



# 46 million

individuals needed

for **Green Jobs**



**8** DECENT WORK AND  
ECONOMIC GROWTH



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



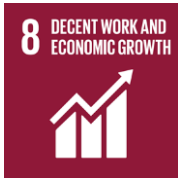
**TEAM YINGS**

Peng Jingying & Ng Ying





# An Era Of Green Connections



**TEAM YINGS**

Peng Jingying & Ng Ying



# Insufficient Green Talents

8%



6%

Job Postings requiring  
Green Skills

Share of  
Green Talents

Source(s): [LinkedIn \(2022\)](#)

A blurred background image of an office interior. Several people are visible, some standing and some sitting at desks, but they are out of focus. The lighting is soft, and the overall tone is professional and modern.

# 46 million

individuals needed

A group of people are gathered around a table in a meeting room. One person is pointing at a diagram on the table. The diagram appears to be a circular flow diagram with arrows and text. There are laptops, mugs, and papers on the table. The background is slightly blurred, showing other people and office furniture.

## THE PROBLEM

How can we meet the demand for green jobs while building an inclusive sustainable economy?

# What are Green Jobs?

## Increases

efficient consumption of  
energy & raw materials

## Contribute

to adaptation to  
climate change

## Limits

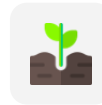
greenhouse gas emissions

## Minimises

waste & contamination

Source(s): [International Labour Organisation \(2021\)](#)

## Examples



Eco-designer



Sustainability Business Analyst



Operator in Renewable Plant

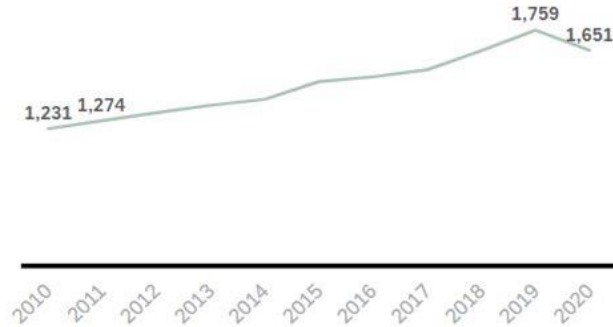


Solar Panel Installation Technician

# Global Decarbonisation Opportunity

Annual CO2 emissions, ASEAN region

in Million

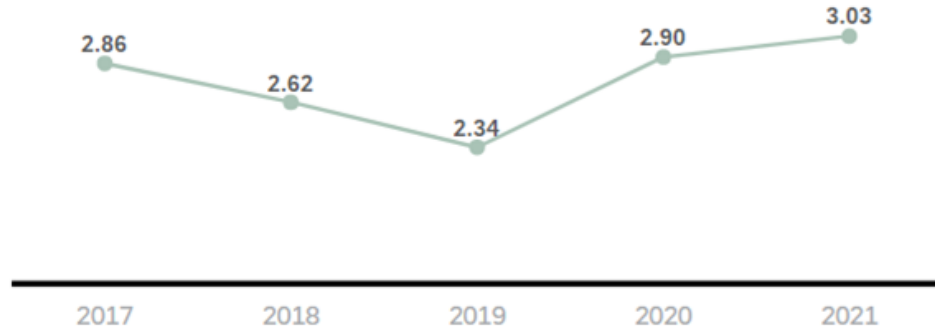


General CO<sup>2</sup> emission dropped since 2019. While this is a positive change for the climate, **6 million jobs are expected to be lost**, especially in carbon-intensive industries, and **24 million green jobs are expected to be generated**.



# Rising Unemployment in ASEAN

Average unemployment, total (% of total labor force)

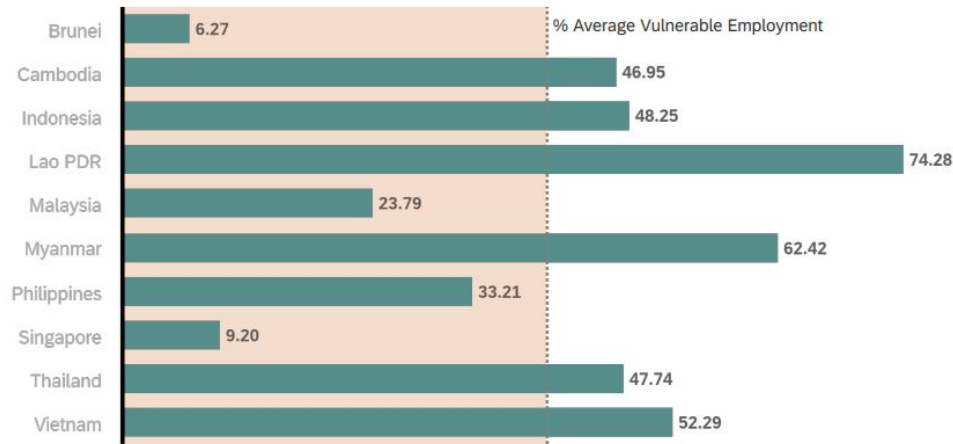


The average **unemployment increased** from 2020 before COVID-19 was declared a pandemic, and even further during the global epidemic.

Source(s): [The World Bank \(2022\)](#)

# Vulnerable Employment in ASEAN

Vulnerable employment, total (% of total employment) (modeled ILO estimate), 2019



Social security



Work arrangements



Social Dialogue

More than **40% of employment** across the ASEAN region is **vulnerable**, with Lao PDR having 74% of their employment in risk of such work arrangements.

