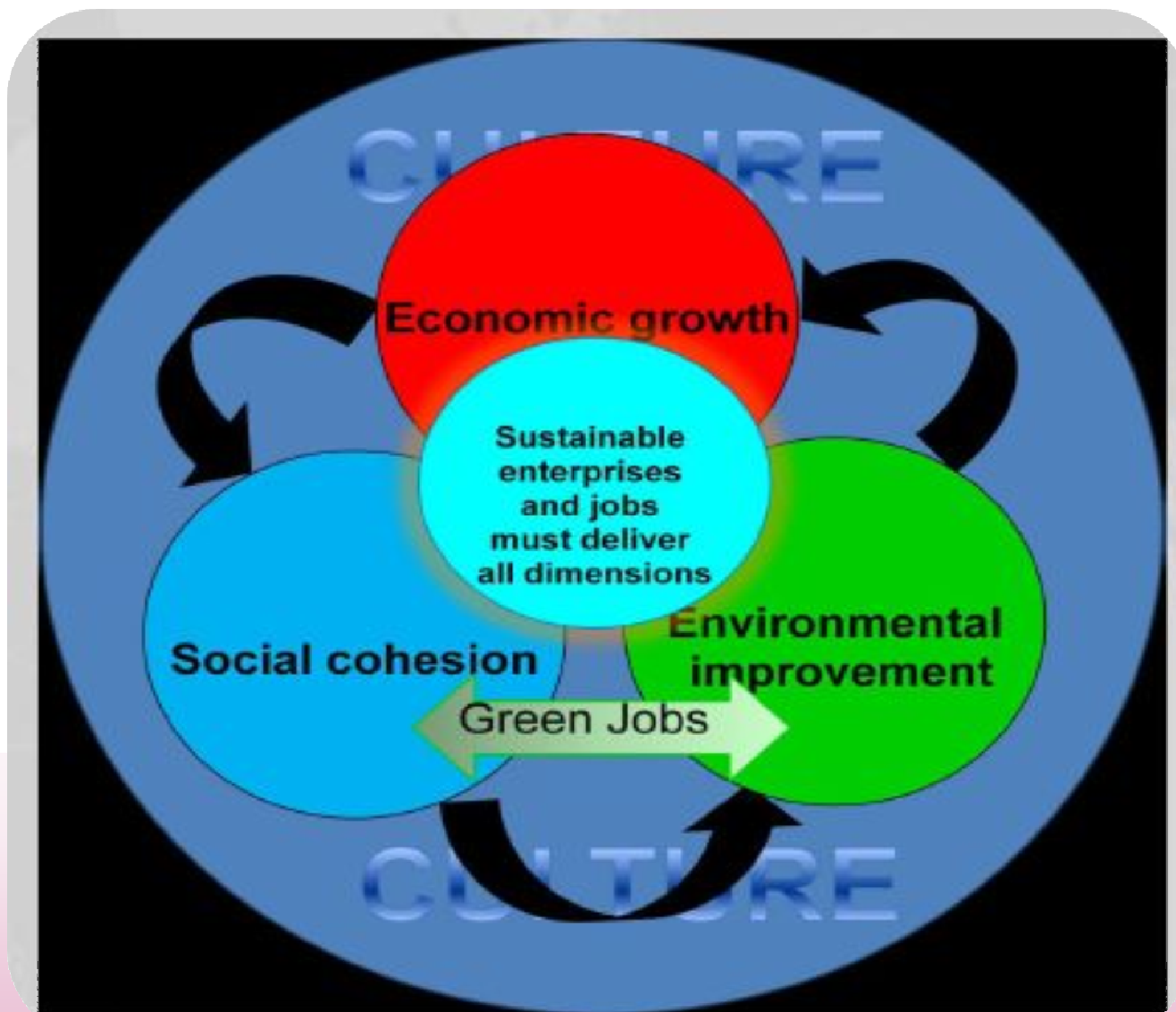
Lebanon has more crucial issues to tackle, such as **social**, **political** and **economical** factors, before thinking about **Green Jobs**

Presently in Lebanon, green employment creation is often the result of the personal conscious decisions of companies to adopt more sustainable business practices





Green Jobs & Sustainable Development





I. Opportunities in Promoting Green Jobs

It is **beneficial** for the employer to endorse green economy, thus Green Jobs.

Green Innovation Offers Significant Business Opportunities for Corporations:

1

Improved Environmental Performance - (supply of clean water, treatment of waste, recycling resources, security of supply, etc.)



