Jobtech Alliance

Green Jobs Jobtech Sector Scan 2025

Purpose of this deck

This publication presents a **compelling case for the expansion of green jobs in Africa and highlights the opportunity for investment in jobtech platforms to accelerate this growth**. It seeks to inspire and guide action among investors seeking high-impact opportunities in jobtech platform companies, funders of green jobs and employment initiatives like the Jobtech Alliance, and innovators aiming to capture emerging opportunities in Africa's green job space.

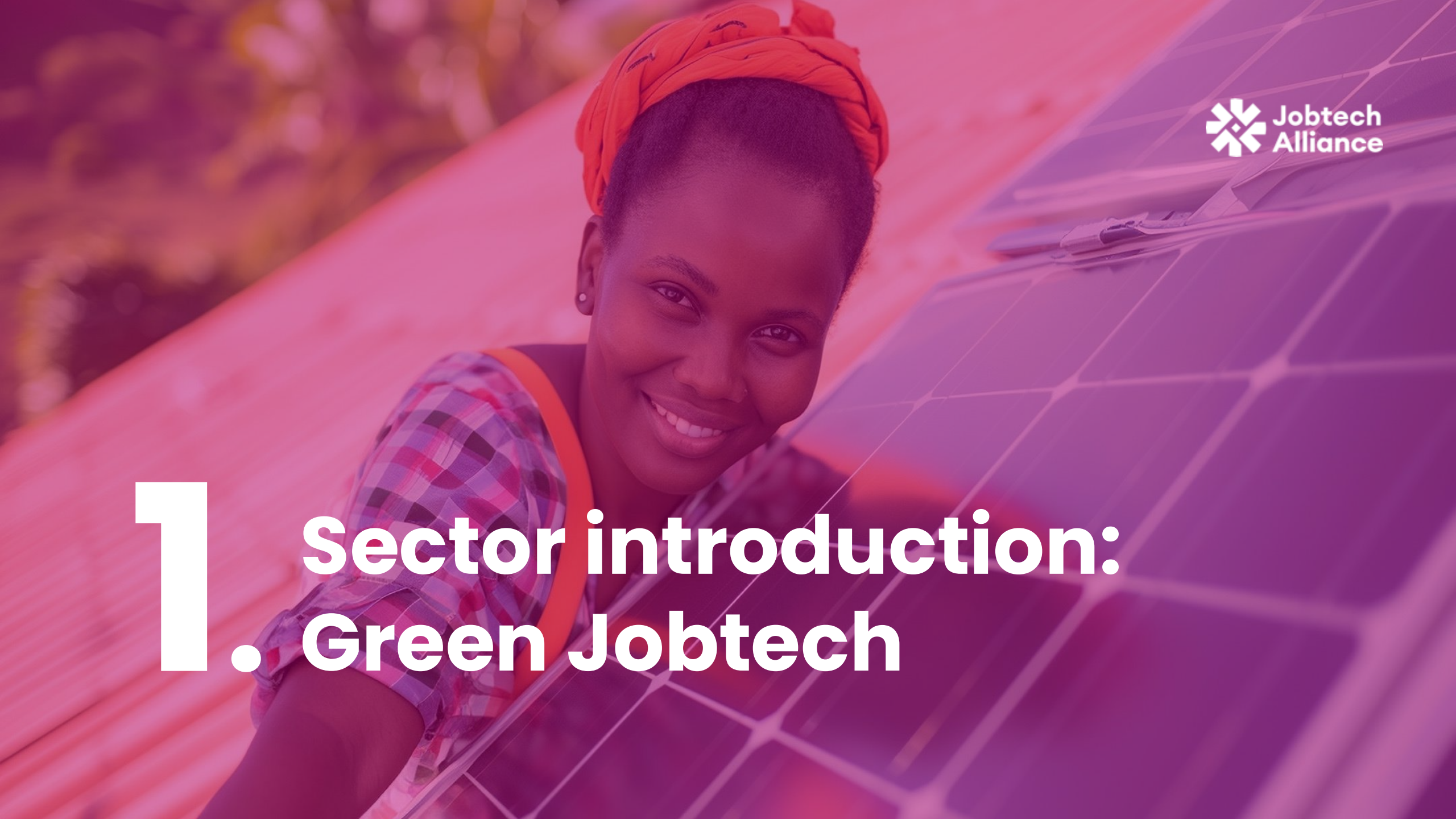
Green jobs are not confined to a single business model or sector; they span diverse industries and roles, reflecting the unique intersection of environmental sustainability and economic opportunity. To explore this dynamic, **we applied a "platform lens"** to examine how green jobs are currently being created in Africa, and investigate the role that platforms will play in scaling these opportunities across the continent.

Our Approach

We identified and explored key sectors where green jobs are emerging, and then looked at the role of platforms in those sectors. To understand the mechanics of growth, we investigated sub-sectors in detail, dissecting viable business models that could sustain and expand these opportunities. Additionally, we mapped and analyzed over 50 green jobtech platforms in our target markets (Ethiopia, Kenya, Nigeria, Senegal, Uganda) to uncover trends, highlight opportunities, and pinpoint gaps where further innovation is needed.

What's Inside This Deck:

- Investment Thesis: Our perspective on the role of jobtech platforms in scaling green jobs in Africa.
- Demand Drivers & Projections: Insights into the macro trends shaping green job growth.
- Platform Taxonomy: A framework categorizing green jobtech platform business models.
- Spotlight on Promising Platforms: Examples of African platforms leading in this space.
- Future Opportunities: Emerging areas where platforms can unlock Africa's green job potential.



1. Sector introduction: Green Jobtech

Introducing Green Jobtech: Driving Sustainable Employment Through Digital Innovation

employment opportunities in emerging green sectors

employment opportunities within existing, non-green sectors where individuals are engaged in "green" work

Green Jobs are employment or self-employment opportunities that contribute to environmental sustainability by reducing resource consumption, minimizing waste and emissions, addressing climate change, and protecting or restoring ecosystems.

Green jobs can be categorized into two distinct types: **employment and self-employment opportunities in emerging green sectors** like Renewable Energy, E-Mobility, Sustainable Agriculture, and Recycling, **and employment opportunities within existing, traditional sectors where individuals are engaged in "green" work**, such as carbon finance, environmental compliance, and net-zero monitoring, supporting sustainability efforts across the broader economy.

