*Press release no. 25*

**Training and employment: prospects in the "green" sector**

***The first of a series of meetings promoted by the BioHabitat Foundation on the theme of gardening and the care of green spaces was held within the EIMA Digital Preview. Interest in the sector is growing, and with it, interesting job opportunities are opening up for green area technicians and maintenance staff. The Nemeton Upper Training School and the EIMA Green Academy as pilot experiences in the field of training.***

The care of greenery in urban and peri-urban areas is a high-value activity, not only because the “green” component is taking on an increasing role in the lifestyle of citizens, but also because it promises important employment opportunities. It was discussed this morning in Bologna, as part of the seminar promoted by the BioHabitat Foundation on the theme "Machines at the service of greenery", streamed by the structure "02" (Green Factory), focused on the sector's market developments and the policies for the professional training of employees. After describing the new trends, where the growth of interest in the quality of life and in the care of private gardens and green spaces are coinciding with the health emergency, the President of BioHabitat Gianluca Cristoni pointed out the amount of activities carried out in recent years by the Foundation, with the addition of the new Nemeton Upper Training School, specifically dedicated to professional training for employees. The partnership system that today contributes to this training project involves Dinamica - the company that carries out professional training programmes for the Emilia-Romagna region, represented at today's meeting by its company President Alessandra Ravaioli - together with Ecipar, Assoform, Confindustria, CNA, Confagricoltura, CIA and FederUnacoma. Federica Tugnoli, Secretary of Comagarden, the association that brings together manufacturers of gardening machinery and equipment within the Federation, spoke on behalf of FederUnacoma, commenting on the sector's market trend figures, which are growing. After a first quarter conditioned by the halt of activities due to the health crisis, recording a decline of 23% on the domestic market, in the second and third quarters sales marked sharp increases, respectively of 13 and 19%. The greater dissemination of mechanical means, which is expected to characterize the market landscape in the short and medium term - said Tugnoli - will bring to the fore the issue of training in the use of machines and equipment, both for hobbyists and for professionals. In order to support the technical knowledge of mechanical means, FederUnacoma/Comagarden have created EIMA Green Academy, a training course held in collaboration with some important specialized schools. The course aims to strengthen the skills in the use of mechanical means, and it will be completed during EIMA International 2021.

**Bologna, 11 November 2020**