



Green Jobs

February 2020

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Introduction



Context

The **influx** of Venezuelans in Brazil began in late 2016 and intensified between 2018 and 2019, reaching an average of **500 new refugees and migrants** per day. Today there are approximately **260,000 Venezuelans** in the country, of which about **15,000** have been brought into the formal labor market.

The Interiorization Program is one of the strategies adopted by the UN and the Federal Government, aimed at opening opportunities throughout Brazil for refugees and migrants. The program has already demonstrated practical results, such as: (a) the income increase of Venezuelans who have arrived, (b) improved access to formal work and (c) greater access to education and other public services.

“The idea of reconciling ‘access to livelihoods’ with ‘conservation of the environment’ arises from a very practical reality. At the beginning of the migratory flow, in Roraima, the need was identified to give an appropriate destination to the waste generated in UNHCR's own shelters. For example, the plastic of the tents where the refugees slept or the aluminum of the lunch boxes that were offered to them.”

(Paulo Sérgio de Almeida, UNHCR)

The limitations of waste collection and recycling in the region were soon evident. Some waste had to be sent to Manaus, almost 1000 km away, generating a huge carbon footprint in the displacement. To circumvent the problem, a local initiative was created through partnerships for the selection and recycling of some types of waste, largely with the work of refugees and migrants. This was evidence that a **win-win relationship** between “integrating refugees and migrants” and “fostering the green economy” would be possible and desirable.

Objectives

In general, this study aims to **map the green economy** in Brazil, supporting the **development of strategies** that UNHCR can adopt to **further the labour integration** of Venezuelan refugees and migrants in the country.

Specifically, this study aims to:

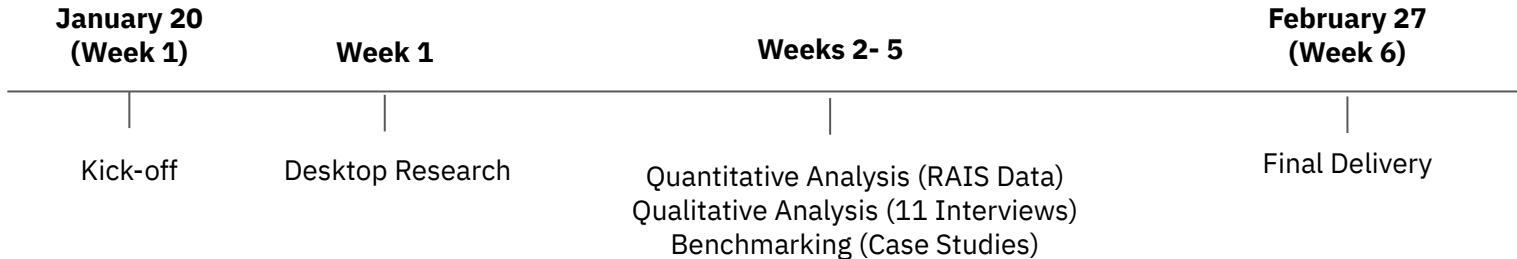
1. **Quantify, sectorise and locate** (by State) green jobs in Brazil;
2. Understand (a) the **level of formalisation**, (b) **working conditions** and (c) the **employability of refugees and migrants** in the main sectors of Brazil's green economy;
3. Outline **major strategies** for UNHCR, based on the characteristics and challenges of the different sectors within the Green Economy in Brazil that demand a common set of actions.

Schedule

This project was developed by Mandalah, in partnership with UNHCR, over a total period of 6 weeks.

mandalah CONSCIOUS INNOVATION Mandalah is a global consultancy in Conscious Innovation. Since 2006, we have worked with organisations on Purpose-Driven Growth, through the creation and implementation of strategies, brands and cultures. Mandalah is a B Corp and has offices in Brazil (headquarters), USA, Germany, Japan and Mexico. We have served more than 100 clients from different profiles and sectors - organisations that believe that prosperity is the result of its impact on society and the wider environment.

The steps are described below:



About the methodology

In order to encourage the reapplication of the methodology used in new projects at UNHCR and other UN System agencies, a brief description of the completed activities, organised in **5 different blocks** * as follows:



* It is important to note that these blocks were not necessarily sequential. There were times when we executed more than one block simultaneously or that we felt the need to return to the previous block to ensure solid conceptual bases for the structuring of the project.

About the work process

The work was carried out with the involvement of various individuals from Mandalah and UNHCR, including the collaboration of people linked to other UN System agencies. The multidisciplinary work allowed the generation of more robust insights and action plans, built from individual experiences and the different areas of expertise amongst the different team members.

Representing Mandalah

Felipe Watanabe

Consultant

Fred Heimbeck

Consultant

Representing UNHCR

Fabiano Sartori de Campos

Environmental Field Adviser - (Sub Office Boa Vista)

Marília Cintra Correa Durable Solutions Associate

Nicole Koppe CBI Assistant

(Livelihoods Unit Sub Office Boa Vista)

Caroline Vilain

Information Management Unit (Sub Office Boa Vista)

Lucas do Nascimento

Livelihoods Sub Unit (Field Office Manaus)

Nikolas Pirani

Livelihoods Sub Unit (Branch Office Brasília)

About quantitative data

The **first part** of this study, entitled “The Green Economy in Brazil is under construction”, is an update of the document “Green Jobs in Brazil: How many they are, where they are located and how they will evolve in the coming years”, produced by the ILO in 2009 and signed by Paulo Sérgio Muçouçah. We kept the same categorisation of green jobs (the same 6 large groups with a total of 76* NCEAs - National Classification of Economic Activities) and the same data source (RAIS - Annual List of Social Information) used by ILO. Our goal was to ensure consistency with what the UN already sees as “green jobs” and comparability with the analysis completed in 2009.

The **second part** of this study, entitled “An overview of each sector of the Green Economy”, is based on a slightly broader definition of green jobs. In order to establish the strategies for UNHCR, we needed to incorporate (1) sectors of the green economy that are mostly formal, but that are not represented by any specific NCEA (such as “Sustainable Rural Production”, “Ecotourism” and “Ecogastronomy”, which are mixed with similar jobs from the Traditional Economy on the RAIS basis) and (2) sectors of the Green Economy that - in spite of being mostly informal (and therefore not counted by RAIS) - offer a large amount jobs and a great potential for “dignified relationships” in the coming years, such as recyclable waste pickers. For such extrapolations, we used secondary data (ex: Agricultural Census 2017, to infer the size of “Sustainable Rural Production”) and estimates from the experts interviewed.

* There is minimal difference between the 2009 analysis and the 2020 update. We are using one less NCEA - the “Road and Rail Terminals” NCEA - which probably has been eliminated in one of the hierarchy updates that the RAIS base experiences from time to time. The non-use of this NCEA generates a difference of 5,712 jobs for the year 2008 between the two studies, which is around 0.2% of the size of the Green Economy in Brazil and, therefore, not significant for the conclusions of this project.

About qualitative data

The interviewees were curated from different segments of the Green Economy (taking into account the ILO's categorisation as well as the broader concept described earlier). The main purpose of the interviews was to offer a qualitative study of each of the sectors, prioritising those that were already seen as the most promising for the insertion of refugees and migrants.

The following professionals were interviewed for this project:



Paulo Sérgio de Almeida
Livelihood Officer at UNHCR

The UN Refugee Agency (UNHCR) protects and provides assistance to refugees, displaced and stateless persons around the world.



Daniela Lerário
Co-Chairman of the Board at System B

System B is a movement whose mission is to build a favourable ecosystem to strengthen companies that use the strength of the market to solve social and environmental problems: B Companies.



About qualitative data



Mariano Cenamo
New Business Director at
IDESAM

IDESAM (Amazonas Conservation and Sustainable Development Institute), a representative for Forest Production and Management, is a non-governmental, non-profit organisation with a mission to promote the valorisation and sustainable use of natural resources in the Amazon.



Lis Cereja
Founder & Chef at
Enoteca Saint VinSaint

Enoteca Saint VinSaint, our Ecogastronomy representative, is a restaurant that works with 100% organic and artisanal inputs, from its own organic gardens or from small producers around the state of São Paulo, respecting seasonality and food traditions. Its system is circular, so that all the waste is transformed, generating zero waste.



André Lara Resende
Founding Partner at Baanko

Baanko, our Waste Management representative, is a startup that uses the Sustainable Development Goals to foster the Impact Business ecosystem.



About qualitative data



Amaury Pekelman
Director of Institutional
Relations at Atvos

ATVOS, our representative for Renewable Energies, belongs to the Odebrecht Group, is present in four different states. It is the largest supplier of biomass energy in Brazil and the second largest producer of ethanol in the country.



Regiane Nigro
Coordinator at
Instituto Kairós

The Kairós Institute, our representative for Sustainable Rural Production, is a non-profit civil entity that promotes new practices of Responsible Production, Distribution, Marketing and Consumption, in favour of building a more just, sustainable and healthy society.



Marcella Zambardino
Partner at POSITIV.A

POSITIV.A, our representative of Green Consumer Goods, is a company that produces and markets a line of conscious, natural, ecological, hypoallergenic and biodegradable Cleaning Products, based on the principles of Circular Economy, as well as support for family farming.



About qualitative data



Marianne Costa
Founder at Vivejar

Vivejar, our representative of Ecotourism or Responsible Tourism, is an experienced tour operator that performs exclusive tours in traditional Brazilian communities.



Aline Galvão
Social and Environmental
Supervisor at ReUrbi

ReUrbi, our Electronic Waste Management or Repair representative, is a company that collects IT and telecommunications waste, repackages it for later resale or donation to Third Sector Organisations and Digital Inclusion Projects, and gives proper disposal for non-usable items.



Gender-specific interviews

It is important to recognise the nuances when it comes to the employability of refugee and migrant women. To address this issue, we completed an individual interview and a discussion panel.

Individual Interview

Luna Roveda

UNHCR Protection Officer – SGBV Specialist

Discussion Panel

Caroline Scotti Vilain

Senior Information Management Assistant (UNHCR)

Vanessa Sampaio

Project Assistant (IOM)

Flávia de Moura Muniz

Manager of Economic Empowerment in Humanitarian Action (UN Women)

02

The Green Economy is under construction in Brazil



To start, a reality check ...

“Let's not be naive. Finding plug-in solutions will not be easy. Opportunities need to be built, co-created.”

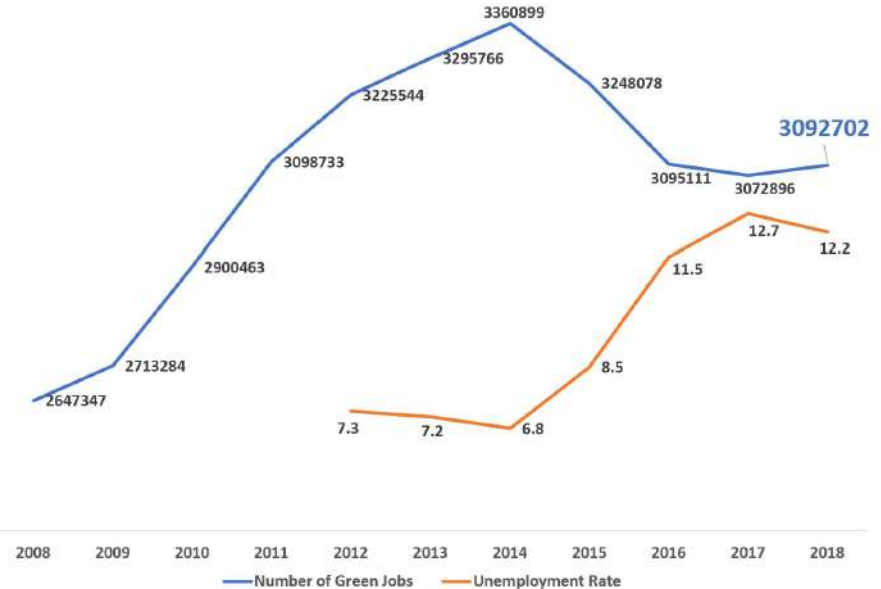
(Daniela Lerario, Sistema B)

insight

The Green Economy is still below the peak of jobs reached in 2014.

- In 2014, the Green Economy in Brazil reached its peak, with 3.360 million jobs.
- From 2014 to 2017, the Green Economy contracts 8.5%, losing about 288 thousand jobs.
- In 2018, the Green Economy, in line with the traditional economy, had a small recovery, gaining almost 20 thousand jobs and reaching 3.092 million jobs (~ 6.6% of the formal labour market).

Number of Jobs in Brazilian Green Economy



SOURCE: RAIS e PNAD

insight

Partnerships with governments at the subnational level have been shown to be more effective than with the federal government.



Mariano Cenamo

New Business Director at
IDESAM

"The hole is further down. (...) It is not that the (federal) government is necessarily repressing the Green Economy. What they are doing is over-stimulating the traditional economy. So, the Green Economy, which is already uncompetitive, loses space. (...) It is necessary to work at the subnational level if we are to foster the Green Economy at this time."

"The sector has suffered from the new government. Within the Ministry of Tourism, there are only 2 chairs for Responsible Tourism, but they embrace many themes, such as, for example, the fight against sex tourism. There is no budget and there is no project for Ecotourism. In return, states have been mobilising. Most state tourism secretaries are technicians, unlike what happens in the federal government. MG and BA, for example, are working on bills to promote responsible tourism. TO received funds from the World Bank, and opened credit lines of 30 thousand reais by MEI, essential for the development of the quilombola communities of Jalapão."



Marianne Costa

Founder at Vivejar



Regiane Nigro

Coordinator at
Instituto Kairós

"There is a lot that can be done at the municipal level. Through the organic laws of the municipality, it is possible to ensure that public purchases by city halls for school lunches, day care centres or hospital food come primarily from family farming."

insight

Tax benefits and access to credit to the traditional economy undermine the competitiveness of the Green Economy.



Aline Galvão

Social and Environmental
Supervisor at ReUrbi

“The recycling sector suffers from double taxation. The raw material is taxed twice, when it is processed for the first time and, later, when it is repackaged. The traditional economy does not go through this. It is almost a stimulus for non-reuse.”

“Theoretically, I couldn't produce inputs for my own restaurant. Nor could I manage my waste myself. I would have to have different CNPJs for each activity, sell to myself, buy from myself. And, obviously, paying taxes several times in the same production process, which, in practice, is one, is circular.”



Lis Cereja

Founder & Chef at
Enoteca Saint VinSaint



Regiane Nigro

Coordinator at
Instituto Kairós

“The banking structure in Brazil has difficulties in dealing with small farmers. The criteria for accessing credit are still largely based on the characteristics of monoculture and large producers. With access to credit difficult, it becomes even harder to promote sustainable production.”

insight

The accountability of the private sector is fundamental for the “greening” of the traditional economy.



Daniela Lerario

Co-Chairman of the Board at System B

“Waste management cannot be completely outsourced to consumers. There is a lack of laws that guarantee the accountability of the private sector. The different productive sectors have to be responsible for managing the waste they generate.”



Lis Cereja

Founder & Chef at Enoteca Saint VinSaint

“Many of my colleagues in the field are in it just for the 'green seal'. They want to ride the wave of sustainability. They don't want to do the work that has to be done.”

insight

The Green Economy is still poorly understood or undervalued by a large part of the public.