2

Expanding Sales ➡ Increased Profits



I. Opportunities in Promoting Green Jobs

Green Innovation Offers Significant Business Opportunities for Corporations (cont.):

3

Access to **New Export Markets**

GREEN economy



4

Stay at the **Cutting Edge** and **Hold Down Costs** by Reducing Wasteful Practices

5

Better Chances to **Attract** and Retain **Qualified Workers**



II. Challenges in Promoting Green Jobs

Many Challenges & Obstacles come across the employer in relation to the promotion of green jobs:

1

No Adequate Government Actions:

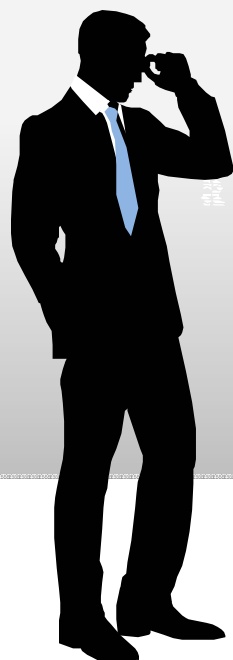
- **No** National Commitment
- **No** Public/Municipal Policies or Authorities
- **No** Implementation of Regulations
- **No** Monitoring, Sanctions & Recompensation
- **No** Incentives or Financial Support
- **Lack of** Inter-Government Dialogue between Ministries (Ministries of Finance, Environment, Labor, and Trade)
- **No** National Information
- **Imperfect** Infrastructure (e.g.: No Industrial Zones with Adequate Infrastructure)



Different Messages... Confusion !?



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II. Challenges in Promoting Green Jobs

Many Challenges & Obstacles come across the employer in relation to the promotion of green jobs (cont.):

3

Weak Dialogue Among Governments, Employers and Workers

4

Lack of Collaboration Between Business, Labor and Education

5

Deficiency of Training and Skill Development by New Education (Universities, On-the-job Training, or Other)

6

Shortages of Adequately Skilled Workers, Installers and Trainers





III. ALI Role in Promoting Green Jobs

ALI Can Play a Key Role in Facilitating the Achievement of Green Jobs:



Promote **Green Production** and **Green Alternatives** because these generate decent **Green Jobs**



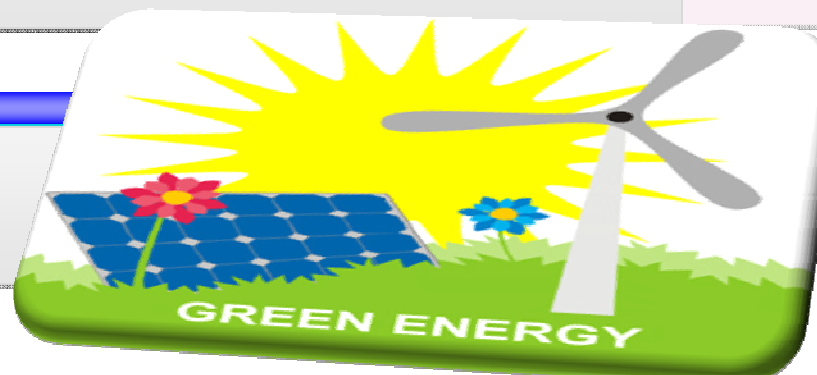
Encourage Continued **Research & Development** and Diffusion of **Green Technologies**



Contact the **International Community** to Provide Development Assistance, Including Financial Support



Act as the **Medium** between the **Government** and **Employers**





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III. ALI Role in Promoting Green Jobs

ALI Can Play a Key Role in Facilitating the Achievement of Green Jobs (cont.):



Organize Customized **Green Skills Trainings & Workshops**



Collaborate in setting an **Information & Expertise Center** in Lebanon



Guide in **Clear Education & Career Pathways** for Students & Job Seekers



IV. Recommendations

In order to promote Green Jobs in Lebanon, Concrete Actions & Interventions should be put in place:

1

Government Commitment and Regulations Implementation

2

Industrial Zones With Proper Infrastructure



3

Business Incentives

4

Partnership Agreements Between
Developed and Developing Worlds,
Including International Assistance &
Funding



IV. Recommendations

In order to promote Green Jobs in Lebanon, Concrete Actions & Interventions should be put in place (cont.):

5

Genuine Public-Private Partnerships:

- **Governments**, **Employers** and **Workers**
- **Business** & **Labor** with **Education**

6

New Skill Standards for the Industries to Identify Current and Future Workforce Needs of a Specific Industry

7

Curriculum Development - for Manufacturing and Biotechnology Industries to Have Skilled Workers





Conclusion

SOCIETY Needs to:

Understand, Believe & Desire:

***Environmental Improvement,**

***Economic Prosperity, and**

***Decent Job Growth**



**For References or Additional
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THANK YOU FOR YOUR ATTENTION !