



O2 T3 Labour Market Intelligence Report – Attica Region, Greece

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Introduction

This report is based on a comparison of the Labour Market in Attica in Greece with the Greek Labour Market as a whole. It is derived from an analysis of Online Job Advertisements undertaken by Cedefop and the European Statistical Agency and made available through the Cedefop OVATE portal.

The report is structure in four sections:

- Occupational demand by sector

- Employment demand by occupation

- Skills demand

- Greenness and Green pervasiveness

The data for the first three is based on Q10q4, 2023. The data on Greenness is from Q1, 2024.

The Attica Labour Market Intelligence Report provides an in-depth analysis of the region's labour market compared to national trends in Greece, using data from Online Job Advertisements (OJAs). The report highlights that Attica's economy is predominantly service-oriented, with significant demand in administrative and support services, information and communication technology (ICT), and consultancy. Administrative roles dominate in the region, accounting for 20% of job advertisements, much higher than the national average of 13%. While manufacturing remains a key sector nationally, it holds less significance in Attica, where service-based industries, particularly ICT and professional services, drive growth.

In terms of employment demand, the report reveals that Attica has a higher need for personal service workers and ICT professionals than the national average. This aligns with the region's focus on services and digital transformation. There is a comparatively lower demand for healthcare and social workers in Attica, as rural areas across Greece typically require more healthcare services. Sales and marketing roles also remain important, especially given Attica's strong retail and service sectors.

Skills demand in Attica reflects the region's emphasis on business, management, and digital competencies. Business administration and ICT skills are highly sought after, with communication and creativity also playing a vital role in the service and creative industries. Compared to the national level, Attica shows a higher demand for skills related to digital economy roles, while engineering and construction skills are linked to ongoing infrastructure projects.

The report also highlights the increasing importance of greenness and green pervasiveness in the region's labour market. Green skills, particularly in ICT, R&D, and engineering, are becoming more integrated into various sectors. This shift towards a greener economy underscores the need for sustainable practices across industries and highlights opportunities for integrating green technologies into the workforce.

Attica's labour market is heavily service-driven, with growing demand in ICT, professional services, and green skills. To sustain this growth, education and training programs must focus on enhancing digital, managerial, and sustainability competencies. The region's future workforce will need to be equipped with the necessary skills to support its evolving economy, ensuring that Attica remains competitive in both the national and European markets.

1. Occupation Demand by Sector in Greece vs. Attica Region

Based on the provided data from Online Job Advertisements (OJAs) for both Greece and the Attica region, this report will analyze the key differences in sectoral demand and explore the implications for economic and social development as well as education and training.

1.1 Key Differences in Sectoral Occupation Demand

Administrative and Support Service Activities

Greece: Dominates the national market with approximately 13% of job advertisements.

Attica Region: In Attica, the share is even higher, approaching 20%.

Implication: The dominance of this sector in Attica reflects the region's role as the administrative and business hub of Greece, with a high demand for clerical, secretarial, customer service, and back-office support roles. Educational programs in Attica should continue emphasising office management, business administration, and customer service training to meet this high demand.

Manufacturing

Greece: Manufacturing represents around 12% of job advertisements nationally.

Attica Region: The demand for manufacturing roles is lower in Attica, with around 6% of job advertisements.

Implication: Manufacturing is a less significant part of the economy in Attica compared to other regions, where industries like tourism and services dominate. Attica's focus should remain on service-oriented industries, though technical education for manufacturing should still be offered to support specialised sectors like food production and pharmaceuticals.

Information and Communication

Greece: Nationally, this sector represents approximately 9% of job advertisements.

Attica Region: In Attica, the share is even higher, suggesting that ICT jobs represent around 12% of job advertisements.

Implication: Attica's role as the tech hub of Greece explains the higher demand for information and communication roles. Educational institutions in Attica should focus on expanding ICT programs, particularly in areas such as software development, data analytics, and cybersecurity. Vocational training and coding boot camps will help fill the growing demand for skilled workers in this sector.

