

The Green Recruitment Scheme Practical Guide



Project number: 2021-1-BG01-KA220-YOU-000028793

Project Information

PROJECT: GreenWave

PROJECT TITLE: GreenWave: Youth driven digital transformation of green employments for a sustainable future

ACRONYM: GreenWave

PROJECT WEBSITE: <http://greenwaveproject.eu/>

PROJECT NO.: 2021-1-BG01-KA220-YOU-000028793

PROJECT COORDINATOR: E-business Academy, Bulgaria

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Key Symbols



Definitions



Case study



**Additional
Resources**



Tips



Activities



Reminder



Video

General Introduction

The GREENWAVE project aims to address the issue of youth unemployment and support young people opening new routes for them in the **green economy** and engaging them in entrepreneurship education combined with responsibility towards the **environment**.

The project is in line with the priority for tackling environmental and climate changes (SDG 2030) as well as promoting the EU GREEN DEAL.

In that sense, **this Green Recruitment Scheme**, with its job portal and practical guide for green job seekers and green job offerors, intends to support young people through work-based learning, job shadowing, and internship opportunities, thus creating strong links among green enterprises, eco-preneurs and young people.

In doing so, the expected impact will not only be for young people, but also for green enterprises in general as a **network of EU level green enterprises** will hopefully be created.



The Green Recruitment Scheme aims to introduce the GreenWave Job Platform and help to establish a bridge between young people looking for green work-based opportunities and green businesses and eco-preneurs.

Regarding this practical guide in particular, it is divided in three main parts.

The first is a presentation and explanation of our green job platform, the **GreenWave Recruitment Portal**.

The second part is dedicated to very **practical tips for green job seekers**.

And finally, the third part is for also some very **practical tips for recruiting and hiring for green jobs**.

Introduction to The GreenWave Recruitment Portal

The GreenWave Recruitment Portal is a platform designed to offer young people first-hand experiences in working with green enterprises, initiatives, and programs. It serves as a hub for job shadowing, volunteering, and internships, aiming to foster partnerships and synergies between young individuals and environmentally conscious businesses. The portal utilizes a profiling system to match job seekers (young people) with green providers (Green Enterprises), facilitating networking opportunities at both national and EU levels.



The GreenWave Recruitment Portal

Job Search

Keyword ... Location ...

Freelance Full-time
 Internship Part-time
 Volunteer

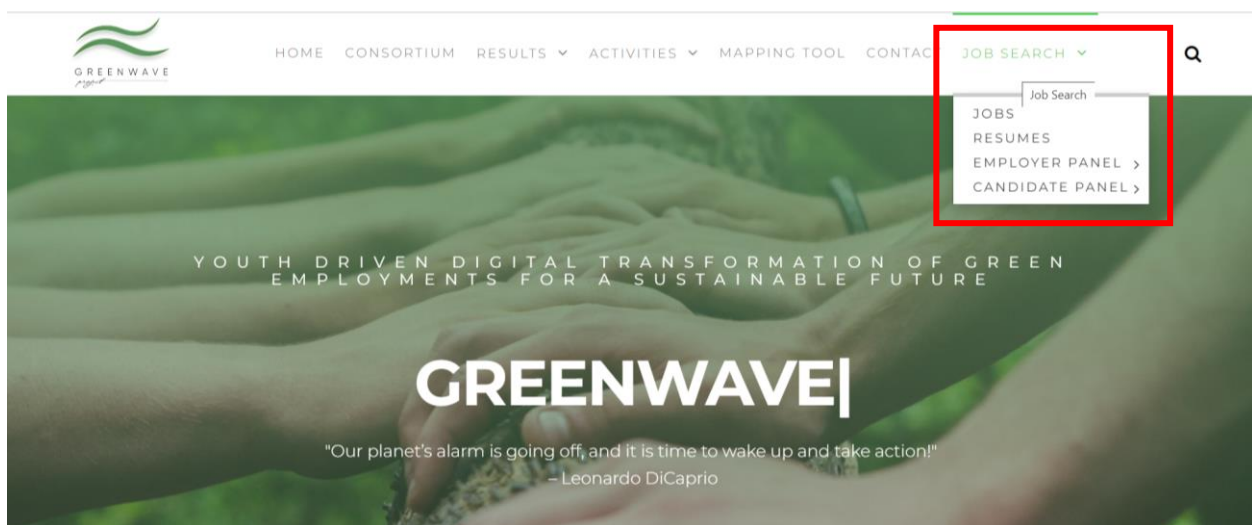
The primary goal of the GreenWave Recruitment Portal is to provide young people with opportunities to engage in green enterprises, initiatives, volunteering, and programs. By offering job shadowing and internship placements, the portal aims to bridge the gap between theoretical knowledge and practical experience, allowing young individuals to gain valuable insights into the green industry.

1. The GreenWave Recruitment Portal

How to navigate into the **GreenWave Recruitment Portal**

Step 1: Visit the website <https://greenwaveproject.eu/> .

Step 2: Place your cursor over “JOB SEARCH” and a drop-down menu with 4 options will appear.



Step 3: Click on “JOBS”.



Step 4: Here the user can find the list of Job listings that are available.

Jobs

Keyword ... Location ...

Freelance **Full-time**
 Internship **Part-time**
 Volunteer

No job listings found.

Step 5: Users can filter their results per location, type of listing (Freelance, Full-time, Internship, Part-time, Volunteer) and search by specific keywords.

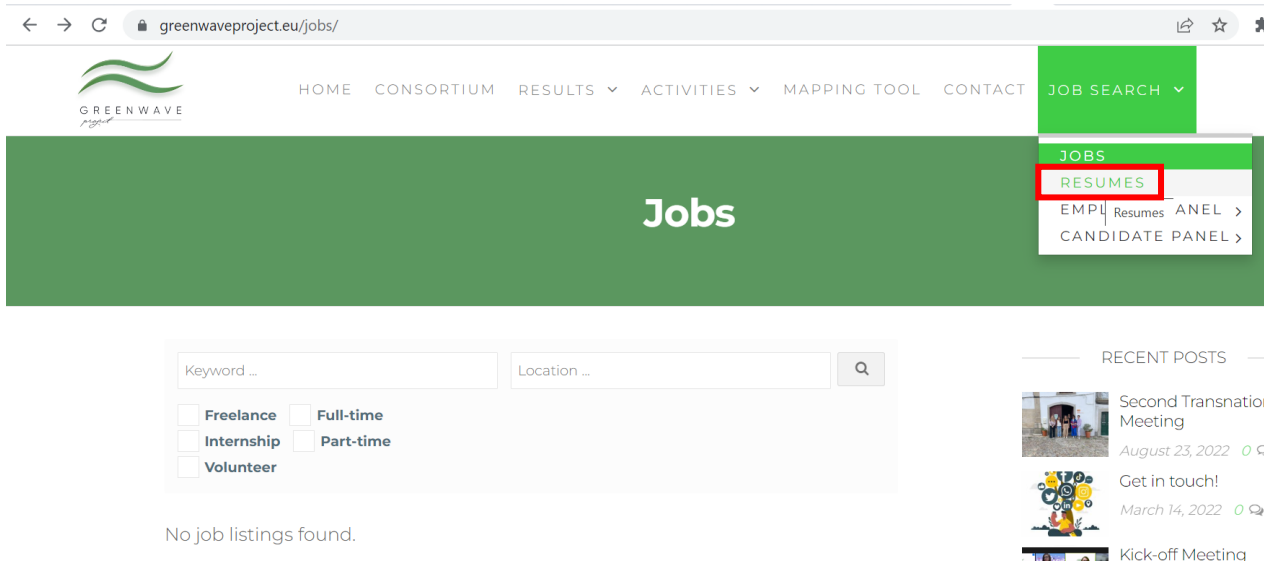
Jobs

Keyword ... Location ...

Freelance **Full-time**
 Internship **Part-time**
 Volunteer

No job listings found.

Step 6: Place your cursor over “JOB SEARCH” and click on “RESUMES”



greenwaveproject.eu/jobs/

HOME CONSORTIUM RESULTS ACTIVITIES MAPPING TOOL CONTACT JOB SEARCH

Jobs

JOBS
RESUMES
EMPLOYERS ANEL
CANDIDATE PANEL

Keyword... Location...

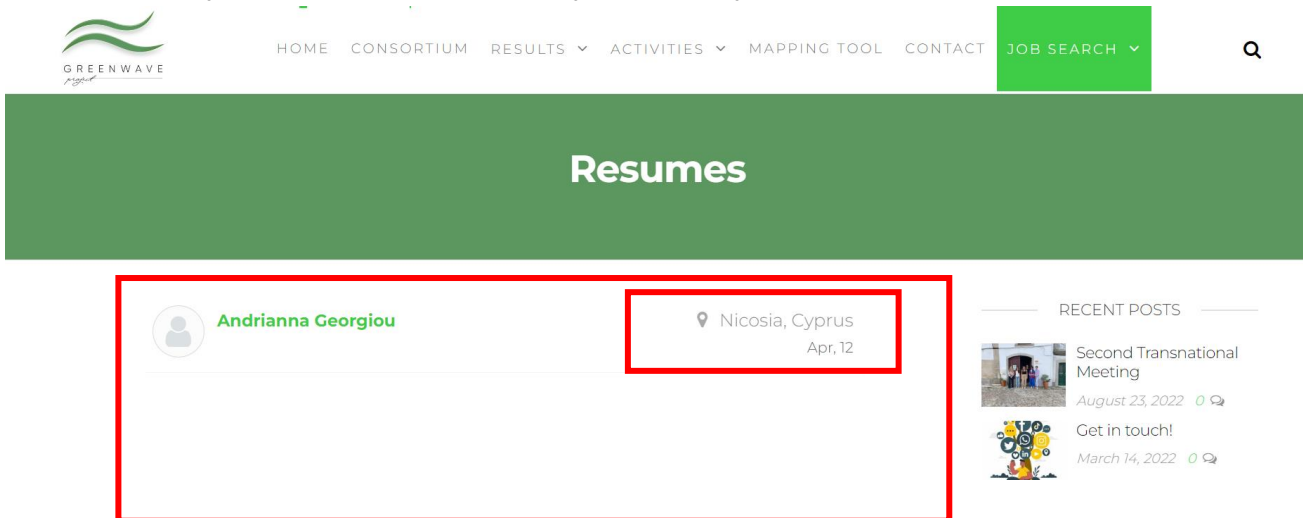
Freelance Full-time
 Internship Part-time
 Volunteer

No job listings found.

RECENT POSTS

- Second Transnational Meeting
August 23, 2022
- Get in touch!
March 14, 2022
- Kick-off Meeting
January 14, 2022

Step 7: Here the user can upload their resume in order for employers to view it and contact them. Also, the employer will be able to see the city and country of the user who uploaded their resume.