Green Jobtech refers to digital platforms that connect individuals to such employment opportunities. By leveraging technology, these green jobtech platforms facilitate the creation, improvement, and maintenance of green jobs across both traditional sectors undergoing sustainable transitions and emerging green industries.

Why Now is the Time for Green Jobs in Africa

Africa stands at a pivotal moment in its development, uniquely positioned to lead the global green transition. With the world shifting towards sustainability and decarbonization, Africa's youthful and rapidly growing workforce, emerging manufacturing capabilities, abundant natural resources, and willingness to embrace new technologies make it an ideal hub for green innovation.

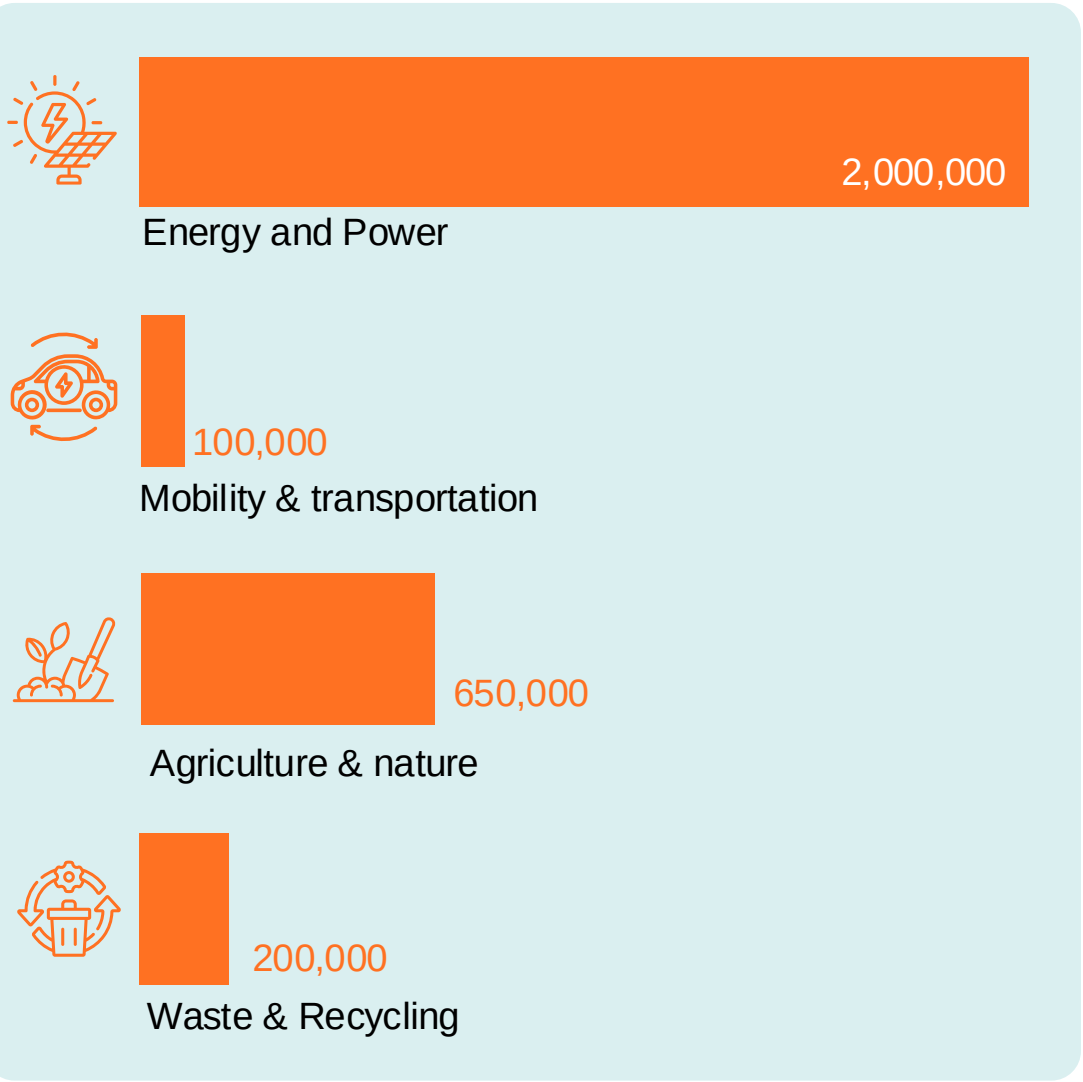
The continent has already demonstrated its pioneering potential, being **home to groundbreaking solutions like pay-as-you-go solar financing systems and large-scale clean cooking distribution channels**. These innovations have not only provided millions with access to clean energy but also established Africa as a global leader in green product and service delivery.

The opportunity for green jobs in Africa is immense. Projections estimate up to 3 million new direct jobs across key value chains by 2030, presenting a transformative opportunity to tackle unemployment, particularly among youth, while fostering climate resilience and environmental restoration.

Unlike traditional employment sectors, green jobs deliver a dual impact: creating fair, dignified work while addressing critical environmental challenges. Major drivers such as rapid growth in green industries, government targets, international climate commitments, and expanding carbon finance markets further accelerate the demand for green jobs, making this the time to act.

Projections estimate up to 3 million new direct jobs across key value chains by 2030

Projected green jobs by sector: 2025-2030



Shortlist and BCG recently published their Forecasting Green Jobs in Africa report which has served as a foundation for our analysis of demand for employment across multiple sectors, and the potential for 'green jobtech' platforms.

- Energy and Power (70% of projected green jobs) and Agriculture and Nature (20%) are the main drivers of new green job creation in the next 5 years
- **Within energy, the solar sub-sector is expected to produce over 1.7 Million jobs**, or more than 50% of all green jobs
- Climate smart agriculture (i.e. solar water pumps) will represent 12% of green jobs
- Aquaculture and poultry (6%) jobs will also increase as meat consumption increases on the continent
- Waste remediation and recycling (6% of total) is expected to increase as urbanization trends continue

Prioritized green value chains: 2025-2030

The table below highlights the key green sub-sectors we analyzed, focusing on priority areas with strong demand and high potential for job creation on the continent over the next five years.

