

Catalyzing Community- Based Green Jobs:

The Role of Civil Society in
a Just Transition

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6. Over-merchandising
Over-ordering

Why Green Jobs Matter

Green jobs is a key pathway toward **sustainability, equity, and resilience.**

Essentials for tackling



Climate
Crisis



Informal labor
formalization



Local economic
revitalization

Civil society is the **missing multiplier** in scaling these efforts. Green jobs are not only about employment, but they are also a pathway to restore dignity, reduce inequality, and protect the planet. For vulnerable communities, they offer real opportunities to join climate solutions while securing livelihoods.

"We cannot achieve a just transition without including the communities most impacted by unsustainability."

Greeneration Group

A sustainable organization that focused on environmental issues, started in 2005.

Our Values



Harmony



Appropriate/
Impactful



Integrity



Wholehearted
& Happiness

Our Vision

Harmony in The World's Ecosystem
Greeneration Group mission to engage people in behaving eco-friendly.

Timeline

of Greeneration Group

2005



Sustainable organization that focused on environmental issues. Started with and idea in 2005

2011



In 2011, PT.Greeneration Indonesia was officially established as a private limited company.

2014



A responsible waste management company with environmental friendly and responsible approach, founded in 2014

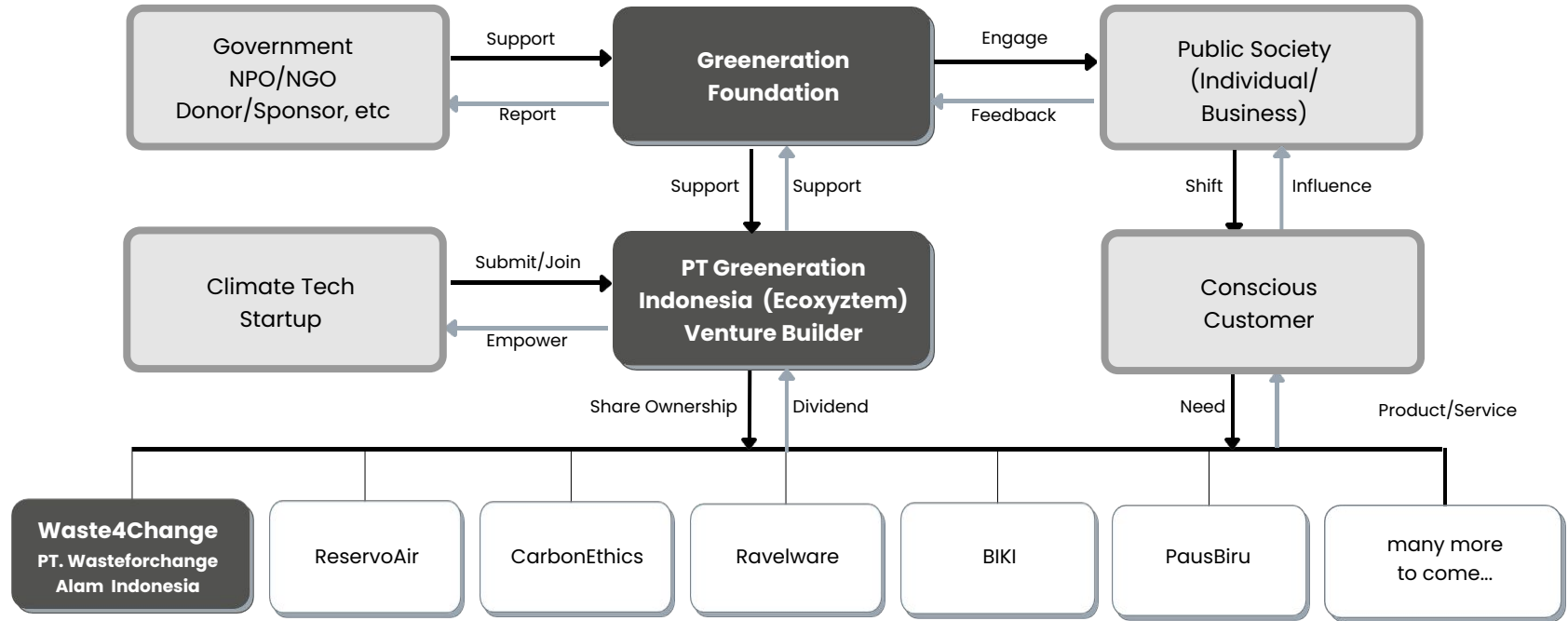


NGO focusing on utilizing adaptive creative media in changing human behavior to implement Sustainable Consumption and Production (SCP) in Indonesia.

2021



A joint venture between Greeneration Indonesia, a pioneering organization in environmental issues, and Impacteam, a social impact consultancy.



Relation of Greeneration Group

Greeneration Foundation (GF)

NGO/CSO focusing on utilizing adaptive creative media in changing human behavior to implement Sustainable Consumption and Production (SCP) in Indonesia.

Vision