GREEN WAVE project

HOME CONSORTIUM RESULTS ACTIVITIES MAPPING TOOL CONTACT JOB SEARCH

Resumes

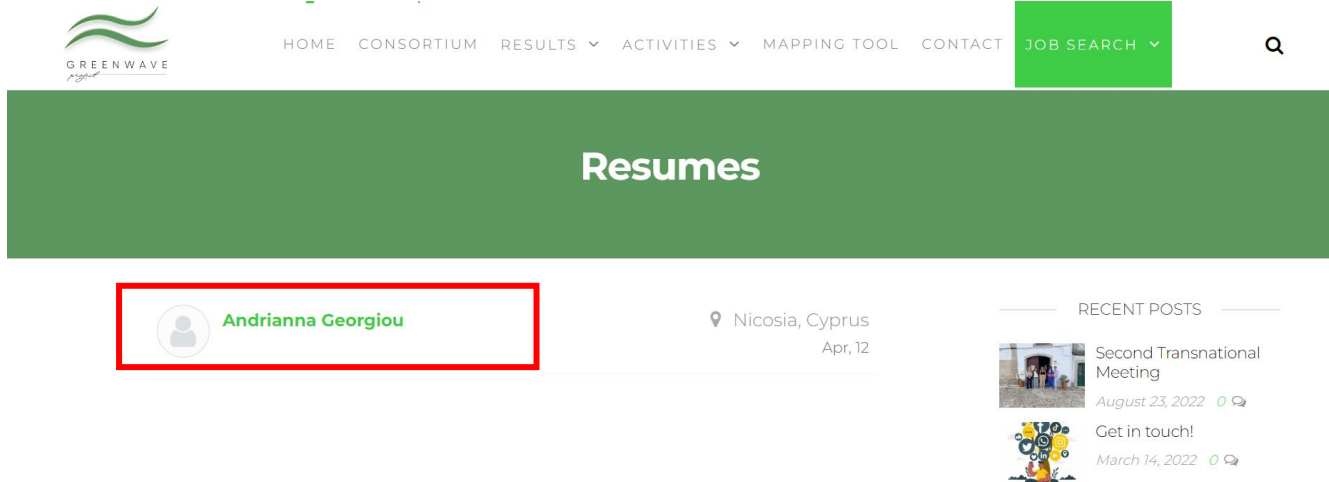
Andrianna Georgiou

Nicosia, Cyprus
Apr. 12

RECENT POSTS


- Second Transnational Meeting
August 23, 2022
- Get in touch!
March 14, 2022

Step 8: Click on the name of the user who uploaded their resume.





HOME CONSORTIUM RESULTS ▾ ACTIVITIES ▾ MAPPING TOOL CONTACT JOB SEARCH ▾

Resumes

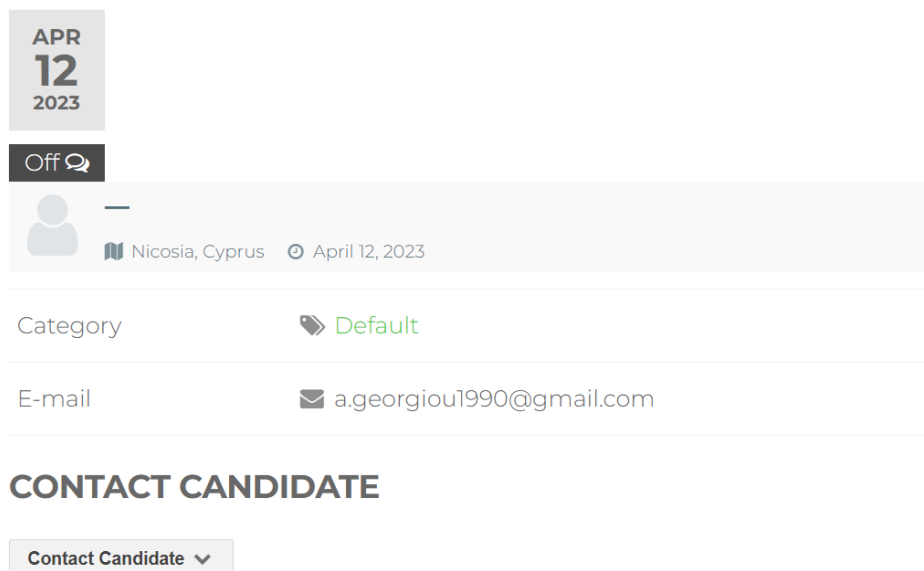
 **Andrianna Georgiou**

Nicosia, Cyprus
Apr, 12

RECENT POSTS


-  Second Transnational Meeting
August 23, 2022
-  Get in touch!
March 14, 2022


Step 9: Here the employer can see the email address of the candidate, as well as the date that they have uploaded their resume




APR
12
2023

Off

 —
Nicosia, Cyprus April 12, 2023

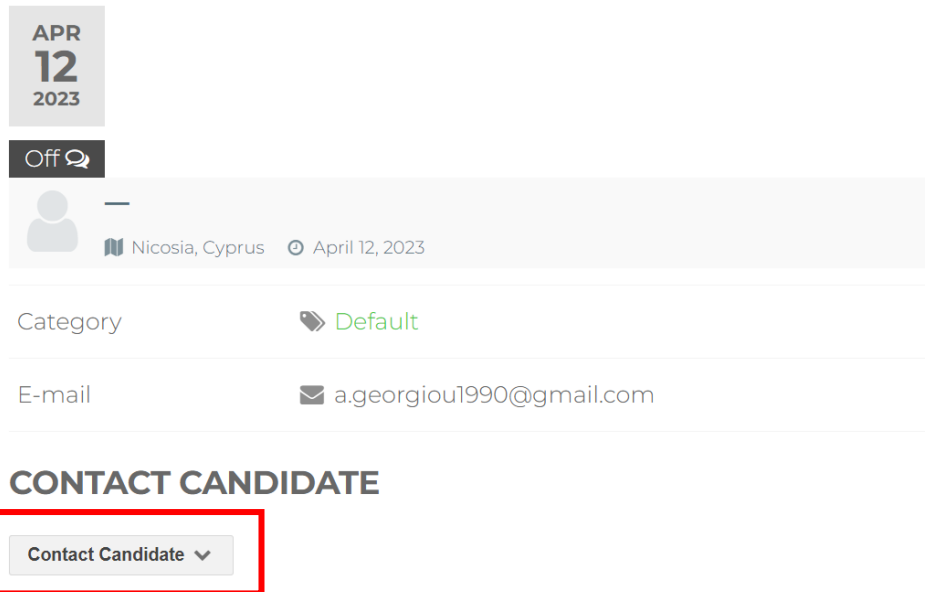
Category  Default

E-mail  a.georgiou1990@gmail.com

CONTACT CANDIDATE

Contact Candidate ▾

Step 10: Click on “CONTACT CANDIDATE”



APR
12
2023

Off

Nicosia, Cyprus April 12, 2023

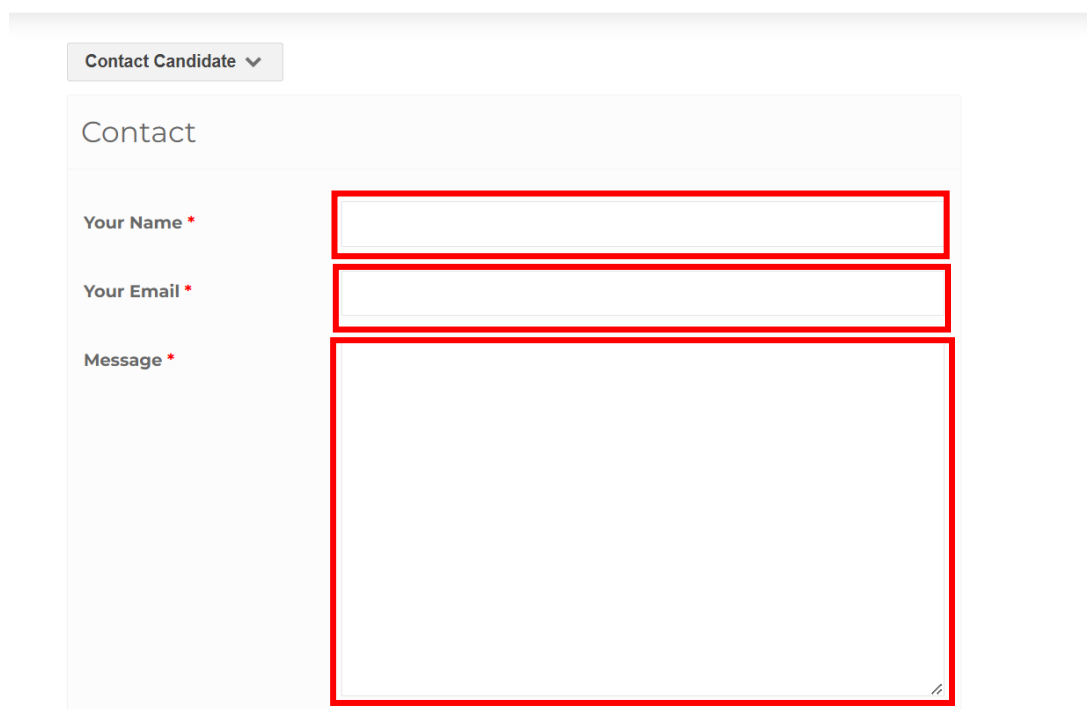
Category Default

E-mail a.georgiou1990@gmail.com

CONTACT CANDIDATE

Contact Candidate

Step 11: Here, the employer who is interested in the candidate can write their name, email and send them a message.



Contact Candidate

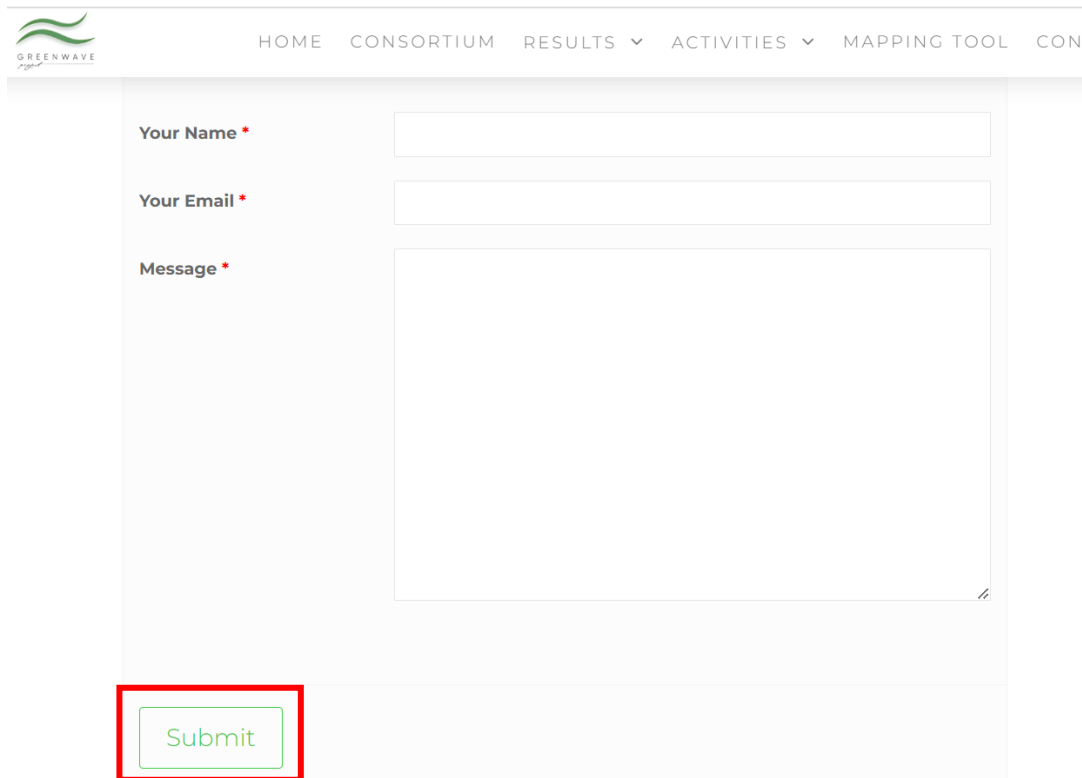
Contact

Your Name *

Your Email *

Message *

Step 12: Click on "SUBMIT"



