



green Hub Futures

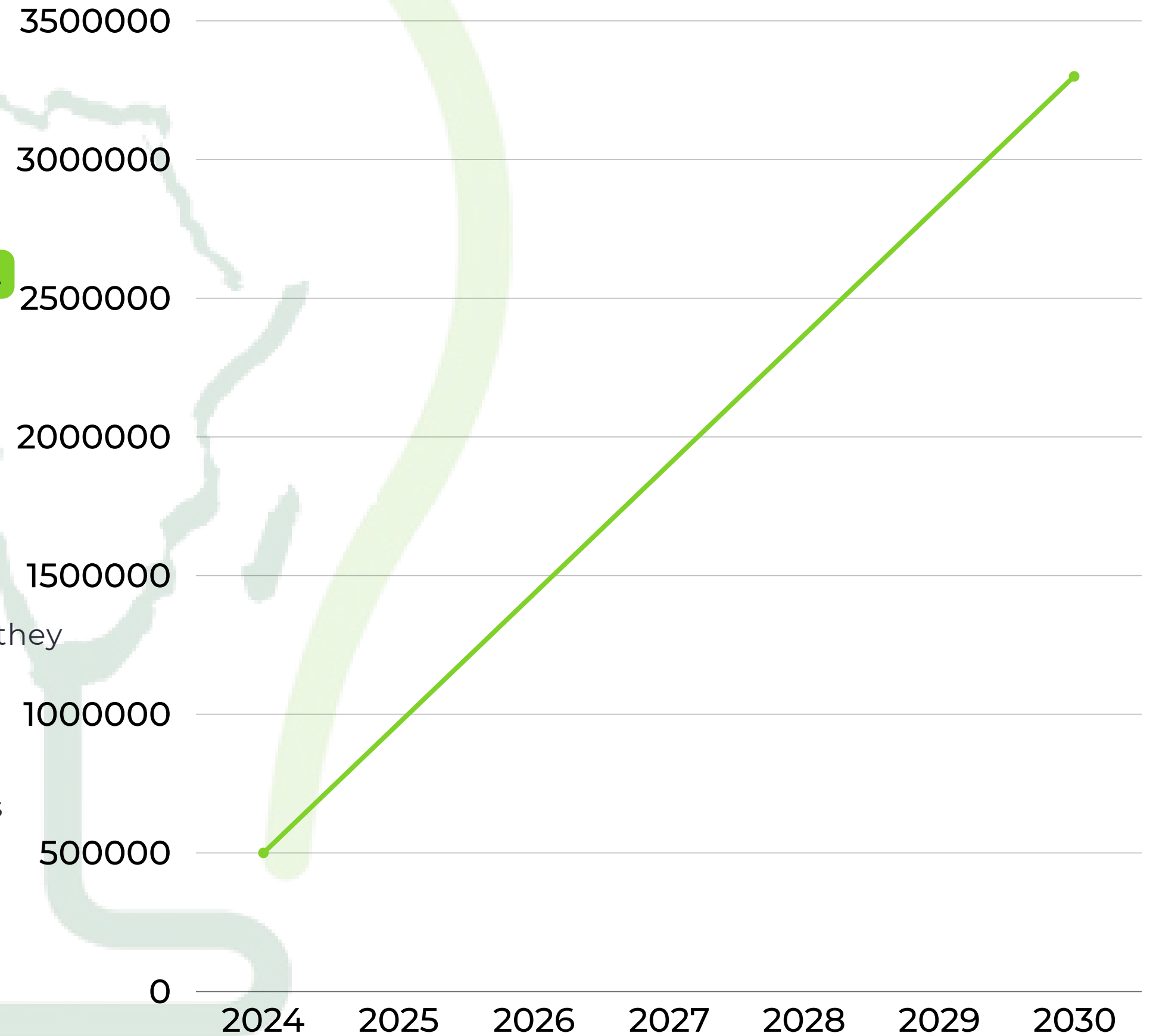
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what is the problem?

By 2030, Africa is expected to see 3.3 million new green jobs.

- 1 Employers** do not articulate what skills they need beyond vague “passion for sustainability”
- 2 Job Seekers** with transferable skills don't recognize they qualify for green roles.
- 3 Training institutions** teach to European frameworks that don't match African market reality.
- 4 Billions in funding** flowing in, but talent pipelines remain broken



..the result:

- Unfilled positions.
- Unemployed qualified people.
- Misaligned training.
- Missed economic opportunity



...so what is our solution?

Green Futures Hub is building Africa's first employer-validated green skills taxonomy; a translation layer that helps:

- **Employers** describe what they actually need (skills + context, not just credentials)
- **Job seekers** recognize where their existing capabilities fit in the green economy
- **Training institutions** align curricula with real market demand.
- **Funders** measure workforce development impact and avoid duplicating efforts.



...how does it work?



Research & Validation

- Analyzing real job descriptions from African green economy employers
- Interviewing practitioners about skills they actually use daily
- Mapping training programs against market demand
- Conducting webinar series with employers, trainers, and job seekers



Taxonomy Development

- Context-first framework built for African realities
- Skills-based (not credential-based)
- Inclusive of informal sector roles
- Community-validated by all stakeholders
- Open-source and freely accessible



Ecosystem Activation

- Employers post roles using validated skills language
- Job seekers discover green career pathways
- Training institutions certify to employer-recognized standards
- Community platform facilitates connections

...how to partner



Employers

Help us map what skills you actually need...



Training Institutions

Validate your curriculum against market demand



Funders & Development Organizations

Support scalable infrastructure for green talent



Industry Associations

Add tangible value for your members

..where are we?

Current Status: Research & Community Building

01

- ✓ Deep-diving into green skills landscape across 5+ African countries
- ✓ Building community of 2,000+ engaged professionals
- ✓ Conducting webinar series with employers, trainers, and job seekers
- ✓ Documenting real-world skills requirements and gaps

Next Milestone: White Paper launch (Q1 2026)
Comprehensive green skills taxonomy for Africa.



Why Now?

01

3.3 M green jobs by 2030

talent pipeline must be built NOW

02

Africa's working-age population hits 1B by 2035

unprecedented opportunity window

03

\$850M+ in green skills funding

is flowing into Africa - but infrastructure to deploy it effectively doesn't exist yet, we have the first-mover advantage.

FUTURE

NOW!

AST

...our approach

What makes Green Futures Hub different:

 **Built FROM Africa FOR Africa** - not imported European frameworks

 **Multi-stakeholder design** - employers + trainers + job seekers co-creating

 **Skills-first, not credential-first** - unlocks non-obvious talent

 **Open-source** - public infrastructure, not proprietary platform

 **Rapid iteration** - startup agility meets rigorous methodology

Thank You!

Contact Us



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