Consultancy, Marketing, Accounting, and Legal Services:

Greece: Consultancy and professional services account for roughly 10% of job advertisements nationally.

Attica Region: In Attica, demand for these services is slightly higher, around 12%.

Implication: As the financial and corporate centre of Greece, Attica has a higher demand for professionals in consultancy, marketing, accounting, and law. Educational programs in business schools should focus on providing specialised degrees in these fields, and continuous professional development in digital marketing, financial consulting, and legal services will be critical for job market alignment.

Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles:

Greece: Represents around 8% of national job advertisements.

Attica Region: In Attica, the demand for retail and trade is slightly lower, with around 7%.

Implication: Retail remains an important sector in Attica, but it is somewhat less dominant compared to service and tech sectors. Educational and training programs should focus on retail management, customer service, and logistics to support this sector's needs.

Human Health and Social Work Activities:

Greece: Health and social work represent around 9% of national job advertisements.

Attica Region: In Attica, the demand is significantly lower, around 4-5%.

Implication: While healthcare demand is lower in Attica compared to other regions, it remains important. As the population ages, the healthcare sector will likely grow, requiring more investment in healthcare education, particularly for nursing, elderly care, and hospital administration.

Accommodation and Food Service Activities:

Greece: Nationally, tourism-related activities contribute around 6% of job advertisements.

Attica Region: In Attica, the share is similar, reflecting the region's role as a major tourism hub.

Implication: The tourism and hospitality sector remains a cornerstone of Attica's economy. Vocational training programs in hospitality management, food service, and tourism should be expanded, particularly focusing on customer service and multilingual skills for international visitors.

Education:

Greece: Represents around 4% of national job advertisements.

Attica Region: In Attica, education jobs represent a slightly higher share, around 6%.

Implication: The demand for educational professionals in Attica is relatively higher, reflecting the concentration of universities, private schools, and educational institutions in the region. Programs to train educators in digital literacy, special education, and adult education will be key to meeting the region's needs.

Construction:

Greece: Construction accounts for about 3-4% of job advertisements nationally.

Attica Region: In Attica, this sector is less prominent, with around 2% of job advertisements.

Implication: Attica has less demand for construction workers compared to other regions, likely due to the area's slower rate of new developments. However, there is still a need for specialised construction training, particularly in sustainable building practices and urban infrastructure projects.

1.2 Implications for Economic and Social Development

Service Sector Dominance in Attica:

Attica's economy is heavily service-oriented, with a strong focus on administrative, ICT, consultancy, and professional services. This reflects the concentration of corporate headquarters, financial institutions, and public sector organisations in the region.

Implication: Economic development strategies should focus on further strengthening the service sectors in Attica, including enhancing support for tech startups, financial services, and consultancy firms. Policies aimed at digital transformation, particularly in administrative services, will help Attica maintain its economic leadership.

ICT and Digital Economy Expansion:

The higher demand for ICT jobs in Attica compared to the national average indicates the region's growing role as Greece's digital hub.

Implication: Attica should continue to attract tech companies and promote digital innovation. The region should focus on developing high-tech parks, encouraging innovation through tech incubators, and promoting partnerships between universities and industry to foster a skilled ICT workforce.

Lower Manufacturing and Construction Focus:

With lower demand for manufacturing and construction jobs compared to the national average, Attica's economic focus is less industrial.

Implication: Attica's economy is more aligned with services than traditional industries. However, supporting sustainable urban development, smart city projects, and green construction could attract more investment in infrastructure projects in the region. Educational programs should align with these emerging trends.

Healthcare and Social Services:

While healthcare demand is currently lower in Attica, demographic changes and ageing populations could increase future demand.

Implication: Investment in healthcare training and social services education will be critical as demand for eldercare and healthcare workers grows. Attica should prepare for these shifts by ensuring that healthcare training is readily available.

1.3 Implications for Education and Training

Focus on Business, Administrative, and ICT Skills:

Given the high demand for administrative and ICT-related services in Attica, educational programs should focus on business administration, management, and ICT skills.

