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FOAAL Consulting



Operational Action Plan  
For Sustainable Energy Transition  
and Youth Employment

Erasmus+ K210: Green for life



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## VISION

In Pärnu, we envision a future where young people are at the forefront of the green energy transition, equipped with the knowledge and skills to drive sustainable change. Through comprehensive education programs in schools and community centers, we aim to foster an understanding of renewable energy technologies, environmental stewardship, and the importance of sustainability. Collaborations with local businesses and green energy projects will provide hands-on learning experiences and internship opportunities, preparing youth for a vibrant job market in renewable energy sectors, from wind and solar power to smart grid technology and energy efficiency solutions.

## DIAGNOSIS

Estonia is at a pivotal point in its energy transition, focusing on reducing the dependence on domestically produced oil shale, which has historically been a major part of its energy mix. This transition aims to balance social, environmental, economic, and energy security considerations. Estonia's energy supply is unique among International Energy Agency (IEA) member countries due to its significant reliance on oil shale. However, with one of the highest carbon intensities among IEA countries, Estonia is working towards a more sustainable and environmentally friendly energy policy.

The Estonian government has announced ambitious plans to reach carbon neutrality by 2050 and to cease the production of shale oil by 2035. Achieving its mandatory emissions reduction and renewable energy targets for 2020, Estonia now faces the challenge of reducing emissions rather than merely containing their growth by 2030. This includes the significant task of decarbonizing its transport sector, which is not currently on track to meet short-term emission and energy efficiency targets.

To support its energy transition, Estonia has implemented various policies, including renewable energy auctions with strike price guarantees, investments in energy efficiency for buildings, support for the adoption of zero-emission vehicles, and initiatives for green hydrogen use in transport and the chemical industry. These measures reflect Estonia's comprehensive approach to transitioning towards a more sustainable energy system, emphasizing the importance of innovation, environmental sustainability, and energy security. <https://www.iea.org/reports/estonia-2023>

The Estonian National Energy and Climate Plan (REKK 2030) outlines Estonia's strategies to achieve EU-agreed energy and climate goals. It involves significant stakeholder engagement, periodic progress reports to the European Commission, and emphasizes renewable energy, energy efficiency, and greenhouse gas emission reductions. The plan sets ambitious targets such as reducing GHG emissions by 80% by 2050, achieving a 42% renewable energy share by 2030, and maintaining energy consumption levels despite economic growth. The comprehensive plan integrates various sectoral policies and is supported by specific measures and investments to transition towards a sustainable and secure energy future. <https://www.mkm.ee/energeetika-ja-maavarad/energiamaajandus/energia-ja-kliimakava>



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In Pärnu, the focus on green energy involves transitioning to 100% renewable energy for stationary energy use by 2030, utilizing smart grids to manage production and consumption, and promoting prosumer and energy cooperative models. Efforts include developing renewable energy sources despite challenges such as community opposition to wind and solar farms, and the need for stronger government support for energy cooperatives. Measures like adopting green-certified electricity in municipal buildings, supporting solar energy in municipal construction, and advancing LED street lighting are underway to reduce CO2 emissions and increase energy autonomy and efficiency. <https://kliimakava.ee/tegevussuunad/energeetika-ja-soojusmajandus/>

## OBJECTIVES

Increase the number of young people **trained** in renewable energy technologies and sustainable practices to 500 by the end of 2026 through partnerships with educational institutions, NGOs, and industry leaders, by offering comprehensive courses and workshops, thereby enhancing their employability in green jobs and contributing to the transition to sustainable energy.

Implement and complete at least 10 **community-based renewable energy projects** by 2027, involving youth in all phases from planning to maintenance, by securing funding through grants, partnerships, and community contributions, to promote sustainable energy, provide practical experience, and create employment opportunities for young people.

**Advocate for policies** that support sustainable energy education, project implementation, and green job creation for the youth, aiming to successfully influence the adoption of at least 5 significant policy changes or initiatives by 2028 through collaboration with policymakers, industry stakeholders, and community leaders, to provide a necessary framework and incentives for sustainable energy transitions and youth employment.

**Increase public awareness and engagement** in sustainable energy and green jobs among the youth by reaching at least 1000 young people through informational campaigns, social media, and community events by 2028, using a mix of digital platforms, school programs, and public events to build interest and present opportunities in green employment.