GREENWAVE project

HOME CONSORTIUM RESULTS ▾ ACTIVITIES ▾ MAPPING TOOL CON

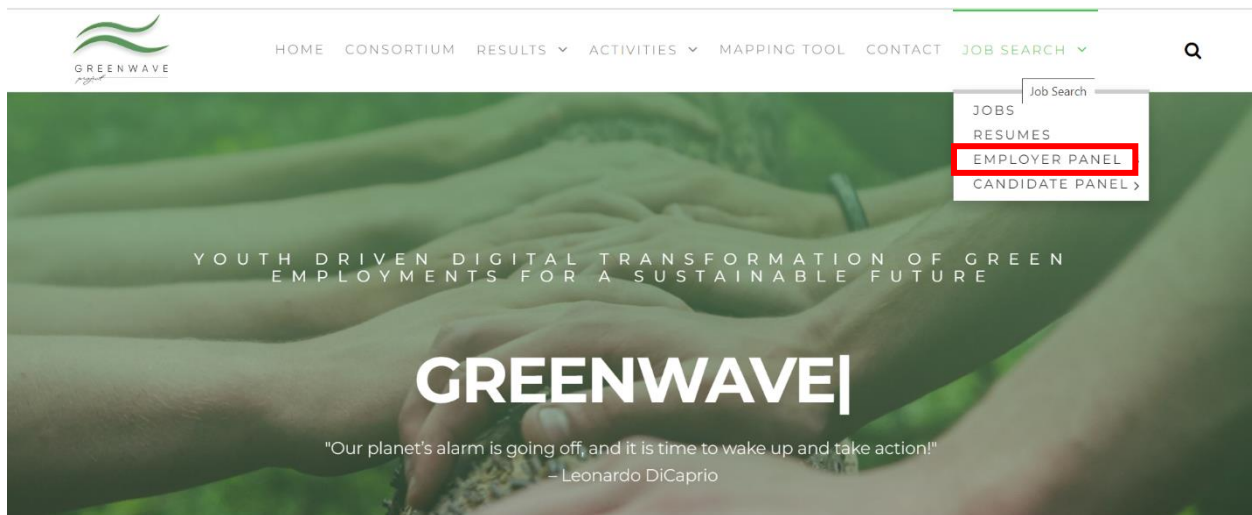
Your Name *

Your Email *

Message *

Submit

Step 13: Under the "JOB SEARCH" tab click on "EMPLOYER PANEL".



GREENWAVE project

HOME CONSORTIUM RESULTS ▾ ACTIVITIES ▾ MAPPING TOOL CONTACT **JOB SEARCH ▾** 🔍

Job Search

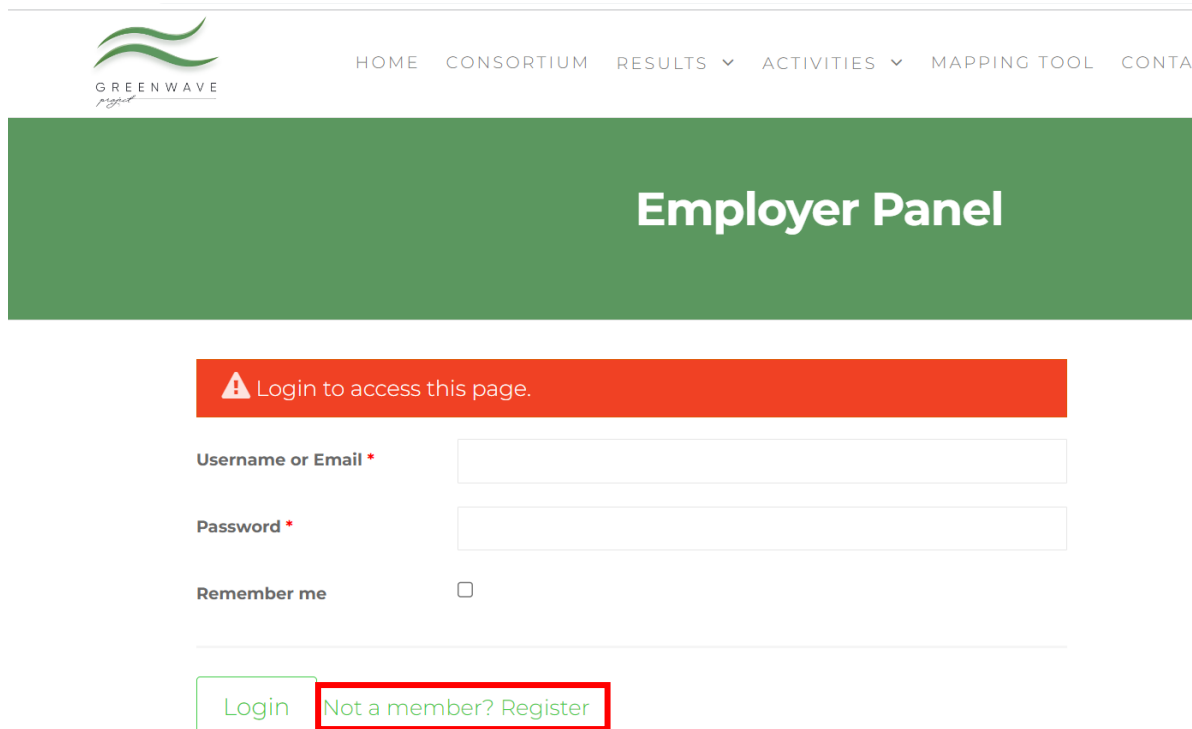
- JOBS
- RESUMES
- EMPLOYER PANEL**
- CANDIDATE PANEL ▾

YOUTH DRIVEN DIGITAL TRANSFORMATION OF GREEN
EMPLOYMENTS FOR A SUSTAINABLE FUTURE

GREENWAVE

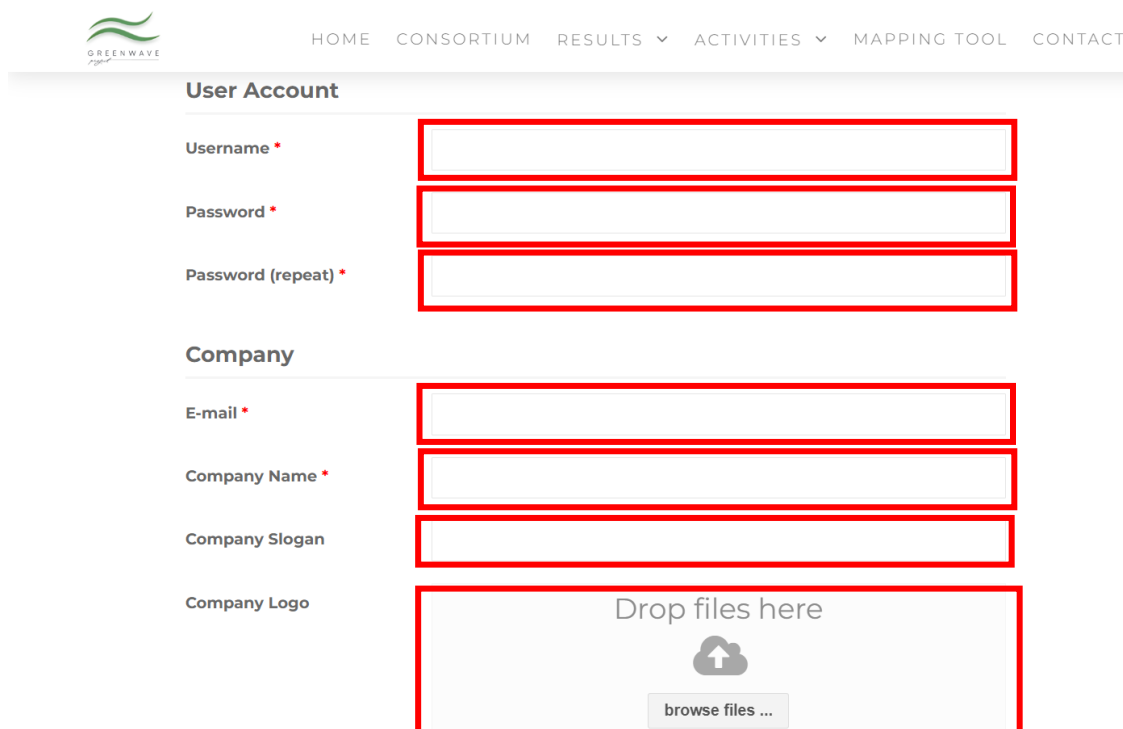
"Our planet's alarm is going off, and it is time to wake up and take action!"
– Leonardo DiCaprio

Step 14: Click on “Not a member? Register”.



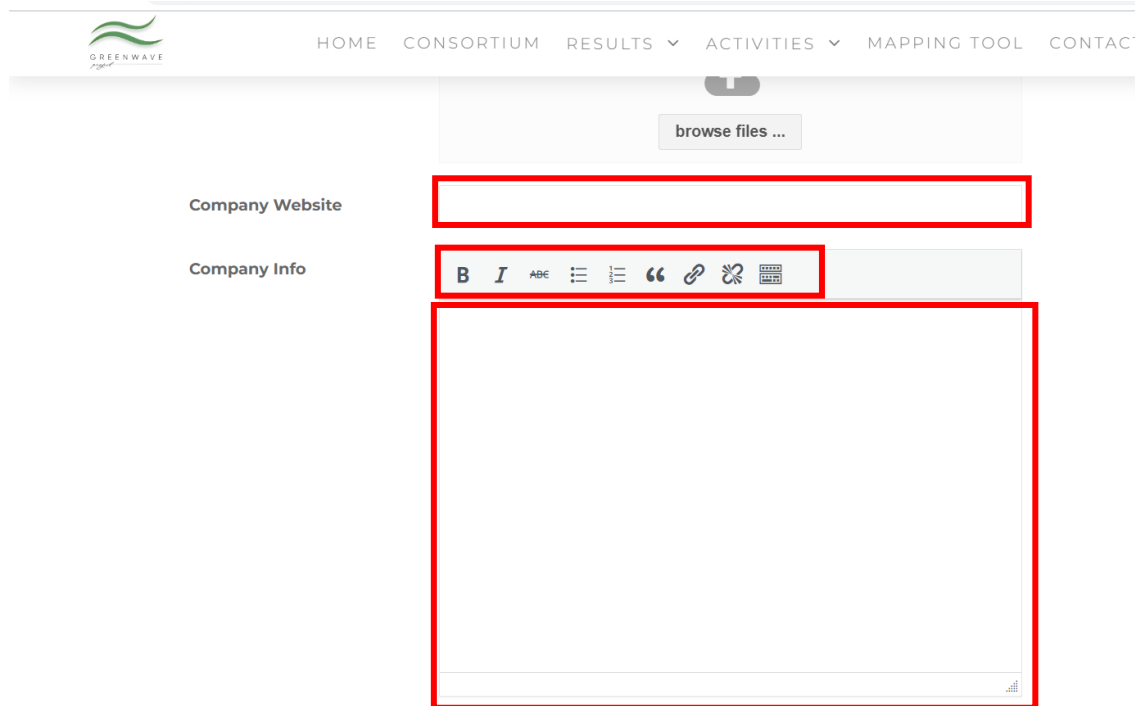
The screenshot shows the 'Employer Panel' login page. At the top, there is a navigation menu with links: HOME, CONSORTIUM, RESULTS, ACTIVITIES, MAPPING TOOL, and CONTACT. Below the navigation is a green banner with the text 'Employer Panel'. A red warning box at the top of the form area says 'Login to access this page.' The form contains three input fields: 'Username or Email', 'Password', and 'Remember me' (with a checkbox). Below the form are two buttons: 'Login' and 'Not a member? Register'. The 'Not a member? Register' button is highlighted with a red border.