	Emerging Green Sectors				Traditional Economy
	 Energy and Power	 E-mobility and Transportation	 Sustainable agriculture and Nature restoration	 Materials, Waste, and Recycling	**Cross-Sector**
Description	Renewable energy generation and distribution, focusing on sustainable sources like solar, wind, hydro, and geothermal to reduce carbon emissions and dependence on fossil fuels.	Development and implementation of electric vehicles (EVs), charging infrastructure, and sustainable transportation solutions to decrease greenhouse gas emissions from the mobility sector.	Sustainable farming practices, conservation efforts, and ecosystem restoration to enhance biodiversity, soil health, and carbon sequestration, contributing to climate resilience.	Management, recycling, and repurposing of waste materials to reduce pollution, promote the circular economy, and conserve natural resources.	Roles within existing, traditional sectors where individuals are engaged in "green" work, such as carbon finance, environmental compliance, supporting sustainability efforts across the broader economy.
Job examples	Solar installation technician Solar sales agents and customer care representatives. Renewable energy project manager	E-mobility gig driver / courier EV charging station installer and maintenance technician Electric mobility fleet manager	Farm labourers and fish feeders Solar irrigation sales agent and customer service representative Agronomy technicians and irrigation technicians	Waste and recycling sorter and material handlers Recycling quality inspector Operations managers and logistics coordinators	Net zero monitoring analyst ESG reporting manager Carbon finance analyst Environmental compliance officer

Our sectors of current focus and interest

This summary outlines the key sectors where we believe Jobtech Alliance should focus its investment and venture support over the next three years. As the pace of change accelerates, we'll revisit this focus every quarter to ensure we're aligned with emerging trends and maximising job creation potential across Africa.

	Energy and Power workforce platforms	E-mobility and Transportation platforms	Sustainable agriculture and Nature restoration workforce platforms	Materials, Waste, and Recycling platforms	Global Green Services Platforms
Why Included?	• The energy transition will require millions of skilled workers, but no clear workforce pipeline exists to meet demand. • Job matching, training, and accreditation platforms are essential for scaling solar installations, maintenance, and industrial energy projects. • Green agent networks are already proving successful in helping individuals earn by selling and financing renewable energy solutions.	• E-mobility is scaling quickly, particularly in two- and three-wheel transport, but workforce gaps in EV maintenance, charging infrastructure, and driver onboarding remain. • Jobtech platforms can enable workforce growth by supporting technician training, ride-hailing job matching, and financing solutions for EV ownership. • Future expansion into cars, vans, and public transport will require skilled technicians and fleet management services, making workforce solutions increasingly critical.	• Waste and recycling platforms provide work opportunities but often under poor conditions, and jobtech can play a role in formalizing and improving job quality. • Platforms can introduce PPE access, safety training, and financial stability, ensuring higher-quality work for waste collectors and recyclers. • Sustainable product e-commerce platforms connecting buyers and sellers of recycled or upcycled goods provide opportunities for small-scale entrepreneurs and artisans.	• Conservation and carbon markets are growing, and platforms can enable individuals to earn from activities like tree planting and ecosystem restoration. • Agricultural labor matching platforms face viability challenges due to low wages and informal hiring, but adjacent labor management models in construction may offer insights. • Agri-rental platforms provide farmers access to expensive equipment, reducing barriers to mechanization and increasing productivity.	• Migration platforms can place African workers into global green jobs, helping meet labor shortages in Europe and beyond in renewable energy and sustainability roles. • Digital work platforms can enable African professionals to contribute remotely to ESG reporting, carbon finance, and environmental compliance for global clients. • Environmental data collection and analysis platforms offer scalable, tech-enabled roles in biodiversity monitoring, carbon credit verification, and sustainability assessments.

The potential role of jobtech platforms across green job skill categories

Jobtech platforms are essential for scaling green jobs by addressing critical workforce and operational needs across sectors. For example, realizing the millions of projected solar jobs will require platforms that provide technical skilling, training, and job matching, while the widespread sales and distribution of off-grid solar products will depend on agent networks to reach remote and underserved communities.

	Description	The potential role(s) of jobtech platforms
Unskilled	Roles that require minimal formal education or training and involve basic manual labor or simple tasks. **E.g. waste collectors and sorters, farm labourers, casual labourers for solar installations**	Matching the large supply of this potential workforce with labor needs in green industries, which can include gigs, part-time work, temporary project work, etc. Additionally, platforms can support self-employed waste collectors, farm laborers, and solar installation assistants by helping them access clients, connect with financing options, and formalize their services.
Specialized	Jobs that require specific vocational training or certifications and involve tasks that demand technical skills and expertise. **E.g. solar installation technicians and electricians, Park rangers, recycling machine operators**	Providing access to training and certification programs, connecting skilled workers with employers, and ensuring continuous professional development. For self-employed professionals such as solar technicians and recycling machine operators, platforms can offer business management tools, customer acquisition channels, and financial products to help them grow independent businesses.
General / Admin	Roles that involve managerial, clerical, and support functions that require organizational, communication, and administrative skills. **E.g. Renewable energy project managers, Mobility field coordinators, logistics managers**	Streamlining recruitment processes, offering professional development opportunities, and providing tools for efficient administration and management. Jobtech platforms can also enable self-employed project managers, mobility coordinators, and logistics specialists to operate as independent consultants, providing services to multiple green sector firms.
Advanced	Demand high levels of education, specialized knowledge, and significant expertise in a particular field. **E.g. renewable energy engineers, sustainable agriculture scientists, forest ecologist.**	Facilitating continuous learning, connecting experts with high-level job opportunities, networking, and supporting collaborative research and innovation. For self-employed professionals, platforms can provide market access for freelance renewable energy engineers, sustainability consultants, and climate data analysts to offer their expertise as independent service providers.

Comparing Green Jobtech Sectors

This heatmap evaluates key Green Jobtech sectors based on **income potential, job scale, stability, and inclusivity**, helping identify where digital platforms can drive the greatest impact.