## STRATEGIC ACTIONS

**Objective 1:** Increase the number of young people **trained** in renewable energy technologies and sustainable practices to 500 by the end of 2026 through partnerships with educational institutions, NGOs, and industry leaders, by offering comprehensive courses and workshops, thereby enhancing their employability in green jobs and contributing to the transition to sustainable energy.

Strategic action for Objective 1:

- **Adopt EU Training Programs:**  
We identify and implement high-quality training programs developed within EU projects that focus on renewable energy technologies and sustainable practices, ensuring that they are suitable for the target audience of young people.
- **Collaboration with HUUB and Other Partners to implement the workshops:**  
We collaborate with HUUB - Youth and Innovation Center with other local and international partners to adapt and effectively implement these training programs in various workshops.
- **Pathways to Employment:**  
We work closely with industry partners and employment agencies to create clear pathways for workshop participants into green jobs and apprenticeships, thereby increasing their employability in the renewable energy sector after training.
- **Funding:** To implement those activities is needed 8000€. Possible funding - <https://kik.ee/en>

**Objective 2:** Implement and complete at least 10 **community-based renewable energy projects** by 2027, involving youth in all phases from planning to maintenance, by securing funding through grants, partnerships, and community contributions, to promote sustainable energy, provide practical experience, and create employment opportunities for young people.

Strategic Actions for Objective 2:

- **Renewable Energy Hackathons:** We organize annual hackathons focused on renewable energy solutions, where young participants can brainstorm, design, and prototype innovative projects. These events will foster creativity, teamwork, and problem-solving skills while contributing to the community's sustainable energy goals.
- **Collaboration with Experts:** We partner with industry experts and mentors who can guide the participants and provide valuable insights during the hackathons.
- **Project Implementation Support:** We offer resources and support to help the best projects from the hackathons transition from prototype to implementation phase. We are working with renewable energy companies that can provide young people to realize or pilot projects.



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- **Funding:** To implement those activities is needed 60 000€. Possible funding - <https://kik.ee/en> or Erasmus+

**Objective 3: Advocate for policies** that support sustainable energy education, project implementation, and green job creation for the youth, aiming to successfully influence the adoption of at least 5 significant policy changes or initiatives by 2028 through collaboration with policymakers, industry stakeholders, and community leaders, to provide a necessary framework and incentives for sustainable energy transitions and youth employment.

Strategic Actions for Objective 3:

- **Input from hackathons:** we gather input for the necessary changes from hackathons as we discuss the community-based renewable energy projects.
- **Stakeholder analysis:** together with young people, we prepare the necessary analysis of the stakeholders that need to be addressed to implement the required policies. We bring young people together with policymakers so that they can present their ideas.
- **Interactions between young people and policymakers:** by facilitating these interactions, we ensure that the perspectives and innovative solutions proposed by the youth are heard and considered in the decision-making process. This collaborative approach helps to bridge the gap between young innovators and policy influencers, fostering an environment where sustainable energy initiatives can thrive.
- **Funding:** To implement those activities is needed 10 000€. Possible funding - <https://kik.ee/en> or Erasmus+

**Objective 4: Increase public awareness and engagement** in sustainable energy and green jobs among the youth by reaching at least 1000 young people through informational campaigns, social media, and community events by 2028, using a mix of digital platforms, school programs, and public events to build interest and present opportunities in green employment.

Strategic Actions for Objective 3:

- **Campaigns:** develop and launch a broad outreach campaign focused primarily on digital platforms and school programs. We create engaging content such as videos, infographics and articles about renewable energy and green jobs. We then share this content on dedicated social media pages and website, working with influencers and environmental organizations to reach a wider audience.
- **Organizing and participating in events:** organizing community events and participating in other events such as green fairs, renewable energy expos and career days that focus on sustainable energy. We plan and run these events in collaboration with local businesses, NGOs and government agencies, offering hands-on demonstrations, interactive exhibits and information points. We continuously monitor the effectiveness of campaigns and programs using surveys, feedback forms and digital analytics to measure engagement and impact.