Daniela Lerario

Co-Chairman of the Board at System B

“An effort is needed to reframe the work of the recyclable waste picker in public opinion. There are 600,000 to 1 million people who do vital work for all of us, and who often do not even have a home. And nobody cares.”

“The industry has created a series of consumer paradigms. There is a misperception that foam (in the cleaning product) matters, that dye matters. In the end, it is a price-based purchase, with no concern for the chain. (...) We do not give up selling online, because it is the chance we have to explain to the consumer the value of a sustainable product.”



Marcella Zambardino

Partner at POSITIV.A



Marianne Costa

Founder at Vivejar

“The federal government would need to invest in promoting ecotourism. Brazilian ecotourism needs to be on the ‘international shelf’ and, here, ‘puncture the bubble’. Argentina does this job very well, it impacts the perception of public opinion. We are few here trying to hack the system.”

insight

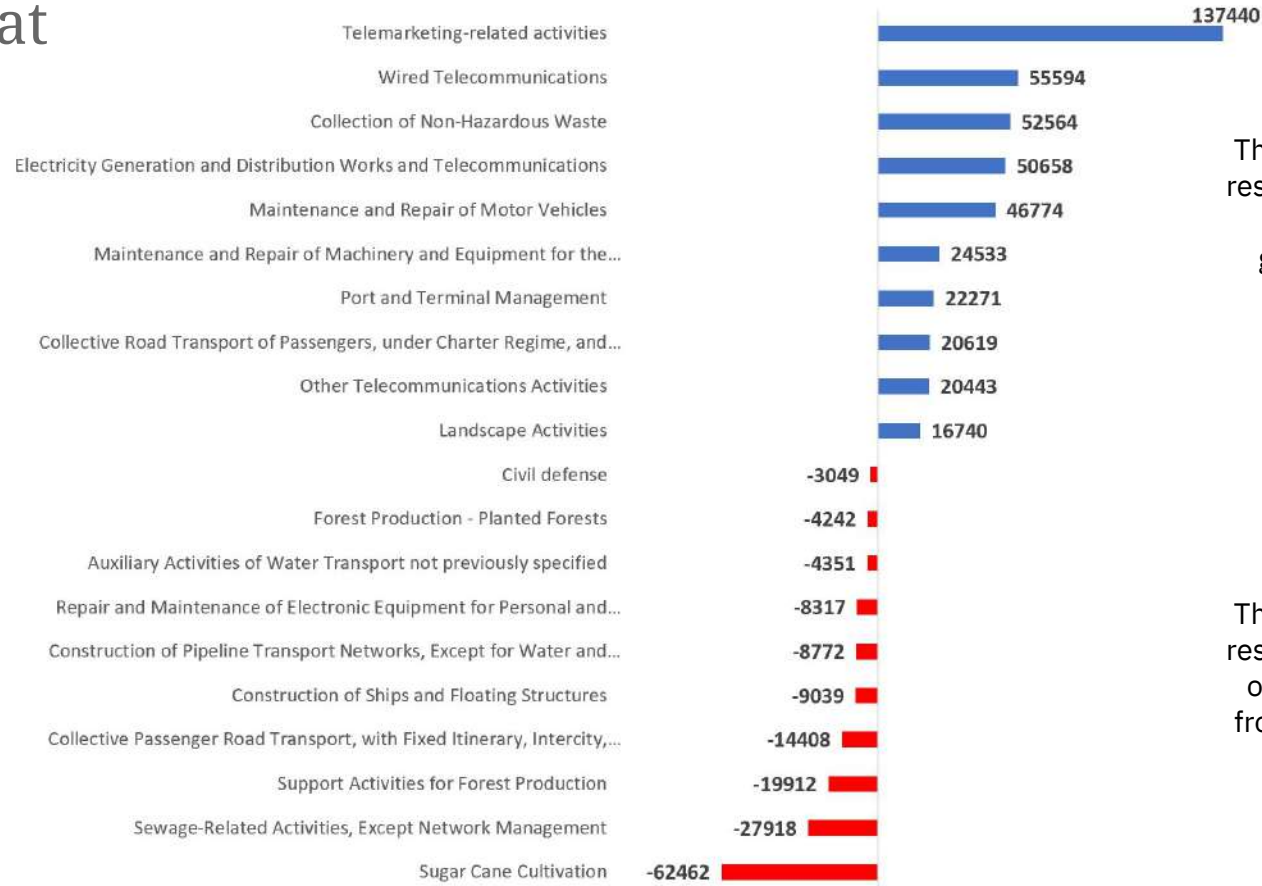
The “Telecommunications and Telemarketing” sector was the one that generated the most jobs in the last 10 years.

Groups of Economic Activities	2008	2018	Variação
Forest Production and Management	139,768	134,841	-4%
Generation and Distribution of Renewable Energies	547,569	541,999	-1%
Sanitation and Waste Management	303,210	366,722	21%
Maintenance, Recovery and Repair	435,737	548,253	26%
Green Transport	791,537	856,434	8%
Telecommunications and Telemarketing	429,526	644,453	50%
TOTAL	2,647,347	3,092,702	17%

FONTE: RAIS

- Since the first ILO study on “Green Jobs in Brazil” was done, the green economy has grown + 17%.
- The sectors of (1) “Telecommunications and Telemarketing”, (2) “Maintenance, Recovery and Repair” (with emphasis on **automotive vehicles and mechanical industry equipment**) and (3) “Sanitation and Waste Management” (with emphasis on **collection of non-hazardous waste**) are those that grow the most.
- The “Production and Forest Management” sector is the one that contracted the most.

Activities that grew and contracted the most.



↑
The 10 professions responsible for 72% of green jobs generated from 2008 to 2018

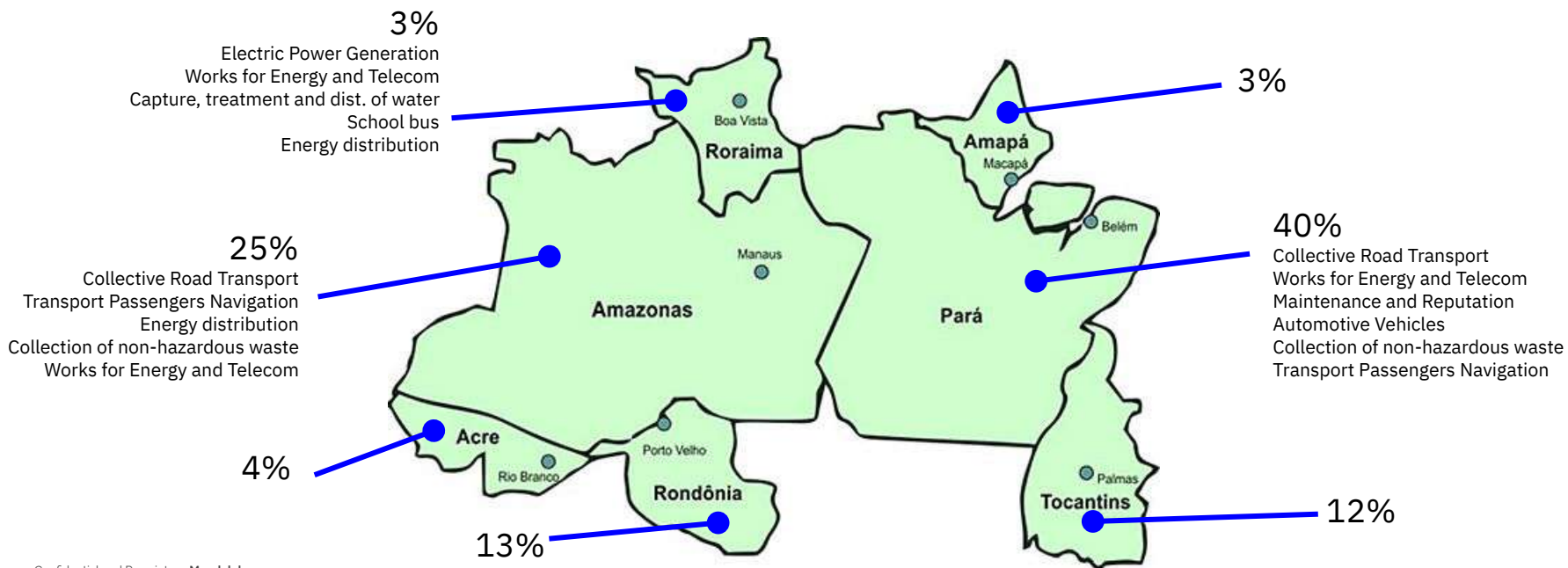
↓
The 10 professions responsible for 93% of green jobs lost from 2008 to 2018

Activities that grew and contracted the most.

- Among the activities that grew the most, the highlight is “call centre activities”. Most vacancies available in this activity require fluency in the Portuguese language, which may imply a hiring barrier for the people of interest in this study. In contrast, a few vacancies require fluency in foreign languages, including Spanish, which implies an opportunity.
- Also noteworthy is the Collection of Non-Hazardous Waste, which is the third fastest growing economic activity. It is important to note that most jobs related to the Collection of Non-Hazardous Waste are informal, and therefore not accounted for in the chart on the previous slide. If we could count both formal and informal jobs in this area, it is likely that Non-Hazardous Waste Collection was the fastest growing activity within the Green Economy in Brazil.
- Also worthy of mention are two activities related to **Repair**: (1) maintenance and repair of motor vehicles and (2) maintenance and repair of equipment related to the Mechanical Industry. Together, these activities would rank second among the fastest-growing green activities.
- Among the activities that most contracted, the main highlight is “sugar cane cultivation”. This activity is one of the foundations of the Biomass Industry, the most labour-intensive among all Renewable Energies.

insight

Only 4% of Brazil's green jobs (~ 137,000 jobs) are in the North. PA and AM stand out.

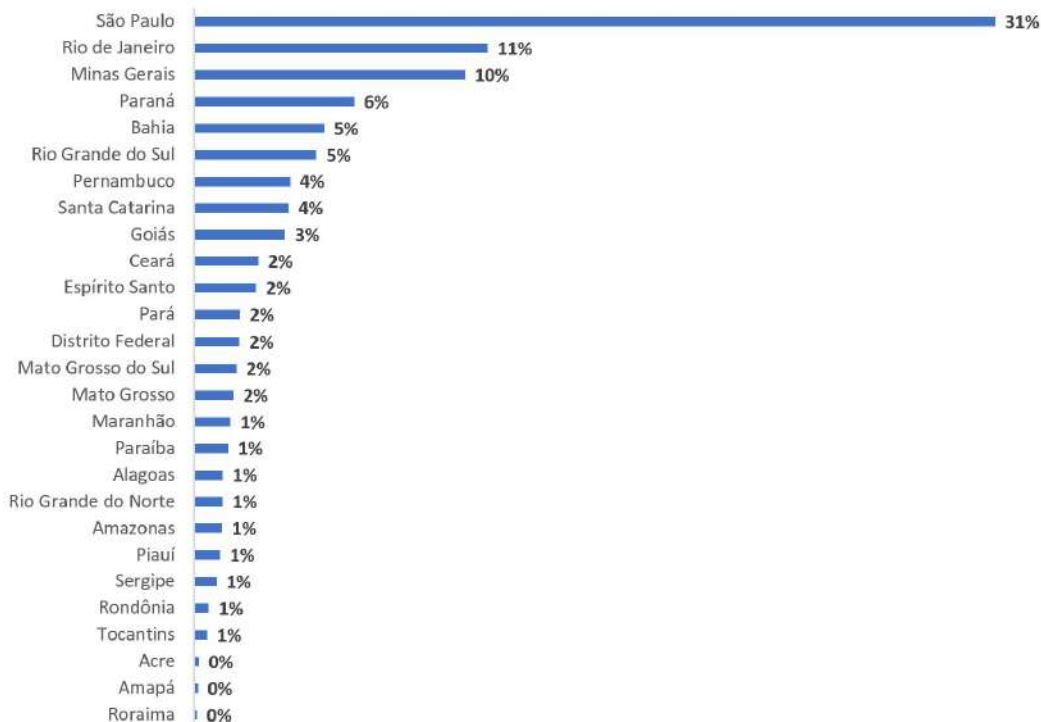


insight

SP, RJ and MG concentrate more than 50% of green jobs in Brazil.

- The Green Economy is distributed throughout Brazil in a similar way to the traditional economy. In this sense, the Southeast and South regions continue to stand out as alternatives for interiorisation. Bahia is a highlight in the Northeast region.

How the Green Jobs are distributed in Brazil



insight

Dialogue with the local community is essential so that there is no resistance to refugees and migrants in small municipalities.



Amaury Pekelman

Director of Institutional
Relations at Atvos

“Our company is present in small cities, usually in the countryside, where people have many needs. When we think about opening opportunities for refugees (or anyone else outside), some people in the local community, who also need an opportunity, end up feeling wronged. It is important to have sensitivity to dialogue with them constantly.”



Regiane Nigro

Coordinator at
Instituto Kairós

“I know a good example from the East Zone of São Paulo, where I work. We managed to give a piece of land to a Haitian immigrant to take care of a small vegetable garden. This was only possible because we mobilised the community. He produces food and the community buys it at an affordable price, it needs to be a win-win.”

insight

The “green” entrepreneur has a good level of socio-environmental awareness and is open to the integration of refugees.



Marcella Zambardino
Partner at POSITIV.A

“I would hire a Venezuelan refugee. At Positiv.A, we understand the benefit of diversity among our employees, we see a direct impact on innovation, at the level of cooperation. (...) I just don't know where to start.”

“I see a big 'fit' of refugees with ecotourism. I know a Venezuelan who works with ecotourism in RJ, and who told me that it was easy to put himself in that market. The second language helps. Often, not even employers speak Spanish. Having a Venezuelan among employees can be an opportunity to open a new market. Furthermore, these stories of resilience and humility help to develop empathy in people. And empathy is a fundamental work tool in ecotourism.”



Marianne Costa
Founder at Vivejar



André Lara Resende
Founding Partner at Baanko

“Impact Business Hubs would be potential partners for the integration of refugees. It is important to have a network activation strategy for it to be a scalable effort.”

insight

Training in “Environmental Awareness”, in addition to technical courses, can help in employability.



Paulo Sérgio
Livelihood Officer at
UNHCR

“In general, Venezuelans who are arriving have a lower level of environmental awareness than Brazilians. I make a comparison with the Brazilian of the 70's. It may be due to the abundance and low price of oil, or to subsidised energy; the fact is that there is no culture of resource saving. If we are able to develop the environmental awareness of Venezuelans entering Brazil (many of whom will eventually return to Venezuela). This, in itself, may have already been one of the great legacies of this migratory crisis.”

“Whoever wants to do it (a closed-loop restaurant) doesn't have this content easily available, doesn't know where to start. This year, I want to try to make time for workshops, round tables, protocols. There is space for the creation of specific courses, which would help a lot in employability.”



Lis Cereja
Founder & Chef at
Enoteca Saint VinSaint

“Brazil is a continent. It seems to me important that the refugee has training on the different ecosystems, habits of life, accents. In addition, he or she needs to know the 'difficult path' to work with ecotourism. With an MEI, he already accesses a number of jobs.”

