

Training with Itelyum at Ecomondo

Codognola (CEO Itelyum): We invest in training because we invest in the future of the circular economy. Huge opportunities with green jobs

At Ecomondo, space was given to training on sustainability in the round: Itelyum hosted a meeting at its stand dedicated to the culture of sustainability to promote its business model with a high degree of circularity that invests in internal and external training, involving the territories and institutions of reference.

The green economy has led to the emergence of specialised professional figures, the so-called *Green Jobs*, i.e. jobs that guide the transition process from a traditional *Brown Economy* model, promoting a new approach in which a more efficient use of resources and the reduction of emissions do not negatively affect quality of life or job losses.

"Ecomondo 2022, which this year is being held at the same time as COP27," explains Marco Codognola, **CEO of Itelyum**, "is the privileged place to discuss the challenges that the energy crisis and the ever higher costs of supplying raw materials impose on us: we are convinced that the answer is the ecological transition, a process that must be supported by focusing on training more and more young people in green jobs, which are destined to grow along with the evolution of eco-sustainable processes and products. Training on sustainability is a pressing need to which we must provide answers. Climate neutrality by 2050 will require giant steps in networking, artificial intelligence and a complex technological ecosystem with many interconnected solutions. For this reason, innovative companies such as Itelyum with more than 1,000 employees have a huge responsibility to 'export' their know-how and promote a dialogue with educational and academic institutions from which future professionals will be born'.

"Training is a strategic lever of transformation, resilience and development for companies and society. - explains Valentina Lucchini, Itelyum's Sustainability Manager - Digital innovation has accelerated the need to develop the skills of employees, but we have been able to go further: we want to transfer business skills to students whose study path must be able to immediately intercept the demand for green jobs of realities such as Itelyum. In Italy 8 mln jobs are expected by 2025, we are in the front line to offer in collaboration with schools and universities a reading of the world of work and today's needs that look to the future".

The Obiettivo Sostenibilità scuole portal is now online, hosting the lesson plan Missione Ri-generazione (Mission Re-generation): a Civic Education lesson, designed for secondary schools, dedicated to sustainable development with the aim of bringing students closer to topics such as the circular economy, waste recycling and professions in the field of sustainability.