Step 15: First, the user (in this case the employer) choose their Username and Password. Then they insert their company's email, name and slogan (if available). There is also the option of adding the company's logo.



The screenshot shows the 'User Account' registration page. At the top, there is a navigation menu with links: HOME, CONSORTIUM, RESULTS, ACTIVITIES, MAPPING TOOL, and CONTACT. Below the navigation is a grey banner with the text 'User Account'. The form is divided into two sections: 'User Account' and 'Company'. The 'User Account' section has three input fields: 'Username', 'Password', and 'Password (repeat)'. The 'Company' section has four input fields: 'E-mail', 'Company Name', 'Company Slogan', and 'Company Logo'. The 'Company Logo' field is a file upload area with the text 'Drop files here', an upload icon, and a 'browse files ...' button. All input fields are highlighted with red borders.

Step 16: The employer can insert the company's website and a short description about it, as well as any other relevant attachments, URLs etc.



GREEN WAVE project

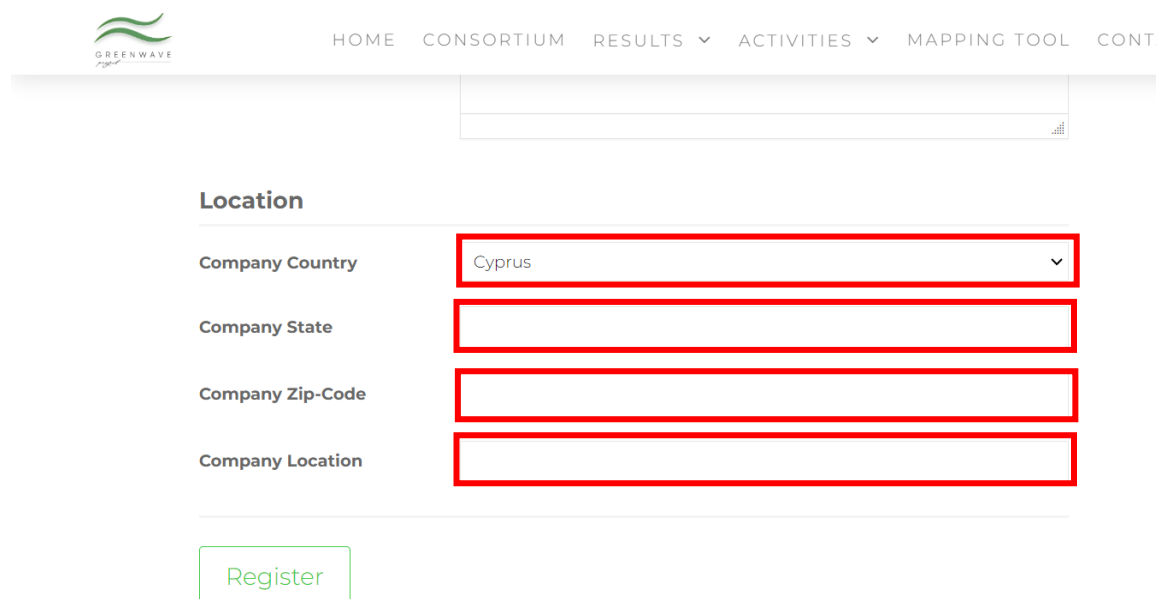
HOME CONSORTIUM RESULTS ACTIVITIES MAPPING TOOL CONTACT

browse files ...

Company Website

Company Info

Step 17: Choose the company's country from the drop down menu, its state/province, postal code, and its exact location.



GREEN WAVE project

HOME CONSORTIUM RESULTS ACTIVITIES MAPPING TOOL CONTACT

Location

Company Country Cyprus

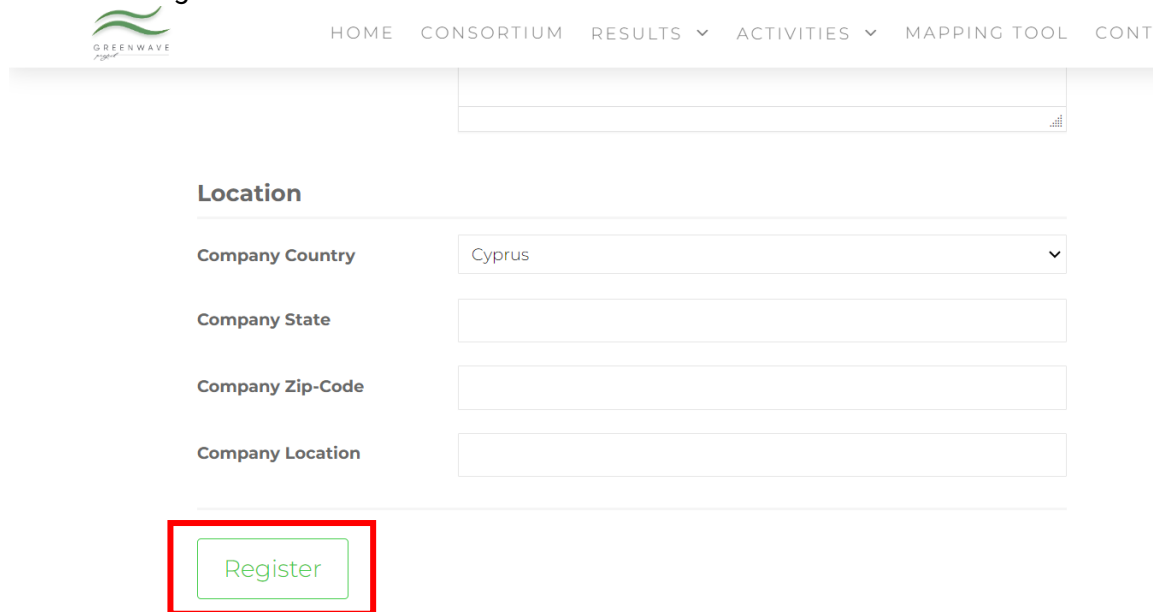
Company State

Company Zip-Code

Company Location

Register

Step 18: Click “Register”.

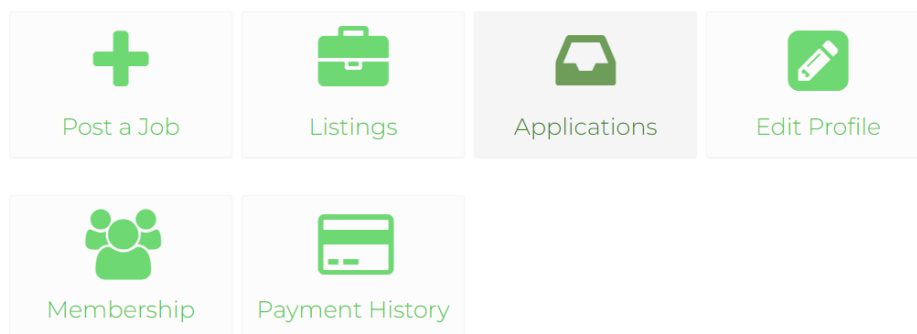


The screenshot shows a web interface for registration. At the top, there is a navigation bar with the Green Wave logo and menu items: HOME, CONSORTIUM, RESULTS, ACTIVITIES, MAPPING TOOL, and CONT. Below the navigation bar is a search bar. The main content area is titled "Location" and contains four input fields: "Company Country" (with a dropdown menu showing "Cyprus"), "Company State", "Company Zip-Code", and "Company Location". A red rectangular box highlights a green "Register" button located below the input fields.

Step 19: Once the Employer has registered, they will be directed to the employer panel where they can manage their account.

Employer Panel

MANAGE

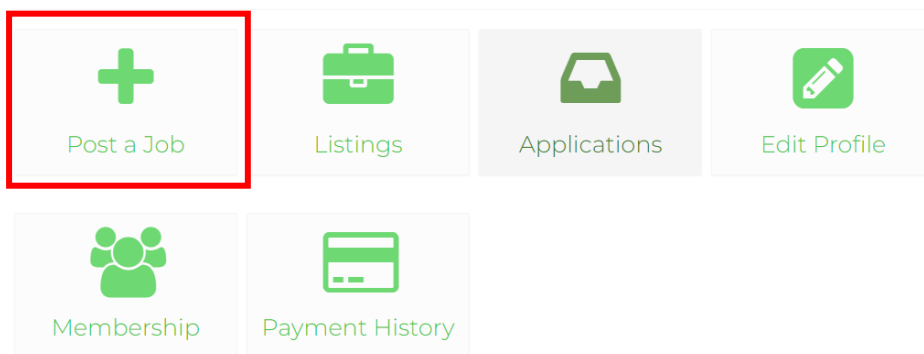


The "MANAGE" section contains six buttons arranged in two rows. The first row includes "Post a Job" (with a plus icon), "Listings" (with a briefcase icon), "Applications" (with a folder icon), and "Edit Profile" (with a pencil icon). The second row includes "Membership" (with a group of people icon) and "Payment History" (with a document icon).

Step 20: Click on “Post a Job”.

