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01/04/2025

Leveraging online job advertisements for green skills analysis in France

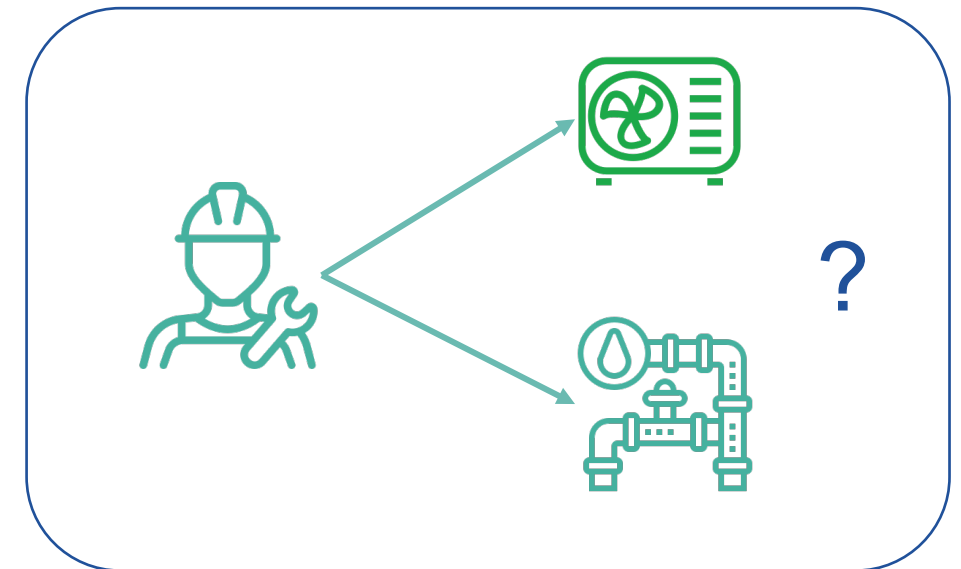
Yannis Bouachera

French Ministry of Labour– Ministerial Statistical Office

Context

- **Green transition** : structural shifts in occupations and emerging new skills
- **Objective** : analyze the evolution of green skills *within* occupations
- Online job advertisements allow for a deeper analysis
- Non-exhaustive study on a few occupations and skills :
 - Keyword analysis
 - Simple and transferable methodology

Limitations of job-level statistics



Selected skills & occupations



Roofer

Solar panel installation



Car mechanic

Repair and maintenance of
electric vehicles



Façade builder

Thermal insulation



Heating technician

Heat pumps installation



Architect

Sustainable building design



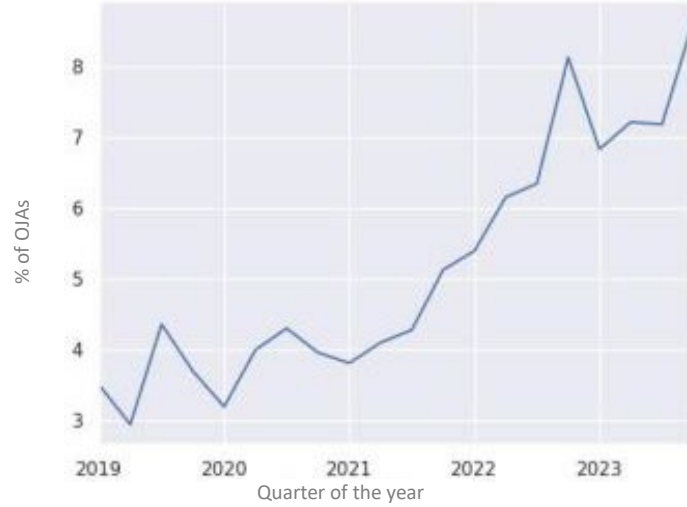
Lawyer/ Jurist

Environmental law

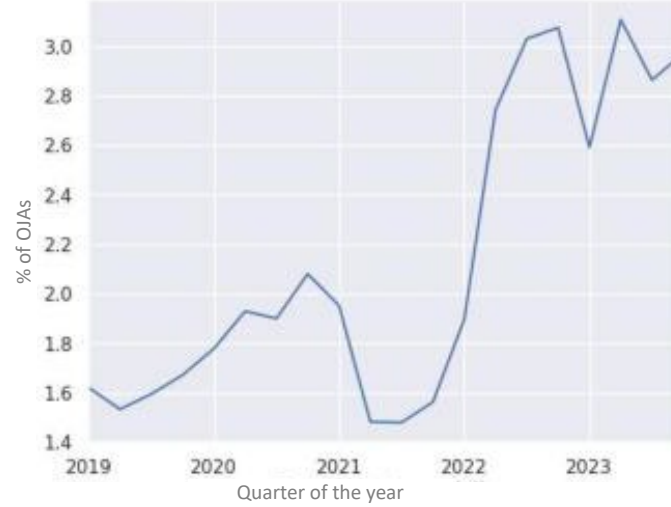
Key findings – Green skills demand is rising



