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TREE
Training and Resources
to Enable green Era

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TREE Project

An Erasmus+ project for a sustainable future
2023-1-EN01-KA210-VET-000155836



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01

Introduction



1.1 The purpose of the project

In recent years, the world of work has been experiencing an unprecedented transformation. The urgency of addressing the climate crisis has made the need to integrate green skills into the production and training sectors increasingly evident. Sustainability is no longer an option, but a global priority, and to ensure an effective ecological transition, adequate tools are needed to train workers, trainers and companies.

In this context, **TREE - Training and Resources to Enable a Green Era** was born, an Erasmus+ project that aimed to identify the best practices for the transmission and development of green skills, providing innovative tools and methodologies to support trainers and companies in the challenge of sustainability.

Thanks to the collaboration between international partners who are experts in the field of training and consulting, TREE has made it possible to create a bridge between education and the world of work, fostering the growth of a new generation of professionals who are aware and prepared to work in a more sustainable future.

1.2 Who are we: the partners

TREE was made possible thanks to the collaboration of three important European companies:



AdIM – Agenzia d’Informazione Mediterranea Srl (Italia):

is a consulting company and a training institution accredited by the Campania Region. Initially founded as a press agency, it has been able to start a process of profound diversification, expanding its activities in the fields of information, training and business consulting. In addition, it provides technical assistance to SMEs and Local Authorities for the implementation of development programs co-financed by the European Structural Funds, as well as by national and regional resources. Moreover, AdIM collaborates closely with the **Cooperativa Sociale Demagò**. This partnership enhances their shared mission to promote social inclusion, provide professional training, and develop innovative community-based solutions, combining expertise in both communication and social services for more sustainable and impactful projects.



Agencia Internacional NewProject (AiNP) (Spagna):

is a non-profit organization dedicated to the implementation of innovative projects in the social, educational and tourism sectors, both nationally and internationally. AiNP promotes collaborations and the creation of consortia with universities, companies and public or private bodies, with the aim of exploiting technological changes, collaborative work and innovative business proposals. Through these initiatives, it aims to promote social responsibility and develop inclusive and innovative projects.



Zeus Consulting (Grecia):

was founded in 2022 as a continuation of an original company founded in 1992. It is an independent private company and pioneer in the sector, specialized in consulting for Research and Development (R&D) projects and international collaborations. The company has specific expertise in the implementation and technical support of European Union programs and initiatives. The main activity of ZEUS CONSULTING is related to the promotion of education, with the aim of empowering individuals, organizations and communities in different sectors.

1.3 The objectives and priorities of the project

TREE's main objective was to improve access to green skills, providing training and resources to trainers, students, workers and companies. The main priorities on which the project focused include:

- **Supporting job seekers and professionals in acquiring strategic green skills**, providing them with concrete tools to face the new demands of the labor market.
- **Promoting behavioural changes in consumption habits and lifestyles**, spreading a culture of sustainability in daily choices.
- **Support for the ecological transition through innovative learning tools**, developing training methodologies that meet the needs of emerging production sectors and promote environmental awareness.
- **The integration of environmental competences into VET (Vocational Education and Training) training pathways**, so that sustainability becomes a central element in educational programmes and professional qualifications.
- **Sharing best practices and knowledge to combat climate change and accelerate the ecological transition**, through international cooperation and the dissemination of successful models.
- **The promotion of best practices to make the world of work more sustainable and responsible**, encouraging the adoption of green business models and the strengthening of the skills needed to face climate challenges.