Source(s): [The World Bank \(2022\)](#)

**Introducing**



**a platform that connects  
green partners, talents & jobs.**

# The Idea

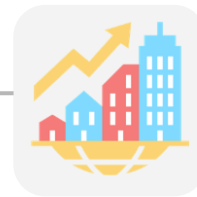
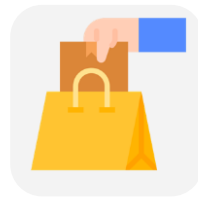


**Responsible  
Production**  
in the supply chain



**Matching Green  
Talents with  
Green Skills**

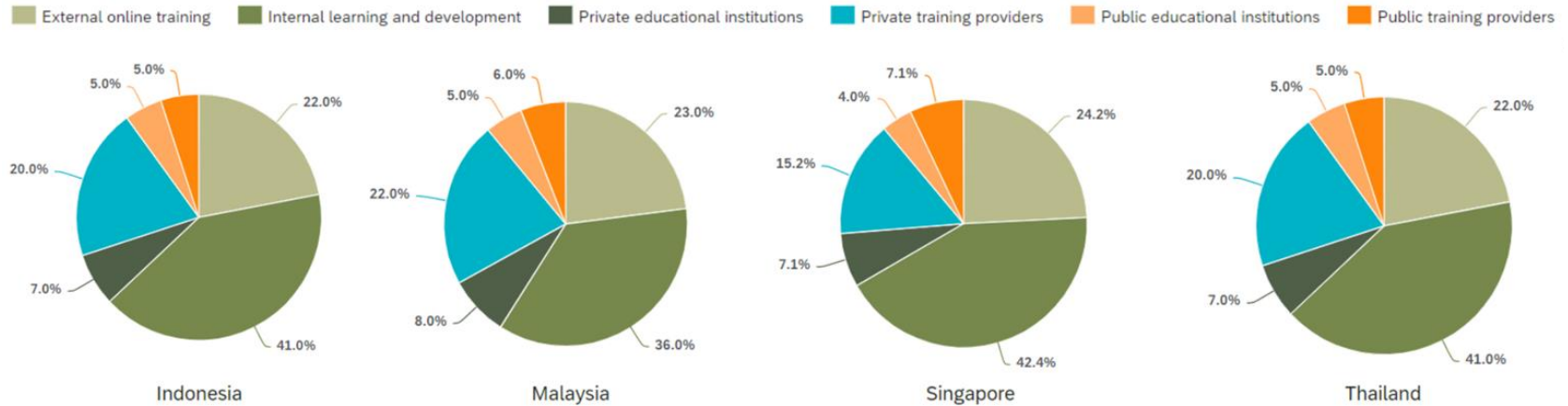
**Responsible  
Consumption**  
by end users



**Connecting  
Organisations**  
to form green partnerships

# Integration of Online Training

Projected use of training providers



**External online training** for new hires is the secondary expected training provider of employers. There is an accelerating trend for digital upskilling since the pandemic due to restrictions of in-person training.

Source(s): World Economic Forum (2020)

# Unique Value Proposition



## Traceability & Transparency

Accountability throughout the supply chain & clear information exchanged.



## Ease of Creating & Matching Jobs

Employment across industries; equipping talents & organisations with green skills.



## Partnerships & Collaboration

Green partnerships & information sharing among businesses.

Alignment with



Strategic Goals

Share good practices & knowledge

Match demand with supply

Healthy competition between organisations

Platform for exchange, engagement & information

# ASEAN's Vision with Green Jobs

## ASEAN Socio-Cultural Community 2025

2018 ASEAN Declaration on Promoting Green Jobs for Equity and Inclusive Growth of ASEAN Community



**COLLABORATE**  
to identify demand  
& supply gaps



**SHARE** practices,  
knowledge &  
assistance



Of green jobs &  
**green skills**  
through  
workshops

## ASEAN Economic Community 2025



**FAIR  
COMPETITION**  
among  
organisations



**NEED** for  
information  
exchange &  
engagement  
platforms



**A Competitive,  
Innovative &  
Dynamic ASEAN**

## ASEAN's Key Targets Met

Share good practices &  
knowledge

Match demand with supply

Healthy competition  
between organisations

Platform for exchange,  
engagement & information

# Business Model



## Green Partners

*\$15 per month*

- ⊕ Partnering Insights
- ⊕ Hiring Insights
- ⊕ Tailored Courses



## Green Job-Seekers

*Basic: \$0 per month*  
*Premium: \$5 per month*

- ⊕ Premium Job Postings
- ⊕ Exclusive Events
- ⊕ Priority CV Viewing





# Implementation Plan



**Develop**

**6 months**

*App development*  
*Sourcing for partnerships*  
*Creating curriculum for learning courses*

**Pilot**

**3 months**

*User testing*  
*Sourcing for partnerships*  
*Continuous development of learning courses*  
*Marketing*

**Refine**

**3 months**

*Gather feedback*  
*Refine features of the app to fit users' needs*

**Expand**

**6 months**

*Fully roll-out G-Nex across ASEAN and beyond with government and business support*

# The Impact



## On Economy

Job creation, business opportunities, inter-country & cross-industry collaboration

## On Environment

Efficient consumption of energy and materials, responsible production to minimise waste



## On People

Employment opportunities, reshape mindset, being sustainability champions

# The Future of ASEAN



Reach over

**6,000**

Domestic companies across ASEAN



By 2030,

**5 million**

Green Talents hired



By 2030,

**50,000**

Green Partnerships created



With G-Nex, enter an era of **Green Connections.**

# Gnex Lean Canvas

## Problem



- Insufficient green talents globally
- Decarbonisation opportunities
- Pandemic unemployment
- ASEAN's vulnerable employment

## Solution



- Match talents to green jobs
- Collab with green partners
- Upskilling courses
- Build green network

## Unique Value Proposition



- Traceability & transparency
- Ease of job creation
- Ease of matching skills
- Green partnerships