The realization of a harmonious environment through the implementation of sustainable consumption and production principles.

Mission



1. Promote eco-friendly lifestyles and the principles of Sustainable Consumption and Production (SCP).
2. Advocate a better governance that creates sustainable consumption and production.
3. Build multi-stakeholder partnership that adheres to the principles of Sustainable Consumption and Production.
4. Improve organizational capability, accountability, and effectiveness in implementing sustainable consumption and production.



How CSOs Enable Green Jobs in Local Communities

2. Providing green skills training

Delivering specialized training programs in renewable energy, sustainable agriculture, and environmental management.

1. Establishing community-based enterprises such as eco-tourism, upcycling hubs, and waste banks.

Establishing community-driven enterprises, such as eco-tourism initiatives, upcycling ventures, and waste management cooperatives.

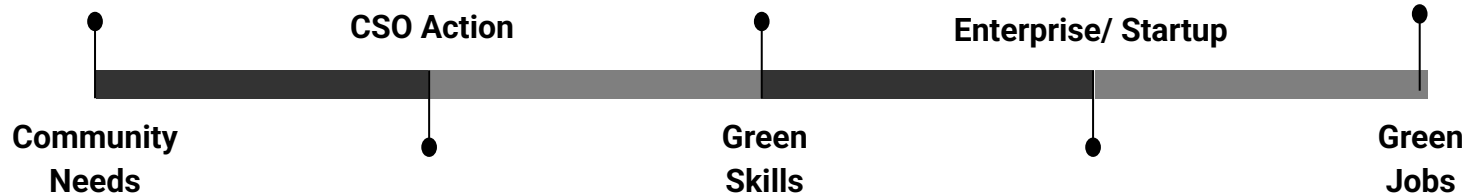
3. Promoting social innovation and sustainable entrepreneurship

Fostering local innovation and promoting green entrepreneurship to stimulate economic growth while addressing environmental challenges.



4. Local Community Empowerment

Circulating income within communities



Portfolio

Greeneration's Initiatives with Green Job Impact

Functions as:

- Intermediary
- Implementer
- Ecosystem catalyst

Core approaches: **education, campaign, collaboration**

Focus: **circular economy, climate action, waste reduction**



Community Empowerment

EcoRanger is a team based of local community in Indonesian tourism destinations aimed to protect our home country to be clean, beautiful and sustainable. Green jobs in sustainable tourism, waste collection, tour guiding



Strategic Engagement

Jambore Indonesia Bersih & Bebas Sampah is part of a long-term effort to become a gathering place for all movers who care about waste issues in Indonesia in order to achieve sustainable waste management.



