

Green economy creates jobs, GreenItaly report shows

Eco-companies hired 3 million, could create 3.7 mn more jobs

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(ANSA) - Rome, November 4 - With three million hires and the potential to create another 3.7 million jobs, the so-called green economy last year generated added-value of 100.8 billion euros, or 10.6% of the total, according to the fourth annual GreenItaly report released Monday by Italian chambers of commerce association Unioncamere. In the Bel Paese at the 2008 onset of the global economic crisis, 328,000 companies, or 22% of the total, bet on the green economy. This is defined as an economic model based on sustainable development, social equity, and the reduction of environmental risks and ecological scarcities.



In 2013, such companies will make up 38% of all projected hires in the industrial and service sectors, employing 216,500 people out of a total of 563,400, the report said. In addition green economy companies will this year make up 61.2% of all research and development hires in Italy, and 40% of all hires of people aged under 30, according to the report. Green investments have also led to better exports, the GreenItaly 2013 report showed.

In 2012, 42% or 34,000 green manufacturing companies had no trouble finding markets abroad. Green companies also tend to be innovators, with 30.4% of them coming up with entirely new products or services, compared to 16.8% of non-green companies, the report said. Calling it a "new productive paradigm", the report said that "since the beginning of the crisis, in spite of the need to tighten purse strings, more than one in five companies has bet on the green economy. It was seen as an answer to the crisis itself, and it has not disappointed expectations".

GreenItaly 2013 was co-authored by the **Symbola** Foundation for Italian Quality, which promotes a development model based on tradition, territory, and innovation.

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