## Customer Relationships



- Community
- Long-term
- Self-service
- Automated-service

## Customer Segments



- Job Seekers
- Sustainable
- Money Motivated
- Green Employers
- Skill training providers
- Digital literates
- Lower-Middle Income

## Key Metrics



- Monthly Active Users
- Daily Active Users
- Job Applications
- Job Postings
- Courses Sign Ups
- Event Sign Ups

## Channels (Omnichannel)



- Search engine optimization
- Word-of-mouth
- Career fairs
- Social media
- Email

## Cost Structure



- One-Time Setup Capital
- Salaries Payable (Trainers, Developers, Engineers, Marketers, etc)
- Marketing Cost
- Hosting Costs

## Revenue Streams

- Partnership charge
- Exclusive content fee

## MOCKUP



A photograph of a worker in a white hard hat and a high-visibility yellow safety vest, seen from behind, looking towards a large white wind turbine. The scene is set against a cloudy, overcast sky. The word "Appendix" is overlaid in large white text across the center of the image.

# Appendix

# Gnex Mockup



MOCKUP

Click [here](#) to view the Survey Form or scan the QR code:



# Survey Validation



Questions Responses **65** Settings

## Survey on Green Jobs

Hello! We are doing a study on the Green Economy. More specifically, we want to connect individuals like you to companies providing Green Jobs for Green Talents. We'd love to hear your thoughts about our new platform!

Keywords:

- Green Economy: An economy that aims for sustainable development without degrading the environment
- Green Jobs: Sustainability-related job e.g. ecotourism, eco-designer, environmental scientist, drone engineer, sustainability business analyst, etc.
- Green Talents: People who are interested and/or capable to take on green jobs.

*This survey will only take about 2 minutes. By agreeing to do this survey, you shall grant us the right to use your data for our project. All the data information will be made accessible to authorized user(s) only and will be kept confidential within our project boundaries.*

Are you keen on being part of the Green Economy? \*

e.g. ecotourism, eco-designer, environmental scientist, drone engineer, sustainability business analyst.