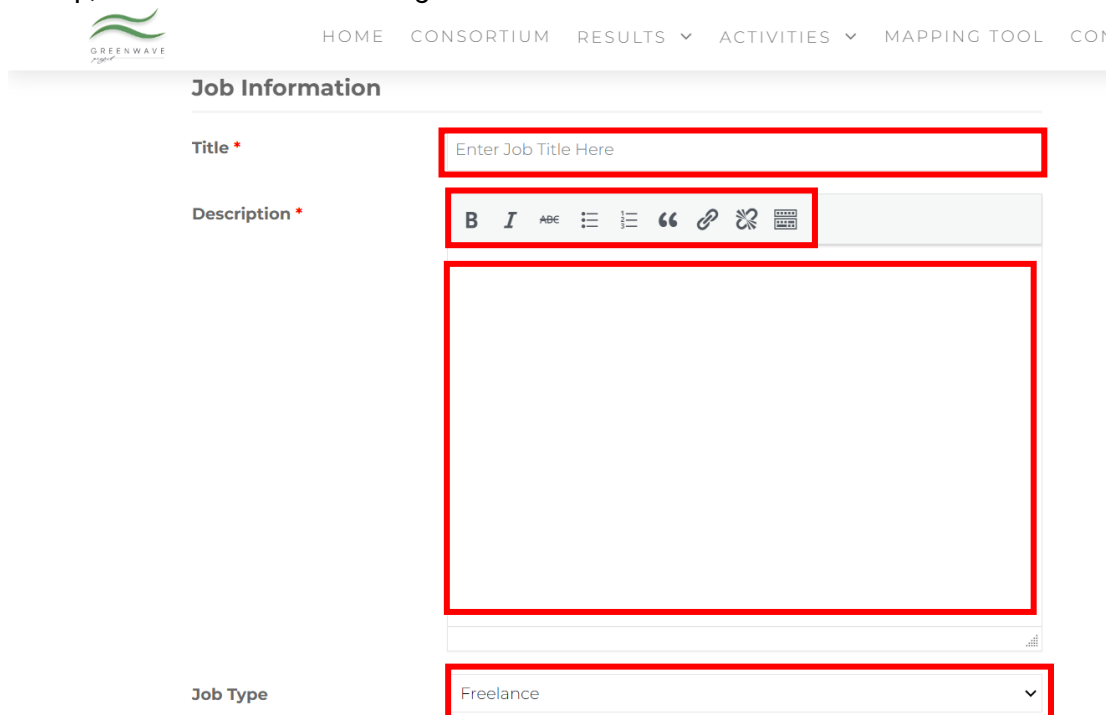
Employer Panel

MANAGE



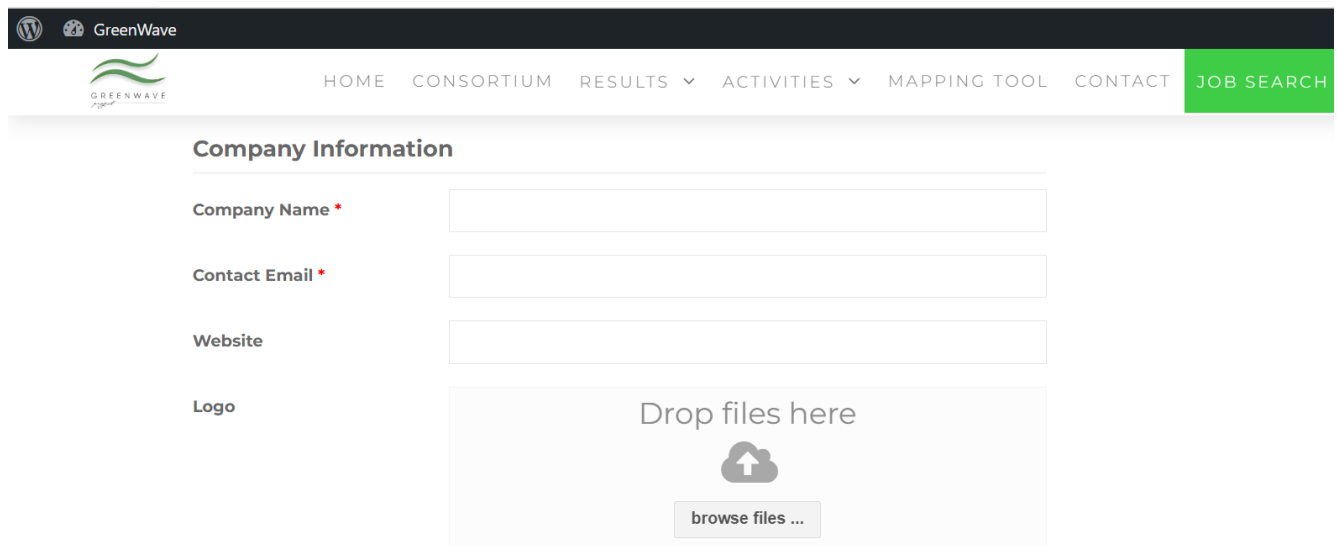
The 'MANAGE' section contains six buttons arranged in two rows. The first row includes 'Post a Job' (highlighted with a red border), 'Listings', 'Applications', and 'Edit Profile'. The second row includes 'Membership' and 'Payment History'. Each button features a green icon and text below it.

Step 21: The employer inserts the job's title and its description, as well as any other relevant attachments, URLs etc., and from the “Job Type” drop down menu, if it is for Freelance, Full-time, Internship, Part-time or Volunteering.



The screenshot shows the 'Job Information' form. The 'Title' field is a text input with the placeholder 'Enter Job Title Here'. The 'Description' field is a rich text editor with a toolbar containing icons for bold, italic, text color, list, link, quote, and image. The 'Job Type' field is a dropdown menu with 'Freelance' selected. Red boxes highlight the Title, Description, and Job Type fields.

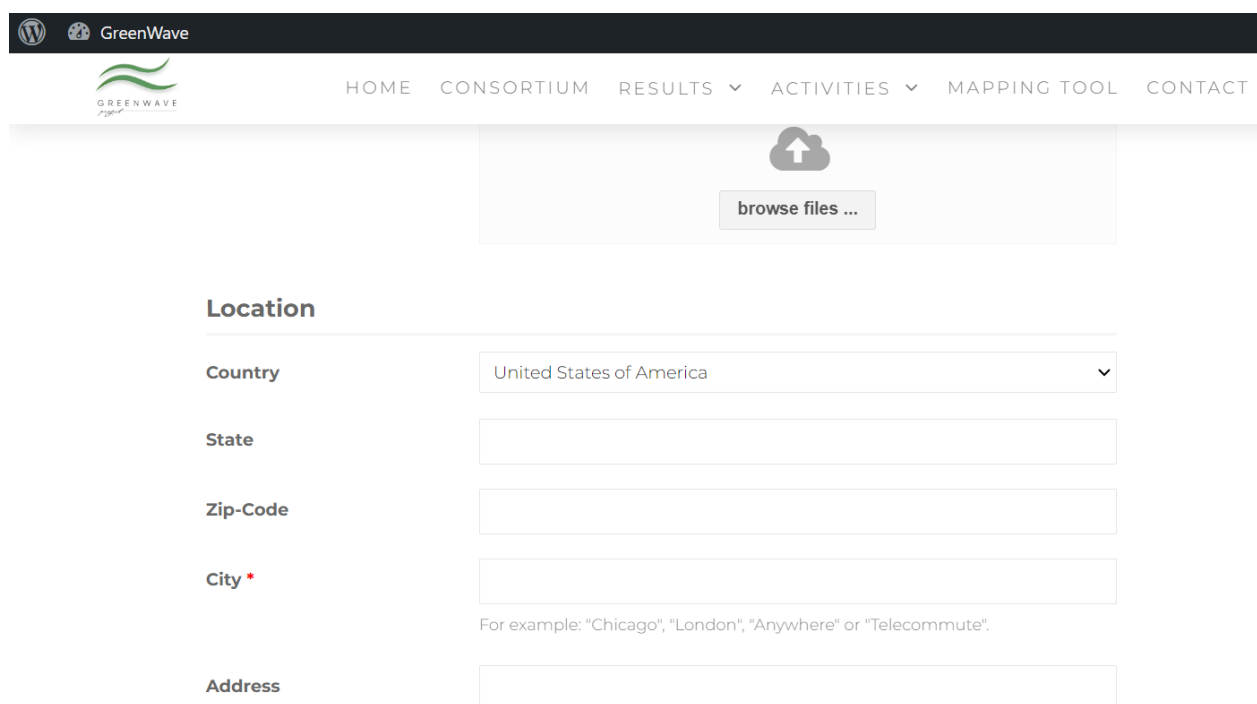
Step 22: The employer adds the Company's Information as in **Step 16**.



The screenshot shows the GreenWave website interface. At the top, there is a navigation bar with the GreenWave logo and the text 'GreenWave'. Below this is a secondary navigation bar with links for HOME, CONSORTIUM, RESULTS, ACTIVITIES, MAPPING TOOL, CONTACT, and a highlighted JOB SEARCH button. The main content area is titled 'Company Information' and contains the following form fields:

- Company Name ***: A text input field.
- Contact Email ***: A text input field.
- Website**: A text input field.
- Logo**: A file upload area with the text 'Drop files here', an upload icon, and a 'browse files ...' button.

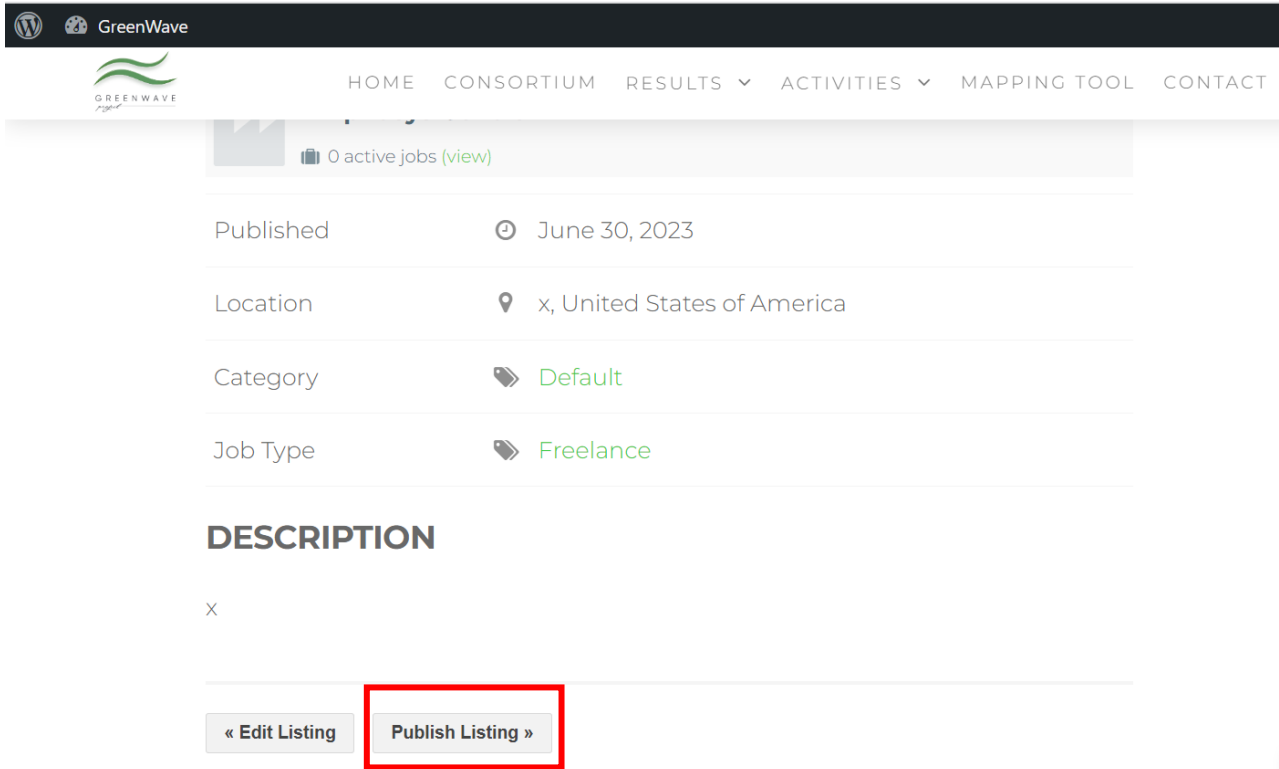
Step 23: The employer adds the Job's Location as in **Step 17**.



The screenshot shows the GreenWave website interface. At the top, there is a navigation bar with the GreenWave logo and the text 'GreenWave'. Below this is a secondary navigation bar with links for HOME, CONSORTIUM, RESULTS, ACTIVITIES, MAPPING TOOL, and CONTACT. The main content area is titled 'Location' and contains the following form fields:

- Country**: A dropdown menu with 'United States of America' selected.
- State**: A text input field.
- Zip-Code**: A text input field.
- City ***: A text input field. Below this field is a note: 'For example: "Chicago", "London", "Anywhere" or "Telecommute".'
- Address**: A text input field.

Step 26: Click on “Publish Listing” or “Edit Listing” if any changes need to be made before the Job is published.