Sector	Income	Scale	Stability	Inclusivity
Energy & Power	**Medium** performance-based	**High** millions of jobs	**High** long-term jobs	**Medium** some barriers
Mobility & Transport	**Medium** performance-based	**Low** niche, specialized	**Medium** gig-based, seasonal	**Low** male-dominated, restricted access
Waste & Recycling	**Low** informal, low wages	**Medium** hundreds of thousands	**Low** unstable, informal	**High** open, strong diversity
Agriculture & Nature	**Medium** performance-based	**High** millions of jobs	**Low** unstable, informal	**Medium** some barriers
Global Green Services	**High** stable, above-market	**Medium** hundreds of thousands	**High** long-term jobs	**High** open, strong diversity

2. Green jobtech platform taxonomy

A shared ‘Jobtech – Green Jobs’ taxonomy

Emerging Green Sectors

Emerging Green Sectors encompass established green industries such as energy and power, mobility and transportation, waste and recycling, and agriculture and nature. Platforms in this category are primarily focused on addressing environmental sustainability and climate change within the African continent, meeting domestic demand for green products and services. These include platforms that facilitate the adoption of renewable energy, expand e-mobility options, or drive recycling and sustainable agricultural practices.

Jobtech platforms in this section play a vital role in creating and enabling income-earning opportunities by connecting workers to jobs that meet this local demand, fostering economic growth while addressing climate challenges.

Global Green Services

Global Green Services focus on platforms that connect African talent with demand for green jobs and services beyond the continent. This includes Green Talent Platforms including training, certification, job placement, migration, and career networking, connecting African professionals with high-demand green roles globally while fostering professional development through mentorship and training programs

It also includes Green Digital Work platforms, which enable Africans to join the global workforce in supporting green sectors through tasks like carbon finance, ESG reporting, and global climate action. These platforms highlight Africa’s role in the global green transition, leveraging its workforce to address critical skill shortages in green industries worldwide.

A shared ‘Jobtech – Green Jobs’ taxonomy

Emerging Green Sectors				Global Green Services	
 Energy & power	 Agriculture & nature	 Waste & Recycling	 Mobility & transportation	 Green Talent Platforms	 Green Digital Work
RE, Electrical skilling and accreditation	Farm equipment and land rental platforms	Waste collection and sorting platforms	E-mobility service platforms	Green Career Networks	Managed Services for ESG and carbon
Gig matching for technical tasks	Ecosystem conservation platforms	Sustainable product e-commerce	Mobility training and matching platforms	Migration Platforms	Digital green microwork
Green product PAYGo SaaS platforms	Agri labour platforms				Environmental data collection and analysis
Green Product Agent Networks					

Market of companies

Energy and Power workforce platforms

Green agent networks

baobab+, Bright Life by FINCA International, M POWER, Bidhaa Sasa, OOLU, pawame

RE Skilling and accreditation

GREEN Solar Academy, NEPOWORX, PVGreenCard, iepa

Gig and job matching

ENERGY TALENT CO., Installar, hohm

PAYGo SaaS platforms

angaza, Upya, SOLARIS OFFGRID, KPay

E-mobility and Transportation platforms

Agri rental platforms

hello tractor, Bfarm Tech, TROTRO Tractor Limited, Lersha

Conservation platforms

veritree

Agri labour platforms

AgriShare – Connecting you to farm resources

Sustainable agriculture and Nature restoration workforce platforms

Waste collection and sorting

COLIBA – Creating value from waste, EcoBrixs – Building Zero Waste Communities, ecobarter, G, Scrapays, wecolers

Sustainable product e-commerce

CHAINT AFRIQUE, TELIOSPACE

Materials, Waste, and Recycling platforms

EV platforms

greenwheels, M max, eBee, wahu!

Global Green Services Platforms

Global Green Services

Shortlist, conservation careers, CLIMATEBASE, WORK ON CLIMATE, Terra.do

Sub Sector Definitions — Emerging Green Sectors

Energy & power	Mobility & transportation	Agriculture & nature	Waste & Recycling
Skilling and accreditation Platforms that focus on technical training, upskilling, and accreditation in renewable energy (RE) technologies. They target individuals seeking to enter the green energy workforce or upskill for	**E-mobility service platforms** Platforms that provide electric vehicle (EV) ride-hailing, delivery, or fleet services, exclusively using electric vehicles. These platforms connect drivers with demand for services and access to EVs, charging infrastructure, and fleet management	**Agri rental platforms** Platforms that enable farmers and MSEs to hire out farm machineries, equipment, and land to other farmers. These platforms connect resource owners with users of tractors, irrigation systems, storage facilities, etc.	**Waste collection and sorting** Platforms that connect individuals or small businesses with opportunities to collect, sort, and transport waste for recycling or disposal, often incentivizing participation through payments based on volume or type of waste.
Gig matching Platforms that connect trained individuals with job opportunities in the energy value chain, including installation, servicing, maintenance, and other technical or administrative tasks.	**EV infrastructure services** Platforms focused on the installation, management, and maintenance of EV charging infrastructure and vehicle servicing. These platforms enable the growth of the EV ecosystem by supporting technicians, electricians, and businesses involved in building and sustaining the charging and maintenance networks	**Conservation platforms** Platforms that digitize, verify, and monetize forestry and ecosystem conservation activities, enabling individuals to earn from planting trees, conserving wetlands, etc.	**Sustainable product e-commerce** Platforms that aggregate and sell sustainable, eco-friendly products made from recycled or upcycled materials, connecting producers directly with consumers.
PAYGo SaaS platforms Platforms that enable distributors, micro and small enterprises (MSEs), and individual entrepreneurs to sell, finance, and monitor renewable energy products. Also enable MSEs to manage a remote workforce.		**Agri labour platforms** Matching platforms for seasonal or temporary work in agriculture, such as planting, harvesting, livestock care.	

Green Product Agent Networks

Platforms that enable individuals to act as the front-line workforce for selling, distributing, and financing a wide range of green products and services. While many start by offering energy products like solar kits or clean cookstoves, they often expand to include items from other green sectors, such as climate-smart agriculture tools like solar water pumps and mobility products like electric bikes. These networks also empower agents to diversify their income by offering non-physical products, such as digital financial services, bill payments, and other essential services, making them a critical driver of green product adoption in underserved markets.