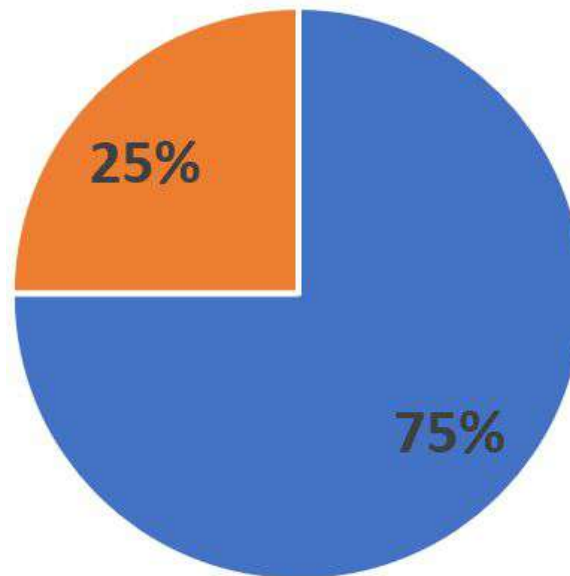


Marianne Costa
Founder at Vivejar

insight

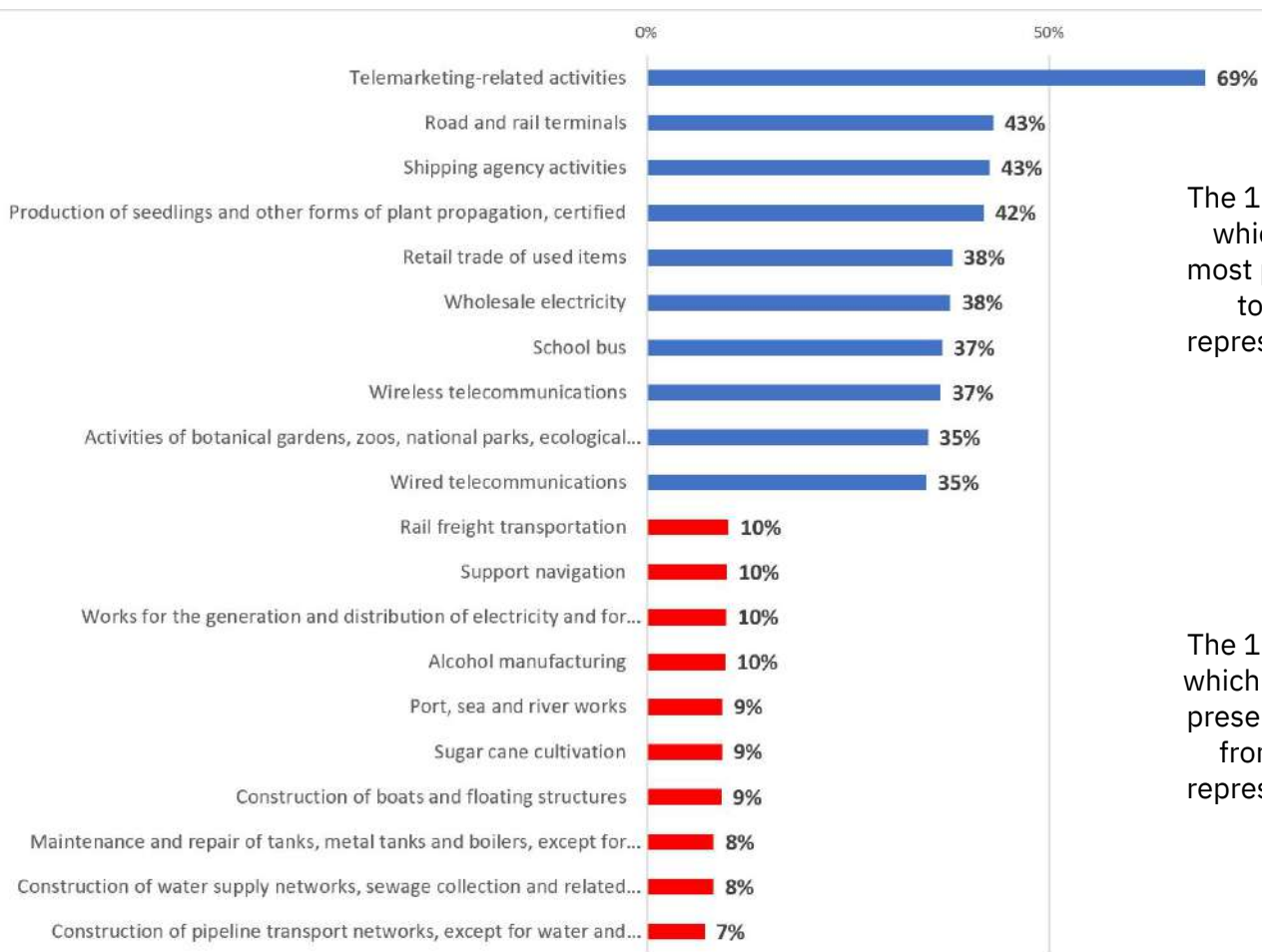
The Green Economy in Brazil employs 3 men for each woman.

- States where the gender gap is less pronounced: PI (women occupy 31% of green jobs), SP (29%), AC (29%), BA (28%), AL (28%), RN (28%).
- States in which the gender gap is most pronounced: PA (women occupy 15% of green jobs), MT (16%), TO (18%), ES (18%), AP (19%), AM (19%).



• Men • Women

Activities where women are MORE and LESS present.



↑
The 10 professions in which women are most present, closest to the desired representation (50%)

↓
The 10 professions in which women are less present, more distant from the desired representation (50%)

Activities where women are MORE and LESS present.

Considering the urgency of the issue and the necessity to integrate a large number of refugees and migrants in a short period of time, our recommendation for women is to prioritise jobs in which there already exists a greater female presence (highlighted in blue in the graph on the previous slide). The same recommendation applies to the prioritisation of States for the Interiorization Program.

The rationale behind these choices is simply to minimise the abuse situations that women are typically most prone to. Likewise, we want to ensure that they are in cities where there are better conditions of support for women. This can be through a structure for the protection of rights or even basic public services (such as access to day care, for example).

In parallel to this, advocacy work with professions in which women are extremely underrepresented today (highlighted in red in the graph on the previous slide) is also recommended. It would be groundwork to reverse this disparity in the medium term.

insight

The future of the Green Economy is promising as new generations consume more consciously.

"I am optimistic about the future. I don't know exactly how this change will take place, but as a species, we have no other option. This new generation comes with another chip. I was born in the 80s, at the time of the freezer, I grew up with frozen nuggets. This generation, from a very early age, understands the importance of organic food, for example. "



Lis Cereja
Founder & Chef at
Enoteca Saint VinSaint



André Lara Resende
Founding Partner at Baanko

"The difference in mentality of the new generation already impacts the culture of companies. It is not uncommon to see young people changing careers in search of working with social impact."

Executive Summary

- The Green Economy is still below the peak of jobs reached in 2014.
- Partnerships with governments at the subnational level have been shown to be more effective than with the federal government.
- Tax benefits and access to credit to the traditional economy undermine the competitiveness of the Green Economy.
- The accountability of the private sector is fundamental for the “greening” of the traditional economy.
- The Green Economy is still poorly understood or undervalued by a large part of public opinion.
- The “Telecommunications and Telemarketing” sector was the one that generated the most jobs in the last 10 years.
- Only 4% of Brazil's green jobs (~ 137,000 jobs) are in the North. PA and AM stand out.
- SP, RJ and MG concentrate more than 50% of green jobs in Brazil.
- Dialogue with the local community is essential so that there is no resistance to refugees and migrants in small municipalities.
- The “green” entrepreneur has a good level of socio-environmental awareness and is open to the integration of refugees and migrants.
- Training in “Environmental Awareness”, in addition to technical courses, can help in employability.
- The Green Economy in Brazil employs 3 men for each woman.
- The future of the Green Economy is promising as new generations consume more consciously.



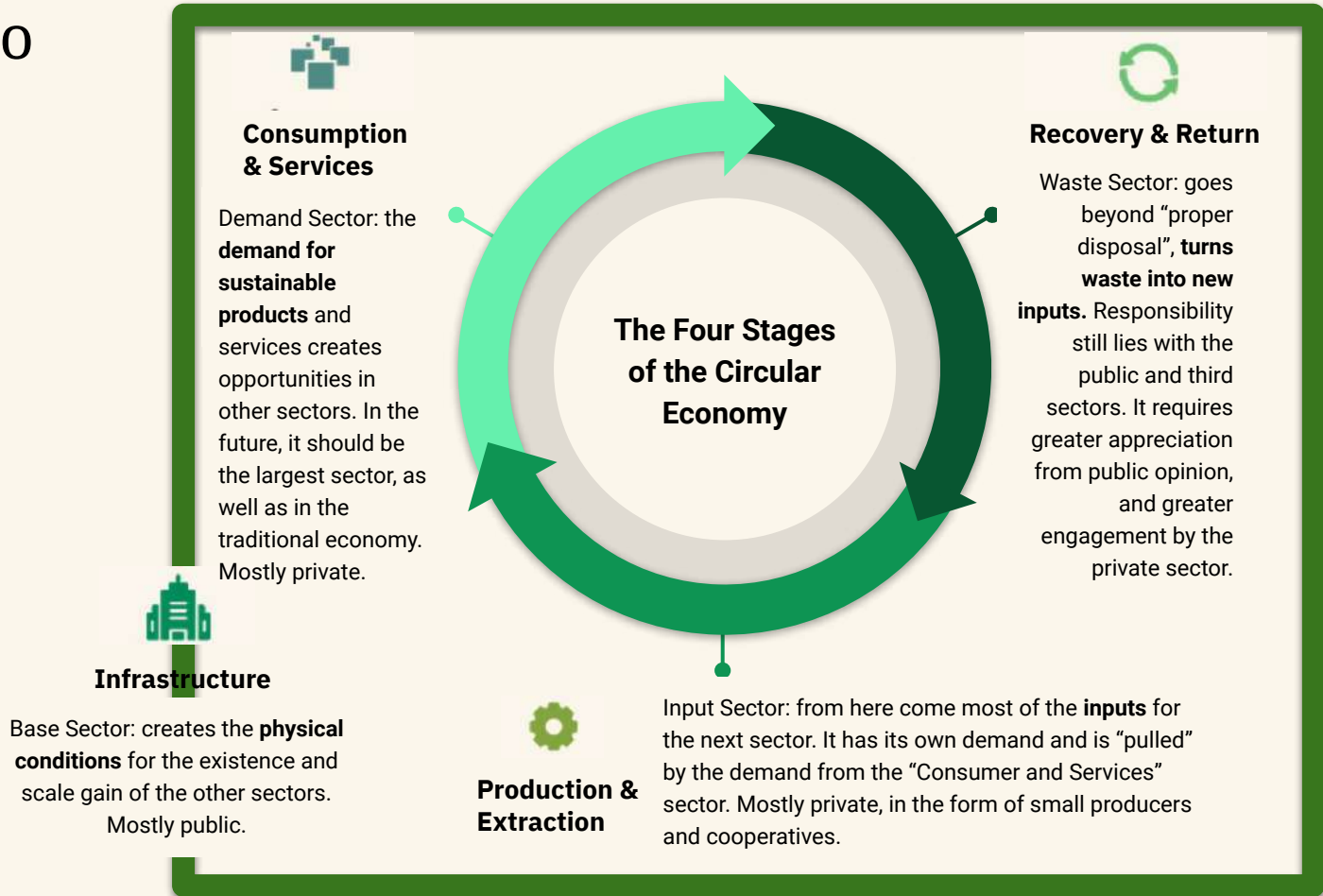
03

A panoramic view of each sector of the Green Economy



Introduction to the Circular Economy

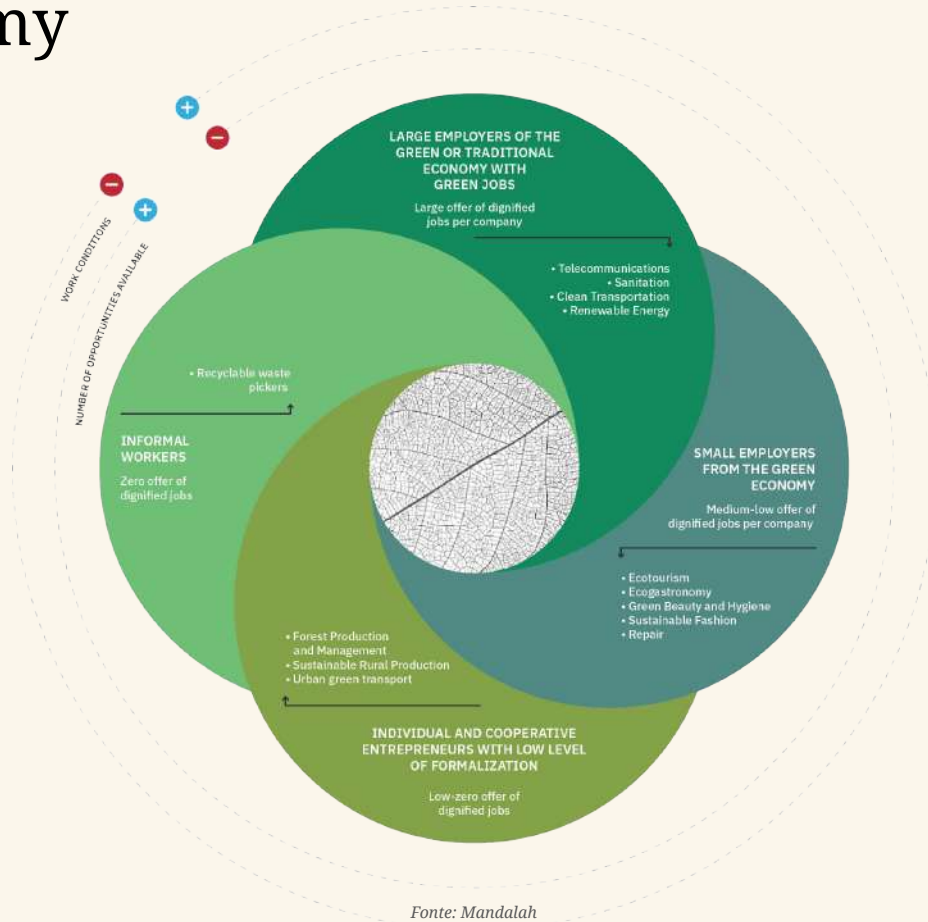
For further details on Circular Economy, visit the website: [Ellen MacArthur Foundation](#)



Green Economy Sectors

This infographic **organises the different sectors of the Green Economy** in Brazil, according to their level of formalisation, working conditions, labor relations and the employability of refugees and migrants.