GreenWave

HOME CONSORTIUM RESULTS ▾ ACTIVITIES ▾ MAPPING TOOL CONTACT

0 active jobs (view)

Published June 30, 2023

Location x, United States of America

Category Default

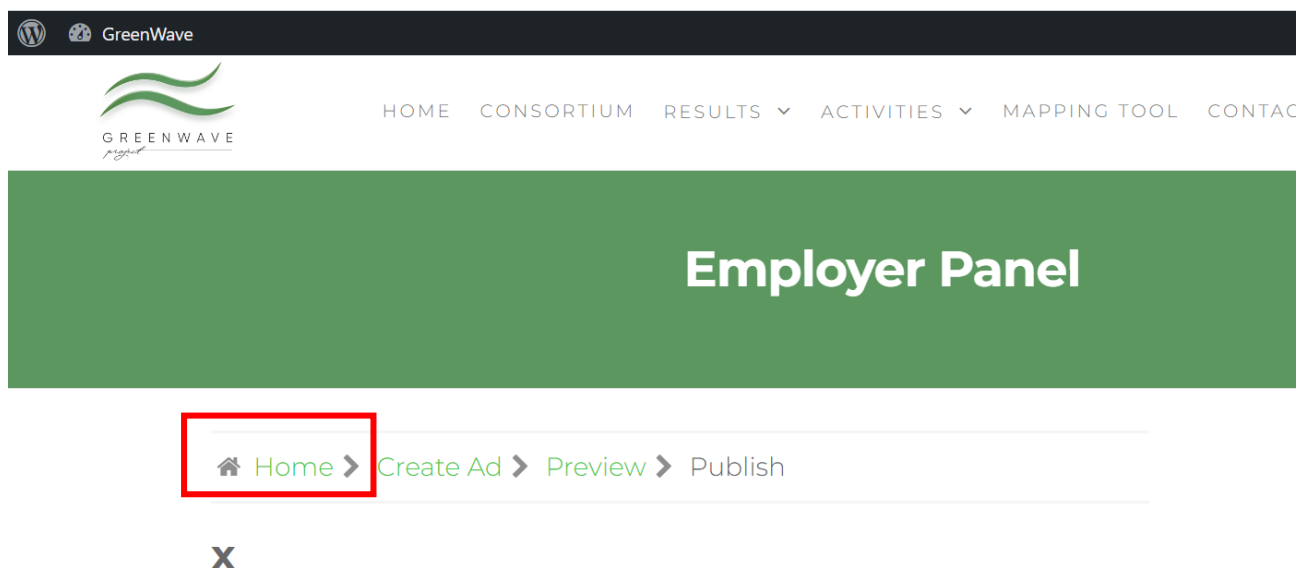
Job Type Freelance

DESCRIPTION

X

« Edit Listing Publish Listing »

Step 27: Click on “Home” to go back to the Employer Panel home page.



GreenWave

HOME CONSORTIUM RESULTS ▾ ACTIVITIES ▾ MAPPING TOOL CONTACT

Employer Panel

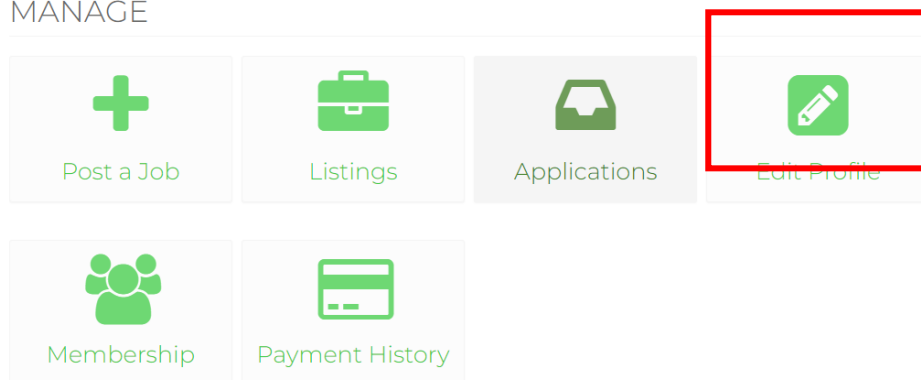
Home > Create Ad > Preview > Publish

X

Step 28: Click on “Edit Profile” to change any information about the company that was previously submitted.



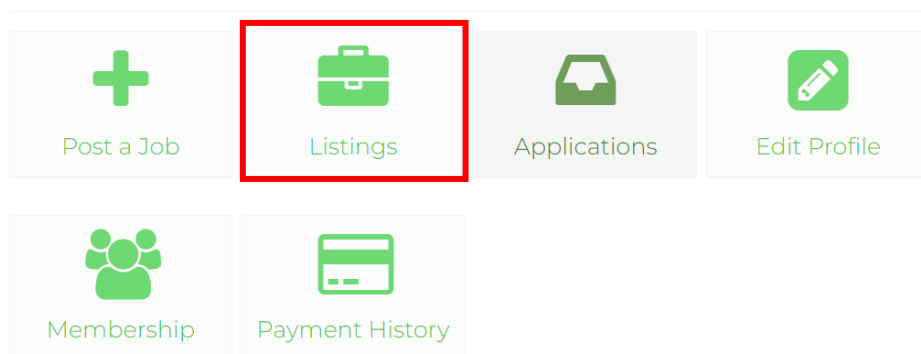
MANAGE



Step 29: Click on “Listings” to view status of job listings already published by the company.



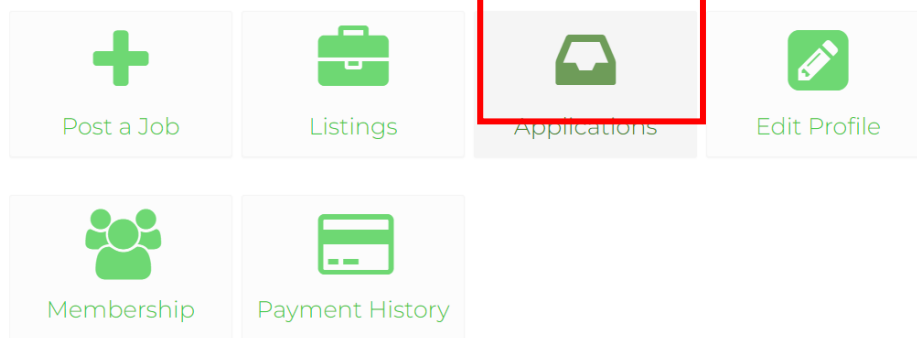
MANAGE



Step 30: Click on “Applications” to view the applications made under each job that is published by the company

Employer Panel

MANAGE



The 'MANAGE' section contains six buttons: 'Post a Job' (plus icon), 'Listings' (briefcase icon), 'Applications' (envelope icon, highlighted with a red box), 'Edit Profile' (pencil icon), 'Membership' (group of people icon), and 'Payment History' (calendar icon).

[Home](#) > [Listings](#)

Active (0) Pending (0) Expired (0) Filled (0)

No job listings found.







Home > Applications

All Jobs ▾ All Statuses ▾




No applicants found.

Step 31: At the bottom of the webpage, the Employer can Logout, Change their account's password, or delete their account.

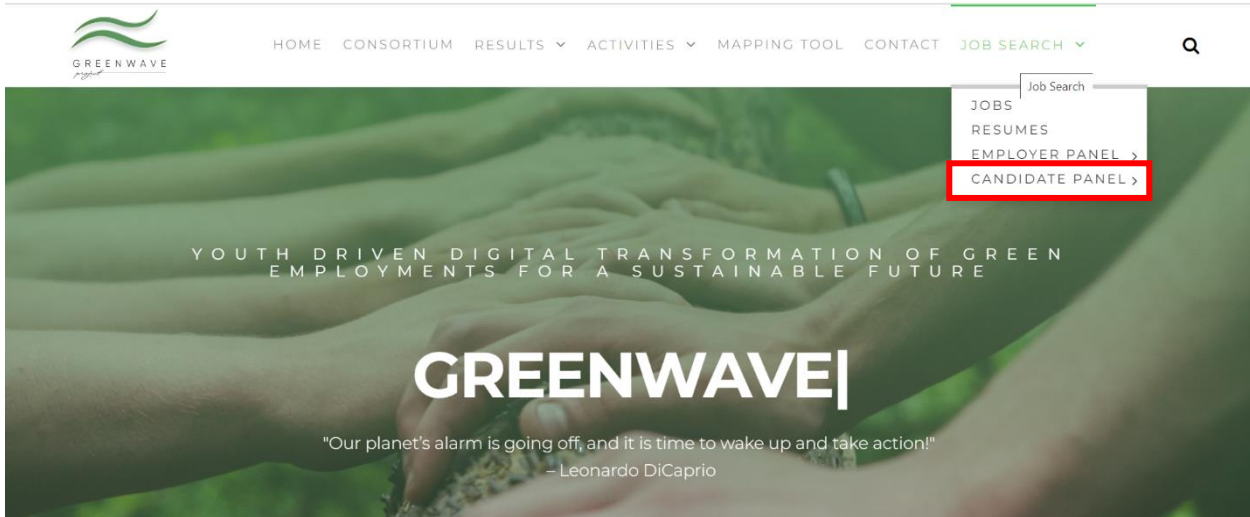
MANAGE

 Post a Job	 Listings	 Applications	 Edit Profile
 Membership	 Payment History		

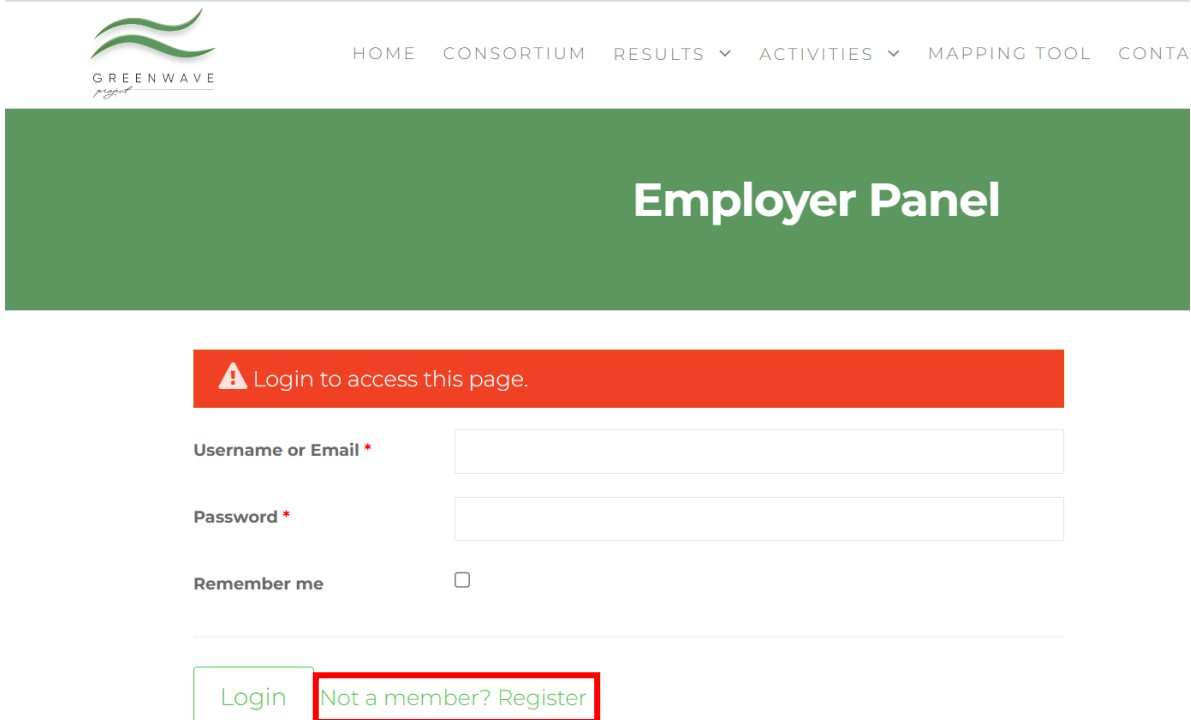
ACCOUNT

 Logout	 Change Password	 Delete Account
-----------------------------------------------------------------------------------------------	--------------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------

Step 32: Under the “JOB SEARCH” drop down menu, click on “CANDIDATE PANEL”.



Step 33: Click on “Not a member? Register”



Step 34: The candidate chooses a Username and Password, and inserts their name, surname, email address, phone number and website if available.

Username *

Password *

Password (repeat) *

Account Information

First Name *

Last Name *

Email Address *
This field will be shown only to registered employers.

Phone Number
This field will be shown only to registered employers.