Recommendation: Business schools and vocational institutions should prioritise programs in office management, customer service, and digital literacy, alongside

advanced programs in software development, cybersecurity, and data science. Short-term certification programs in these areas can help bridge the immediate skills gap.

Professional and Consultancy Services:

The demand for consultancy, legal, marketing, and financial services is significant in Attica.

Recommendation: Universities and business schools should offer specialised training in consultancy, marketing analytics, accounting, and financial law. Continuous professional development programs for legal and consultancy professionals should be expanded to ensure they stay competitive in the evolving market.

Tourism and Hospitality:

With tourism continuing to be a major economic driver in Attica, vocational schools should offer programs focusing on hospitality management, food service, and tourism operations.

Recommendation: Training programs should emphasise customer service, multilingual communication, and digital marketing for tourism businesses. Furthermore, programs for sustainable tourism management could be introduced to align with global trends.

Emerging Sectors

Sectors like technical R&D, engineering, and green construction are smaller but critical for future growth.

Recommendation: Attica's educational institutions should begin to offer specialised courses in research and development, sustainable construction, and technical engineering to prepare for long-term sectoral growth.

1.4 Conclusion

The labour market in Attica reflects the region's position as the administrative, financial, and technological centre of Greece. With higher demand for ICT, professional services, and administrative roles, educational institutions in Attica must prioritise skills development in these areas. While manufacturing and construction play a lesser role in Attica, training programs in sustainability and green infrastructure will be essential for future urban development. By aligning education



with sectoral demand, Attica can continue to drive Greece's economic growth while preparing its workforce for emerging challenges.

2. Comparative Analysis of Employment Demand between Greece and the Attica Region

Based on the two provided charts (Greece and the Attica region) that display employment demand using 2-digit ISCO occupations, there are several key differences and similarities in the demand for different occupations. Below is a comparative report, followed by an analysis of the implications for economic and social development, as well as for education and training.

2.1 Key Differences and Trends in Employment Demand

1. Personal Service Workers:

- **Greece:** Personal service workers make up a significant portion of job opportunities across the country, with a particularly high demand of about 9%.
- **Attica Region:** This category remains one of the highest, although slightly lower than the national average.
- **Implications:** Personal service sectors are important in both Attica and Greece, with a slight shift in demand levels. This may be linked to the tourism industry or services catering to a growing population in urban centres.

2. Science and Engineering Technicians:

- **Greece:** There is a noticeable demand for science and engineering technicians across the country, reflecting an increasing trend in technical jobs.
- **Attica Region:** The demand for this category is significantly lower compared to Greece as a whole.
- **Implications:** The difference suggests that regions outside Attica may have more industrial and technical job creation or R&D hubs, whereas Attica may focus more on service-based jobs.

3. Sales Workers:

- **Greece:** Sales workers have a strong presence in job postings, which is reflective of the general trend across many sectors.
- **Attica Region:** The demand in the Attica region for sales workers is slightly higher than the national average.
- **Implications:** This indicates that Attica, as the largest metropolitan area and the capital region, has a high concentration of retail and commercial activity. It may also suggest a consumer-driven economy.

4. Health Professionals and Health Associate Professionals:

- **Greece:** These occupations are in high demand across Greece, with notable percentages of employment opportunities.
- **Attica Region:** Health professionals are also in demand in the Attica region, but the figures are more concentrated compared to the broader national trend.
- **Implications:** The national figures likely reflect demand driven by rural and remote health service needs, whereas Attica's high population density consolidates health services within fewer larger institutions.

5. ICT Professionals:

- **Greece:** The demand for ICT professionals is relatively strong in Greece.
- **Attica Region:** The Attica region shows an even higher demand for ICT professionals, likely reflecting the concentration of tech companies and digital transformation initiatives.
- **Implications:** Attica, being the business hub of Greece, is attracting more ICT professionals, reflecting global trends in the digital economy and innovation-driven growth.