In a clockwise direction, the available opportunities are increasing and, at the same time, the working conditions are deteriorating. **The number of job opportunities and working conditions in the Green Economy are inversely proportional.**



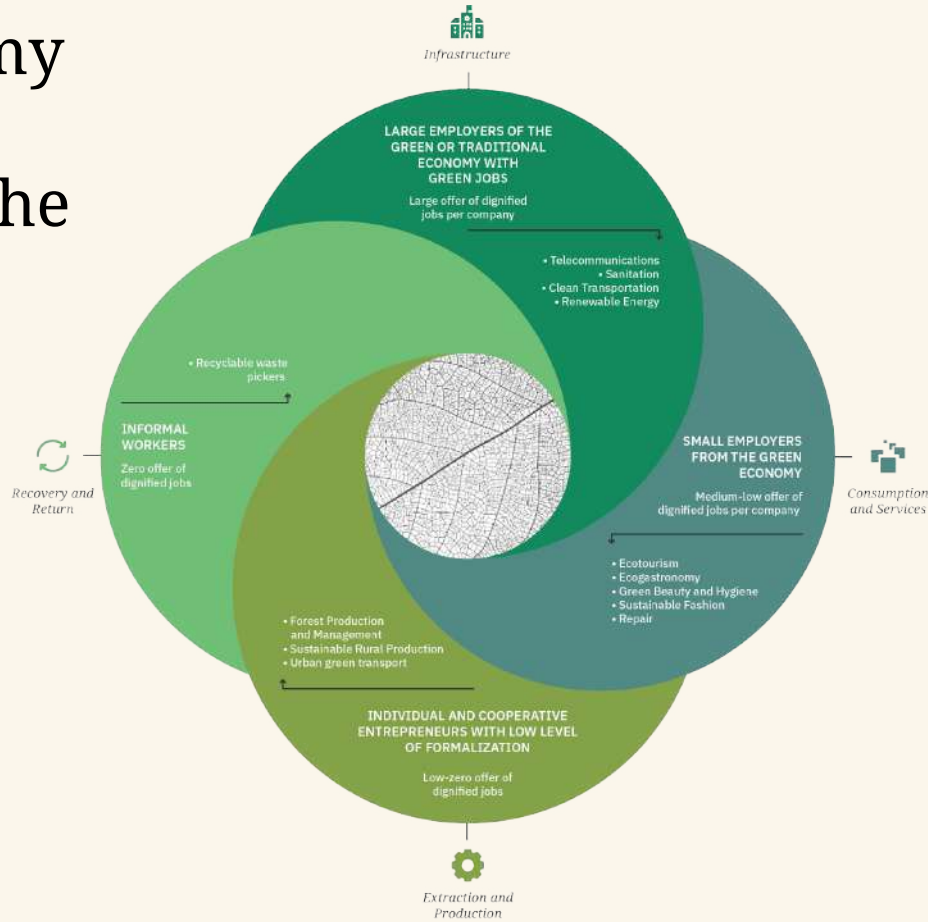
1. Large employers in the Green Economy OR large employers in the traditional economy offering green jobs: **few large companies**, with a **wide range of formal jobs** each one.

2. Small employers in the Green Economy: **several small and medium-sized companies**, with a **limited offering of formal jobs** (1-2 each).

3. Individual entrepreneurs and cooperatives with a low level of formalization: **micro-entrepreneurs or cooperatives** that generate **few formal jobs** outside their “cycles of trust”.

4. Informal workers: **no formal jobs available**, **basic human rights not guaranteed**.

Green Economy Sectors according to the Stages of Circular Economy



The large employers in the Green Economy or the large employers in the traditional economy offering green jobs are mainly in the **Infrastructure Stage**.

Small employers are mainly in the **Consumption and Services Stage**.

Individual entrepreneurs and cooperatives with a low level of formalisation are mainly in the **Extraction and Production Stage**.

Informal workers are mainly in the **Recovery and Return Stage**.

The four (4) Groups according to the level of formalisation, working conditions, labor relations and employability of refugees and migrants **match** the four (4) Stages of the Circular Economy.

Understanding the Tables by Sector

In the next slides, each one of the 11 sectors in the Green Economy will be presented via a **summary table**. This table contains the following information:

1. Number of Jobs: number of formal jobs in 2018, according to RAIS, if available OR best estimate from industry Experts.

2. Trend: number of formal jobs in 2018 vs. 2008, according to RAIS. It can be: (a) increasing: above 1% positive variation, (b) stable: between -1 and + 1% variation, or (c) decreasing: above 1% negative variation.

3. Level of Formalisation of the Sector: qualitative perception from the interviews. It can be: (a) HIGH: most jobs are formal, (b) MEDIUM: formal part, informal part, or (c) LOW: most jobs are informal.

4. Where are the jobs: top 5 states with the highest number of jobs in the sector in 2018, according to RAIS. The percentages are the number of jobs in the State vs. the total offering in the country.

5. Employability for Refugees and migrants: qualitative perception from the interviews, reflects the basic requirements from the employer for the majority of jobs in the sector. Scale of 6 points, being 1 more difficult and 6 easier. It can be: (1) public exam required, (2) previous experience required, (3) complete high school education required, (4) long technical training (weeks or months), (5) short technical training (days or hours), or (6) “on the job” training.

6. Working Conditions: qualitative perception from the interviews, reflects the conditions according to "guarantee of basic rights" and "remuneration" for the majority of jobs in the sector. They can be: (a) NON DIGNIFIED: basic human rights not guaranteed (absence of freedom, equality and/or security), remuneration for mere subsistence, (b) BASIC HUMAN RIGHTS ASSURED, WITH LOW REMUNERATION or (c) BASIC HUMAN RIGHTS ASSURED, WITH MEDIUM-HIGH REMUNERATION.

7. Labor Configuration: qualitative perception from the interviews, reflects whether most of the jobs are created by (a) Large Companies, (b) Small and Medium Companies, (c) Individual Entrepreneurs, (d) Cooperatives or (e) Informal workers.

8. Stage in the Ecosystem: reinforces the stage of the Circular Economy to which the sector is mostly linked.

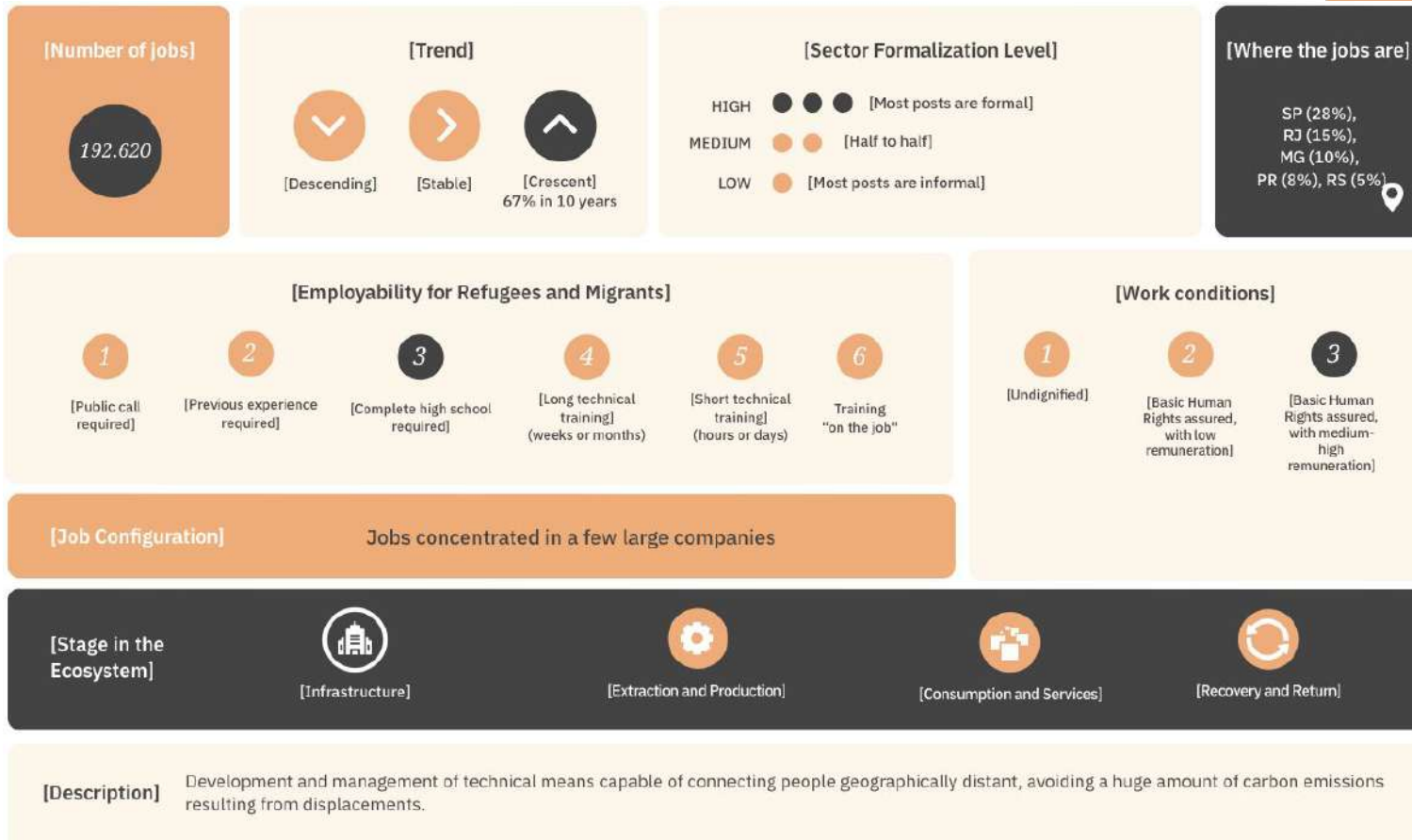
sector

telecommunications

#1



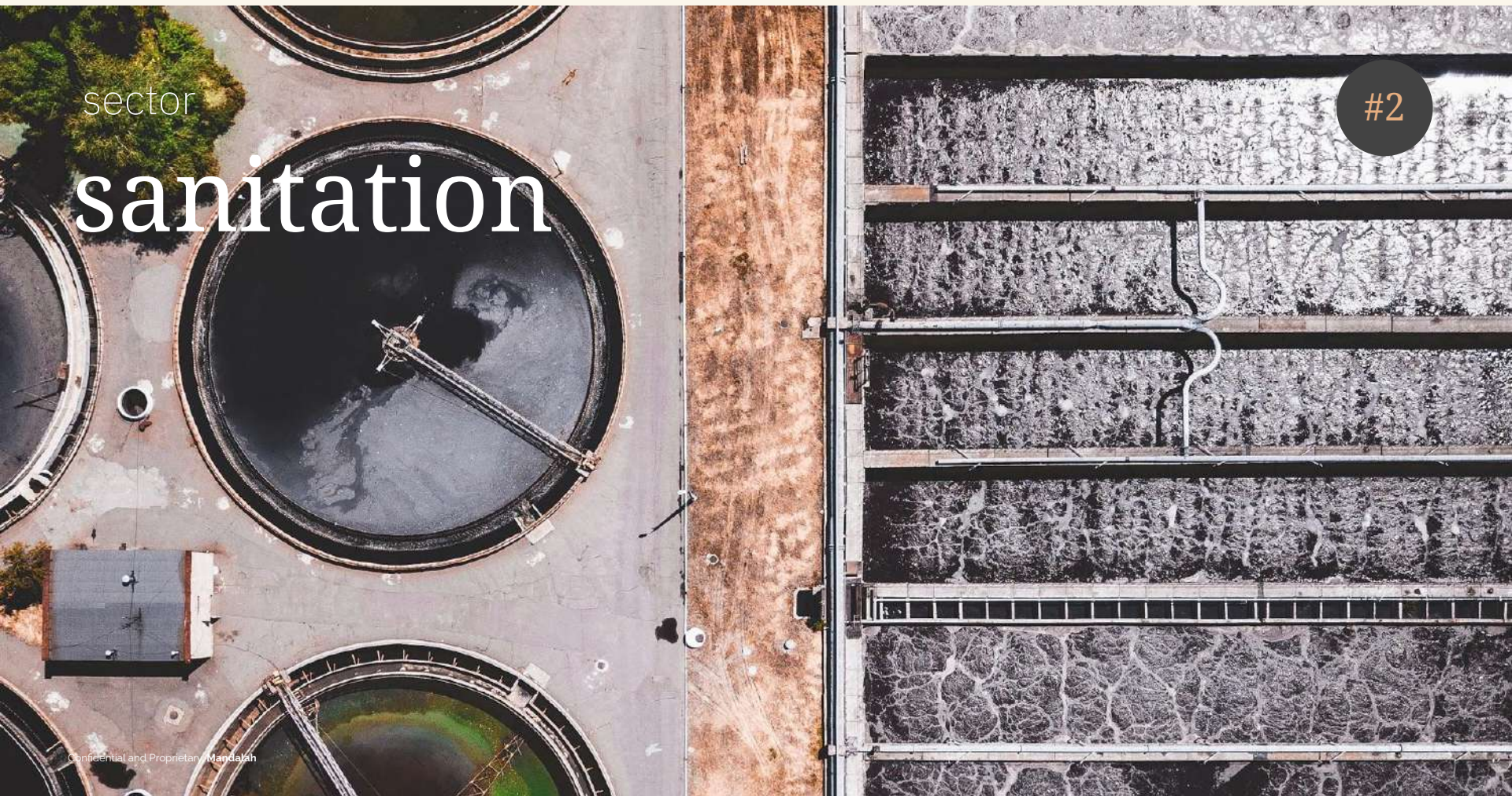
Sector: Telecommunications



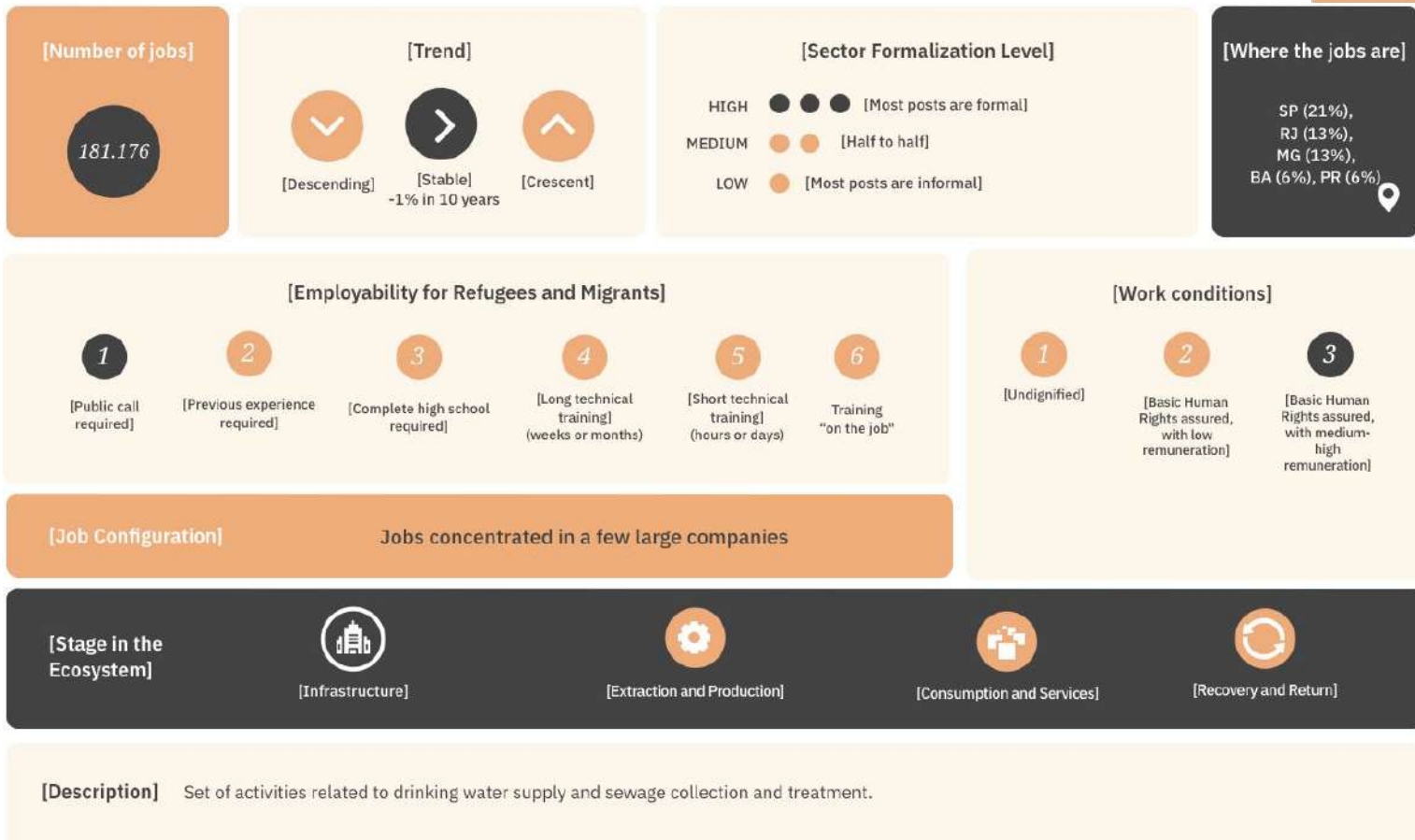
sector

sanitation

#2



Sector: Sanitation



sector

green transport

#3

Sector: Green Transport

[Number of jobs]
856,434

[Trend]
[Descending] [Stable] [Crescent] 8% in 10 years

[Sector Formalization Level]
HIGH [Most posts are formal]
MEDIUM [Half to half]
LOW [Most posts are informal]