☐ Yes

☐ No

In the future, do you see sustainability being part of your job scope? \*

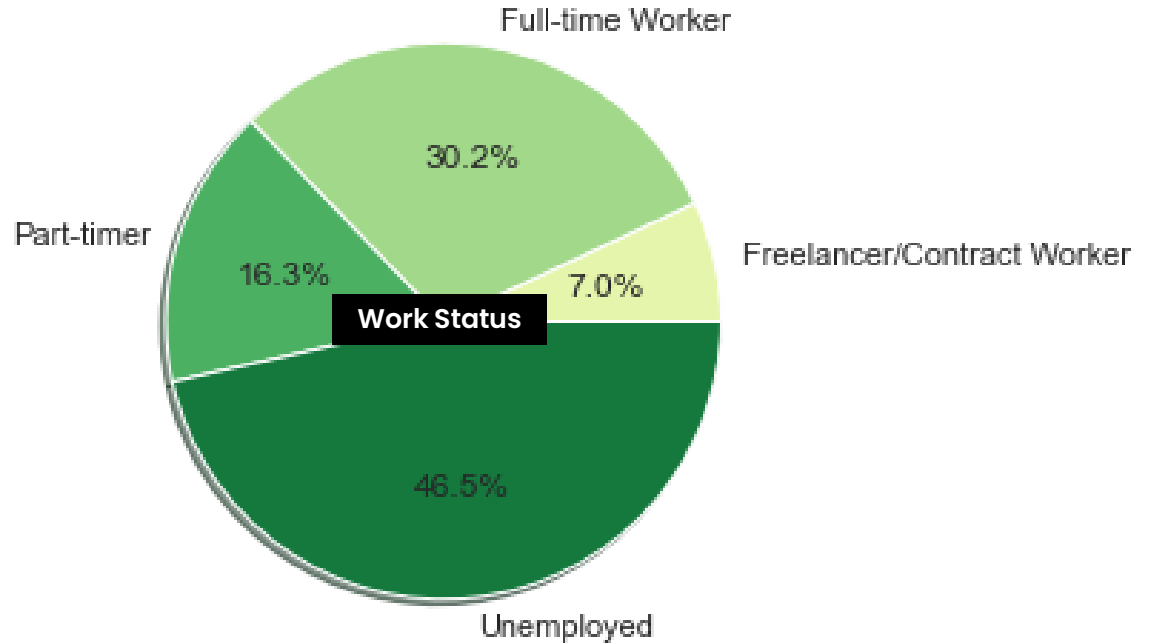
☐ Yes

1	Timestamp	Are you keen on being part of the Green Economy?	In the future, do you see sustainability being part of your job scope?	Do you feel that this platform is useful?	Why or why not?
2	09/09/2022 21:07:32	Yes	No	Yes	It's a trend hence m
3	09/09/2022 21:08:22	No	No	No	Not interested in pla
4	09/09/2022 21:12:52	Yes	Yes	Yes	it allows companies
5	09/09/2022 21:13:57	Yes	Maybe	Yes	Increases the aware
6	09/09/2022 21:16:02	No	No	No	it's easier to apply d
7	09/09/2022 21:17:38	No	Yes	Yes	Easier to find jobs i
8	09/09/2022 21:23:37	Yes	Maybe	Yes	Convenient for thos
9	09/09/2022 21:23:37	No	Yes	Yes	This aspect is going
10	09/09/2022 21:32:33	Yes	Yes	Yes	Sustainability in the
11	09/09/2022 21:43:01	Yes	Yes	Yes	I like the idea of incc
12	09/09/2022 21:47:05	Yes	Yes	Yes	Will be easier than I
13	09/09/2022 21:55:34	Yes	Maybe	Yes	Not many people kn
14	09/09/2022 22:12:06	Yes	Maybe	Yes	We will gain more jo
15	09/09/2022 22:15:51	Yes	Maybe	Yes	job postings cuts do
16	09/09/2022 22:34:52	No	Yes	Yes	This platform can be
17	09/09/2022 23:03:50	Yes	Yes	Yes	There is not enough
18	09/09/2022 23:46:42	No	Maybe	Yes	It allows us to brush
19	09/09/2022 23:48:40	No	Maybe	No	Sustainability does n
20	09/09/2022 23:52:02	No	Maybe	No	my sector is not ver
21	10/09/2022 00:00:51	Yes	Yes	Yes	Easier to look for the
22	10/09/2022 00:10:19	Yes	Maybe	Yes	Able to exclusively i
23	10/09/2022 00:23:49	No	Maybe	Yes	Not really interested
24	10/09/2022 05:37:26	Yes	Yes	Yes	Its a good page for c
25	10/09/2022 08:12:33	Yes	Yes	Yes	Increasing awarene
26	10/09/2022 08:18:54	Yes	Yes	Yes	Some people may h
27	10/09/2022 08:38:38	Yes	No	Yes	Gaining insights for
28	10/09/2022 09:01:32	Yes	Maybe	Yes	Better job matching
29	10/09/2022 11:58:59	Yes	Yes	Yes	Easier for people fin
30	10/09/2022 16:48:11	No	Yes	Yes	Knowing that you ha
31	10/09/2022 19:26:41	Yes	Yes	Yes	It would be useful as
32	10/09/2022 19:33:26	No	No	Yes	I think for people wh
33	10/09/2022 19:57:23	No	Maybe	Yes	Can serve as a plat