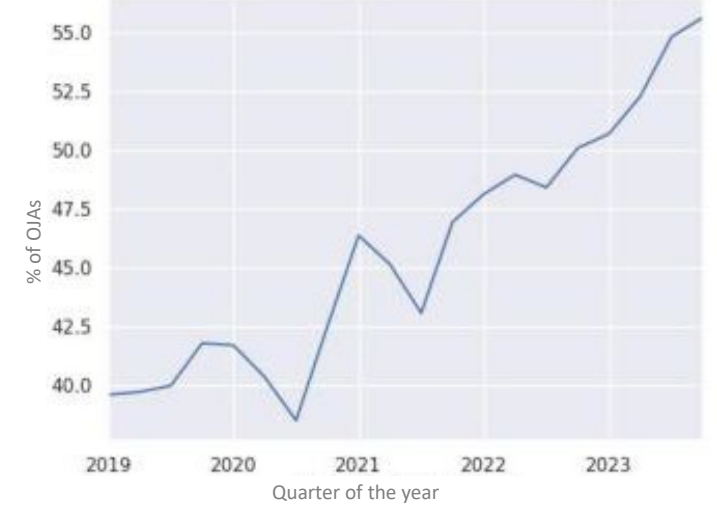
Roofer



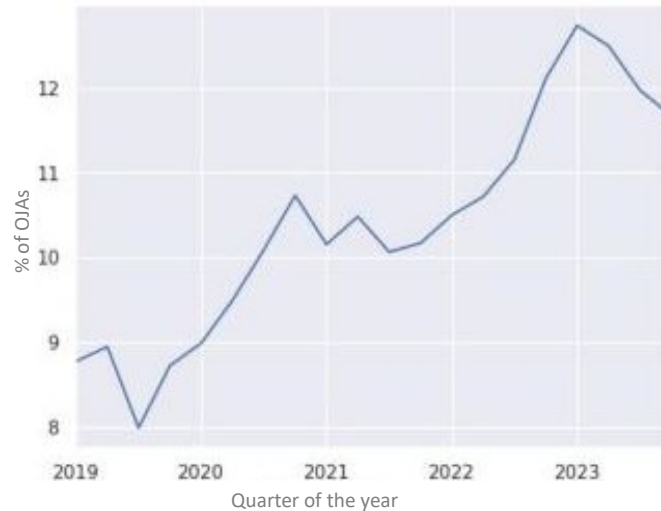
Car mechanic



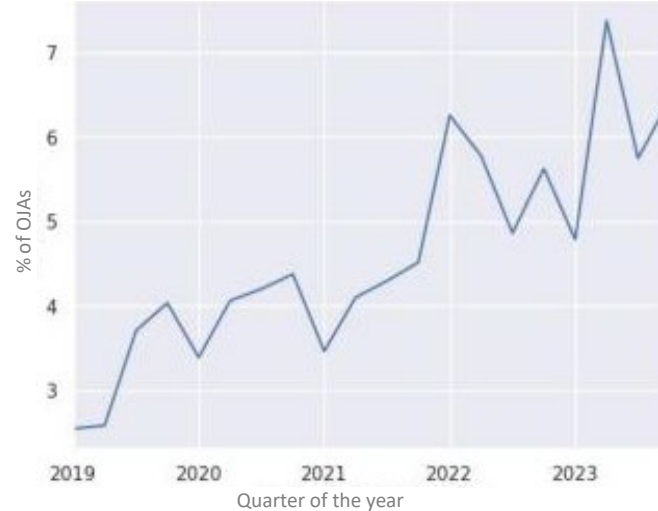
Façade builder



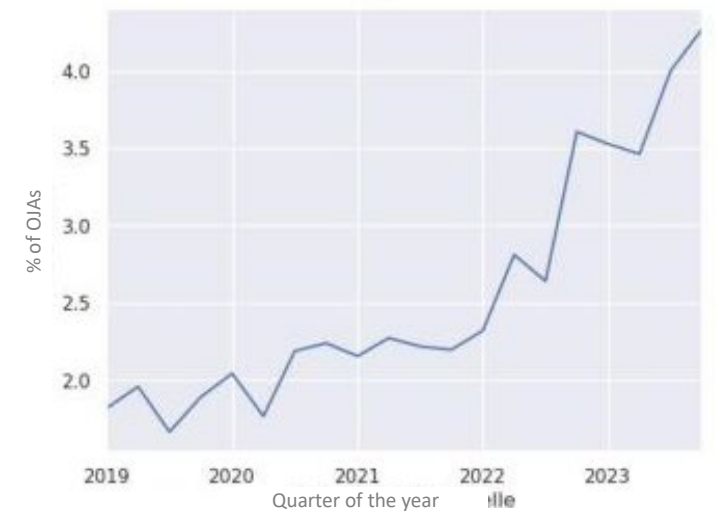