[Where the jobs are]
SP (28%), RJ (17%), MG (10%), RS (6%), PR (6%)

[Employability for Refugees and Migrants]

- 1 [Public call required]
- 2 [Previous experience required]
- 3 [Complete high school required]
- 4 [Long technical training (weeks or months)]
- 5 [Short technical training (hours or days)]
- 6 [Training "on the job"]

[Work conditions]

- 1 [Undignified]
- 2 [Basic Human Rights assured, with low remuneration]
- 3 [Basic Human Rights assured, with medium-high remuneration]

[Job Configuration] Jobs generated by individual entrepreneurs



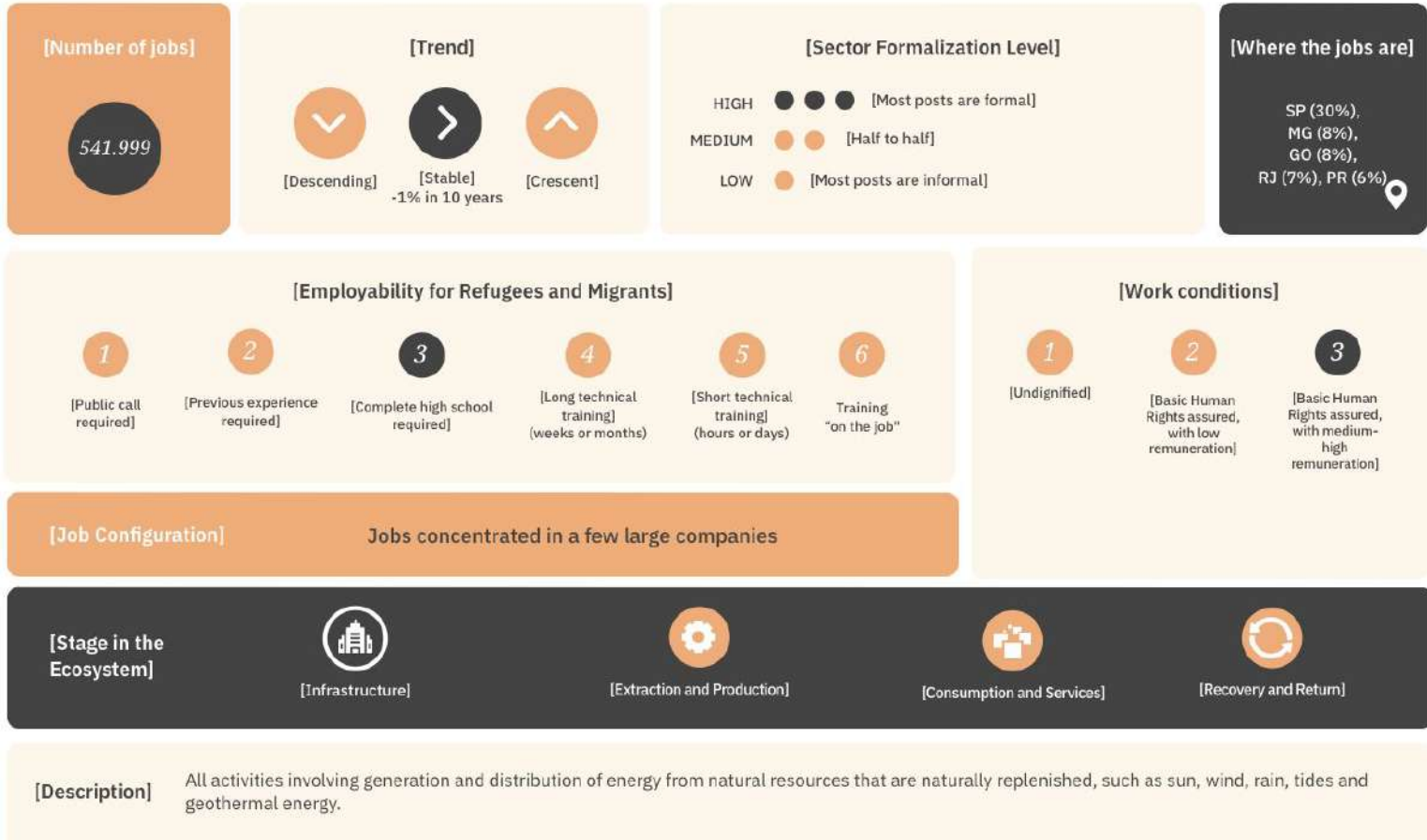
[Description] Jobs that contribute, directly or indirectly, to the replacement of road and air transport in the displacement of passengers and cargo. It also includes collective passenger transport by bus or van which, despite being large consumers of diesel oil, they provide an enormous service to the environment by creating conditions to remove a good number of cars from circulation, especially in urban centers.

sector

renewable energies

#4

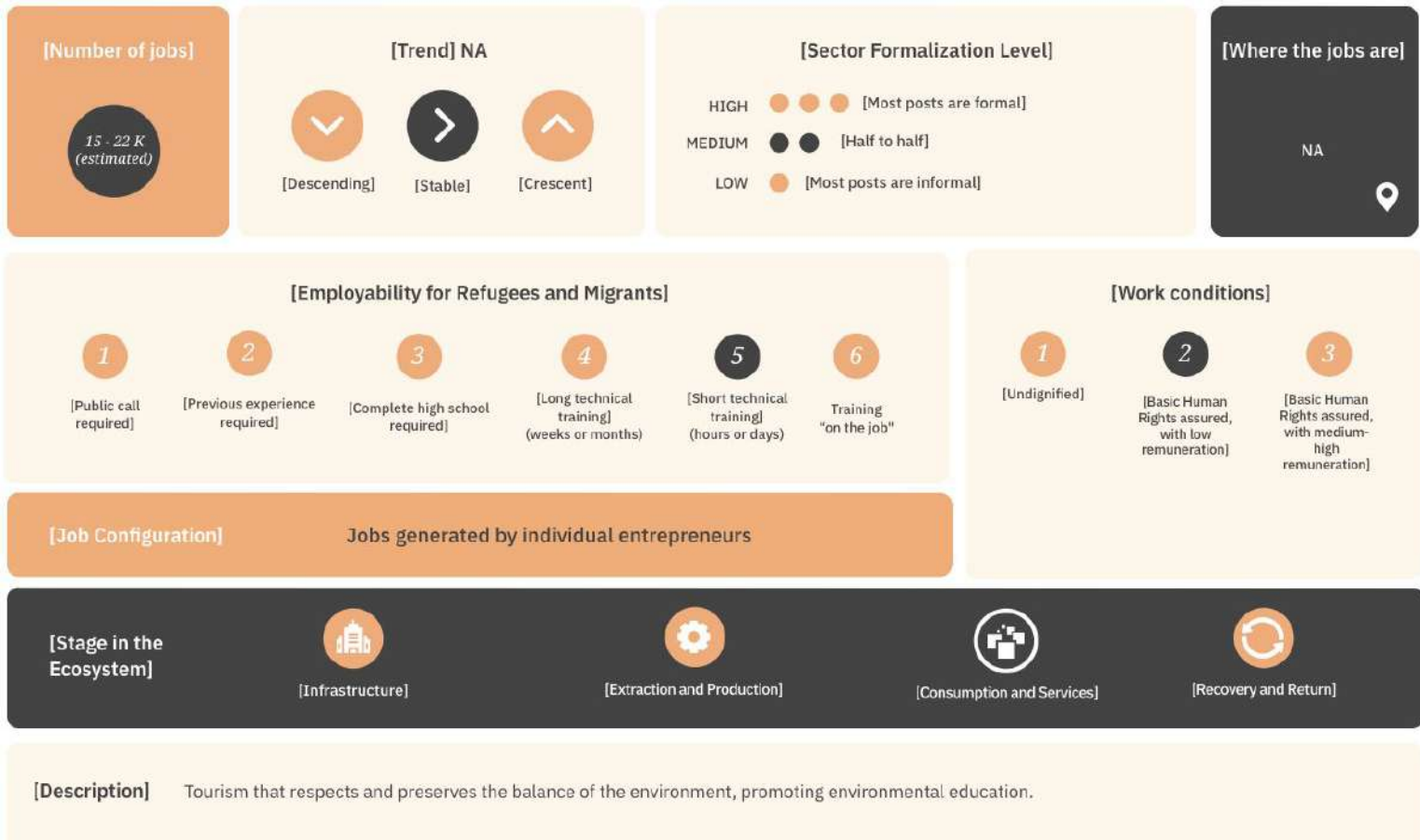
Sector: Renewable Energies



sector
ecotourism

#5

Sector: Ecotourism

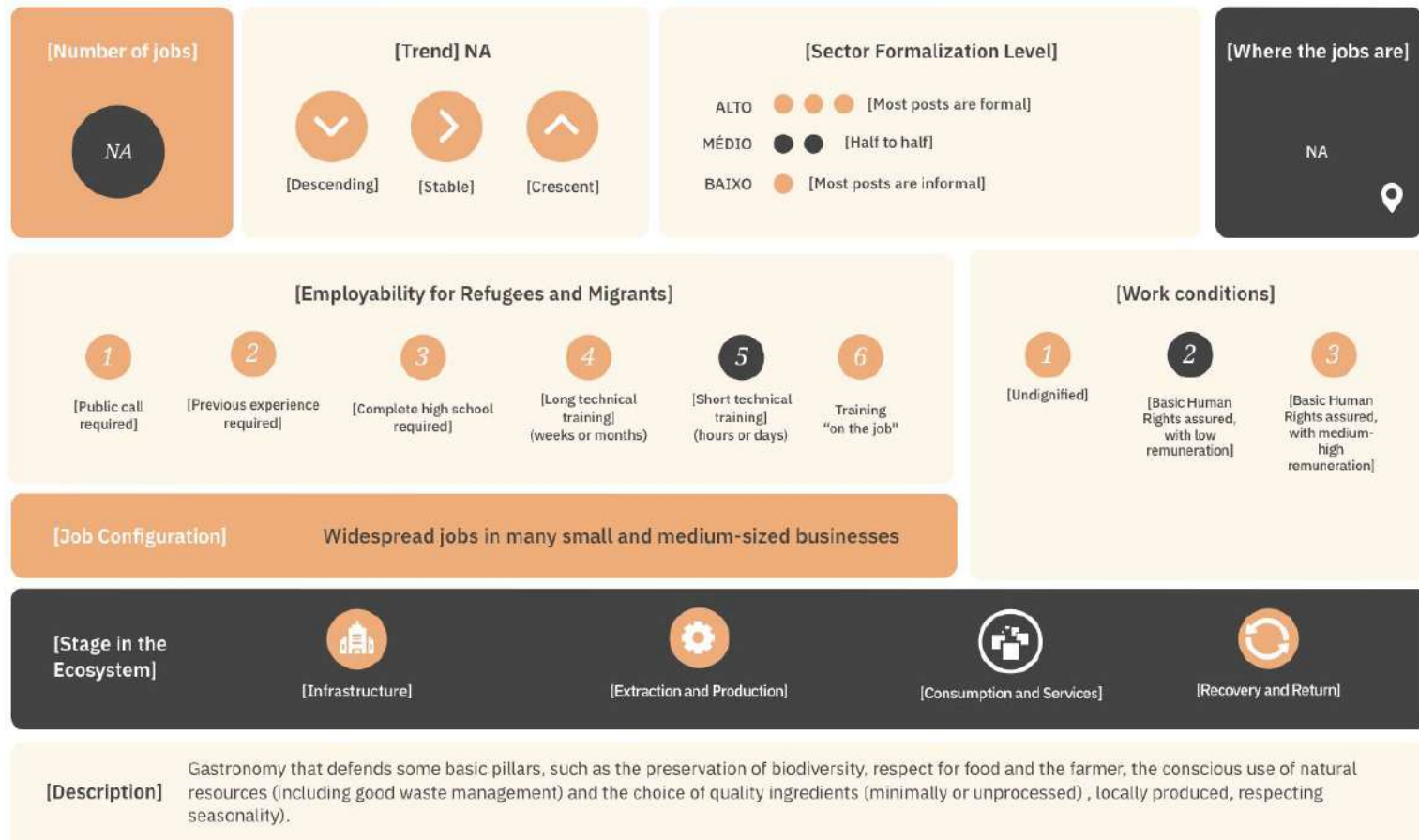


sector

ecogastronomy

#6

Sector: Ecogastronomy





Migrafix & UberEats: Gastronomic training for refugees and migrants

The "Raízes na Cozinha" project, completed in partnership by Migrafix and UberEats, trained 21 refugees to open their own virtual restaurants. Over 15 weeks, participants took classes in gastronomy, administration, digital marketing, among others. Restaurants were temporarily featured on the UberEats platform. [Link](#)

sector

green consumer goods

#7



Sector: Green Consumer Goods

[Number of jobs]

NA

[Trend] NA

[Descending] [Stable] [Crescent]

[Sector Formalization Level]

HIGH [Most posts are formal]

MEDIUM [Half to half]

LOW [Most posts are informal]

[Where the jobs are]

NA

[Employability for Refugees and Migrants]

1 [Public call required]

2 [Previous experience required]

3 [Complete high school required]

4 [Long technical training (weeks or months)]

5 [Short technical training (hours or days)]

6 [Training "on the job"]

[Work conditions]

1 [Undignified]

2 [Basic Human Rights assured, with low remuneration]

3 [Basic Human Rights assured, with medium-high remuneration]

[Job Configuration]

Widespread jobs in many small and medium-sized businesses

[Stage in the Ecosystem]

[Infrastructure] [Extraction and Production] [Consumption and Services] [Recovery and Return]

[Description]

Any and all alternatives to consumer goods from the traditional economy, which follow the best practices of the circular economy (natural or minimally processed ingredients, fair and clean production processes, distributed with reduced or neutralized carbon footprint, etc.). It includes Hygiene & Beauty, Fashion, among other sustainable sectors.