6. Legal and Social Professionals:

- **Greece:** There is moderate demand for legal and social professionals nationwide.
- **Attica Region:** The demand in Attica is noticeably higher, likely due to the presence of major legal, financial, and governmental institutions in the capital.
- **Implications:** This suggests that Attica is a significant hub for legal and social professions, influencing the direction of workforce development in these areas.

7. Hospitality and Retail Managers:

- **Greece:** The country as a whole shows high demand for hospitality and retail managers, linked to tourism.
- **Attica Region:** While still significant, the demand in Attica is slightly lower than the national average.
- **Implications:** While Attica is a tourism hub, other regions of Greece likely cater more to international tourism, thus increasing demand for hospitality roles outside the capital.

2.2 Implications for Economic and Social Development

1. Service-Driven Economy in Attica:

- The Attica region shows a higher concentration of service-based occupations, such as sales workers, ICT professionals, and legal/social professionals. This suggests that Attica's economy is more focused on tertiary sectors such as retail, digital services, and legal services.
- **Implication:** Economic development strategies in Attica should focus on expanding the service industry while also addressing the rising demand for digital transformation and legal services.

2. Broader National Focus on Health and Engineering:

- At the national level, the demand for health professionals, science, and engineering technicians is stronger. This indicates that while Attica may prioritise services, other regions in Greece are focusing more on healthcare expansion and industrial sectors.
- **Implication:** National policies should support decentralised industrial growth and healthcare delivery, possibly incentivizing professionals to work in non-urban regions.

2.3 Implications for Education and Training

1. Need for ICT and Technical Skills Training:

- The increased demand for ICT professionals, particularly in Attica, points to a critical need for educational institutions to focus on technology, coding, data analytics, and related fields.
- **Recommendation:** Educational providers in the Attica region should increase ICT programs, coding bootcamps, and digital literacy initiatives to meet the labour market demand. Collaboration with the tech industry will be essential to align curriculum with industry needs.

2. Health and Social Care Training:

- The demand for health professionals both nationally and in Attica implies a growing need for specialised healthcare training programs, particularly for associate professionals such as nurses, technicians, and allied health workers.
- **Recommendation:** The expansion of healthcare training in both Attica and nationwide should be a priority. This may include government-backed initiatives to fund medical schools, health science programs, and vocational training for healthcare workers.

3. Focus on Service Industry Skills:

- Given the high demand for personal service workers, particularly in tourism-heavy regions, educational programs should integrate hospitality

management, customer service, and other soft skills training to prepare students for careers in these sectors.

- **Recommendation:** Specialised vocational courses in hospitality management, retail operations, and service industries should be tailored to match the demand in both Attica and other regions of Greece. Schools should collaborate with industry partners for work placements and on-the-job training.

2.4 Conclusion

The employment demand landscape in Greece and the Attica region presents clear differences in the types of skills and occupations required. The Attica region is highly service-driven, with significant demand for ICT, legal, social, and sales professionals. In contrast, Greece as a whole has a broader focus on healthcare and technical professions. This analysis should inform career professionals, educational planners, and policymakers to tailor workforce development and training programs to meet these regional demands, supporting both economic growth and social well-being in Attica and beyond.

3. Comparative Report on Skills Demand in Greece vs. Attica Region

Based on the data provided from the ESCO skill demand for Greece and the Attica region, this report outlines the key differences in skills demand between the two and offers insights into the implications for economic and social development, as well as education and training.

3.1 Key Differences in Skills Demand

1. Business, Administration, and Law:

- **Attica Region:** 59.1%
- **Greece:** 51.4%
- **Analysis:** The Attica region has a notably higher demand for skills related to business, administration, and law compared to the national average.
- **Implication:** Attica, being the economic and administrative hub of Greece, demands more professionals with skills in business management, legal expertise, and administrative functions. This highlights the region's concentration of corporate headquarters, governmental institutions, and service-based sectors.

2. Communication, Collaboration, and Creativity:

- **Attica Region:** 58.1%
- **Greece:** 50%
- **Analysis:** Communication and creative skills are more in demand in Attica than in Greece as a whole.
- **Implication:** Attica's concentration of marketing, media, and creative industries creates a need for professionals adept at communication, teamwork, and innovative problem-solving. Educational institutions in Attica should focus on equipping students with strong interpersonal and collaborative skills to meet this demand.