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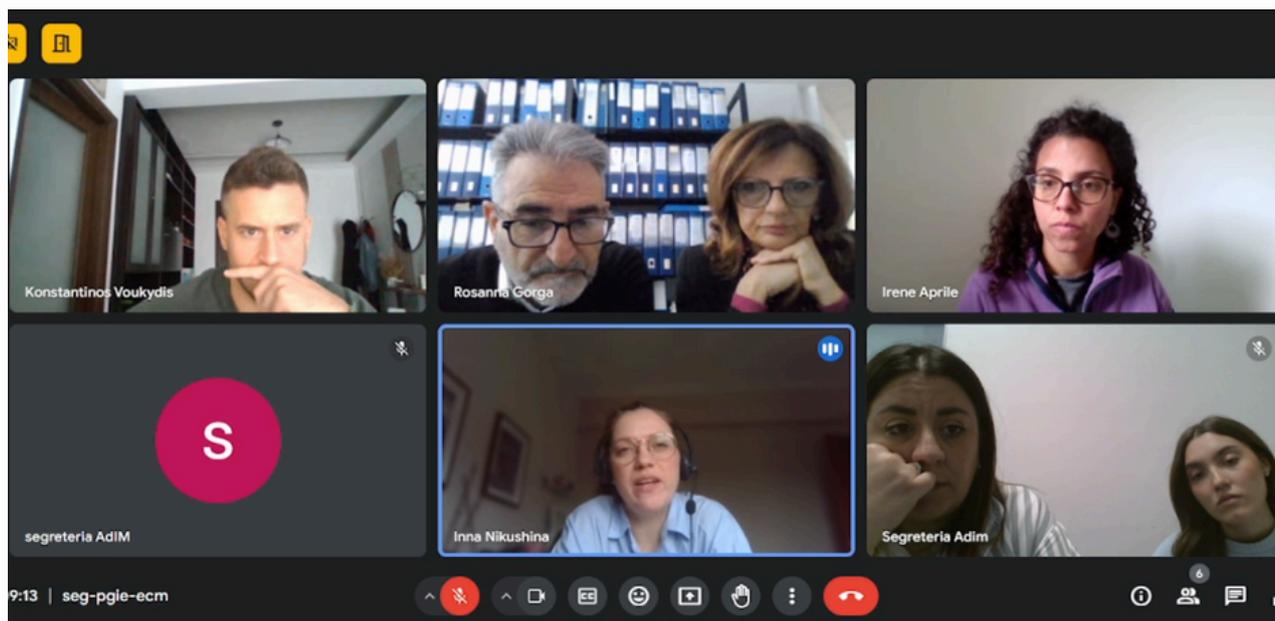


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Activities





2.1 **Monitoring Meetings**

During the TREE project, monitoring played a central role in ensuring the effectiveness and consistency of the actions undertaken. Through a series of regular meetings, partners were able to regularly exchange views, align strategies, and make improvements in real time.

These meetings were fundamental for:

Coordinate activities between the different partners, ensuring that each phase of the project was in line with the shared objectives and needs of the VET sector.

Evaluate the impact of the actions implemented, analyzing progress, collecting feedback and identifying any critical issues to be addressed promptly.

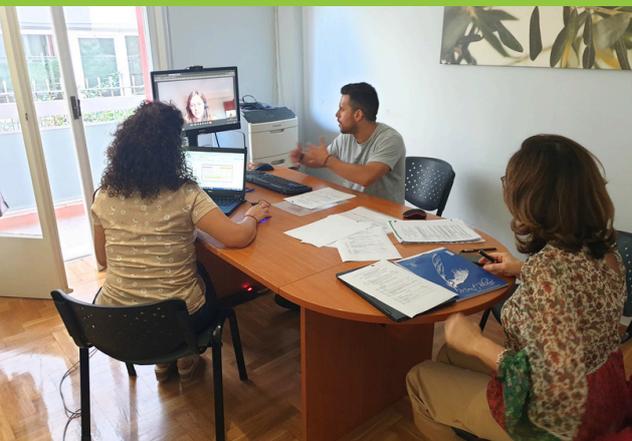
Adapt and optimize the route: thanks to continuous monitoring, it was possible to make changes and improvements based on the results obtained and the challenges that emerged along the way.

Sharing experiences and best practices, facilitating the exchange of knowledge between partners and integrating innovative methodologies to enhance the effectiveness of green training.

2.2 Transnational Meetings

The **transnational meetings of the TREE project** represented a fundamental opportunity for the partners, encouraging the comparison and sharing of experiences at European level.

These moments of dialogue made it possible to align strategies and methodologies, analyze the needs of the sector, identify the most in-demand green skills and share best practices for effective training. In addition, they strengthened collaboration between partners, creating synergies that are useful even beyond the duration of the project. Thanks to this continuous exchange, it has been possible to develop an innovative and replicable training model, capable of responding to the challenges of the ecological transition.



2.3 Face-to-face activities

The **face-to-face activities of the TREE project**, such as guided tours of companies, institutes and training centres, offered a unique opportunity to closely observe the practical application of green skills. These meetings allowed the partners to analyze innovative sustainability models already in use, understand the challenges and opportunities of the ecological transition in the various production sectors and collect concrete ideas for integrating green skills into training courses, making learning more effective and directly linked to the needs of the world of work.



