



# Careers of Tomorrow: **Green Jobs & AI**

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A top-down view of a wooden desk. In the top-left corner, a portion of a dark laptop is visible, showing the keyboard and trackpad. In the top-right corner, there is a white cup of coffee with a latte art design of a leaf. In the center-left, there is a white spiral-bound notebook with a silver pen resting on its left page. The text "What is your today's goal?" is overlaid in the center of the image.

# What is your today's goal?

- Why are you here today?
- What is your biggest question?
- What do you want take away?





# Who am I ?

- I am certified career counsellor, HR Professional, lawyer and lecturer
- 20 + years of work experience in private and public sector
- I support students in finding a path to a career that gives them meaning and getting clarity on what they want to do in life.
- I have Portfolio Career



# Career coach and counsellor

in **multicultural** environment

Czech  
English  
German  
French

Lawyer, HR  
Professional and  
Career Coach

Coaching

100+hours of  
training in career  
counselling

Career guidance  
in schools

Sustainable  
career guidance

Individual  
consultations

Workshops and  
webinars



CH-Q METHOD OF  
MAPPING  
STRENGTHS AND  
COMPETENCES

**“We all have strengths to succeed.”**



# Change is the only certainty we have



## The World of Work Is Changing



### Key forces transforming the job market:

Climate change and sustainability

Digital transformation and Artificial Intelligence

Demographic shifts..



### The shift from “one career for life” to adaptable career paths



# Will AI Create More Jobs Than It Replaces?

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1. Who feels under pressure to choose the “right” studies?
2. Who fears that AI will replace many jobs?





# Careers of the future

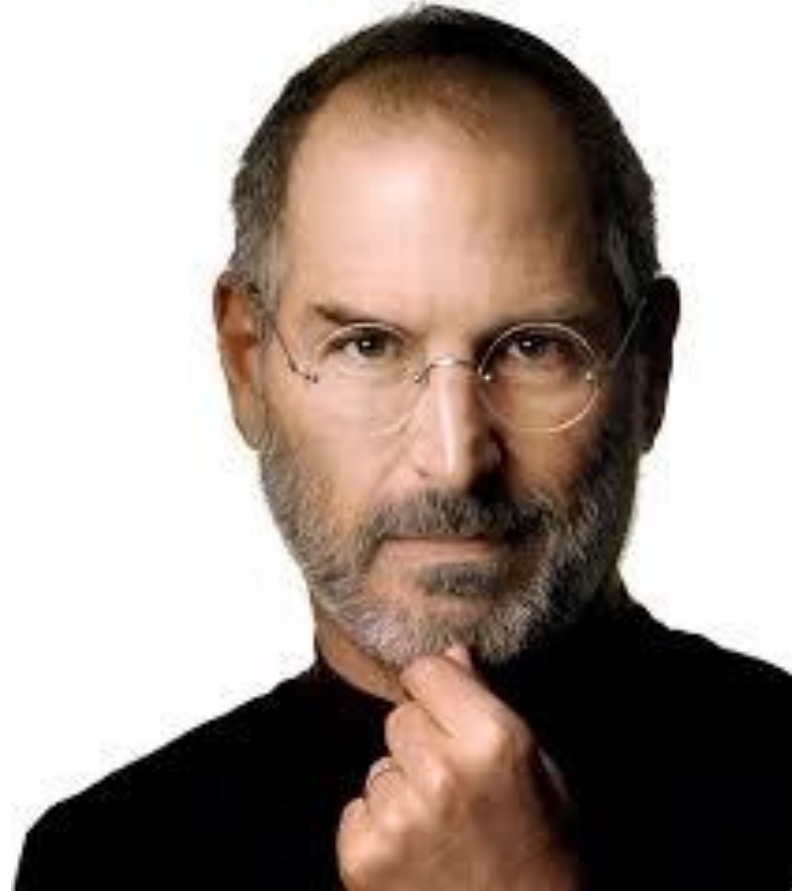
## Future of Jobs Report, 2025 World Economic Forum