3. Working with Computers:

- **Attica Region:** 54.8%
- **Greece:** 44.2%
- **Analysis:** Computer literacy and IT-related skills are in higher demand in the Attica region.

- **Implication:** The growing digital economy and the presence of tech companies in the capital region have created a strong demand for IT skills in Attica. This suggests a need for increased focus on digital literacy and IT training programs in both vocational and higher education.

4. Self-Management Skills and Competencies:

- **Attica Region:** 54.5%
- **Greece:** 47.4%
- **Analysis:** The Attica region has a higher demand for self-management skills, such as time management, initiative, and self-regulation.
- **Implication:** As Attica's economy becomes more competitive, companies are seeking employees who can manage their work effectively with minimal supervision. Education systems in Attica should integrate programs that focus on developing personal accountability and organisational skills.

5. Information and Communication Technologies (ICT):

- **Attica Region:** 35.1%
- **Greece:** 27.8%
- **Analysis:** Demand for ICT skills is higher in Attica than in the rest of Greece.
- **Implication:** The concentration of ICT companies and digital transformation projects in the capital highlights the importance of strengthening ICT training. The education sector in Attica needs to focus on equipping students with skills in coding, networking, cybersecurity, and software development to meet this regional demand.

6. Languages:

- **Attica Region:** 21.4%
- **Greece:** 20.4%
- **Analysis:** There is a slightly higher demand for language skills in Attica.
- **Implication:** Attica's international business and tourism sectors require professionals with strong multilingual capabilities. Language training should remain a priority in educational curricula, particularly for careers in customer service, tourism, and international business.

7. Engineering, Manufacturing, and Construction:

- **Attica Region:** 15.0%
- **Greece:** 12.5%

- **Analysis:** Engineering, manufacturing, and construction skills are more in demand in Attica.
- **Implication:** Attica's urbanisation and ongoing infrastructure projects create a demand for engineers and construction professionals. Education and training programs in engineering, architecture, and construction management need to be enhanced to meet this demand.

8. Social Sciences, Journalism, and Information:

- **Attica Region:** 13.3%
- **Greece:** 9.4%
- **Analysis:** Social sciences, journalism, and related skills are more in demand in Attica.
- **Implication:** With Attica as the media and communications hub, the region shows higher demand for professionals in journalism, research, and public relations. Educational institutions should focus on providing specialised programs in journalism, media studies, and social research.

3.2 Implications for Economic and Social Development

1. Concentration of Service and Administrative Sectors:

- The higher demand for business, administration, law, and communication skills in Attica reflects the region's role as the economic and governmental centre of Greece.
- **Implication:** Economic development strategies should focus on supporting service industries, particularly in finance, legal services, and corporate management. The demand for high-level administrative and business skills means that Attica will continue to attract a workforce with specialised training in these areas.

2. Growth of the Digital and Creative Economy:

- Attica's higher demand for ICT, communication, and creative skills highlights the growing importance of the digital and creative sectors.
- **Implication:** To support this growth, regional policies should promote digital transformation and innovation, with investments in tech startups and creative industries. Additionally, Attica's education system must focus on digital literacy, coding, and creative arts to prepare students for emerging opportunities in these fields.

3. Urbanisation and Infrastructure Development:

- The relatively higher demand for engineering and construction skills in Attica signals ongoing urbanisation and large-scale infrastructure projects.
- **Implication:** Public and private sector collaboration is needed to ensure that Attica's infrastructure keeps pace with urban growth. Training programs for engineers, architects, and construction managers must be enhanced, particularly in sustainable construction practices and smart city development.

3.3 Implications for Education and Training

1. Focus on Digital and ICT Skills:

- The higher demand for working with computers, ICT, and digital skills in Attica suggests that schools and universities need to emphasise digital literacy, programming, and technology-related courses.
- **Recommendation:** Expand ICT-related training programs, increase coding boot camps, and foster partnerships between tech companies and educational institutions to create work placements and internships in the digital sector.