# Survey Validation



**65**  
respondents



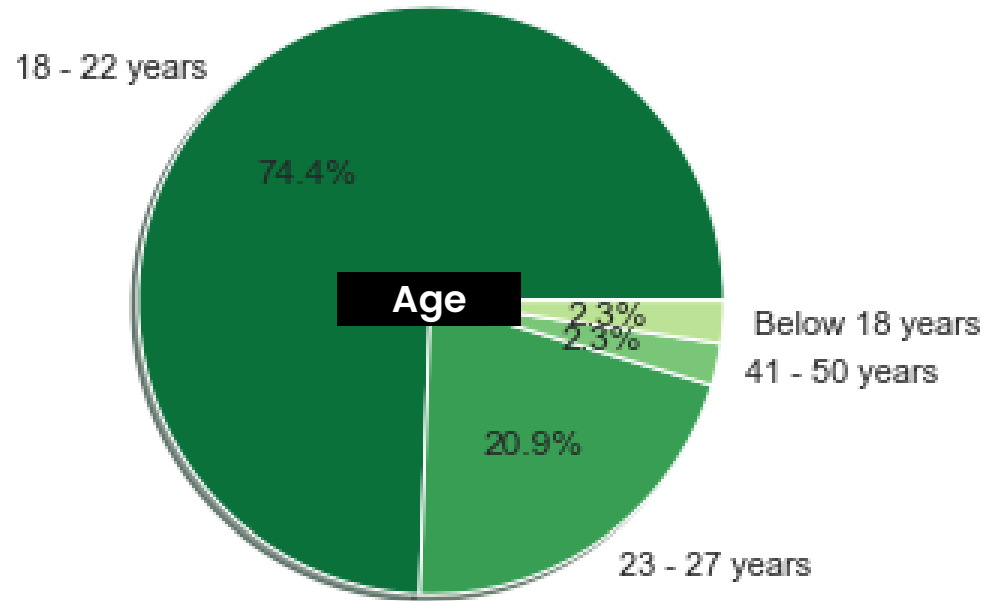


# Survey Validation

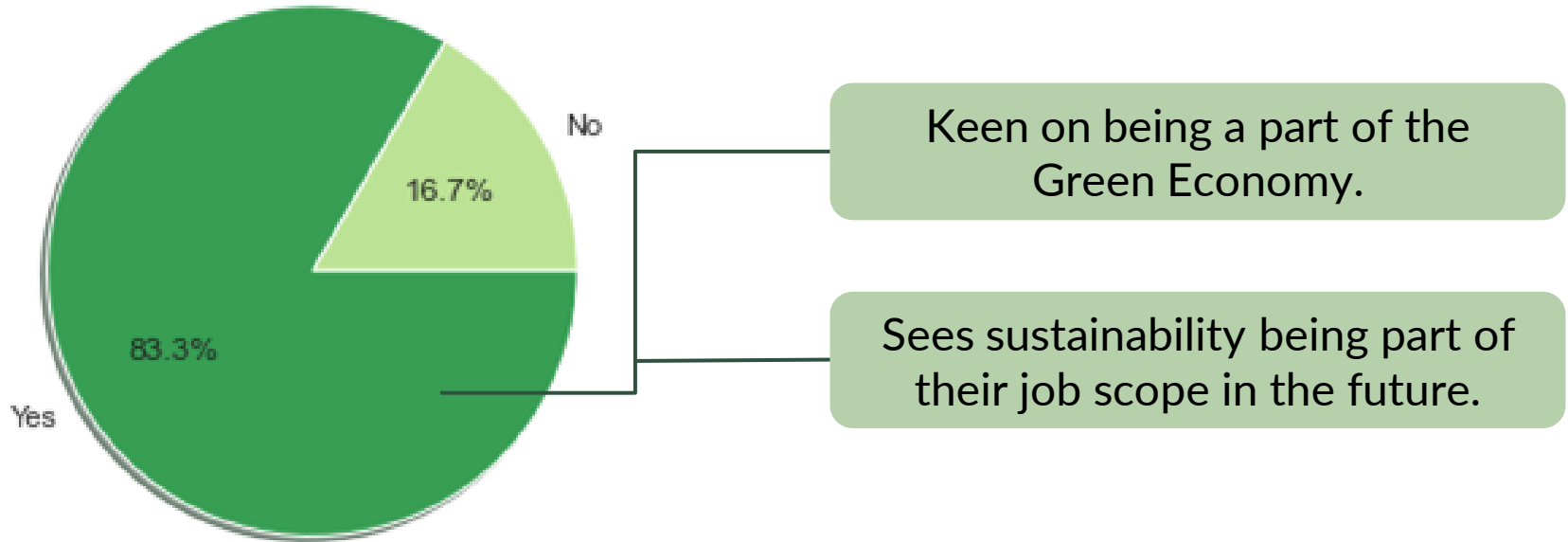


**65**

respondents



# Usefulness of Platform



# Features Found Useful by Respondents



Why or why not?

65 responses

Increasing awareness and subsidies for green businesses, would not only further encourage green business start ups but also employment

Some people may have the intention to participate but do not know where to start or direct their intention to. With a common platform available it provides an outlet for these individuals the opportunity and know how of where to begin.

Gaining insights from industry experts definitely helps

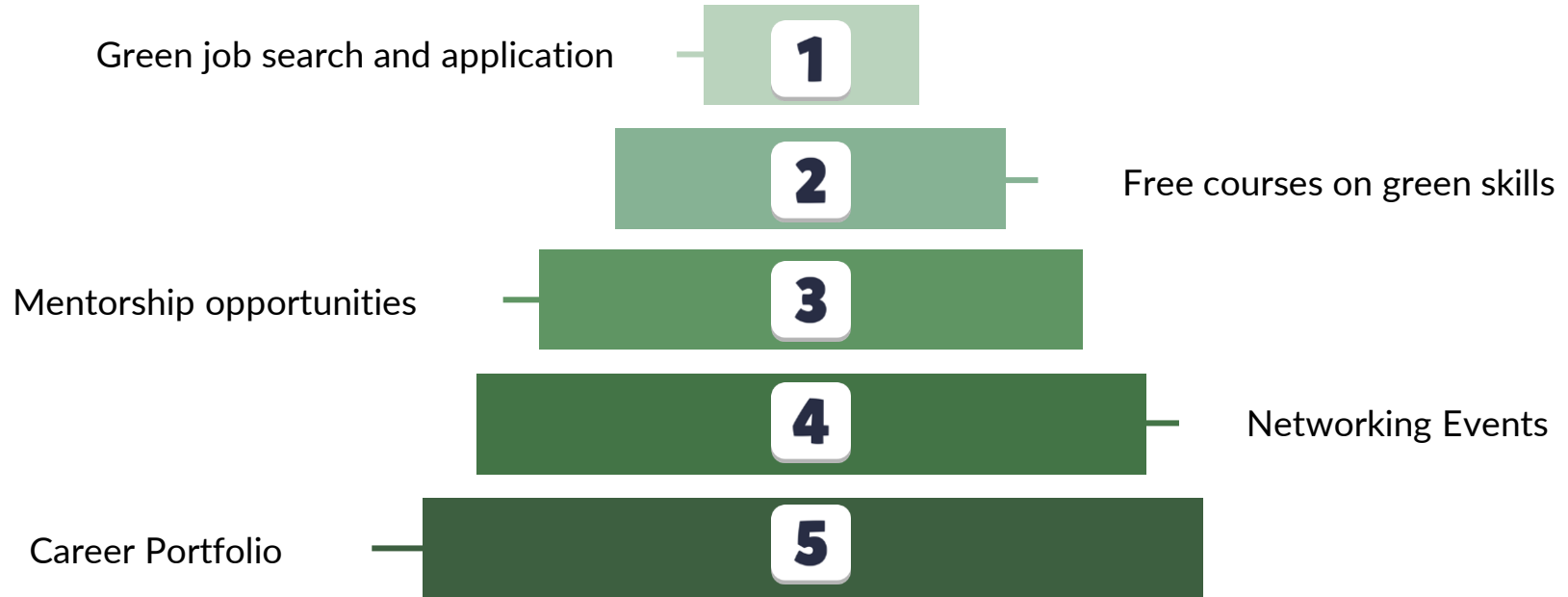
Better job matching

Easier for people finding green jobs

Knowing that you have certain skill set your employer will better know how you can assist to help in this area

It would be useful as it would link individuals to jobs which are more "sustainable focused" which may to be appealing to some. With the added certification and access to industry leaders, it will prove useful as

# Features by Rank

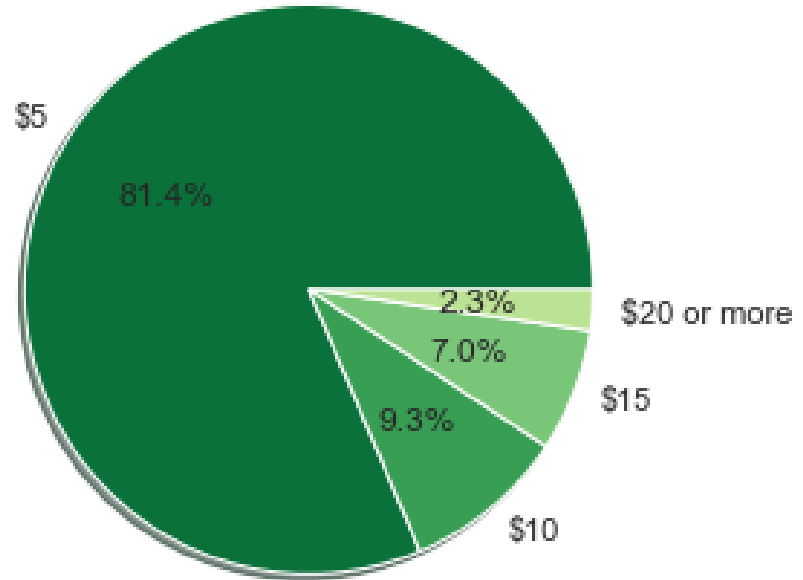


# Willingness to Pay



**\$5**

per month



# Suggestions



Are there any other feature(s) you'd like to see/gain access to?