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- **Funding:** To implement those activities is needed 10 000€. Possible funding - <https://kik.ee/en> or Erasmus+

## IMPLEMENTATION PLAN

Priority Area	Objective	Strategic Action	Budget/Responsible Party	Deadline	Success Indicators
Training Youth in Renewable Energy	Train 500 young people in renewable energy technologies by 2025	Adopt EU training programs and collaborate with HUUB and other partners to implement workshops	€8000 / Educational Institutions & NGOs	End of 2026	Number of young people trained, increase in employability in green jobs
<b>Community-based Renewable Energy Projects</b>	Complete 10 community-based renewable energy projects by 2027	Organize annual renewable energy hackathons and provide project implementation support	€60,000 / Renewable Energy Companies & Community	End of 2027	Number of projects completed, employment opportunities created for young people
<b>Policy Advocacy for Sustainable Energy</b>	Influence 5 significant policy changes by 2028	Gather input from hackathons, conduct stakeholder analysis, and facilitate interactions between young people and policymakers	€10,000 / Policy Advocacy Groups	End of 2028	Number of policy changes influenced, involvement of young people in policy-making processes
<b>Public Awareness and Engagement</b>	Reach 1000 young people through campaigns by 2026	Develop digital campaigns and organize community events focusing on sustainable energy and green jobs	€10,000 / Marketing & Communications Teams	End of 2028	Number of young people reached, engagement levels on digital platforms and at community events



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## INDICATORS

To effectively measure the progress and impact of the Energy Transition Action Plan in Pärnu, we have identified key indicators that align with our strategic objectives. These indicators will help us track the success of our initiatives, ensure accountability, and guide future actions. The following table outlines the specific indicators, along with the methods for measuring them:

<b>Indicator</b>	<b>Measurement</b>	<b>Measurement Method</b>
Number of young people trained in renewable energy technologies	500	Count of individuals completing training programs
Number of community-based renewable energy projects completed	10	Count of projects from planning to maintenance phase
Number of significant policy changes influenced	5	Count of policy changes or initiatives adopted
Number of young people reached through public awareness campaigns	1000	Count of young people engaged via campaigns
Number of partnerships with educational institutions, NGOs, and industry leaders	15	Count of formal partnerships established
Number of renewable energy hackathons organized	4	Count of hackathons held annually
Number of industry experts and mentors involved	20	Count of experts and mentors participating
Number of interactions between young people and policymakers facilitated	8	Count of facilitated meetings and workshops

These indicators will provide a clear and measurable way to assess the effectiveness of our efforts in promoting sustainable energy transition and youth employment. By regularly monitoring these metrics, we can ensure that our initiatives are making the desired impact and adjust our strategies as needed to achieve our goals.





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## DISSEMINATION

The dissemination of the Energy Transition Action Plan is crucial for raising awareness, generating interest, and garnering support from relevant stakeholders and the broader community. An effective dissemination strategy will ensure that the plan's goals and objectives are widely understood and embraced, facilitating successful implementation.

Below are the key methods we will use to disseminate the action plan:

1. Presentations
  - We will present the action plan to stakeholders and audiences through various formats, including in-person and online presentations. This will include staff meetings, board meetings, conferences, and other relevant events. These presentations will highlight the plan's objectives, strategies, and expected outcomes, ensuring that all stakeholders are well-informed and engaged.
2. Social Media
  - The action plan will be shared on the social media accounts to reach a wider audience and generate interest. This will include posting regular updates on the progress of the plan, sharing success stories, and inviting feedback and comments from the community. Utilizing digital platforms will help us engage with a broader audience, particularly the younger demographic.
3. Press Releases
  - We will issue press releases to announce the launch of the action plan and to highlight its goals and objectives. These press releases will be disseminated to local and national media outlets to generate publicity and interest in the plan. By engaging with the media, we can reach a larger audience and ensure widespread awareness.
4. Collaborations
  - We will collaborate with other organizations such as universities, libraries, and cultural institutions to disseminate the action plan and share resources and expertise. These partnerships will help amplify our message and provide additional platforms for promoting the plan's objectives.
5. Events
  - We will organize events such as workshops, webinars, and open houses to showcase the progress of the plan and engage with stakeholders and audiences. These events will provide opportunities for direct interaction, allowing us to gather feedback, answer questions, and build a community of supporters around the energy transition initiatives.



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### Dissemination Activity Table for 2024

<b>Activity Description</b>	<b>Year</b>	<b>Budget</b>	<b>Success Indicators</b>
Presentations to stakeholders and audiences	2024	€1000	Number of presentations; stakeholder engagement
Social media updates	2024	€1000	Number of website visits; social media engagement
Press releases to media outlets	2024	€1000	Number of press releases issued; media coverage
Collaborations with other organizations	2024	€1000	Number of collaborations; joint activities
Workshops, webinars, and open houses	2024	€2500	Number of events; participant feedback and attendance