2.4 Workshop with the stakeholders

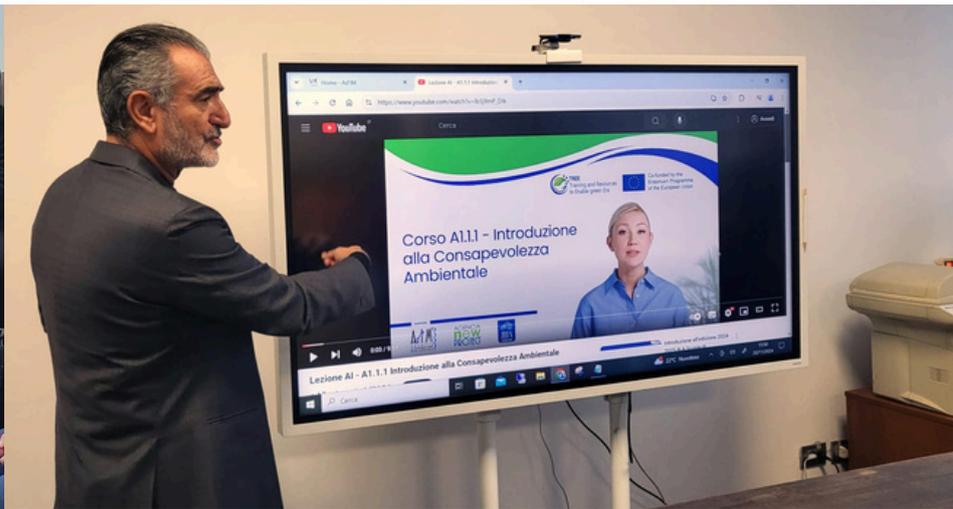
The **stakeholder workshop** organized as part of the TREE project was a crucial moment to identify the best practices already in use and the new needs related to the training of green skills. Thanks to the involvement of experts, companies, trainers and industry representatives, it was possible to analyze the most effective strategies, identify emerging challenges and gather concrete insights to develop an innovative and adaptable training model. This direct comparison has made it possible to build a solid basis for integrating green skills into the world of work and professional training.

2.5 Best Practices Handbook

One of the most significant achievements of the TREE project was the development of a **handbook of good practices on transversal green skills**. This tool collects innovative methodologies, successful experiences and effective strategies for integrating sustainability into training courses and work contexts. The handbook was developed thanks to an extended **desk research** conducted by the partners, which made it possible to analyze existing training initiatives in the field of the green economy. In addition, through **national workshops** and **interviews** with industry experts, companies and vocational education and training (VET) professionals, the main drivers for the development of green skills were identified. The handbook not only provides practical guidance for trainers and companies, but also includes **situational scenarios** designed to improve the understanding of the skills and mindset needed to promote the green economy, even outside the work context.

2.6 Multiplier events

The **multiplier events of the TREE project** played a key role in disseminating the results and engaging trainers, companies and stakeholders. These events were an opportunity to **present the methodologies developed, collect feedback and raise awareness** of the importance of green skills in the world of work. In addition, they made it possible to **test the training course, evaluating its effectiveness and applicability in different professional contexts**, so as to refine it and make it a truly useful tool for the ecological transition in the vocational training sector.





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TREE

Training Course

3.1 How is it structured?

One of the main achievements of the TREE project was **the development of an innovative training course**:

The training course developed in the TREE project aims to provide a set of crucial skills to support the transition to a green economy, developing green skills and soft skills that are fundamental for the professionals of the future. This training course is divided into 12 modules designed for trainers, students and workers, with the aim of integrating sustainable practices in various production sectors and education.

A1- Environmental awareness

A2- Interpersonal skills

A3- Entrepreneurial skills

A4- Transversal technological skills

3.2 Topics

The modules cover a wide range of topics. Participants will explore sustainability in the professions of the future, examining how environmental skills can be integrated into vocational training programmes and work contexts. The importance of sustainable innovation and emerging technologies to address environmental challenges is also emphasized, along with practices to effectively manage environmental conflicts and negotiate sustainable solutions.

The course also provides tools to develop and improve interpersonal skills, such as listening, conflict management, and negotiation skills, which are critical for success in dynamic professional environments. A particular focus is placed on entrepreneurial development, providing participants with the basis to pursue careers as entrepreneurs or entrepreneurs in the green field, through the acquisition of leadership, creativity, strategy and problem solving skills.

In addition, participants are guided to build and promote their personal brand, improving virtual communication and leveraging digital platforms to grow professionally and socially. The course aims to prepare professionals to respond to global challenges, with a strong environmental awareness and the ability to adopt sustainable practices in their careers and daily actions.

In summary, the TREE course is designed to offer not only theoretical knowledge, but also practical skills that allow participants to take concrete action in a world that increasingly requires a sustainable and future-oriented approach.



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Final Conference



4.1

An opportunity for discussion: the speeches

On **March 21, 2025**, the **Final Conference of the TREE Project - Training and Resources to Enable a Green Era** took place at the evocative **Sala Vasari of the Sant'Anna dei Lombardi Monumental Complex in Naples**. The event represented an important opportunity to discuss the challenges of the ecological transition and the importance of professional training in the sustainability sector.