20 responses

Translation function so everyone can use this application!

Career pathways/advances that I can achieve with the Green Certifications.

Instead of applicants applying for sustainability-related or being "green", make it instead a certificate obtainable by companies, so that they can continue training new staffs or exisiting workers on sustainability-related practices.

Na

Green Bonds, Green initiatives by governments or private sectors

Concern for S and G too

Maybe can add a "post" section for people to share news articles for their experience w the company

Volunteering or feature to earn points or redeem points to offset the subscription fee.

# **Cost Breakdown (USD)**

<b>ONE-TIME SET UP CAPITAL</b>	
Name Approval Fee	\$10.48
Company Registration Fee	\$209.60
Legal Compliance Consultation	\$558.93
App Development Cost	\$48,906.67
<b>OPERATING COSTS (YEARLY)</b>	
Insurance	\$2,163.07
Legal Costs	\$2,445.33
Research & Development	\$5,240.00
Marketing Cost	\$8,384.00
Salaries Payable	\$1,434,787.46
Database Hosting	\$10,268.30
AI Builder	\$4,192.00
Database Design	\$15,720.00
<b>TOTAL EXPENDITURE</b>	<b>\$1,532,885.85</b>

# Competitor Analysis

	Types of Jobs	Main Customer Segment(s)	Basic Members	Premium Members	Creating & Matching Jobs	Certified Courses	Networking Events	Mentorship Opportunities	Company Matching
	Green Jobs	Individuals Companies	Job-Seekers Basic: FREE	Job-Seekers Premium: <b>\$5/mth</b>  Green Partners: <b>\$15/mth</b>					
	Knowledge -based	Individuals Companies	Basic: FREE	Premium: \$49.99 - \$99.99/mth					
 <a href="#">MyOpportunity</a>	Sales- focused	Job Seekers Sales Lead Recruiters	Basic: FREE	Pro: \$29/mth					



# Customer Segments

## Job Seekers

Individuals who are looking to receive green skill certifications, be hired for green jobs, and seeking mentorship and networking opportunities in the green economy

## Companies

Businesses looking to hire green talents, post green job postings, mentor aspiring individuals and connect with other companies in the green economy

## Partners

Includes but not limiting to:

- Training Providers
- Manufacturing Companies
- Business Corporations
- Institutes of Higher Education

# Our Partners

## Training Providers

Local and regional training providers to curate courses and develop training programs

Example:



## Manufacturing Companies

Collaborate with companies managing raw materials to produce commodities and/or provide resources (e.g. coal companies)

Example:




## Business Corporations

Reach out to MNCs and SMEs to form sustainable alliances for green partnerships

Example:



## Summary policy readiness assessment in AMS

Policy area	 Singapore	 Philippines	 Malaysia	 Vietnam	 Thailand	 Brunei Darussalam	 Indonesia	 Cambodia
Macro- economic/ Development policies establish the green agenda								
Industrial and sector policies for greening								
Enterprise policies and initiatives for greening								
Skills development for green skills								
Active labour market for greening								
OSH for climate change issues								
Social protection								
Cross-cutting issues - labour rights, standard & social dialogue processes in greening								

 Significant policy element in place
  Some policy element in place
  Limited/ No policy elements in place

Source: Regional Study on Green Jobs Policy Readiness in ASEAN - Final Report (June 2021) by International Labour Organization  
 Visit [energywatch.com.my](https://energywatch.com.my) for more insights into the energy industry



# ASEAN's vision for an inclusive & sustainable economy with green jobs

## ASEAN Socio-Cultural Community 2025

In 2018, ASEAN leaders committed to promote green jobs, including to:

“COLLABORATE with relevant stakeholders to identify gaps between demand and supply on green jobs”



“PROMOTE sharing of good practices and knowledge and encourage mutual assistance amongst (ASEAN Member States), where appropriate, with regard to green jobs and green skills through international and regional conferences, workshops, training sessions and other(s)”



## ASEAN Economic Community 2025



To create a Competitive, Innovative & Dynamic ASEAN

Strategic measure of an effective competitive policy:

“Foster a ‘competitive-aware’ region that supports fair competition, by establishing platforms for regular exchange and engagement... enhanced access to information for businesses”

A summary of ASEAN's key targets to promote green jobs & green skills:



- ✓ Match demand with supply
- ✓ Share good practices & knowledge
- ✓ Healthy competition between organisations
- ✓ Platform for exchange, engagement & information

Our solution:

**G-Nex**

will meet these goals.