Heating technician



Architect



Lawyer/ Jurist

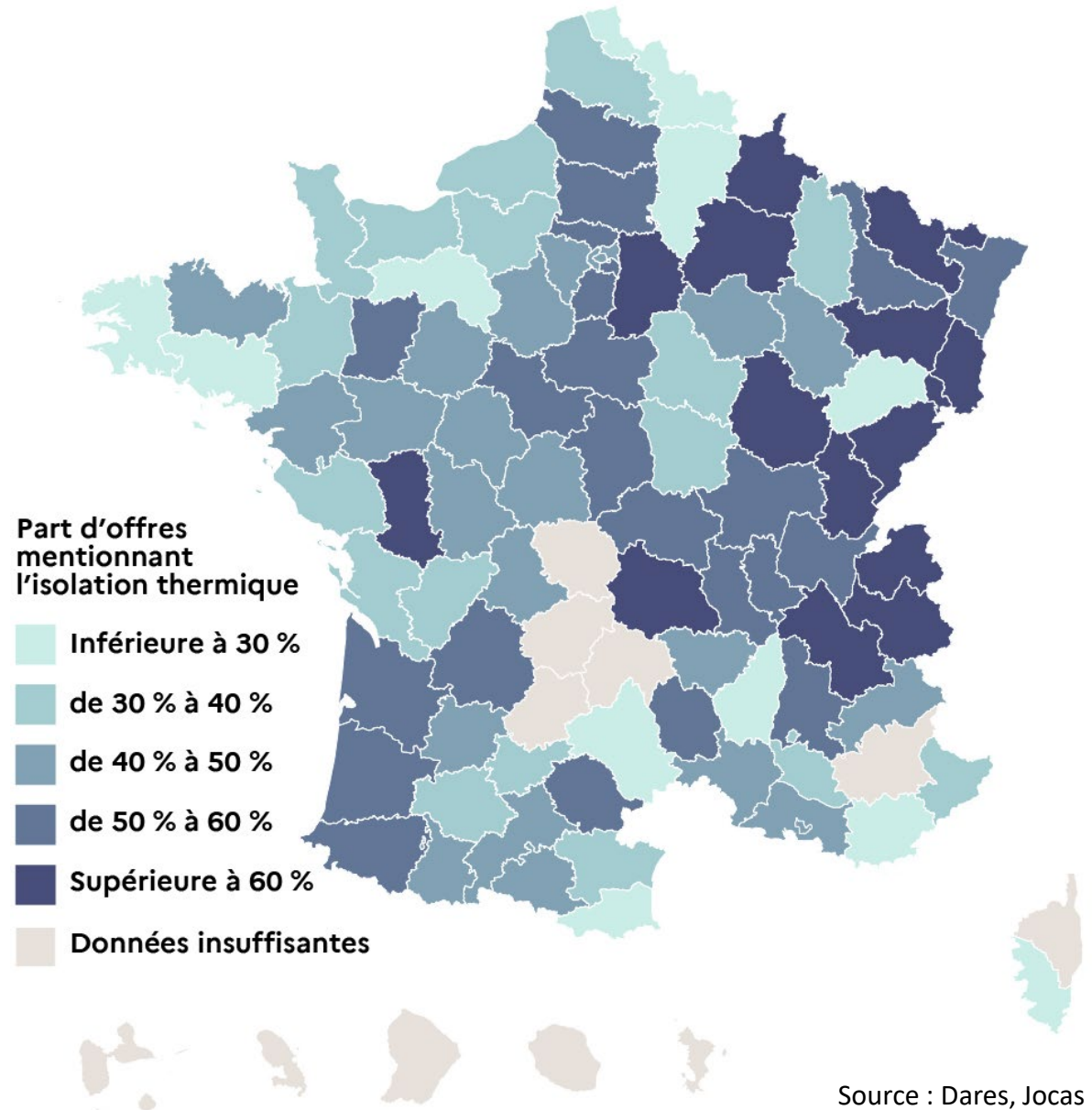


Strong local disparities

Example: Share (%) of job postings mentioning thermal insulation among postings for façade builders