- The landscape of work continues to evolve at **a rapid pace**
- **Technology-related** roles are the fastest-growing jobs, including:
  - ✓ Big Data Specialists, AI and Machine Learning Specialists, Sustainability Specialists, Business Intelligence Analysts and Information Security Analysts, and Solar Energy Installation and System Engineers.
- ✓ **Climate change** jobs: Renewable Energy Engineers, Environmental engineers and electric and autonomous vehicle specialists
- ✓ **Care economy jobs**, such as: Nursing Professionals, Social Work and Counselling Professionals and Personal Care Aides are also expected to grow significantly over the next five years.



# “You have to trust that the dots will somehow connect in your future” Steve Jobs

- The World Economic Forum predicts that while AI could displace 85 million jobs globally, it may also create **97 million new ones**.
- AI is creating demand for entirely new job roles, such as AI trainers, algorithm auditors, and prompt engineers.
- Entrepreneurial Opportunities : With AI tools becoming more accessible, entrepreneurs are using AI to build innovative startups.

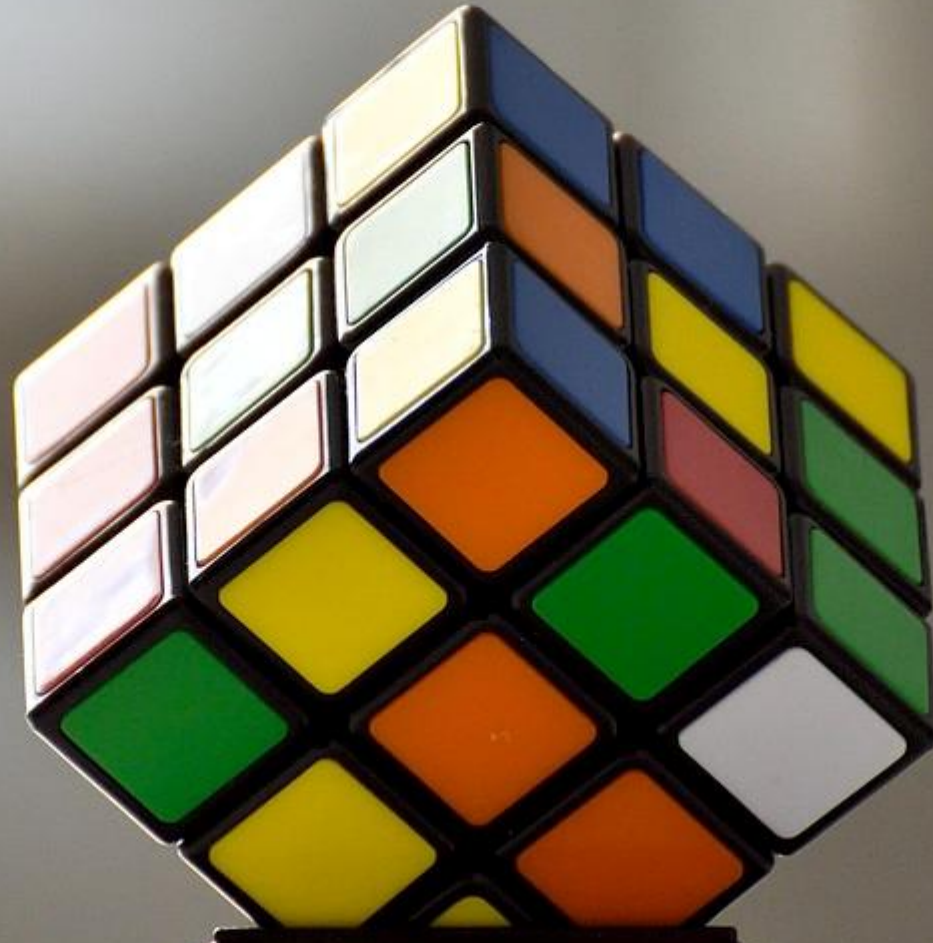






# No one starts at the finish line..

- Career management is **lifelong** process.
- You will probably **change your job 30 times** in your lifetime
- The only certainty is **CHANGE**
- **30% of first-year** University students are leaving or changing their courses during the first year of study. Spain's total university dropout has been observed near 33 percent.
- The main reasons for **not completing tertiary education** in Europe include:
  - ✓ Finding their studies uninteresting or not meeting their needs (22%)
  - ✓ The degree of difficulty of their studies (18%)
  - ✓ A large proportion of students leave their programs because they realize they chose **the wrong field**.
  - ✓ Feeling not prepared for university-level expectations. Culture shock, language barriers, and unfamiliar academic systems.



Putting the right colours together



# When you think about your career and studies what is important to you?

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- What matters to me?

Your career is a journey filled with twists, turns, and surprises. Enjoy it!

- Dream big but remember it takes time, consistency and patience to get there.
- Success and career what does it mean to you?





What are the professions you know?





## Challenges in today's job market

# Green jobs are not one sector - they are everywhere

They are jobs that have a positive impact on the climate and society.

- Workers with green skills in non-green roles now make up the majority of green hires for the first time.
- **29-54% better** chances to get a job with green skills [LinkedIn Green Skills Report 2025 - November 2025]





# Green jobs

Green transition trends, including efforts to reduce carbon emissions and adapt to the climate crisis, will drive growth that will create **34 million additional jobs** by 2030.