The conference began at 10:00 am with the registration of participants, followed by welcome greetings from **Luciano Mattina (AdIM Srl)**, who underlined the fundamental role of the TREE project, concluded with the help of the **Cooperativa Sociale Demagò**, in spreading a green mindset and developing professional skills related to sustainability.

The meeting was moderated by **Dr. Irene Aprile (AdIM Srl)**, who introduced the TREE project, illustrating its main objectives:

- Supporting workers and jobseekers in acquiring essential skills for the sustainability sector.
- Promoting behavioural changes in consumers to accelerate the ecological transition.
- Sharing best practices and knowledge to combat climate change.

After the introduction, there were numerous speeches by experts and institutional representatives, who explored various issues related to sustainability:

- **Prof. Maurizio Palmisano (CNR)** highlighted the role of the Green Economy for social and environmental well-being.
- **Dr. Rosa Caterina Marmo (Campania Region)** explored the Natura 2000 Network and the importance of regional environmental protection.
- **Sergio Cosentini (Centro Ittico Campano SpA)** discussed the opportunities to reconcile economic development and sustainability.
- **Prof. Letizia Cozzolino (Order of Agronomists and Foresters Naples)** reiterated the need for a sustainable approach in agricultural and environmental choices.
- **Dr. Piero Giugni (Cooperativa Mondo in Cammino)** illustrated the link between social inclusion and sustainability.
- **Dr. Gerardo Rusciano (Azienda Agricola Rusciano Domenico)** dealt with the theme of Green Jobs & Skills, highlighting the growing need for professionals related to sustainability.



The conference continued with a focus on the value of international collaboration. Partners **AiNP (Spain)** and **Zeus Consulting (Greece)** presented their contribution to the TREE project, sharing experiences and strategies for effective training in the field of sustainability.

Dr. Inna Nikushina (AiNP) and **Dr. Konstantinos Voukydis (Zeus Consulting)** explained how the TREE project has facilitated the creation of green vocational training pathways, highlighting the challenges and opportunities of the ecological transition at the European level. The partners illustrated practical examples of environmental best practices adopted in the world of work, highlighting the importance of soft and digital skills in sustainability training. AiNP conducted a comparative analysis of training courses in Italy, Spain and Greece, studying best practices in the field of ecological transition.

This research has resulted in a comprehensive Handbook, intended for companies, professionals and stakeholders in the green sector, which collects case studies, market analysis and innovative strategies to improve the effectiveness of training courses in the environmental field.



4.2

The collaboration with ITI Enrico Medi and the “Green Generation” competition

A particularly appreciated moment of the day was the presentation of the photographic project "Green Generation", created by the students of ITI Enrico Medi of San Giorgio a Cremano (NA), led by Prof. Giuseppe Barbato, Prof. Salvatore Napolitano and Prof. Bianca Maria Nunziata.

At the end of the "Green Generation" photo competition, promoted by AdIM as part of the TREE project, three winning photographs were selected, which together make up the "Greetings from the Future" collection. This project was born with the intention of stimulating critical reflection among students on the impact of pollution and environmental degradation, using the visual language of photography to imagine a future in which everyday life takes place in scenarios that are now collapsing.



The last moment of the conference was dedicated to the **screening of a short film made by the Cooperativa Sociale Demagò for AdIM**, which retraced the path of the TREE project, the goals achieved and the future prospects.

The Final Conference of the TREE Project represented an important opportunity for dialogue, discussion and sharing.

The project has shown how education and the acquisition of specific skills can contribute to building a more sustainable development model, in which companies, institutions and citizens collaborate to safeguard the planet.



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Impact and beneficiaries



Thanks to the TREE project, trainers, students and companies have had access to concrete tools to improve environmental awareness and develop fundamental skills for the ecological transition. The project reached a wide range of beneficiaries, including educators, training professionals, companies, students and job seekers, offering them practical resources and methodologies to adapt to new market needs.

The impact of TREE is measured not only in the tangible results, such as the training course and the manual of good practices, but also in the cultural change it has promoted. The companies involved were able to integrate more sustainable strategies, the trainers acquired new teaching tools, and the students developed a greater awareness of the opportunities offered by the green economy.

In addition, the dissemination of the materials and methodologies developed will ensure the sustainability of the results even after the end of the project, encouraging the adoption of green practices in future educational and professional paths.

TREE has shown that training is the key to addressing the environmental challenges of the present and building a greener future. The project is coming to an end, but the skills acquired and the resources developed will continue to generate value, driving change towards a more sustainable and responsible economy.



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