2. Enhanced Business and Management Training:

- Given the high demand for business, administration, and law skills, educational institutions in Attica should ensure that management training is a core part of their programs.
- **Recommendation:** Business schools should emphasise entrepreneurship, leadership, and corporate governance skills. Additionally, short courses and professional development in business law, finance, and project management should be expanded to meet regional demand.

3. Promotion of Self-Management and Soft Skills:

- The demand for self-management, communication, and collaboration skills highlights the need for soft skills development.
- **Recommendation:** Incorporate soft skills training into all levels of education, from primary to tertiary education, focusing on teamwork, communication, time management, and leadership development.

4. Support for Language Learning:

- With a slightly higher demand for language skills in Attica, there should be continued investment in language education.
- **Recommendation:** Educational institutions should prioritise multilingual programs, offering more foreign language options, particularly in languages relevant to tourism, international business, and diplomatic relations (e.g., English, French, German, and Mandarin).

3.4 Conclusion

The skills demand in the Attica region reflects its status as the business, administrative, and technological centre of Greece, with higher demand for business-related, communication, ICT, and engineering skills compared to the national average. To support economic and social development, educational institutions in Attica must adapt by offering programs that align with these regional needs. Enhanced digital literacy, business management, and soft skills training will be essential in ensuring that the workforce in Attica is equipped to meet the demands of the future labour market.

4. Report on Greenness and Green Pervasiveness by Occupation in Greece (Q1 2024)

The attached screenshot provides insights into the distribution of "Greenness" and "Green Pervasiveness" across various occupations in Greece based on 4-digit ISCO classifications. These metrics are crucial for understanding how "green skills" are incorporated into the labour market.

- **Greenness** refers to the share of green skills observed among the total unique skills within a given country.
- **Green Pervasiveness** represents the percentage of online job advertisements (OJAs) that contain at least one green skill.

4.1 Key Occupation Insights

1. Research and Development Managers:

- **Greenness:** High. Research and development managers lead in terms of integrating green skills.
- **Green Pervasiveness:** Moderate. While many R&D positions include green skills, not every job post emphasises these skills.
- **Implications:** As innovation in sustainability grows, R&D managers are likely to increasingly influence Greece's green economy, leading the way in technological innovations and processes that improve energy efficiency and reduce environmental impact.

2. Translators, Interpreters, and Other Linguists:

- **Greenness:** Moderate. Surprisingly, these roles involve a notable share of green skills, potentially due to work in sectors such as international organisations or translation of green-related content (e.g., reports on climate change, energy, etc.).
- **Green Pervasiveness:** High. A significant proportion of job posts for linguists contain at least one green skill.
- **Implications:** The demand for translators with knowledge of sustainability topics is growing. Education providers may consider integrating green literacy or environmental awareness into language-related curricula.

3. Retail and Wholesale Trade Managers:

- **Greenness:** Moderate.
- **Green Pervasiveness:** Relatively high, indicating that businesses are beginning to incorporate green skills into managerial roles in retail.

- **Implications:** Sustainability practices, such as supply chain optimization and waste reduction, are becoming more important in retail management. Training programs focused on sustainable retail practices could support this trend.

4. Information and Communications Technology (ICT) User Support Technicians:

- **Greenness:** Low.
- **Green Pervasiveness:** Moderate, signalling that green skills are not yet widely present but are beginning to emerge.
- **Implications:** ICT support roles may see increasing green requirements as businesses adopt energy-efficient technologies and eco-friendly practices. Future educational focus on sustainable technology will become more critical as this trend accelerates.

5. Software Developers:

- **Greenness:** Moderate. Software developers are increasingly involved in creating or maintaining systems that promote energy efficiency and sustainable processes.
- **Green Pervasiveness:** Moderate, with a considerable share of job posts emphasising green technology.
- **Implications:** As software development continues to align with green initiatives, the need for professionals skilled in developing energy-efficient software, climate data analysis tools, and sustainable systems will increase. Education in software development should incorporate environmental awareness and green technology.