The Indonesia Circular Economy Forum (ICEF) is a platform that brings together stakeholders such as the government, companies, environmental issues activists to discuss the implementation of circular economy in Indonesia. Policy advocacy, partnership platform

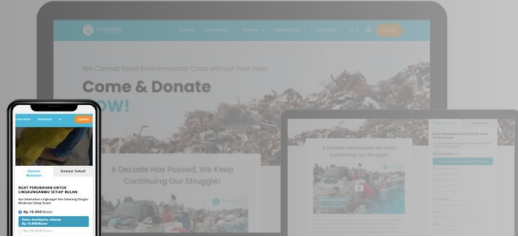


Education

Citarum Repair aims to reduce marine plastic pollution by providing a cleaning system in rivers. This project collaborated with aste4Change and RiverRecycle to solve the waste problem in the Citarum river.



Provide knowledge transfer to encourage and educate housewives (offline and online) around Tebet subdistrict, Jakarta about reducing the pollution of single-use plastic sachets.



Green Fund Digital Philanthropy

GFDP is a platform to raise public funding in an innovative, accountable, and digitalization, with the goal of realizing accelerated environmental solutions and tackling climate change. **Green jobs n Crowdfunding for community-based environmental innovation.**

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**10 YEARS FROM NOW
WE ARE FACING A
CLIMATE CHANGE
CRISIS**

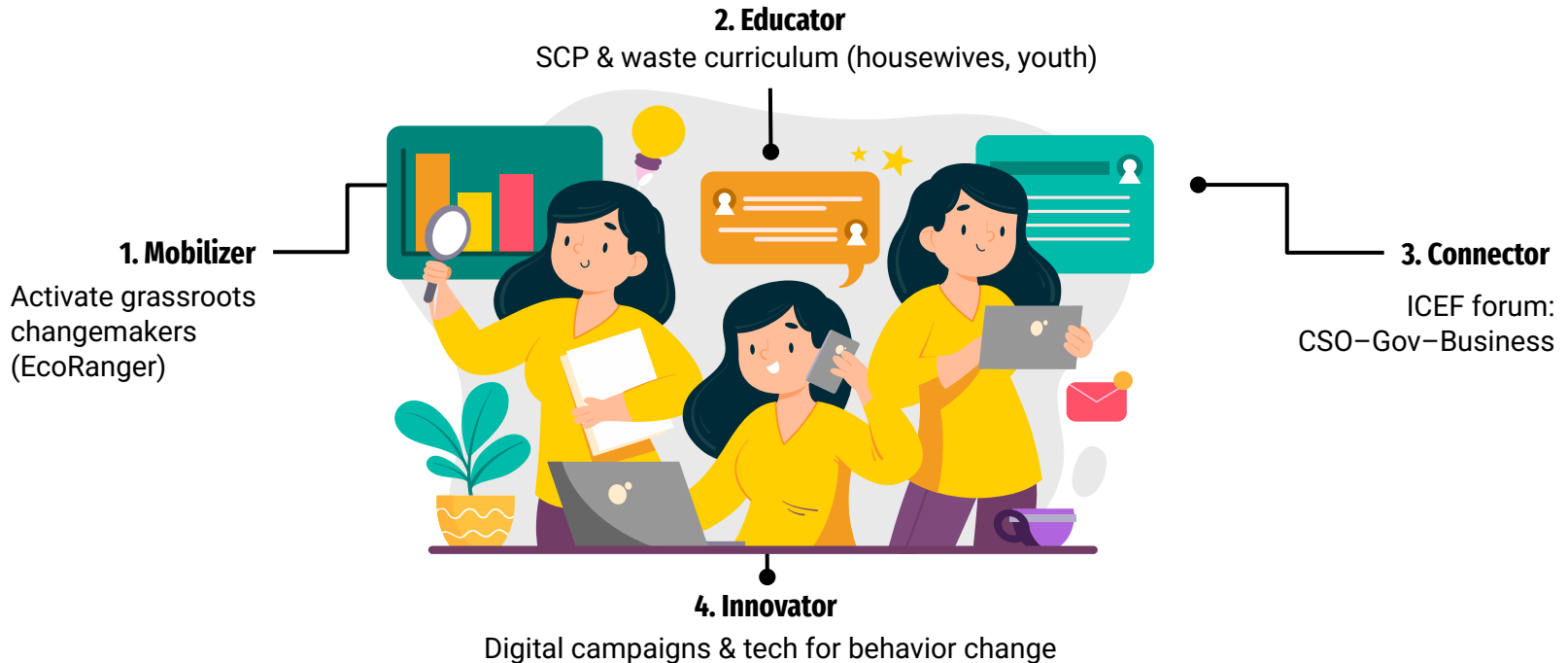
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**10 AS A SYMBOL OF
THE MOVEMENT BY
10 MILLION
INDIVIDUALS**