Website
This field will be shown only to registered employers.


Step 35: The candidate chooses if their resume will appear by clicking the tick box next to “Show my resume in search results”. They can upload a photo of themselves and insert their address information.

Privacy

Show my resume in search results.

Your Photo

Drop files here



browse files ...

Address

Country

State

Zip-Code

City *

For example: "Chicago", "London", "Anywhere" or "Telecommute".

Step 36: The Candidate insert their professional headline and a short summary of themselves, as well as any other relevant attachments, URLs etc.

Resume

Category

Professional Headline

Describe yourself in few words, for example: Experienced Web Developer

Profile Summary

B *I* ABC ☰ ☷ “ 🔗 🔄 📄

Step 37: Click on “+ Add Experience”

Experience [\(Add Experience\)](#)

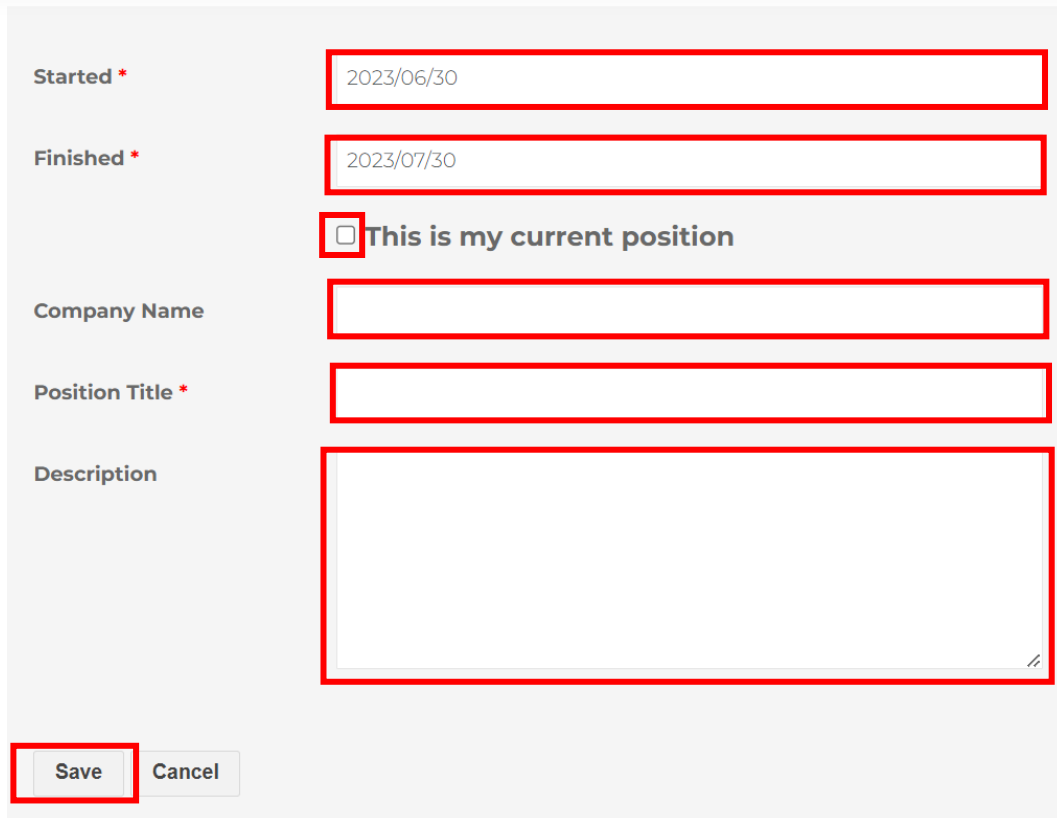
+ Add Experience

Education [\(Add Education\)](#)

+ Add Education

Register

Step 38: The candidate can add the start/end date of their specific experience, specify if this experience is their current position by ticking on the respective box, name the company where they gained this experience, the position they had and a description of their responsibility. Then click on save to add this experience, and repeat the same step to add more work experiences.

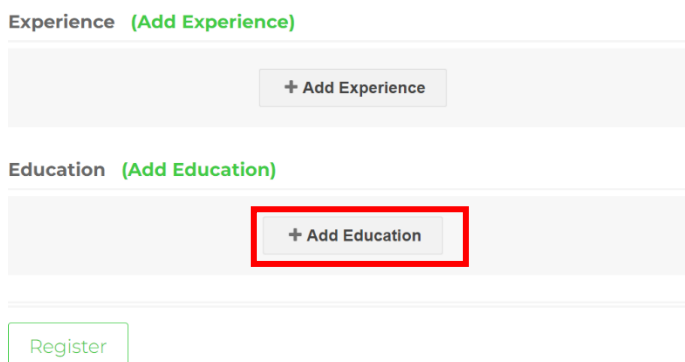


The screenshot shows a form for adding work experience. The fields and their values are:

- Started ***: 2023/06/30
- Finished ***: 2023/07/30
- This is my current position**
- Company Name**: (empty)
- Position Title ***: (empty)
- Description**: (empty text area)

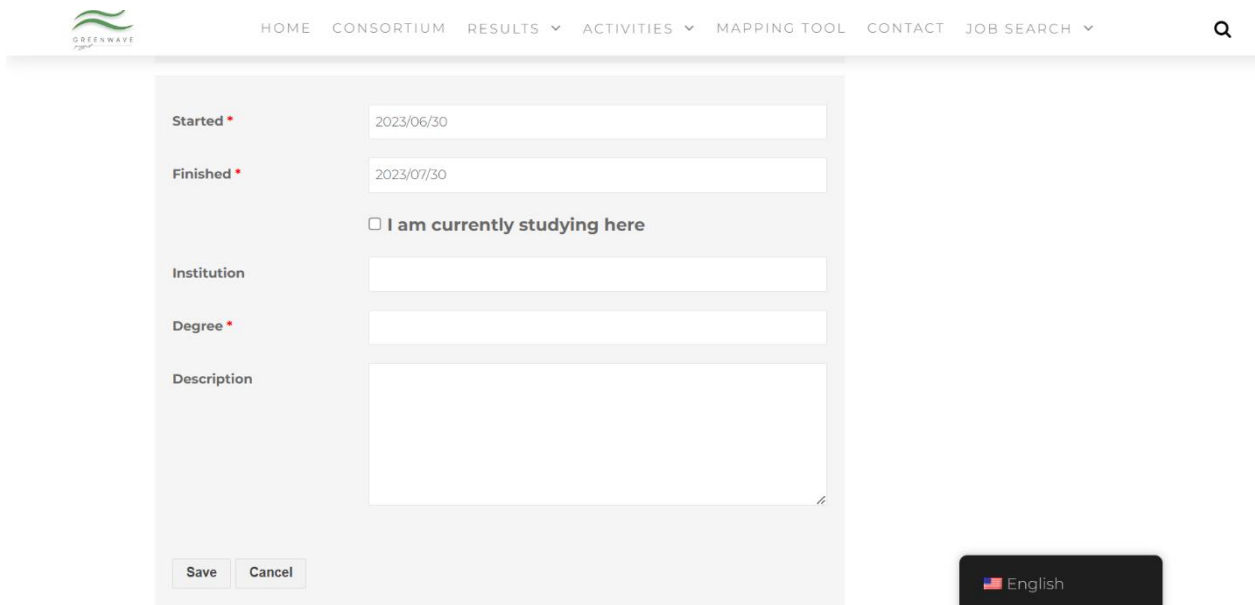
At the bottom, there are two buttons: **Save** and **Cancel**. The **Save** button is highlighted with a red box.

Step 39: Click on "+ Add Education"



The screenshot shows the 'Add Education' section. It includes a header 'Experience (Add Experience)' and a button '+ Add Experience'. Below that, it shows the 'Education (Add Education)' section with a button '+ Add Education' highlighted by a red box. At the bottom, there is a 'Register' button.

Step 40: The candidate can add the start/end date of their specific education, specify if this education is their current position by ticking on the respective box, name the institution where they did their study, the degree they gained had and a description of degree. Then click on save to add this education, and repeat the same step to add more educations.



The screenshot shows the Greenwave project website interface. At the top, there is a navigation menu with links: HOME, CONSORTIUM, RESULTS, ACTIVITIES, MAPPING TOOL, CONTACT, and JOB SEARCH. A search icon is also present. The main content area displays a form for adding education details. The form includes the following fields and options:

- Started ***: A date input field containing "2023/06/30".
- Finished ***: A date input field containing "2023/07/30".
- I am currently studying here**: A checkbox option.
- Institution**: A text input field.
- Degree ***: A text input field.
- Description**: A large text area for entering details.
- Save** and **Cancel**: Buttons at the bottom left of the form.

At the bottom right of the form, there is a language selection dropdown menu showing "English" with a flag icon.

Step 41: Click on "Register"

2. Practical Tips for Green Job Seekers

The labor market is constantly evolving, shaped by the continuous changes in the economy and by emerging new technologies. This evolution can lead to a lot of **challenges for job seekers**, challenges that can be summed up in one key struggle: **to be able to stand out to recruiters**. Due to a crowded and



competitive job market, even the most qualified applicants must impress recruiters that are flooded with very similar applications. In that sense, **job searching requires a lot of time and effort**.

Nevertheless, the transition towards a green economy and to green jobs can help create decent and productive jobs while contributing to environmental sustainability. For that reason, this transition will be an opportunity for job seekers as it **opens new pathways for them in the job market**.

One of the first aspects that someone who is looking for a job faces is where to look for said job. If they are unemployed, **registration on an employment center is advisable**. These centers, besides usually granting access to a data base with several job offers, they also provide specific training programs that can be helpful in acquiring skills and competencies necessary for several new career opportunities.

Besides this, someone who is looking for a job, and specifically a green job, should concentrate their efforts on doing it **mainly online**. Companies who have a greener mentality and are committed to establishing sustainable operations will go online to hire applicants with online applications and

resumes to reduce massive paper waste and with a minimal environmental impact. Some of the main tools these companies can use to publicize their offers and attract applicants are:

- Online job boards
- Social media sites (Facebook; LinkedIn; etc.)
- The organization's own website (when it has one)
- Advertising in traditional media
- Through word of mouth or referrals (that means networking also is very important)



On the previous section of this guide, it was addressed and explained a very useful tool for the recruitment of green jobs. This **free online job board** developed by the GreenWave project is destined for anyone looking for an opportunity on the green economy, or for any company or entrepreneur offering a green job or internship.

For more details about this tool, please check the previous section, or go to the portal **here**.

Having where to look for a job sorted out, green job searchers need, as it was mentioned before, to focus next on what they can do to **stand out on job applications**.

2.1. CV's and Cover Letters

For the CV (or resume):

- Should be adapted to each role the applicants apply for. Different roles will mean different types of experience, so this document needs to show how the applicants fit the requirements for each job description.

- Also, automated software is being increasingly used in recruiting, so applicants should take time and care when writing their CV's and ensure relevant keywords from the job description are used throughout. They should also structure the information in a clear and logical order, to ensure that it can be read and understood by this type of software.



- It must be an accurate representation of the applicants' careers to date.
- It should not only summarize the day-to-day tasks of previous jobs but also mention the key achievements the applicants made in each role.
- Spelling and grammar need to be thoroughly checked.
- Any time gaps that may be present in the CV should be explained.
- Despite all the information that needs to be included, applicants need to keep their CV's as simple, concise, and appealing as possible. For reference, a CV with less than four pages should be acceptable.

