

Green jobs and accessibility: why the ecological transition must include deaf people!



The ecological transition is profoundly transforming the world of work and education. Renewable energy, sustainable fashion, recycling, eco-design, the circular economy, and green entrepreneurship are creating new professional opportunities across Europe. Green skills will be increasingly in demand in the labor market of the future, not only in technical fields, but also in education, communication, and social innovation. However, alongside this growth, a fundamental question emerges: are these opportunities truly accessible to all?

For many people who are deaf or hard of hearing (DHH), access to training and employment in the green sector is still limited by several barriers. Inaccessible materials, a lack of sign language content, communication difficulties, and a lack of awareness in educational and work settings risk excluding many from an ever-expanding sector. Sustainability, however, cannot be truly sustainable if it is not also inclusive.

This is why European projects like GreenEntre4Deaf are particularly important. The project was created with the aim of promoting inclusive green entrepreneurship through innovative and accessible tools. Among the planned activities are educational resources in sign language, virtual reality simulations, accessible digital tools, and Living Hubs, collaborative spaces where students, professionals, and educators can share experiences and develop skills related to sustainability and entrepreneurship.

One of the most important aspects concerns access to environmental information. Understanding issues such as climate change, recycling, or renewable energy is essential for actively participating in society and addressing future challenges. Therefore, we would like to present an Italian best practice: ISTv Verde, the web TV channel of the Turin Institute for the Deaf dedicated to the environment and sustainability.

Through accessible videos in LIS (Italian Sign Language), ISTv Verde addresses environmental issues in a simple, clear, and inclusive way. Content ranges from news on climate change to practical tips for a more sustainable lifestyle, and insights into biodiversity, recycling, and nature conservation. The goal is to make green information accessible to deaf people, encouraging participation, awareness, and active citizenship.

Among the topics covered are:

- sustainability and good daily practices
- recycling and circular economy
- climate change and environmental protection
- biodiversity and wildlife protection
- green innovation and sustainable technologies



Accessibility isn't just about adding subtitles or interpreters, but about creating content designed from the outset with deaf communities. It means enhancing sign language, using effective visual tools, and building truly participatory learning environments. Inclusive technologies must help deaf people actively participate in society, avoiding new forms of exclusion and recognizing their contribution to the world of work and innovation.

Green jobs can also become spaces for social innovation and personal growth. In several countries, sustainable initiatives led by deaf people already exist that combine inclusion, employment, and environmental protection. Improving access to training, entrepreneurship, and digital tools also allows deaf people to actively contribute to protecting the planet and promoting sustainable development.

The future of sustainability must therefore be both green and inclusive. Only by building accessible, participatory, and innovative environments will it be possible to create an ecological transition that is truly open to all.

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The Greenentre4deaf Project



A truly sustainable future is one where innovation, accessibility, and inclusion grow together, leaving no one behind.



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