Sub Sector Definitions – Global Green Services

Global Green Services	
Green Talent Platforms	Green Digital Work
Green Career Networks Connect African professionals with global job opportunities in green sectors, serving as digital job boards, networking hubs, and career resources. These platforms also facilitate professional development by offering training programs, mentorship, and connections to employers in renewable energy, climate action, and sustainability fields. They are key in aligning African talent with global green workforce needs, ensuring a steady pipeline of skilled professionals ready to contribute to global climate goals.	**Managed Services for ESG and carbon** Managed services platforms provide outsourced solutions for carbon tracking, ESG reporting, and sustainability compliance, connecting African talent to global organizations needing support. Workers contribute remotely to tasks such as carbon footprint analysis, net-zero monitoring, or environmental risk assessments.
Migration Platforms Specialize in preparing and facilitating the movement of African workers into high-demand green jobs globally. These platforms provide a comprehensive suite of services, including training in green sector skills such as renewable energy installation, EV maintenance, or sustainable agriculture practices, as well as certification to meet international standards. By managing the job placement process, these platforms connect workers with opportunities in regions like Europe, where local labor supply often falls short of demand for green sector expertise.	**Digital green microwork** Digital green microwork platforms enable African workers to perform remote, task-based work for global organizations engaged in green initiatives. Tasks might include labelling climate data, processing carbon accounting records, or assisting with digital tools for environmental compliance. These platforms offer a flexible and scalable entry point into global green sectors, expanding opportunities for individuals with varying levels of digital skills.
	Environmental data collection and analysis Environmental data collection and analysis platforms enable individuals or small teams to gather, manage, and analyze data for green and sustainability-focused projects. These platforms connect African talent with opportunities to contribute to tasks such as biodiversity monitoring, carbon credit validation, geospatial data collection, and field-level environmental surveys. By leveraging technology, they allow workers to participate in climate research, conservation initiatives, and regulatory compliance efforts for international markets.

3. Sector analysis

Analysis and 8 findings from green jobtech deep-dive

- **Domestic demand for green jobs is growing, but workforce gaps remain:** Africa's transition to clean energy, sustainable mobility, and circular economies will require millions of workers, yet there is **no clear workforce pipeline** to meet this demand. **Jobtech platforms will be critical in skilling, matching, and enabling workers to take on these roles at scale.**
- **Solar and renewable energy will dominate green job creation—but workforce constraints remain:** With 1.7 million jobs expected in solar alone within the next five years, the sector presents the largest opportunity. However, technical skilling, accreditation, and matching have not kept pace with industry growth. Platforms that integrate training with placement, financing, and business enablement will be critical
- **Business model viability is still a challenge in skilling: Skilling and accreditation platforms alone have struggled to achieve sustainability**. The most viable models integrate job placement, financing, or product distribution to create sustainable revenue streams.
- **E-mobility is growing but lacks workforce infrastructure:** The rise of electric two- and three-wheelers for taxis and courier services is driving sector growth, but training and servicing infrastructure is lagging. **Jobtech platforms must play a role in onboarding and upskilling EV drivers,** as well as training the future workforce of EV technicians and charging station operators, and matching drivers with passenger transport and courier services.
- **Waste collection jobs exist—but job quality is poor:** Waste and recycling work is often informal, hazardous, and lacking in worker protections. Platforms could improve conditions by ensuring transparency in the labor chain, providing access to PPE, vaccinations, and training, and linking workers to safer and higher-value roles.
- **Green product agent networks are a proven model for earning:** These platforms already enable thousands of individuals to earn by selling and financing solar kits and cookstoves, and we expect them to expand into other green products like electric bikes and solar irrigation pumps. This is one of the **strongest, most scalable platform models** for green jobtech.
- **Africa can tap into global demand for green talent:** Migration platforms for green roles can help fill workforce gaps in Europe and beyond, training and placing African workers in renewable energy, and sustainability-focused roles that require in-person presence for technical work.
- **Digital platforms can unlock new sources of global green work:** Africa's workforce can contribute to climate action through remote work in carbon finance, ESG reporting, and environmental data collection. These roles are currently undervalued but offer a five-year horizon for significant job creation.

What makes an ‘investable’ green jobtech platform?

The **most investable** Green Jobtech platforms in Africa will be those that **capitalize on market growth, solve critical workforce inefficiencies, and scale sustainably.** With green industries expanding rapidly and workforce bottlenecks limiting their potential, VC-backable platforms will need to exhibit strong market demand, clear revenue pathways, and scalable digital infrastructure.

- **Operate in high-growth, high-demand green sectors** – The most attractive platforms will embed themselves in fast-scaling industries such as solar energy, EV mobility, waste circularity, and carbon markets, where workforce gaps are a major constraint to growth.
- **Solve a critical workforce problem with a scalable business model** – Investible platforms will not just train workers but match, finance, or integrate them into service and value chains, ensuring recurring revenue beyond education services.
- **Monetize workforce enablement, not just job access** – The strongest models will embed financial services, productivity tools, or asset financing (e.g., EV leasing, PAYGo solar, work equipment) to generate revenues while lowering barriers to workforce entry.
- **Leverage Africa’s role in the global green economy** – Platforms that connect African talent with international green work—whether through climate digital freelancing, ESG reporting, or skilled migration—can tap into high-value global labor markets.
- **Disrupt legacy employment models with tech-driven efficiency** – By digitizing workforce supply and demand, these platforms will bring data-driven hiring, automation, and efficiency to historically informal or fragmented industries like energy installation, green logistics, and waste management.
- **Improve job quality and worker retention** – Beyond just job placement, investible platforms will support long-term worker retention by offering training, upskilling, career pathways, and safer work conditions in high-risk fields like waste collection and e-mobility.

The green transition will not happen without workforce solutions that match supply with demand. Investible jobtech platforms will be those that unlock Africa’s talent at scale—creating both profitable businesses and measurable climate impact.

Our Green Jobtech Investment Thesis

Africa's green economy is scaling rapidly, yet workforce development remains a critical bottleneck. **Without platforms that skill, match, and enable workers in these sectors, the green transition cannot reach its full potential.** Billions are already flowing into renewable energy, mobility, and circular economy ventures, yet few solutions exist to build the workforce at scale. We see jobtech platforms as a missing piece in this ecosystem, ensuring talent supply meets the surging demand for green jobs—both locally and globally.