For the Cover Letter:

- As it happens with the CV, it must also be adapted to each role the applicants apply for. Regarding companies with a green mentality, it is also important for applicants to mention that the companies' sustainability mindset is relevant for them and how they fit that mindset.
- It must be appealing and "easy on the eye" for the reader – a mix of paragraphs and bullet points can do the trick.
- A standard letter format should be used, ensuring it contains the applicants' contact details.
- It should be addressed to the person of contact, or if unknown, "To whom it may concern".
- For reference, ideally it should be one page only.

2.2. Standardized Testing

- Written tests are usually used for assessing the applicants' **knowledge and hard skills**. To prepare for them, applicants must consider what tasks in the job description require the use of a computer or system, and therefore what skills the recruiters will likely want to test that cannot be tested in an interview. Examples of this might include writing reports, doing case studies, data analysis, manipulating documents and using specific software.
- Other standardized testing might include the assessment of a variety of features, such as cognitive skills, emotional intelligence, personality, physical abilities, or work preferences. There are several options for these, such as individual questionnaires or group dynamics. These are usually more focused on assessing **soft skills**, so to prepare for them, it is important for the applicants to analyse carefully what the recruiting green company is looking for in terms of the job specifications and the type of person they want to hire in terms of environmental friendliness. Nevertheless, in this kind of tests, being honest about oneself is the best solution.



2.3. Selection Interviews

- Preparation for the interview is mandatory. As it happens with the CV and cover letter, the interview also needs to be tailored to the job position in question. Investigation of the company's history, and for green companies, to investigate specifically on their sustainability

values, is a good way to show recruiters that the applicants have a real interest in their company. Also, most questions during the interview will be competency-based, requesting applicants to demonstrate their previous experience. So, giving tangible examples based on the previous experience of the applicants is more relevant than just talking about topics in theory or in an impersonal manner. For that reason, applicants should focus on accomplishments rather than skills.

- Applicants must also show off their personality and project a “can-do” attitude. Personality is seriously considered by recruiters when hiring because people are more than a CV. Also, a bad attitude has a more



negative weight than all the qualifications a person can have. To project positivity and enthusiasm for the position and company the applicants are applying can be a decisive factor when recruiters are comparing candidates.

- Applicants should avoid using their CVs and cover letters as a script for the interview, but rather try to have a real conversation with the recruiters. Recruiters will already have that information from those documents, and it were those that granted the interview in the first place. So, instead, sharing a real conversation will show the applicants dynamism and dimensionality.



The CARL technique can be a good way to answer these competency-based questions. Here it is how applicants can use it:

- Talk about the **C**ontext;
- Then what your **A**ction was personally (use “I” and not “we” when describing this);
- Summarize the **R**esult of the activity;
- Explain the lessons **L**earned.

Prepare some answers using this technique for common skills and competencies that are included in the job description.

Adapted from Green Climate Fund (n.d.).

- The interview is a two-way process. As well as recruiters are seeing if the applicants are a right fit for the role, it is also the applicants' opportunity to see if the role and the company are also right for them. Some intelligent questions to assess this, and that must go beyond salary and benefits, should be prepared.

Also regarding this topic, there are some “green flags” that applicants should look for during their selection interviews to make sure the hiring organization is the right fit for them. Those “green flags” can be found in more detail on Artz (2023) article about the subject **here**.



- Finally, it is important for applicants to practice specific answers to common behavioral-based questions, and the whole interview process in fact, with someone, so it is easier for them when they'll have to face the real interview context.



Aspects that every job seeker must have in mind about this whole process

- It is stressful and there will be many ups and downs
- Try to stay positive and rely on support from others
- Networking is very important
- CV and cover letter personalization is crucial
- Research the company and who you are interviewing with
- Practice as much as possible your pitch and do some role-play interviews

Adapted from Fussenegger (2022)

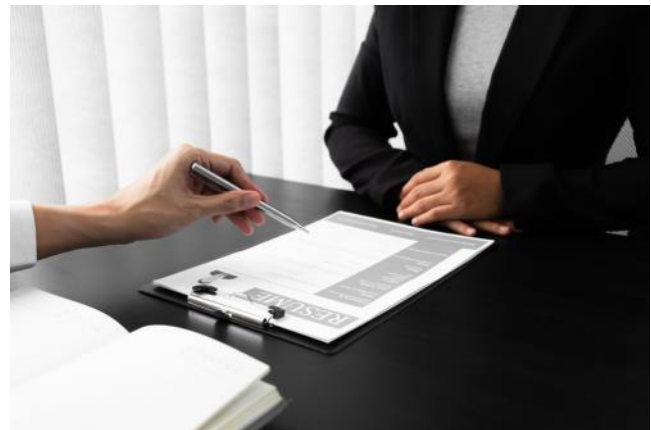
3. Practical Tips for Recruiting and Hiring for Green Jobs

3.1. Sustainability Hiring: How To Recruit Employees

Who Care

Sustainability Hiring:
Incorporate your green values into the hiring process

Sustainability matters to job hunters. Employees, more than ever, want their work to not only provide for their material needs, but to also help support



the greater good and create a better world. In the battle for top talent, especially when recruiting the younger generation, prospective employees need to know that you're committed to a greater purpose and that both sustainability and social responsibility are important to your company. In a recent Millennial Survey by Deloitte, 60% of millennials chose a sense of purpose as part of the reason they worked for a company. Through sustainability hiring and incorporating your values into the recruitment process, you can be sure to attract purpose-seeking individuals wanting to better the world.

Promote your sustainability and let the world know you care

Businesses cannot fake sustainability. Employees and customers will see right through any greenwashing. Companies need to make sustainability part of their mission, brand, values, and culture. They need to clearly feature their green mission, social values and purpose on the corporate

website and in communications. Be sure to mention sustainability values in the obvious places: the Careers page, the About Us page, in blogs and on social media. Leaders in talent recruitment should speak to the values of the people desired in the job descriptions.

Engage the employee and discover their purpose

During the interview process, ask candidates what causes they believe in and what their life purpose is. You want to understand how they want to contribute, what their values are, and what issues they care about most. If they are environmentalists, have them tell their sustainability stories and get them to talk about their green journey or initiatives they were involved with at previous companies. This creates the opportunity to confirm the candidate is aligned with your sustainability goals and also demonstrates your commitment to sustainability. Bottom line, you want to understand the candidate's life priorities and values, so look for certain interests, soft skills, and roles where fairness, ethics, and relationships were important.

Communicate your sustainability vision, mission, goals

Candidates should know exactly what a company is doing to be more environmentally and socially responsible and what the company is doing to reduce its carbon footprint.

During your sustainability hiring process, share with them current active and completed green initiatives. Be aware that employees are skeptical of greenwashing and company claims. They want tangible proof of sustainability and purpose-driven action. They want to understand what role they can play in your sustainability program and initiatives. Some companies include their completed initiatives on their website as part of their corporate sustainability profile. You can also include green team and sustainability committee members in the interview process. You want to show that your company's purpose is real and embraced.

Conclusion: Hire for Purpose with Purpose

You can't create the right purpose-driven culture without purpose-driven individuals. It's almost impossible to instill values and a sense of purpose in those who don't have them. Instead, screen for purpose during the recruiting and hiring process. Find the perfect employees who truly care about sustainability, the planet, fairness, ethics and human justice. They are out there and when they join, their positive behaviors and attitudes become contagious.



How to hire a sustainability leader and champion

If you are an executive in charge of creating the green culture and implementing a sustainability program, be sure to look for the following traits when choosing a sustainability leader or putting together a green team:

- **Sincerity** – Individuals need to believe in sustainable business and social responsibility. It must be a true internal passion.
- **Pragmatism** – They should understand how to identify real world sustainability drivers for your company and implement initiatives that are practical and achievable.
- **Evangelism** – Individuals must be convincing, enthusiastic, passionate and be able to sell their ideas.
- **Inclusion and Equity** – They need to truly care about all people and understand what matters to employees of all genders, ethnicities, cultures and backgrounds.

3.2. Demystified Green Recruiting – 7 easy Tips to get started

1. Virtual job interviews

Offer virtual job interviews instead of face-to-face meetings. This eliminates travel to and from the appointment and does not emit CO₂ unnecessarily. Virtual job interviews are becoming more and more popular. This is shown by a survey of **e-fellows.net**, where **81%**



of the respondents said that they have switched to video interviews.

2. Green mobility approach

If a personal interview is necessary, you can offer the applicant lower-emission alternatives to air and car travel at a discount. This is also a great way to let the applicant know before the interview that your company cares about the environment. The applicant will gain insights into your environmental performance and your company becomes more attractive even before the interview takes place. Restructuring the company transport strategy can also be a good way to convince applicants. There are concepts in which companies offer rental bikes and e-scooters or have switched completely to e-cars. **A study by Kraftfahrtbundesamt shows that the registration of battery-powered cars in Germany increased by 206.83% from 2019 to 2020.** This shows how popular e-mobility solutions are becoming.

Of course, these changes are budget-dependent, nevertheless, with such an approach, the way to work is secured and the commitment to a greener future is clearly shown.

3. Digitize your application process

Process Digitization can save your company a lot of CO2 emissions. A study by **Bitkom forecasts a saving of 12 million tons of CO2 in the area of work and business for 2030 in the event of accelerated digitization**. We all know the damaging effects of high-paper usage. Instead of using it unnecessarily, try using applicant tracking systems or have the application sent to you by e-mail. This also has advantages for the candidate, as it saves the time and cost of expensive application folders and mailing. In addition, through Corona, Green Recruiting can be easily implemented. Home office has become a must-have in these times and automatically contributes to the green strategy.

4. Green Ecosystem

Steps toward a sustainable business start in your own office. The key is to look at your company as an ecosystem, balancing your input and your output in a sustainable way. Whether it is smart lighting management or recyclable office items, there are many ways to make the work environment more sustainable. According to a study by VMR **the smart office market size worldwide is forecasted to reach 66.6 billion U.S. dollars by 2072**. During the course of the interview, the applicants recognize the company's commitment to environmentally friendly approaches. Useful tips include reducing plastic packaging, purchasing green power, and making sure new equipment is energy efficient. But how do you communicate these changes to the outside world?

5. Celebrate your achievements

To get applicants to notice your efforts and communicate your green recruiting strategy to the outside world, you should market your green corporate identity. Post your successes on social media and show applicants and peers your progress. You need to make it clear to applicants that your company shares the same values as they do. According to the **SHRM Report, 43 percent of respondents see a stronger public image as one of the top four benefits of sustainability initiatives**. Employees will also help market your corporate identity if they hold the same values. Additionally, the company can

incorporate its enduring identity into job postings to communicate its commitment to applicants –this is what successful employer branding is all about.

6. Stay Authentic

There is a certain level beyond which it does not seem authentic to share your efforts to protect the environment. When you communicate values like sustainability and environmental awareness outwardly but do not live by them, this is called greenwashing. A green logo does not make a company environmentally conscious. Stay authentic, because applicants and investors may notice this false play, and this can cause customers to lose trust in your company. Your efforts should be measurable.



Why GREEN RECRUITING is important

- Interest from applicants and investors increases;
- Company identity becomes more powerful;
- The chance to stand out on the recruitment market;
- The opportunity to save the world.

7. Align events and benefits with Green Recruiting

Employee benefits are more popular than ever in the "war for talent" and therefore it makes perfect sense to integrate them into your green recruiting concept. The goal is to retain employees and applicants and make the company more attractive. Companies can offer regional food in the canteen or a rail card as a benefit. Additionally, a home office option can also help protect the environment, especially if the commute to work involves a longer distance. These options are not only attractive because of the added value they offer to applicants and future employees, but also contribute effectively to the company's environmental balance sheet. To involve employees, companies can also organize green events such as tree planting, combining employee events and environmental protection activities in a pleasant way to get everyone on board.

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