References ASEAN. (n.d.). BLUEPRINT 2025. ASEAN. <https://www.asean.org/wp-content/uploads/2012/05/8-March-2016-ASCC-Blueprint-2025.pdf>

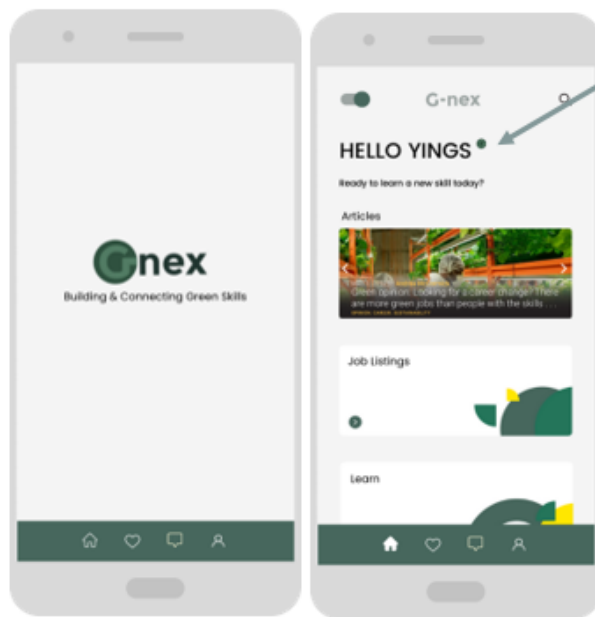
ASEAN. (2015). BLUEPRINT 2025. MITL. <https://aseandse.org/wp-content/uploads/2021/02/AEC-Blueprint-2025-FINAL.pdf>

ASEAN. (2015). ASEAN DECLARATION ON PROMOTING GREEN JOBS FOR EQUITY AND INCLUSIVE GROWTH OF ASEAN COMMUNITY WE, the Heads of State/Government o. ASEAN. <https://asean.org/wp-content/uploads/2012/05/ASEAN-Declaration-on-Promoting-Green-Jobs-for-Equity-and-Inclusive-Growth-of-ASEAN-Community.pdf>

# Introducing G-Nex – a site that connects green partners, talents & jobs



A one-stop website & app that connects ASEAN SMEs, suppliers and job-seekers together to create a network of green jobs and partnerships.



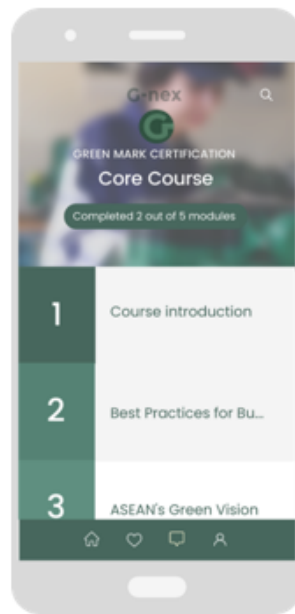
## Certified Green Mark

Users (SMEs, suppliers & individuals) will have to go through an **online course on best green practices and are assessed** on their competency before receiving a certified Green Mark on the site as verification.

## An Incentive for All Parties

Organisations (companies) and job-seekers (individuals) **can only connect with each other after receiving the Green Mark course** certification to ensure that they possessed the **right knowledge and qualification** to be part of the green network.

This mandatory condition for a Green Mark also motivates all parties to ensure that they are qualified.



## Learning Courses for Certification

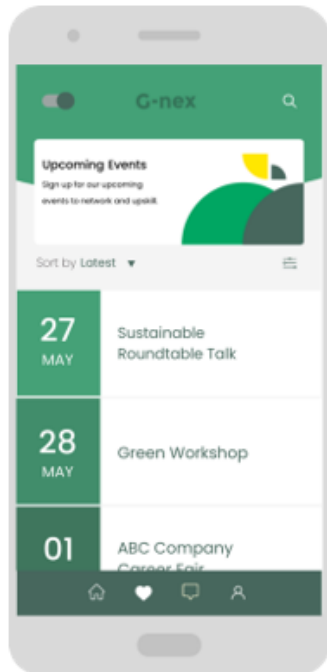
**Taught & assessed for relevant green skills required in different industries** (e.g., clean energy, water & sanitation).

Certificate received and displayed on user's profile after passing the assessment.

*Examples of courses:*

- *Green Mark certification (e.g., best environmental business practices, alignment with ASEAN's goals and strategies)*
- *Collaboration: Communities & Companies*
- *Reducing carbon footprint throughout the supply chain*

# G-Nex: building green jobs through events, trainings & partnerships



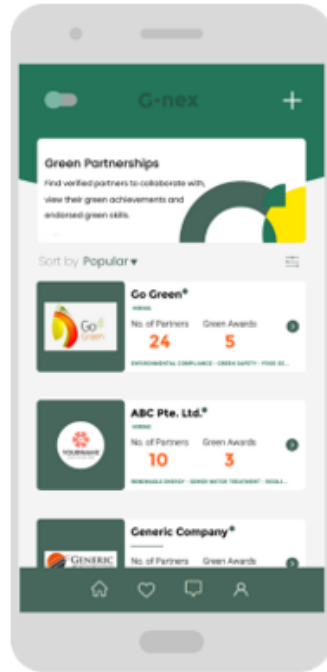
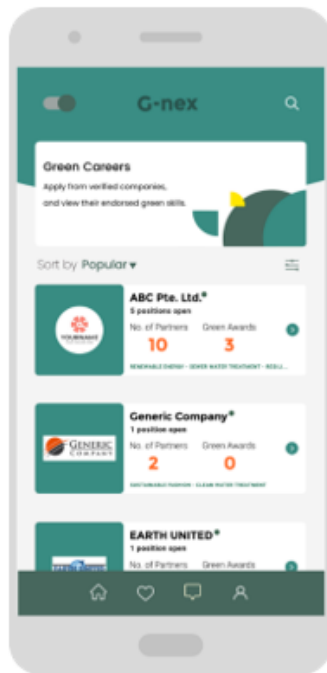
## Exclusive Network

Access to **exclusive content** after achieving the Green Mark, including:

- Monthly live **workshops** with the sustainability experts in ASEAN
- **Mentorship** by industry experts & government leaders
- **Networking events** with other organisations and/or individuals

## Creation & Matching of Green Jobs

Search, recruit and match with **verified companies** and **qualified job-seekers**, ensuring a **continuous supply of green jobs** to meet the rising demand.