Where We See the Biggest Opportunities

- **Platforms that integrate skilling and job placement in high-demand green sectors** – Standalone skilling models have struggled with business model viability, but platforms that combine training with placement, financing, or service delivery will be best positioned for scale. We see strong opportunities in models that train and directly place workers into solar installation, EV servicing, waste recycling, and ecosystem restoration roles.
- **Jobtech platforms that power decentralized, commission-based workforce models** – Green agent networks are one of the strongest, most scalable earning models in green jobtech. These platforms already enable thousands of agents to sell and finance solar kits and clean cookstoves, and we expect their expansion into EVs, solar irrigation, and upcycled waste markets. With commission-based sales, embedded financing, and direct worker ownership models, these platforms create income at scale.
- **Market-driven solutions that formalize and improve green job quality** – Many jobs in waste and recycling, and parts of e-mobility, remain informal, hazardous, and low-paid. While this is often seen as a worker rights issue, it is also a business opportunity—platforms that formalize gig work improve retention, increase efficiency, and reduce reputational risks for corporates and municipalities contracting green services. Models that increase transparency, ensure worker protections, and integrate financing for safer work tools (PPE, EVs, equipment) will capture significant market demand.
- **Platforms that connect African talent to global green workforce opportunities** – There is growing global demand for skilled workers in renewable energy, carbon markets, and sustainability compliance, yet Africa is not yet fully positioned to fill these gaps. Migration platforms that train, certify, and place African workers in European and global green jobs can help solve critical labor shortages. Meanwhile, digital jobtech platforms enabling Africa's workforce to participate in global ESG, carbon finance, and climate-related freelancing will see strong tailwinds as these sectors scale.

The green economy is already a top investment sector, yet much of the funding has overlooked workforce enablement. Without structured training, matching, and workforce scaling solutions, Africa risks a severe labor shortage in high-demand green jobs. Investors already backing renewable energy, e-mobility, and circular economy ventures should see Jobtech platforms as a natural extension of their investment thesis, ensuring that workforce constraints do not limit the sector's long-term growth.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4.Inclusivity

Gender Inclusion in Green Jobtech Sectors

The transition to a green economy presents major employment opportunities, yet **women remain significantly underrepresented in many high-quality and high-paying green jobs**. While some sectors naturally offer more inclusion, others require targeted interventions to break down barriers. Understanding where women are currently engaged—and where they face the greatest exclusion—is key to building inclusive workforce solutions.

Sector	Gender Inclusion Factors
Energy and Power	Low female participation due to technical barriers and male-dominated skilling programs, though agent networks for solar sales offer entry points. Women represent less than 10% of solar technicians globally, highlighting the need for targeted upskilling programs.
Mobility and Transport	Very low participation, as driving and EV maintenance are heavily male-dominated, requiring targeted recruitment, and training for women. Women face cultural and safety concerns in public transport roles, limiting their participation in ride-hailing and logistics.
Waste and Recycling	High participation in informal waste collection but low earnings and hazardous conditions; formalization and worker protections could significantly improve job quality. Women are often concentrated in lower-value recycling tasks such as sorting, while men dominate roles involving machinery and higher-value waste processing.
Agriculture and Nature	Women are heavily involved in smallholder farming, but land access and financial barriers limit their ability to benefit from climate-smart agriculture innovations. Women produce a significant share of Africa's food but often lack control over decision-making and farm revenues.
Global Green Services	Higher inclusion potential due to remote work opportunities in ESG reporting, digital green work, and migration for global green jobs. Women in Africa are more likely than men to seek remote work options due to caregiving responsibilities, making digital platforms a strong enabler of inclusivity. However, gender gaps in digital literacy and access to technology still pose challenges, requiring targeted training and support programs.

Barriers to Higher Female Participation in Green Jobs

While green jobs hold **significant promise for women**, multiple barriers prevent full participation:

- **Skills & Qualification Gaps** – Women are underrepresented in STEM education and technical training, limiting their access to higher-paying roles in energy, mobility, and infrastructure.
- **Occupational Segregation** – Women are overrepresented in informal, low-paying roles (e.g., waste picking, unpaid agricultural labor) and underrepresented in technical and leadership positions.
- **Structural & Social Barriers** – Gender norms, unpaid care work, and legal restrictions limit women's mobility, access to financial resources, and ability to enter traditionally male-dominated sectors.
- **Limited Access to Finance & Assets** – Women-led businesses struggle to secure capital to start or expand green ventures, and lack of land ownership hinders participation in sustainable agriculture and ecosystem restoration.
- **Lack of Workplace Safety & Job Protections** – Many women in informal green jobs face unsafe working conditions, harassment, and wage insecurity, particularly in waste collection and recycling.