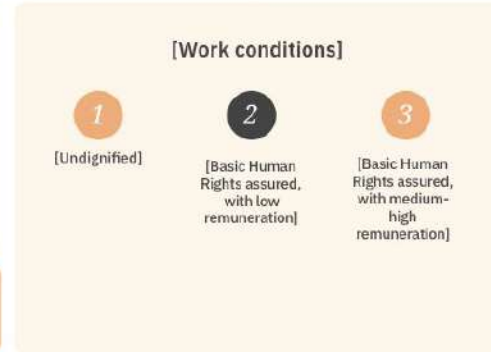
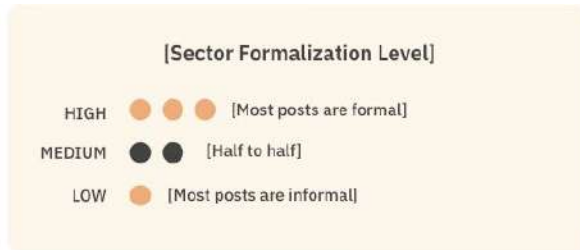
Encauchados: The “havaianas” from the Amazon

Francisco's Master's project, from the Federal University of Acre, became a business involving 75 extractive communities and more than 80 families. A technique of waterproofing fabric using latex, originated in the indigenous culture of the Amazon, combined with adapted technologies and plant fibres, is the soul of the product marketed in 6 Brazilian capitals and online. [Link](#)

sector
repair

#8

Sector: Repair



[Job Configuration] Widespread jobs in many small and medium-sized businesses



[Description] Activities that contribute decisively to changing the dominant patterns of production and consumption by extending the useful life of products and materials, thus saving large quantities of raw materials, energy and natural resources necessary for their manufacture.



Patagonia Worn Wear: First physical store for repaired clothing

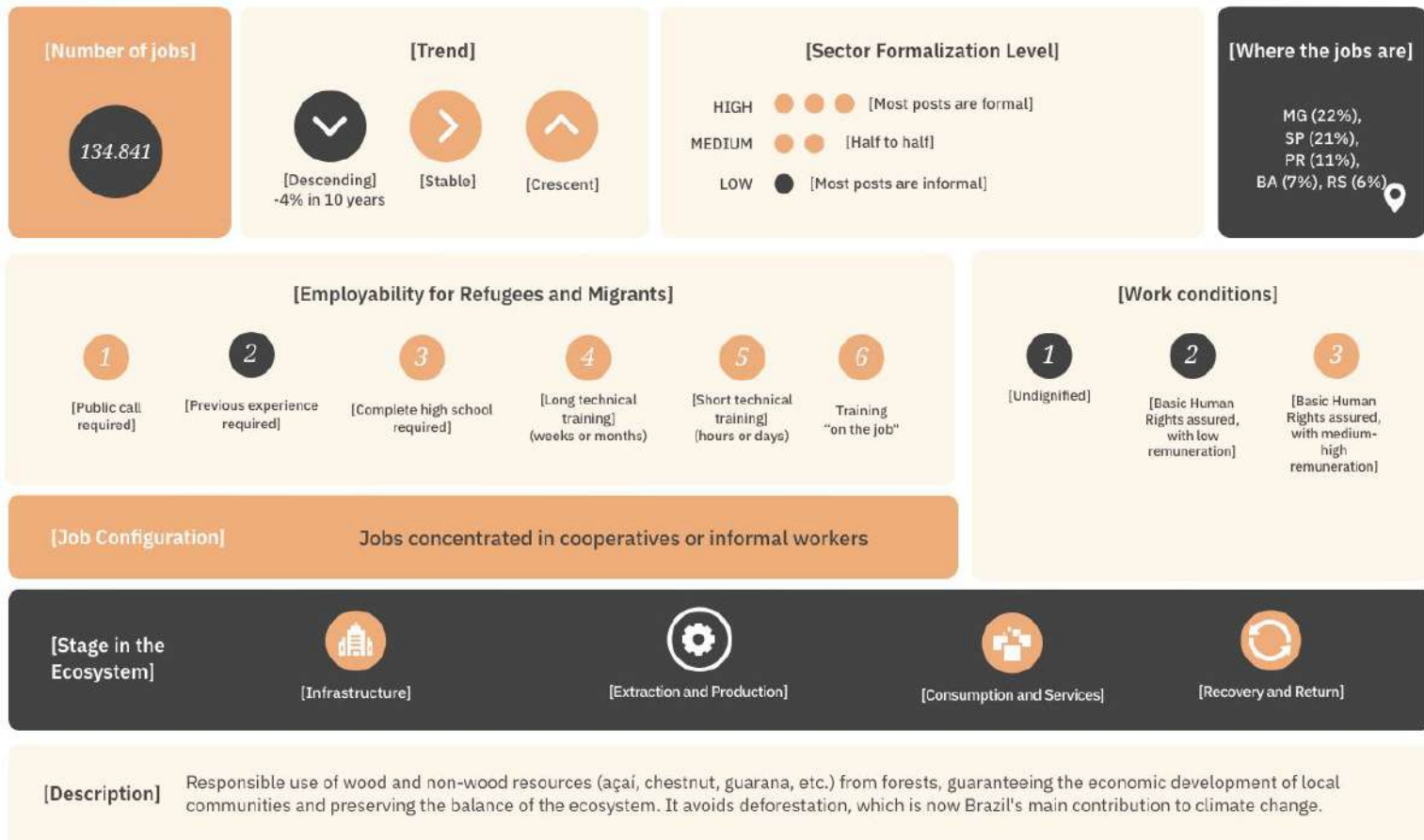
In 2020, Patagonia launched its first physical store entirely dedicated to selling used products. The clothes available in the store were made by repairing other items of the brand that were already damaged. The business model aims to encourage people to increase the lifespan of their clothing. [Link](#)

sector

forest production and management

#9

Sector: Forest Production and Management





"Catadoras de Mangaba": women's empowerment and the Green Economy

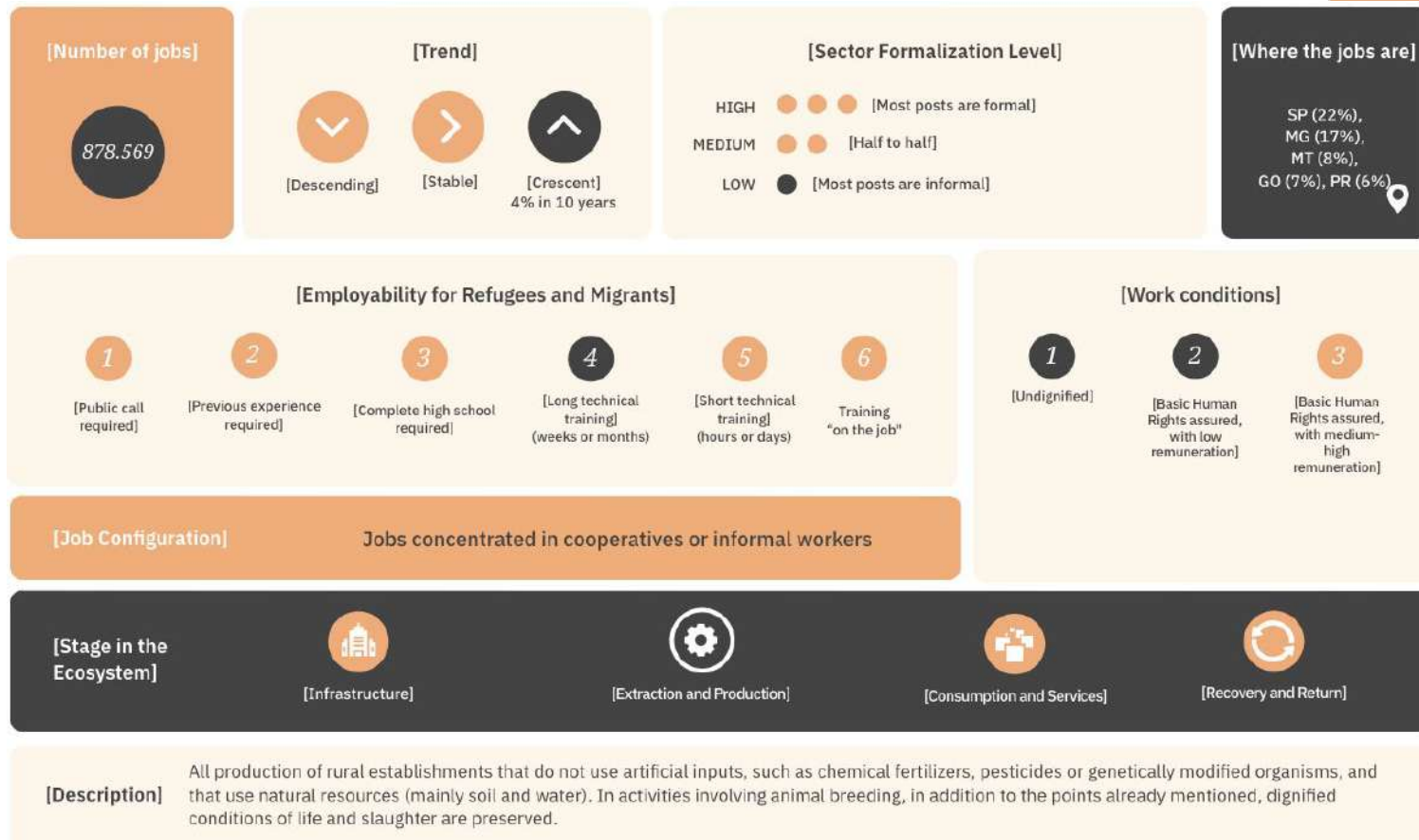
The Mangaba and Indiaroba Waste Pickers Association (ASCAMAI) is the first female cooperative in Sergipe, and trains women in the production of seedlings for reforestation and in the processing and commercialisation of fruits from restinga and “backyards”. There are more than 700 women directly impacted in 8 different municipalities. [Link](#)

sector

sustainable rural production

#10

Sector: Sustainable Rural Production





“Bufunfa” in Pinhão (PR): Municipal initiative to stimulate waste management and sustainable rural production

By correctly separating waste into organic, recyclable and tailings, 500 families receive, in the city of Pinhão, Paraná, the garbage fee paid in the IPTU. They receive the money in the form of a fictitious coin called “bufunfa”, which has exclusive circulation at the Family Farming Fair.

[Link](#)



“Urban Farming” or “Vertical Farming”: sustainable production within the city, with minimal travel to the plate

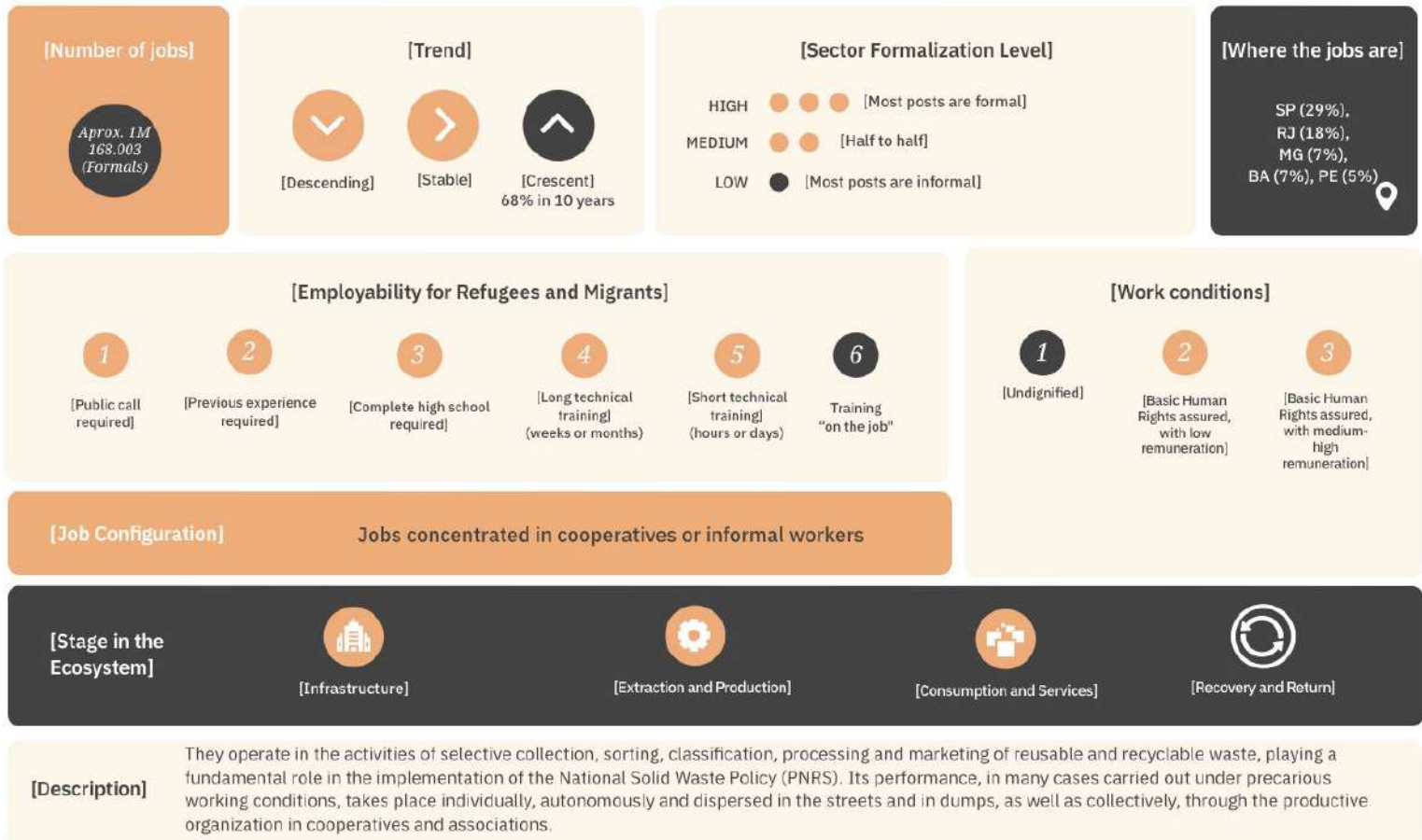
Companies like AeroFarms, from Newark (NJ), are using aeroponic techniques to produce organic vegetables, with minimal environmental impact, within large urban centres, literally alongside their consumer markets. [Link](#)

sector

recyclable waste pickers

#11

Sector: Recyclable Waste Pickers





Pimp My Carroça: Dignity to recyclable waste pickers

Pimp My Carroça is a project that was born with the desire to remove pickers from invisibility. The actions use graffiti to revitalise carts, increasing the self-esteem of waste pickers and sensitising society to the cause. [Link](#)



Precious Plastics: Create your own recycling plant

This is the proposal created by the Dutchman Dave Hakkens. In his “Precious Plastic” project, he shares in an online and open-source way everything a person needs to know to create his own recycling plant, from the construction of tools to ideas of recycled products. [Link](#)