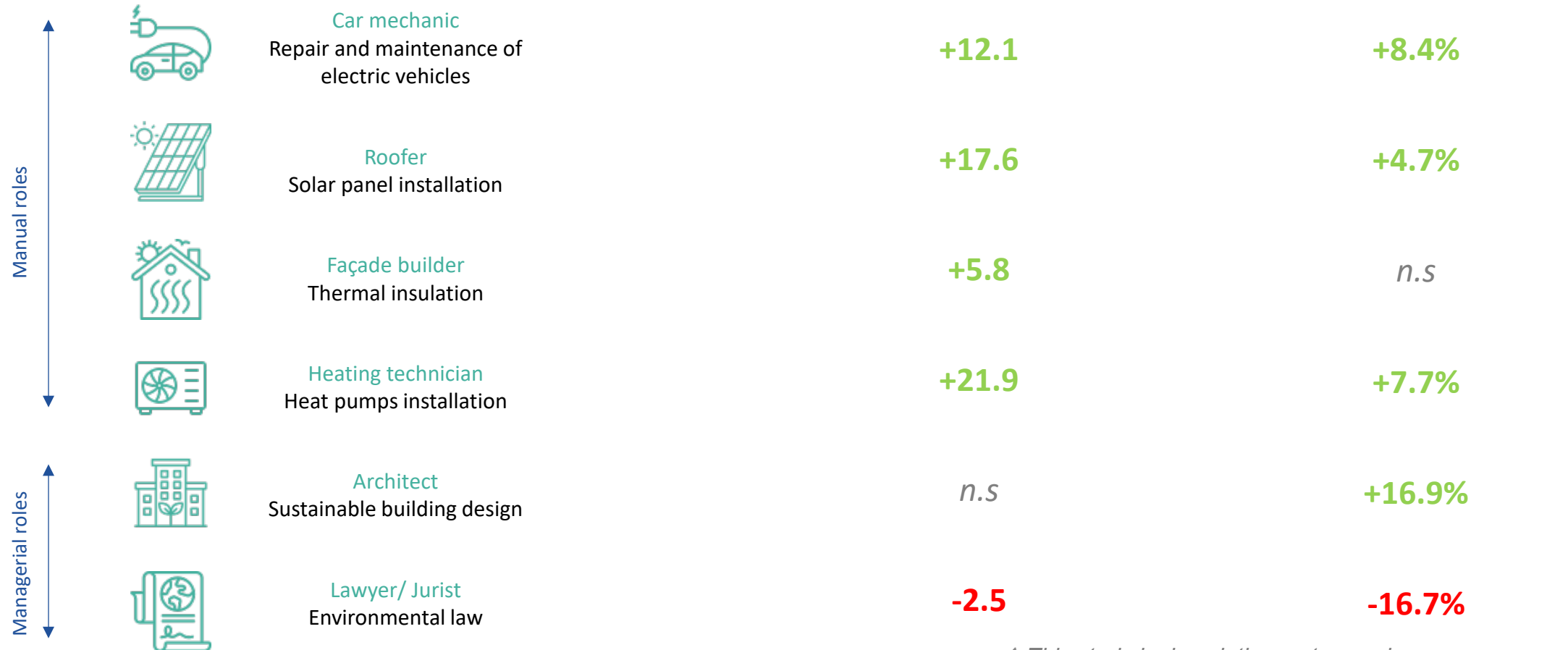
→ Jocas provides data at the commune (postcode) level.

→ A tool to assist local stakeholders



Source : Dares, Jocas

Are green skills valued ?



⚠ This study is descriptive, not causal.

Key findings on selected skills & occupations

- 1 Green skills demand is rising
- 2 Strong local disparities
- 3 Green skills are more often associated with permanent contract offers
- 4 Wage gaps likely to reward additional certifications

Thank you for your attention !

Happy to answer your questions