10

**10,000 PER MONTH
CONSISTENTLY DONE
IN 10 CONSCIOUS
YEARS**

The Unique Role of Civil Society Organizations



Civil society organizations like **Greeneration Foundation** play a key role in enabling green jobs. We mobilize, educate, connect, and innovate. These roles work together to build awareness, develop skills, create partnerships, and scale impact that making sustainability part of everyday life, not just policy.

Collaboration with Governments and Private Sector

1

Joint Development of Training Programs

Co-create vocational training initiatives that equip communities with skills aligned to the evolving needs of green industries.

2

Policy Advocacy and Incentive Structures

Engage with policymakers to establish supportive regulatory frameworks and financial incentives that foster the growth of community-based green enterprises.

3

Resource and Knowledge Sharing

Facilitate the exchange of technical expertise, funding, and best practices to accelerate the scaling of successful sustainability initiatives.

4

Building Inclusive Public-Private-Community Partnerships

Establish strong, trust-based partnerships that leverage the unique strengths of each sector, ensuring that community voices remain central in green economy transitions.



We need bold alignment across stakeholders to realize the full potential of civil society

Community-based green jobs generate multidimensional benefits that go far beyond employment:

Empowerment of Marginalized Groups:

Many green job initiatives actively include women, youth, and underserved communities, offering them opportunities for skills development, financial independence, and leadership roles.

Strengthening of Local Economies:

By creating jobs within the community, income circulation is retained locally, stimulating economic growth, reducing migration pressures, and increasing community resilience.

Increased Environmental Resilience:

Green jobs typically involve activities such as sustainable farming, renewable energy, and ecosystem restoration, all of which directly enhance the community's ability to withstand climate-related impacts.

Promotion of Social Equity:

Ensuring equal access to green job opportunities helps bridge social inequalities, fostering more inclusive and just societies while transitioning toward a green economy.

Real-world examples highlight CSOs' impact

Barefoot College (India)



Source: The New York Times & tc leadership

Trains rural women to become solar engineers.

Waste Banks (Indonesia)



Source: Greeneration Indonesia

Create jobs through recycling initiatives.

Green Belt Movement (Kenya)



Source: The Green Belt Movement

Mobilizes communities for reforestation while generating local employment.

Case Study 1: Greeneration Foundation (Indonesia)

- **Key outcomes:**

- Promoted sustainable tourism practices through EcoRanger, creating green jobs and supporting local communities
- Fostered a community of stakeholders in Indonesia's circular economy through ICEF, driving sustainable practices and innovation
- Contributed to behavior change and awareness-raising on waste issues, climate change, and circular economy

- **Impact:**

- Created green jobs and supported local economies through sustainable tourism and circular economy initiatives
 - Promoted sustainable practices and reduced waste in communities, contributing to environmental conservation
 - Supported the development of Indonesia's circular economy, driving innovation and sustainability
- This case study shows how **Greeneration Foundation** advances sustainability in Indonesia through programs like **EcoRanger and ICEF**, creating green jobs and promoting circular economy practices.