04

3 Strategies for ACNUR

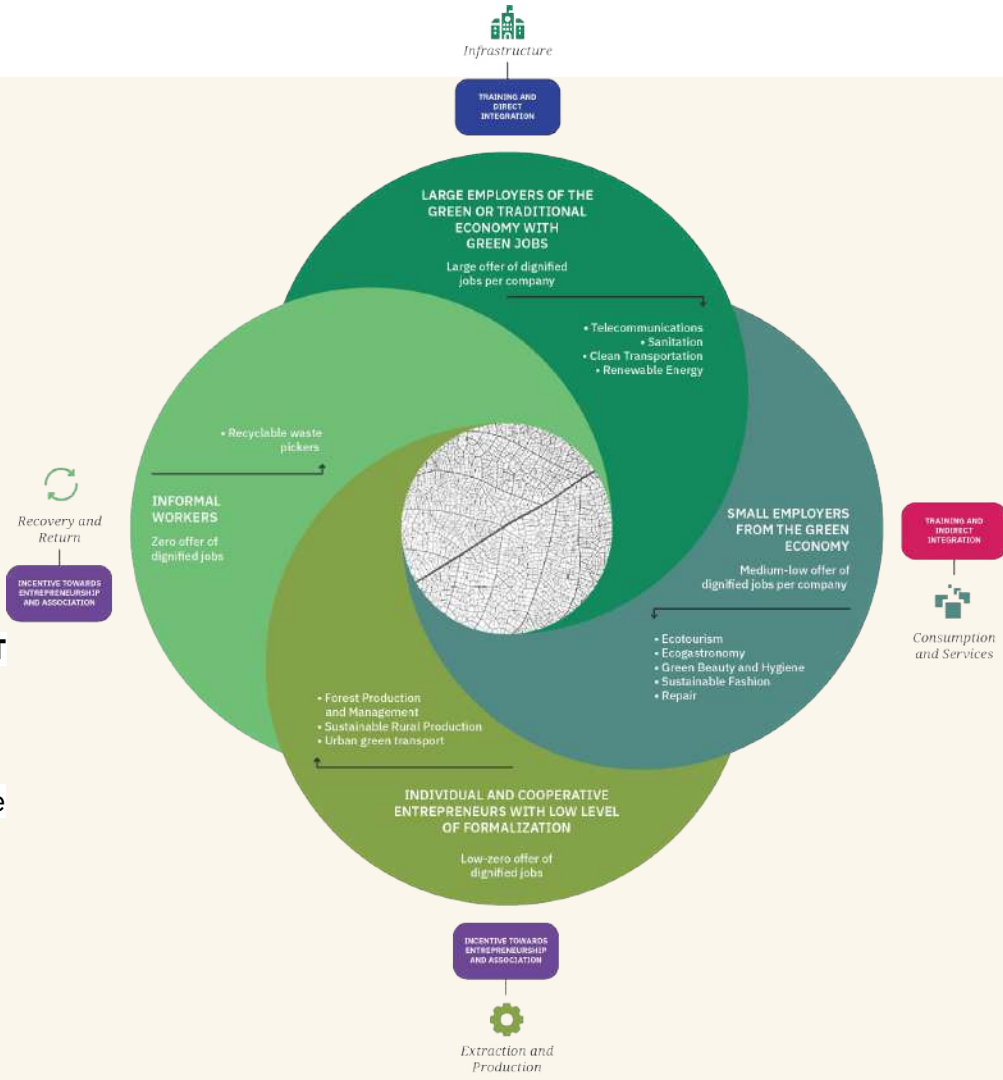
Immediate Interventions x Structural Interventions

Based on the characteristics of each group, we have developed **three different strategies so that UNHCR can organise the labour integration of Venezuelan refugees and migrants into Brazil's Green Economy**. Each strategy is divided into one or more actions. We set up an Inventory of Ideas that includes **15 different actions**.

The first actions of each strategy are usually **“Immediate Interventions”**. In other words, ideas that account for the urgency imposed by the Venezuelan situation and are 100% within the scope of action of UNHCR and its partners. The later actions of each strategy tend to be **“Structural Interventions”**. These are advocacy activities, which tend to have tangible results in the medium and long term and often go beyond the scope of UNHCR's action, therefore requiring involvement other UN agencies.

Immediate and structural interventions are equally important. Immediate provides a quick answer to the problem, and Structural guarantees the sustainability of the recommended approach. Structural Interventions are what will allow the Green Economy to develop far beyond the 6% -7% that it now represents of total formal jobs. That is where the future opportunities will come from.

Based on the common characteristics of each cluster regarding the formalisation, conditions, work relationships and employability of refugees and migrants, **it is possible to outline three major action strategies** for UNHCR:



1) **TRAINING AND DIRECT INTEGRATION**, to be adopted with large employers who work in the **Infrastructure** Stage of the circular economy.

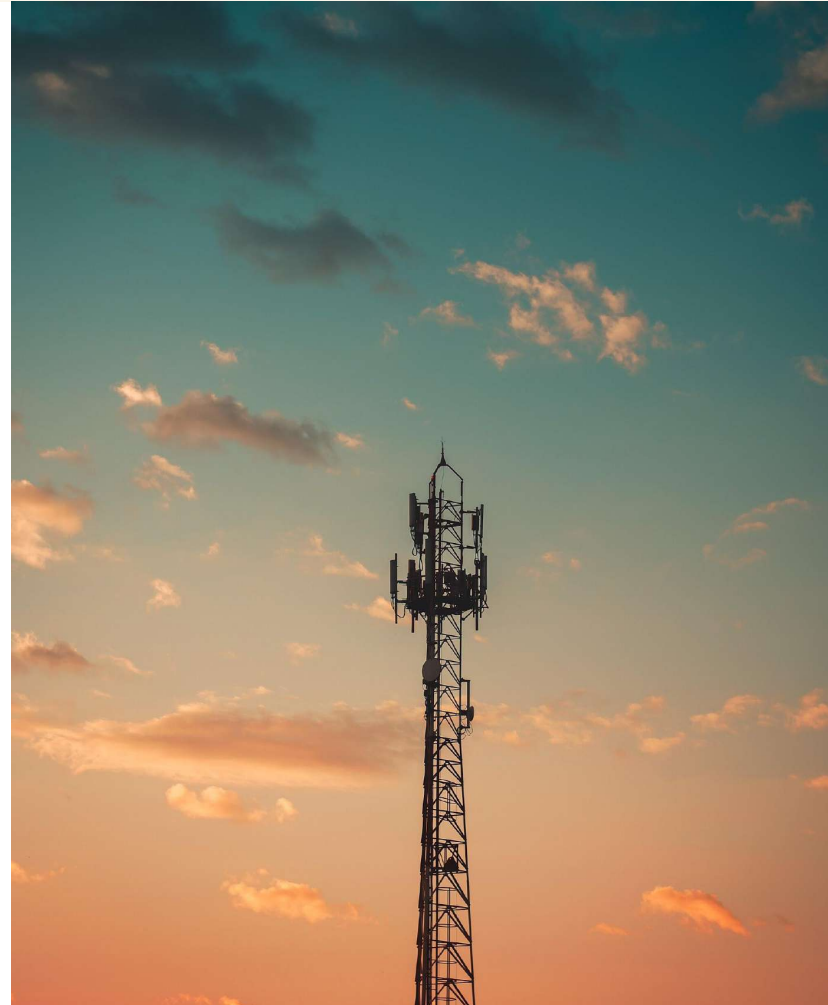
2) **TRAINING AND INDIRECT INTEGRATION**, to be adopted with small employers that typically work in the **Consumption and Services** Stage of the circular economy.

3) **INCENTIVE TOWARDS ENTREPRENEURSHIP AND ASSOCIATION**, as a way to co-build decent working conditions in the **Extraction, Production, Recovery and Return** stages of the circular economy.

Strategy 1 - Training and Direct Integration ^(1/2)

Here, few employers, usually working in the Infrastructure Sector, have a wide range of green jobs (tens to thousands of jobs per company). These jobs are mostly formal, with basic human rights ensured and medium-high pay. They cover professionals with different levels of education and, in general, require short (hours or days) or long (weeks or months) technical training.

Recommendation: PROACTIVELY seek employers via "C-level" executives or Human Resources/People Management departments to organise short and medium-term partnerships. Employers provide a certain number of vacancies for Venezuelan refugees and migrants and UNHCR, together with educational institutions, provides technical training according to the profile of the vacancies and - with the federal government - the relocation of these people to states where partner companies operate.



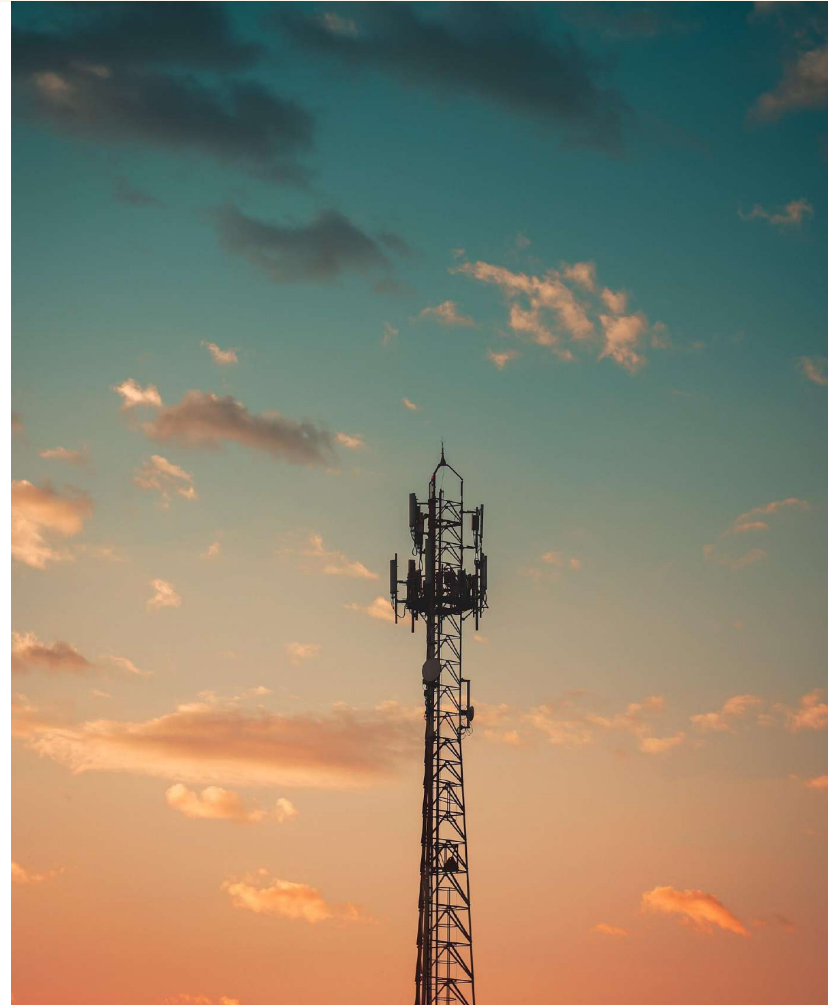
Strategy 1 - Training and Direct Integration (2/2)

Gains:

1. High efficiency: few contacts are able to raise many jobs.
2. High level of formalisation, working conditions and remuneration for existing jobs.
3. It directly impacts the Infrastructure sector, which is the basis for fostering the green economy.

Risks:

1. Among potential employers, there are a large number of public companies, and private companies that depend on public policies to make their business models viable. This implies legal requirements for job creation, for example public tenders.
2. Some of these employers are still closely linked to the traditional economy.



Inventory of Ideas

Action 1. “Plug-in jobs”

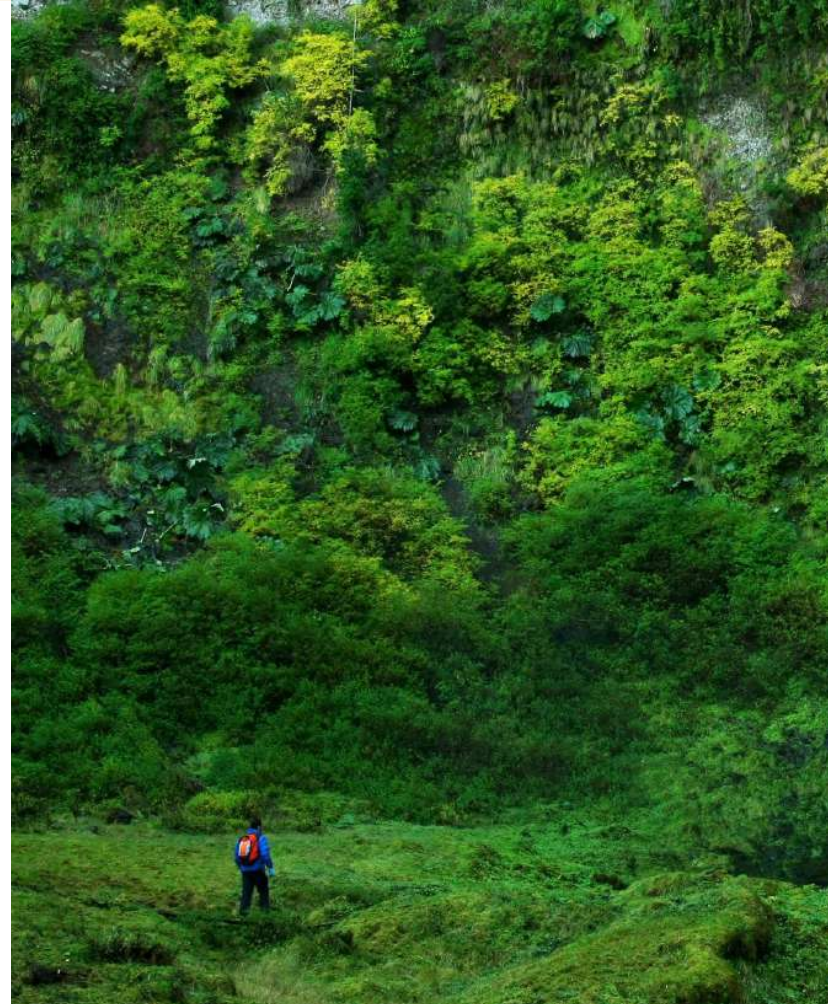
Ranking of large companies in the Infrastructure sector according to the level of proximity to the UN's system, for proactive surveys with C-level executives or Human Resources departments, for jobs that can be offered or protected for refugees and migrants.



Strategy 2 - Training and Indirect Integration (1/2)

Countless small employers, usually working in the Consumer and Services Sector, have a limited supply of green jobs (1 to 2 jobs per company). These jobs are a mix of formal and informal, with basic human rights ensured and medium-low pay. They cover professionals with different levels of education and, in general, require short technical training (hours or days) or “on the job” training.

Recommendation: Do not seek out potential employers individually, but via institutions that operate horizontally in the different areas that make up the sector. Examples: (a) Sistema B; (b) Associations (ex: ABETA, ABSOLAR); (c) Educational Institutions (Sistema S) or Entrepreneurship Incentive Institutions (SEBRAE) for the development of courses that function as “meeting points” between potential employers and employees; (d) Job sites (Catho) for the creation of categories exclusively dedicated to the green economy.