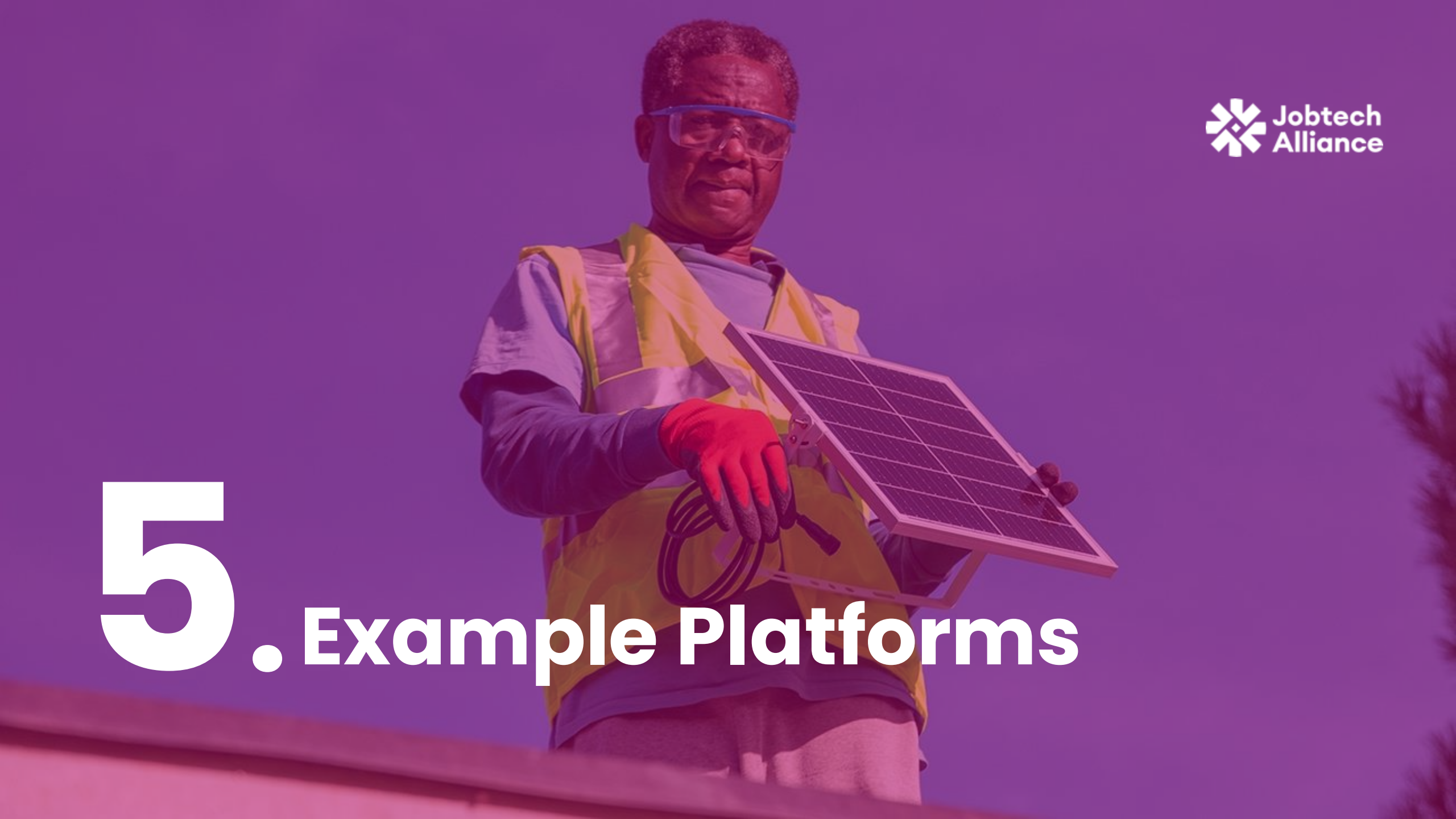
Without intentional interventions, women risk being concentrated in lower-paying, informal green jobs while missing out on the highest-growth opportunities. Addressing these barriers is not just about equity—it's essential to ensuring that Africa's green transition is inclusive, scalable, and capable of meeting future workforce demands.

The Role of Jobtech in Advancing Gender Equity in Green Jobs

Jobtech platforms can play a transformative role in overcoming gender barriers in green jobs by providing accessible training, job-matching, and income-generating opportunities.

- **Bridging the Skills & Qualification Gap** – Digital skilling platforms can expand women's access to STEM and technical training, offering self-paced and remote courses in solar installation, EV maintenance, and other fields which are traditionally male-dominated.
- **Expanding Job Access & Matching** – Online jobtech platforms can connect women to increasingly formal, higher-paying green jobs by matching them with flexible, remote, and location-based work opportunities, including sustainable e-commerce, agent models, and climate data freelancing.
- **Unlocking Finance & Asset Ownership** – Platforms integrating embedded finance can help women access capital for green employment and self-employment, such as selling solar products or operating EVs, while fintech-driven savings and lending models can reduce financial barriers to entry.
- **Improving Workplace Safety & Job Protections** – Platforms that formalize informal green jobs, particularly in waste collection and recycling, can improve working conditions by facilitating access to PPE, safety training, wage transparency, and legal protections.
- **Facilitating Global Green Job Migration** – Jobtech can enable training and placement of African women into high-demand global sustainability jobs, bridging gender gaps in green labor markets abroad while ensuring fair wages and protections.

By integrating gender-responsive design, jobtech platforms can create pathways for women to access and thrive in the green workforce, ensuring that Africa's transition to sustainability is both inclusive and economically transformative.



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5. Example Platforms

Platform Examples – Energy and Power

Baobab+

baobabplus.com/en

West Africa (5 markets)

Taxonomy: Green Product Agent Network

Baobab+ is a digital platform and agent network that enhances access to clean energy and digital solutions across Africa. The company provides solar home systems, clean cookstoves, and digital devices with embedded finance, making these technologies accessible and affordable. Baobab+ sells products through 500 retail points and 1,000+ agents in Senegal, DR Congo, Nigeria, Madagascar, and Ivory Coast. Agents earn commissions on every sale they close and transaction they facilitate, with some also receiving bonuses for supporting clients in successfully repaying their asset financing.

Instollar

instollar.com

Nigeria

Taxonomy: Gig Matching

Instollar is a green workforce marketplace that connects renewable energy companies with a vetted network of skilled solar technicians across Africa. By leveraging location and skill-based algorithms, it efficiently matches solar companies with local installers, reducing costs and enabling rapid scaling. The platform offers end-to-end solar installations, maintenance, and training, including InstallHER, a program committed to training 10,000 women in solar installation by 2030. Instollar accelerates renewable energy adoption while creating dignified job opportunities in underserved communities.

Platform Examples – Agriculture and Nature

AgriShare

https://www.agrishare.app/

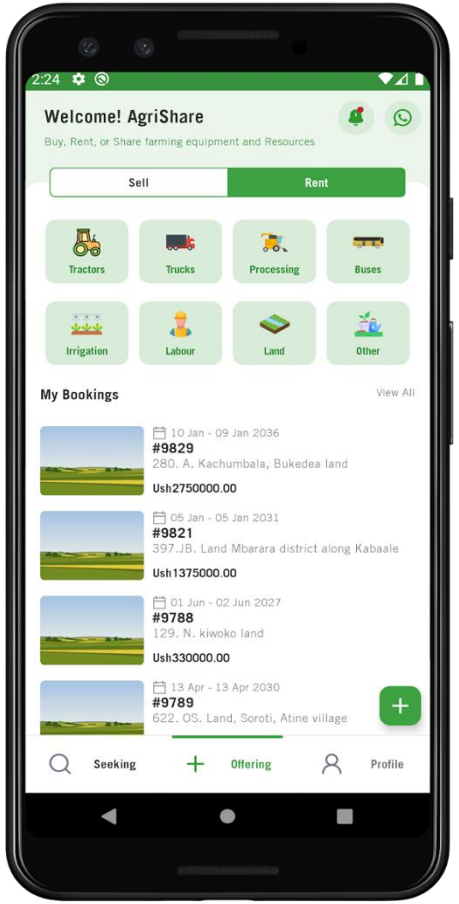
Uganda

AgriShare
Connecting you to farm resources

Taxonomy: Agri rental platform and Agri Labour platform

AgriShare is a digital rental platform that enables farmers to hire out their tractors, lorries, processing equipment and land to other farmers. AgriShare's platform also enables farmers to hire labour for seasonal work.