Case Study 2: Coaction Indonesia

- **Key outcomes:**

- Provided accessible information on green jobs through (<https://coaction.id/en/>), empowering individuals to pursue careers in sustainability
- Conducted research on green jobs, highlighting the expectations and needs of young people in creating environmentally friendly jobs
- Built strategic collaborations with various partners to promote sustainable development and green job creation

- **Impact:**

- Contributed to the growth of green jobs in Indonesia by providing a platform for information and networking
 - Informed policy and decision-making processes through research and advocacy, promoting sustainable development and green job creation
 - Empowered young people to pursue careers in sustainability, driving innovation and environmental conservation
- This case study highlights **Coaction Indonesia's** role in advancing green jobs and sustainability through public research and accessible platforms that inform policy and empower communities.

Case Study 3: Yayasan KEHATI Indonesia (The Indonesian Biodiversity Foundation)

- **Description:**

KEHATI is an Indonesian CSO that works to conserve biodiversity and promote sustainable development. They implement programs to create green jobs in sustainable forestry, eco-tourism, and other sectors. (Source: <https://kehati.or.id/>)

- **Key Outcomes:**

- Supported sustainable forestry initiatives, creating green jobs for local communities
- Promoted eco-tourism, generating income and jobs for local communities
- Conserved biodiversity and promoted sustainable natural resource management

- **Impact:**

- Created hundreds of green jobs through sustainable forestry and eco-tourism initiatives
- Improved community livelihoods in rural and conservation areas
- Contributed to the protection of critical ecosystems and endangered species in Indonesia

- This case demonstrates how environmental conservation, when driven by civil society, can directly generate jobs, protect biodiversity, and empower communities to lead sustainable change.

Challenges

Limited Funding and Resources

Many CSOs operate with constrained budgets, affecting their ability to scale up successful initiatives.

Policy and Regulatory Gaps

Inadequate or inconsistent policy support can hinder the growth of community-based green enterprises.

Scalability and Replicability Issues

Effective community models may be difficult to replicate across different contexts without significant adaptation and support.

Challenges and Opportunities

Despite their potential, CSO-driven green job initiatives face several challenges — but also remarkable opportunities:

Opportunities

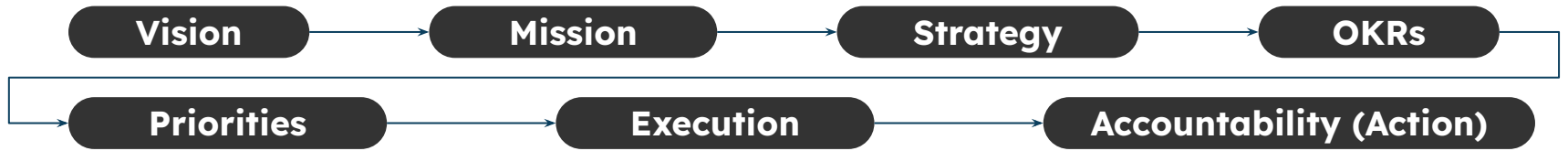
Growing Public Awareness

Increasing concern about environmental issues creates a favorable environment for CSO initiatives to gain community and donor support.

Emerging Green Markets

Expanding industries such as renewable energy, circular economy ventures, and eco-tourism offer new avenues for sustainable job creation.

Turning Vision into Action: What We Need Next!

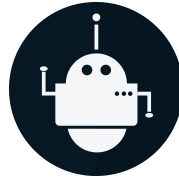


3 Strategic Recommendations:



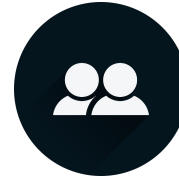
Incentivize CSO-Led Green Enterprises

Grants, microfinance, and technical support for grassroots innovation



Co-Develop Green Skills Programs

With a focus on youth, women, and rural communities



Institutionalize Public-Private-CSO Partnerships

Build long-term collaborative-frameworks to scale local job creation

Communities are the seeds of a green future. Let's nurture them into **forests of opportunity**



#PercayaEcopreneur



**Greeneration
Indonesia**

green attitude green environment

Greeneration Indonesia (GI) is a sustainable organization focused on addressing environmental issues, beginning with an innovative idea in 2005

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