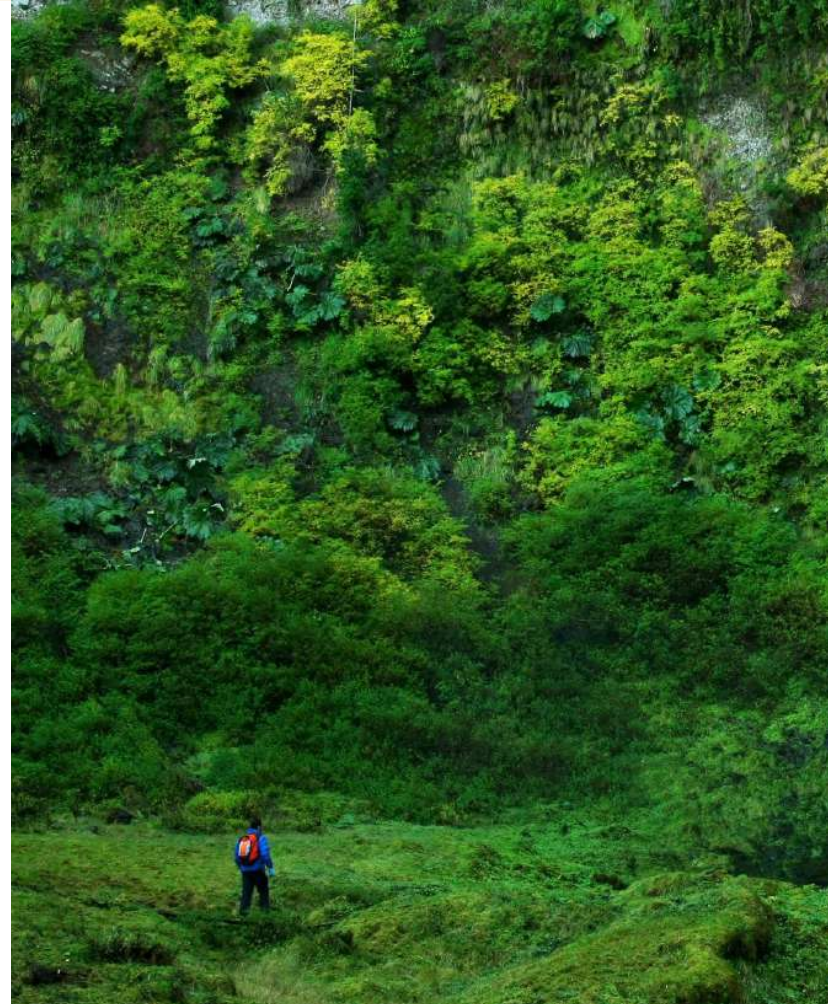
Strategy 2 - Training and Indirect Integration (2/2)

Gains:

1. It directly impacts the Consumer and Services sector, which may become the largest of them all and, at the same time, create demand for the Extraction and Production sector.
2. High level of socio-environmental awareness and high level of understanding of the benefits related to diversity and inclusion policies by potential employers.

Risks:

1. Legal issues (tax, health, etc.) that decrease the competitiveness of this sector in relation to similar sectors of the traditional economy.



Inventory of Ideas

Action 2. Sistema B as a "connector" for entrepreneurs with socio-environmental awareness.

Partnership with Sistema B to encourage businesses with a social and environmental impact to protect vacancies for refugees and migrants. It can be done nationally or regionally (via "local offices" of System B), focused on the integration of refugees and migrants in specific UFs.

In addition to Sistema B, there are other certifications (ex: Ecolabel, Ecocert, Eu Reciclo) and impact business hubs (ex: Impact Hub and Civi-Co), which can also fulfill this role of "connectors" to entrepreneurs with socio-environmental awareness.

For more information on System B, access the [link](#).

Sistema



Inventory of Ideas

Action 3. Pipe Social as a "connector" to start-ups with a social and environmental impact

Pipe Social describes itself as a showcase platform that connects businesses with those who invest and fosters the impact ecosystem in Brazil. They have more than **1,000** socio-environmental impact startups registered. Through a partnership with Pipe Social, it will be possible to reach, with a unique communication effort, hundreds of potential “green” employers for refugees and migrants.

For more information about Pipe Social, access the

[link](#).



Inventory of Ideas

Action 4. New Courses as Training and Meeting Point

Partnership with educational institutions to create training courses in sectors where knowledge transfer is still limited, obviously protecting a percentage of places for refugee students. The idea is for the course to become a "meeting place" between employers and employees. Examples of courses: "How to close your restaurant cycle" for Ecogastronomy or "Introduction to Brazil, regional differences and ways of acting in responsible tourism" for Ecotourism.



Inventory of Ideas

Action 5. Association Events: several small employers impacted at the same time

Participate in annual or biannual events of Associations within the green economy, such as ABETA (Ecotourism). These events are usually attended by a large number of small associated and/or certified employers, and can be an opportunity to raise awareness among many people to simultaneously employ refugees and migrants.



Inventory of Ideas

Action 6. Employment Platforms: a "call out" to connect companies and refugees and migrants.

Partnership with existing and established Employment Platforms (ex: Catho, 99 jobs, Info jobs) to increase the number of refugee candidates and signal to employers that these people are in a situation of refuge. The aim is to stimulate cultural diversity among companies and facilitate the meeting between employers, refugees and migrants who are looking for professional opportunities.



Inventory of Ideas

Action 7. Stimulating green demand via "Food Delivery Platforms"

Partnership with existing and established Food Delivery Platforms (ex: Rappi, iFood, UberEats) to create a "flag" for establishments and/or green products, stimulating demand and facilitating restaurants/ markets and consumers with socio-environmental concerns meet. In contrast, establishments with this "flag" can commit to employing refugees and migrants.



Inventory of Ideas

Action 8. Stimulating demand by "greening" Traditional Retail

Collaboration with APAS (or other major retail associations) to create spaces in the sales areas for the exclusive sale of green consumer goods. The visible distribution of these product categories is the main factor that correlates with the increase in their demand. In contrast, brands that gain this prominence can commit to employing refugees and migrants.



Inventory of Ideas

Action 9. Modernising health legislation

Advocacy with ANVISA and the Federal Legislature for the creation of specific laws, in addition to inspection mechanisms, for closed cycle restaurants. For example, health legislation requires that all waste be discarded, and creates barriers for the restaurant to adopt sustainable waste transformation practices, using them as inputs for new products (ex: wine becoming vinegar), animal feed or compost.



Strategy 3 - Incentive to Entrepreneurship and Associations ^(1/2)

In this context, there is a variety of labour relations (ex: micro-entrepreneurship, cooperatives, self-employed workers). As a general rule, the level of formalisation is low. Whether in the “Extraction and Production” or the “Recovery and Return” sector, there is no established offer of formal green jobs. There are many reports of basic human rights violations and, in general, the pay is low.

Recommendation: Create conditions for Venezuelan refugees and migrants to create businesses in these two sectors. This implies specific interventions, including for example, defining 2-3 successful models of cooperatives, identifying places where the services provided by such cooperatives are non-existent or precarious, and providing technical support for the reapplication of these models. It also implies more structural interventions, including the public debate on legal barriers for these sectors (such as the double taxation of recyclables) and in favor of the valorisation of this type of work by civil society.



Strategy 3 - Incentive to Entrepreneurship and Associations (2/2)

Gains:

1. Most of the people working in the green economy today are distributed in these two sectors, although few have formal jobs. To create conditions for refugees and migrants in these sectors is to contribute to their development and dignity.
2. Few entry barriers: requires low level of qualification and low investment.

Risks:

1. Not highly valued by civil society.
2. Resistance to foreigners in sectors that require land tenure (“Forest Management” and “Sustainable Rural Production”).
3. Resistance to cooperatives of foreigners who may compete with cooperatives already established by locals.



Inventory of Ideas

Action 10. Municipal “currencies” supporting the creation of new cooperatives

Partnership with governments at the sub-national level (state or municipal) to develop "local currencies" that simultaneously promote waste management and sustainable rural production in small municipalities, to support the creation of refugee and migrant cooperatives in these two sectors.



Inventory of Ideas

Action 11. “Urban Farming” and Recycling Plants for underutilised urban land

Advocacy with city halls and city councils so that, as part of the Municipal Master Plan, urban land underutilised by state-owned companies (ex: Sanitation and Energy) is converted into Urban Food Production Stations or Recyclable Processing Stations, to be managed by cooperatives that employ refugees and migrants.



Inventory of Ideas

Action 12. Generate green demand directly via Public and Private Purchasing

Advocacy with city halls and city councils for the implementation of organic laws that guarantee that a significant percentage of public food purchases (ex: school lunches, hospitals) come from companies and/or cooperatives linked to Sustainable Rural Production and/or Production and Forest Management with the professional involvement of refugees and migrants.

The same work can be done with traditional sectors of the Private sector. An example is the Manaus Free Trade Zone, where a hub of small businesses could buy their inputs from the sectors of Extraction and Production and/or Recovery and Return within the Green Economy.



Inventory of Ideas

Action 13. Microcredit for Sustainable Rural Production

Create conditions with MAPA (Ministry of Agriculture, Livestock and Supply), BNDES and regional banks so that refugees and migrants can have access to microcredit to purchase land and/or implement sustainable practices. The funds reserved for this have been decreased in recent years, with higher interest rates and significant barriers for refugees and migrants (for example, the need to prove previous experience in rural production).

This idea can be expanded to other sectors of the Green Economy, such as the Repair Sector, which is growing and also requires some initial capital from the entrepreneur.



Inventory of Ideas

Action 14. Create counterparts for access to credit that promote the employability of refugees and migrants.

Advocacy with public financial institutions, including BNDES, Banco do Brasil and other regional banks, to create counterparts for access to credit and encourage the employability of refugees and migrants - especially in the northern region of the country, where most of them are concentrated.



Inventory of Ideas

Action 15. Removing the barrier of double taxation

Advocacy with the Executive and Legislative bodies at the federal level to eliminate or minimise the problem of "double taxation" on recycled products. This is not a disproportionate incentive towards the Green Economy. Rather it is the removal of a key barrier that reduces the competitiveness of the Green Economy in relation to the Traditional Economy. It directly impacts the Waste Management Sector, but indirectly it affects all sectors of the Green Economy, as almost all of them work with recycled packaging and inputs, on which taxes are levied twice. As it is a sector that has the potential to open many new vacancies if stimulated, refugees and migrants could help supply this new demand.



Executive Summary

STRATEGY 1 - TRAINING AND DIRECT INTEGRATION

- Action 1 - “Plug-in jobs”

STRATEGY 2 - TRAINING AND INDIRECT INTEGRATION

- Action 2 - Sistema B as a "connector" for entrepreneurs with socio-environmental awareness
- Action 3 - Pipe Social as a "connector" to start-ups with a social and environmental impact
- Action 4 - New Courses as Training and Meeting Point
- Action 5 - Association Events: several small employers impacted at the same time
- Action 6 - Employment Platforms: a "call out" to connect companies and refugees and migrants
- Action 7 - Stimulating green demand via "Food Delivery Platforms"
- Action 8 - Stimulating demand by "greening" Traditional Retail
- Action 9 - Modernising health legislation

STRATEGY 3 - INCENTIVE TO ENTREPRENEURSHIP AND ASSOCIATIONS

- Action 10 - Municipal “currencies” supporting the creation of new cooperatives
- Action 11 - “Urban Farming” and Recycling Plants for underutilised urban land
- Action 12 - Generate green demand directly via Public and Private Purchasing
- Action 13 - Microcredit for Sustainable Rural Production
- Action 14 - Create counterparts for access to credit that promote the employability of refugees and migrants.
- Action 15 - Removing the barrier of double taxation



05

Final Considerations

Final Considerations

Integrating Venezuelan refugees and migrants into green jobs in Brazil is an achievable objective. There are short-term barriers, including the fact that the Green Economy in Brazil is still under construction and the levels of environmental awareness amongst refugees and migrants. But there are also a number of opportunities in the medium and long term (for example, the positive prediction for the growth of the Green Economy and the high level of socio-environmental awareness amongst the sector's entrepreneurs, who show interest in contributing to issues related to refugees).

Our recommendation is to follow through with the plan, in **a complementary way to the integration processes that already occur** as part of the Interiorisation Program. Given the need to find a large number of decent jobs in a short period of time, it is necessary to continue activating sectors of the traditional economy, that are already established and have a large, growing number of vacancies. For example, Retail, the Service Sector and the Civil Construction Sectors. At the same time, it makes sense for UNHCR and its partners to co-build opportunities in the Green Economy.

- In the **Infrastructure** sector, there are some employers with a wide range of green, formal and decent jobs. For this group, a **Training and Direct Integration** strategy makes sense, in which UNHCR and its partners can approach potential employers without intermediaries, creating matches between vacancies and refugees/migrants.

- In the **Consumer and Services** sector, there are a large number of small and medium-sized companies, each with a limited supply of green and decent jobs, a mixture of formal and informal. With this group, we recommend a strategy of **Training and Indirect Integration**, in which UNHCR and its partners create “meeting situations” between potential employers and employees - and, through advocacy, they work to promote the Green Economy in Brazil.
- Although the **Extraction and Production** and **Recovery and Return** sectors have the largest number of job opportunities, they also have the lowest number of formal and decent jobs. With this group, the strategy to be adopted is **Incentive to Entrepreneurship and Associations**. The idea is to create conditions so that refugees and migrants can create businesses in a dignified manner - either individually or collectively - in Sustainable Rural Production, Forest Production and Management and Waste Management.

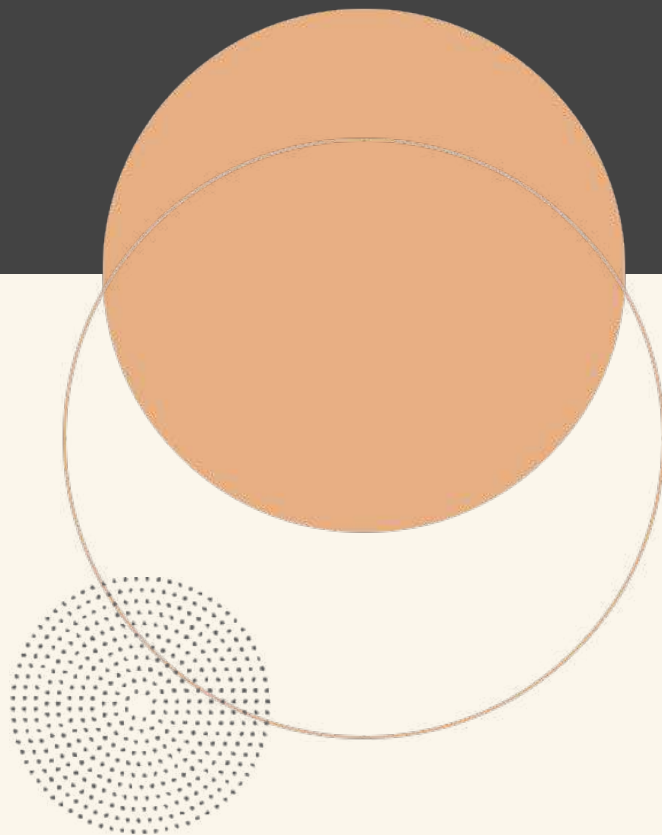
We also understand that the Green Economy in the North of the country is still very early stage. Integrating Venezuelan refugees and migrants into green jobs in Brazil means continuing to rely on the Interiorisation Program, looking for states in which the supply and working conditions are already more established. It is possible to think about specific initiatives for the North region based on the Incentive to Entrepreneurship and Associations strategy.

With regard to the integration of refugees and female migrants, special attention is needed. Women occupy only a quarter of green jobs and suffer more from basic human rights violations. Our recommendation is (1) to prioritise economic activities that already have a reasonable balance between men and women (minimising suffering with possible barriers to entry), (2) to prioritise medium and large cities where there are usually better conditions to support and the preservation of their rights and (3) replicate proven models of female cooperatives.

thank you

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