



greenveu
recruitment for the worlds of green



Viher-
ympäristöliitto



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REGIONAL GREENVEU DAYS CONCEPT

Concept: 2 Future Workshops held with a little time between (3,5 weeks)

Topic: Enhancing the Attraction and Ensuring the Future Labour Force in Green Sector

First workshop:

Present the project.

Bring in the materials and best practices already produced and developed.

Talk about what we want to do, what needs to be done furthermore.

Get to know each other (creating the learning community).

In between: homework for the stakeholders own analysis and possible integrations into own work.

Second workshop:

Share the best practises, ideas and concepts among the stakeholders.

Talk about the future resources, roles, priorities and tasks in practise.



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WORKSHOP PLANNING

- Good planning is the key to success! Start planning the event early enough 😊
- Define the key objectives of the workshops WHAT? WHY?
- Define the target groups WHOM?
- Plan the schedule:
 - Dates for the event
 - The working schedule for the team, for example the deadlines for the surveys, the material processes etc.
- Reserve the venue for the event: auditorium, technology, personnel and the meeting snacks
- If needed: start a working group for the event



WORKSHOP CONTENTS

Schedule 3-5 meetings for planning the workshop contents

- What are the key questions?
- What is the structure of the workshop?
- What kind of information is needed in advance from the target group?



INFORMATION AND INVITATION LETTER TO THE TARGET GROUPS

Create a description of the workshop to be sent to the target groups as in the project game plan

- Whom?
- What?
- Why?
- When?
- How?

WITH THE INVITATION LETTER, PROVIDE INFORMATION FOLLOWING

- The link to the pre materials (surveys etc.)
- Registration instructions
- Remember to mention that the workshop is free of charge!



HOW TO REACH THE TARGET GROUPS?

- Direct email invitations to the target groups' representatives
- Webpage news
- Social media channels
- Newsletters



REGISTRATION

If available, use a registration programme

- Decide what information is needed to ask from the participants
- Name, organization, email address, dietary requirements etc.

Options to receive enrolments:

- Google Forms
- Survey platforms: Webropol, SurveyMonkey etc.
- Email



BEFORE THE EVENT

Make sure the participants know in advance the

- Workshop schedule
- Location details (venue name, address, contact person details)
- The online meeting link

Make sure the workshop technology is working well

- The projectors, laptops, microphones, speakers
- Upload the materials to be used (Powerpoint slides etc.)

Make sure you have enough personnel

- The facilitator
- The technical staff
- Secretary staff



THE FACILITATOR

Keeps up the schedule during the event

Leads the conversation

Makes a summary

In hybrid meetings, makes sure the online participants are noticed as well



THE FINNISH EXAMPLE OF THE FIRST MEETING STRUCTURE (HELD AS A HYBRID EVENT)

Time	Programme
9:30-10:00	Coffee and registration
10:00-10:30	Welcoming words Short introduction of the participants
10:30-10:50	Introduction to the GreenVEU project Survey results (if needed) Introducing the project materials Formatting the small group discussions
10:50-11:20	Small group discussions
11:20-11:30	Summary and homework for the participants



HOMework GIVEN TO THE PARTICIPANTS

Have a conversation in your organization to answer the following questions

- What are the ways to enhance the attraction and ensure the future labour force in green sector in my organization? What are we able and planning to do about it?
- What kind of good practises we have experienced to enhance the attaction in green sector? Bring at least one good example to be shared with the learning community.



BETWEEN THE EVENTS

- Send the participants the links to the materials and the instructions about the homework given on the first meeting
- About 10 days before the second meeting, remind the participants of the upcoming meeting and the homework given last time
- 1 day before the second meeting, send the meeting information: time, schedule, homework task, the links if needed



THE FINNISH EXAMPLE OF THE SECOND MEETING STRUCTURE (HELD AS AN ONLINE MEETING)

Time	Programme
13:00-13:05	Welcoming words and workshop programme Summary of the 1st meeting results Homework repetition
13:05-13:50	Homework conversation: results
13:50-14:15	Formatting the small group discussions Small group discussions
14:15-14:30	Summary New homework tasks



AFTER THE WORKSHOPS



- Send the participants a message with
 - Thanks for participating
 - Short summary of the results of the workshops
 - The links to the materials
- Create and send a feedback survey
- Encourage the participants to use the material bank, to keep on working on the good practices, keep in touch with the network
 - 2nd homework: *Follow the GreenVEU and Viherympäristöliitto LinkedIn pages and post one action to share for enhancing the attraction of the green sector. Also, contact us, if you know someone who wants to share career stories.*



WHAT WE LEARNED FROM THE WORKSHOPS?

- 1,5 hours is a very short time for a workshop if conversations are included
- The target group is more likely to commit to the workshops if they are short and effective
- The role of the facilitator is important to keep the conversation on point

Suggestion, 1st meeting:

- 1 hour to introduction of the project and the goals of the workshops + participant introductions
- 45 minutes to small group discussions
- 20-30 minutes for summary

2nd meeting 1,5 hours

3rd meeting 1,5 hours: aiming to work on the practical methods for the future

WHAT WE LEARNED FROM THE WORKSHOPS?

- It is very important to have the participants introduce themselves for networking and creating the learning community, give enough time for this!
- Writing down the results of the small group conversations is essential to be able to make the summary afterwards. Use an online whiteboard for example Miro
- <https://miro.com/app/board/uXjVNmPUa-k=/>



WHAT WE LEARNED FROM THE WORKSHOPS?

- Think in advance, how to commit the learning community to continue working with the subject and keeping in touch afterwards
 - What is the platform for networking?
 - How to measure if we succeed to create the learning community?
 - How to get the information if the learning community has cooperated as a result of the workshops?

QUESTIONS? IDEAS?



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