Founded in 2022, AgriShare has over 4,000 active rental listings and has conducted transactions with over 70,000 farmers in Uganda.



Wecyclers

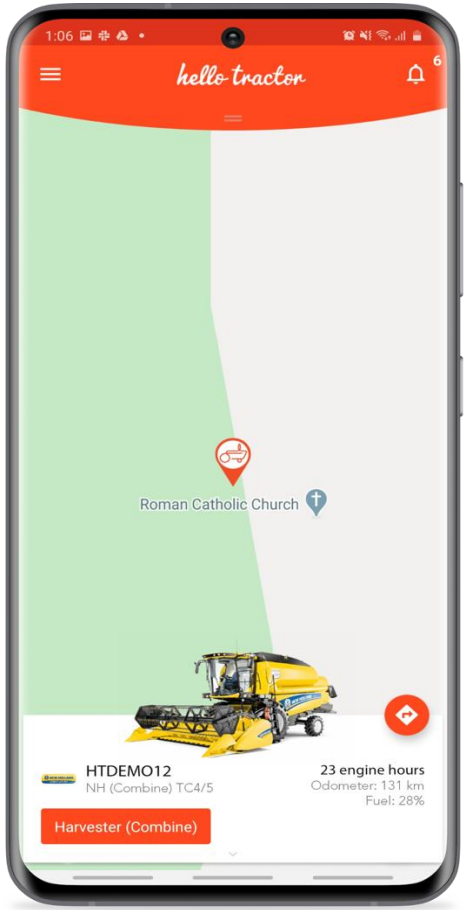
https://hellotractor.com/

Kenya, Nigeria

hello tractor

Taxonomy: Agri rental platform

HelloTractor is a platform that connects tractor owners with smallholder farmers who need tractor services. By leveraging mobile technology, Hello Tractor improves access to mechanized farming. Provides job opportunities for tractor operators and technicians, while also supporting farmers in increasing their productivity through access to mechanized services.



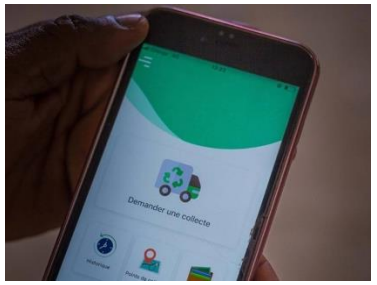
Platform Examples – Waste and Recycling

Coliba

coliba.com.gh

Ghana

Coliba is an innovative digital platform dedicated to the recycling of plastic waste in Ghana. Utilizing web, mobile, and SMS applications, Coliba facilitates plastic waste collection, recovery, and recycling through a network of waste pickers, of whom 80% are women. The platform offers a marketplace for recycled products, promotes sustainable practices, and integrates an incentive-based model to encourage participation. To enhance workplace safety, Coliba provides personal protective equipment (PPE) such as gloves and masks, and offers training on occupational health and safety practices to ensure a safer working environment



Instollar

wecyclers.com

Nigeria

Wecyclers is a Jobtech platform that operates in the waste and recycling sector, providing convenient recycling services in densely populated urban neighborhoods. By incentivizing low-income communities to recycle waste through a rewards-for-recycling platform, Wecyclers promotes environmental sustainability and creates socioeconomic opportunities. Their innovative approach utilizes cargo bikes, motorized tricycles, and a franchise program to expand recycling efforts, reduce landfill waste, and support local recycling industries.

Platform Examples – Mobility and Transportation

Wahu Mobility

wahu.me

Nigeria, Togo, Zambia, Ghana

Wahu is a digital platform that offers sustainable mobility solutions through electric bike rentals and ride-hailing services in Africa. By providing electric bikes for lease to driver-partners, Wahu creates job opportunities and promotes eco-friendly transportation. The platform supports drivers with comprehensive services, including training, maintenance, and customer support, enabling them to earn a stable income while contributing to a cleaner environment.

GreenWheels

greenwheels.africa

Kenya, Tanzania

GreenWheels Africa is a digital platform dedicated to accelerating the transition to electric mobility in Africa by managing a fleet of electric motorbikes, primarily through partnerships with ride-hailing services. The platform focuses on creating job opportunities for riders through an innovative lease-to-earn model. GreenWheels has deployed e-bikes to over 500 riders, and plans to provide 5,000 jobs by 2025.

Platform Examples - Global Green Services

Africa Climate Careers Network

africaclimatecareersnetwork.com

Pan-Africa

Africa Climate Careers Network (ACCN) is an inclusive community that provides access to jobs, events, peers, and mentors to help youth and women in Africa transition into the clean energy and climate sectors. ACCN is powered by Shortlist Futures, a business unit within Shortlist. ACCN is the continent's largest climate-focused job board, already with nearly 150 companies and over 1,000 open jobs.
Free programs introducing climate topics, emerging climate-related careers, how to prepare for them, and how to approach a job search.
A virtual community, offered in partnership with Localized, to offer webinars, networking, and more

Climatebase

climatebase.org

USA-based with pan-African roles

Climatebase's platform empowers the global climate community with directories for climate jobs and climate organizations. Also runs the Climatebase Fellowship, a climate career accelerator and organizes SF Climate Week, one of the largest climate summits in the world.

Their jobs directory connects people with employment and volunteer opportunities at organizations working to solve the climate crisis. Directory of organizations spans green sectors including transportation, energy, NBS, agriculture, manufacturing, carbon removal, etc.

Climatebase Fellowship gives fellows access to expert guest speaker sessions, career support, project-based work, and a supportive network of talented peers. Sample organizations include BURN, SNV, PULA, and Acumen, while sample roles include Production Manager, Director of Research, Finance Manager, and Investment Analyst.