6. Engineering Professionals Not Elsewhere Classified:

- **Greenness:** High. Engineering roles continue to be vital for green transformations, focusing on renewable energy, resource management, and sustainable infrastructure.
- **Green Pervasiveness:** High. A significant share of job ads now seeks engineers with green skills.
- **Implications:** Engineering professions will remain key in the transition to a green economy. This calls for continued emphasis on sustainability in engineering education, including renewable energy, sustainable design, and eco-friendly materials.

7. Sales and Marketing Managers:

- **Greenness:** Low.
- **Green Pervasiveness:** Relatively low, indicating that sustainability practices are less embedded in sales and marketing strategies.

- **Implications:** As consumer demand shifts towards sustainable products, sales and marketing managers will need to adapt. Education programs should incorporate sustainability in marketing practices, focusing on green consumer trends and ethical sales strategies.

8. Waiters:

- **Greenness:** Very low.
- **Green Pervasiveness:** Low. Sustainability is not a major focus in this occupation.
- **Implications:** While sustainability is not yet central to roles like waiting staff, there is potential for integrating sustainable practices into the service sector, such as reducing waste, sustainable sourcing, and eco-friendly restaurant management.

4.2 Economic and Social Development Implications

1. Growing Demand for Green Skills Across Sectors:

- The data suggests that green skills are increasingly permeating a range of occupations in Greece. The growth of green pervasiveness indicates that sectors traditionally not associated with sustainability, such as retail management and ICT, are integrating eco-friendly practices.
- **Implication:** Greece's economy is undergoing a green transition, where various industries are shifting towards more sustainable practices. Policymakers and businesses should promote investments in green technologies and incentivize green innovation across sectors.

2. Leadership in Research and Development:

- The high level of greenness in R&D management suggests that Greece is positioning itself to lead in green innovation.
- **Implication:** Economic development strategies should emphasise the importance of green R&D. This could include offering incentives for green technology development, fostering partnerships between research institutions and industries, and supporting start-ups focused on sustainability.

3. Green Jobs in Traditional Occupations:

- Green pervasiveness is growing in unexpected areas, such as retail and linguistics. This highlights the broadening scope of sustainability beyond typical green occupations.
- **Implication:** To drive sustainable economic growth, Greece must encourage green innovation across all sectors, including service industries and management. Businesses should be supported in adopting sustainable

practices, and workers should receive training on how to implement green skills in their roles.

4.3 Education and Training Implications

1. Integration of Green Skills into Curricula:

- The need for green skills across a range of occupations implies that educational institutions should adapt by integrating sustainability into a variety of training programs.
- **Recommendation:** Schools and universities should ensure that green skills are incorporated into fields such as engineering, business management, ICT, and even humanities, such as translation and communication. This broad integration will equip future workers with the ability to apply sustainable practices in any occupation.

2. Focus on Green Innovation and Technology:

- Given the importance of green skills in ICT, engineering, and R&D roles, there is a clear need for specialised training in green technology and innovation.
- **Recommendation:** Educational providers should introduce specialised courses on green technology, renewable energy systems, sustainable software development, and environmentally friendly engineering practices. Offering these programs will ensure a steady supply of qualified professionals for Greece's growing green economy.

3. Upskilling the Current Workforce:

- Many existing workers in traditional roles, such as retail and ICT support, may require additional training to meet the demand for green skills.
- **Recommendation:** Greece should invest in reskilling programs that help current workers transition into green roles. Vocational training and professional development programs should focus on teaching employees how to implement sustainability in their day-to-day work.

4.4 Conclusion

The data on greenness and green pervasiveness by occupation in Greece highlights the increasing integration of green skills across diverse sectors. As the demand for green jobs rises, there are significant implications for economic growth, social development, and education. Policymakers, educators, and businesses must collaborate to ensure that Greece's workforce is prepared for the challenges and opportunities presented by the green economy. By focusing on integrating sustainability into education and training, Greece can position itself as a leader in the transition towards a sustainable future.



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