## Partnerships between Organisations

Organisations (SMEs & suppliers) are able to find other certified green companies to partner with.

This results in more eco-designed products, sustainably-sourced materials, ethical labour and the like, for a **supply chain that focuses on responsible production.**



# Experience G-Nex through our user journeys



## For Green Talents (i.e. individuals)



1

Register a Profile

2

Get Green Mark

Attend the Green Mark course and pass the assessment to be certified and have your account verified.

3

Find Hiring Companies

Search and connect with companies who are hiring Green Talents.

4

Search Green Jobs

Or, find a variety of green jobs from different industries and companies.

5

Network via Events

Exclusive access to live trainings, mentorship programs, networking events and many more connections.

6

Learn Green Skills

Upskill to stay employable and relevant in the green economy through the learning courses.

## For Green Partnerships (i.e. companies)



1

Register a Profile

2

Get Green Mark

Attend the Green Mark course and pass the assessment to be certified and have the company account verified.

3

Meet Green Partners

Search and connect with other certified SMEs who are looking for collaboration (e.g., manufacturer & retailer for fashion).

4

Find Green Talents

Recruit qualified job-seekers who have the right skills to meet your hiring demands.

5

Network via Events

Exclusive access to live trainings, mentorship programs, resource sharing groups, business alliances, networking events and many more connections.

6

Verify Green Skills

Showcase the number of employees who possesses a variety of green skills to be a company that remains competitive in the green economy.

# G-Nex: its unique value proposition & impact on the green sector



## Traceability & Transparency

**Accountability** throughout the organisations' supply chain in G-Nex when we know that they have knowledge of green practices.

Ability to **trace products' sustainable supply chain practices and materials** as information are transparent on G-Nex.



- ✓ Share good practices & knowledge

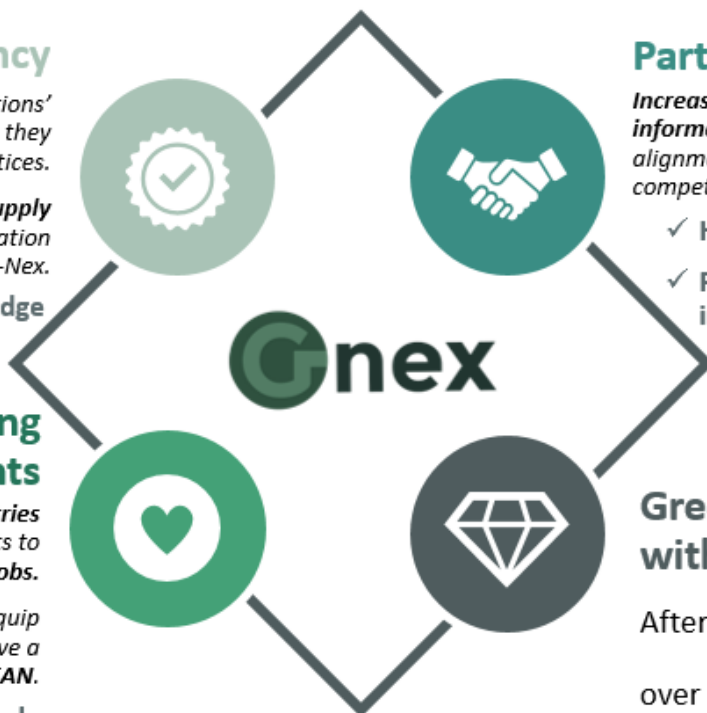
## Ease of Creating & Matching Green Jobs to Green Talents

Aid in ensuring **employment across industries** and having sufficient qualified Green Talents to **meet the increasing demand of Green Jobs**.

Emphasis on **events and trainings** to equip talents and organisations with skills to achieve a **sustainable green economy across ASEAN**.



- ✓ Match demand with supply



## Partnerships & Collaboration

**Increased green partnerships and information sharing among businesses** – an alignment with ASEAN's goal for healthy competition and engagement.

- ✓ Healthy competition between organisations
- ✓ Platform for exchange, engagement & information



## Green Impact & Alignment with ASEAN's Vision

After final roll-out, G-Nex can reach over **6,000** domestic companies across ASEAN.



# The Future with G-Nex in ASEAN and beyond



Implemented across ASEAN within 1.5 year:



## Develop G-Nex

**6 months**

*App development, sourcing for partnerships, creating curriculum for learning courses.*

Key resources needed:

- Software Engineers
- Curriculum Developers
- Business Development



## Pilot G-Nex

**3 months**

*User testing, sourcing for more partnerships, continuous development of courses, marketing.*

Key resources needed:

- Business Development
- Sales & Marketing



## Refine G-Nex

**3 months**

*Gather feedback and refine the features of the app to fit users' needs.*

Key resources needed:

- Software Engineers
- Curriculum Developers
- Business Development



## Expand G-Nex

**6 months**

*Fully roll-out G-Nex across ASEAN and beyond with government and business support.*

Key resources needed:

- Software Engineers
- Business Development
- Sales & Marketing

With G-Nex in ASEAN, by 2030, we can expect:

**5 million**

Green Talents Hired

**50,000**

Green Partnerships Created



To meet the demand for Green Jobs, to ensure responsible production in the supply chain, and to achieve responsible consumption and sustainable economic growth in ASEAN, and beyond.

# References

ASEAN. (2015). *ASEAN DECLARATION ON PROMOTING GREEN JOBS FOR EQUITY AND INCLUSIVE GROWTH OF ASEAN COMMUNITY WE, the Heads of State/Government o*. ASEAN. <https://asean.org/wp-content/uploads/2012/05/ASEAN-Declaration-on-Promoting-Green-Jobs-for-Equity-and-Inclusive-Growth-of-ASEAN-Community.pdf>

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