**Green jobs** = any professional activity that helps to **protect the environment and fight climate change** by saving energy and raw materials, promoting renewable energies, preventing or reducing waste and pollution or protecting biodiversity and ecosystems.

They are in:

- business & finance (sustainable investing, ESG)
- IT & data (climate analytics, smart systems)
- law & policy (environmental regulation)
- marketing & design (responsible branding, eco-design)
- construction, transport, food, fashion

Many traditional roles are becoming greener” rather than being replaced.



# The 3 - 30 - 300 rule

## A greener and healthier living environment

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- The “3-30-300” rule captures a profound understanding of the symbiotic relationship between urban environments and nature.
- The Dutch professor **Cecil Konijnendijk**, an expert in **urban greening**, came up with the 3-30-300 rule, which states that: citizens should see at **least 3 trees** from their homes, workplace, every neighbourhood should be able to enjoy minimum of **30% tree canopy** cover and a maximum distance of **300 meters** to the nearest green space.
- Cecil is advising on aspects of urban forestry and nature-based solutions and published book “Rethinking Urban Green Spaces”.





# Emerging Jobs (**The Future of Jobs Report 2025**)

- Care jobs – including nursing professionals, social workers and counselling professionals – are projected to grow significantly over the next five years.
- Driving demand for roles such as renewable energy engineers, environmental engineers and electric and autonomous vehicle specialists.
- Big Data Specialists, Fintech Engineers, AI and Machine Learning Specialists and Software and Application Developers

# Future Careers in Energy sector

- **AI in the energy sector:**  
Demand for AI analysts and renewable energy specialists is growing. Energy companies and renewable energy operators are increasingly seeking experts who can optimize energy production and manage grids using artificial intelligence. Global leaders such as **Siemens Energy, GE Renewable Energy, and Vestas** already use AI to predict the performance of wind turbines and solar panels, as well as to efficiently manage energy flows.







## Skills based jobs

### Future-proof skills matter more than job titles


✓ Skills such as **critical thinking, creativity, communication, and adaptability** will remain valuable even as specific jobs change or disappear.

✓ **Artificial Intelligence (AI) Literacy**

With AI applications in different sectors from healthcare to marketing, learn new skills relevant to an AI-powered economy.

✓ **Cybersecurity Expertise**

As digital transformation accelerates, so do cyber threats. Developing skills in cybersecurity will be critical for safeguarding sensitive information in hybrid work environments.



# Types of Green Skills

## 1. Technical and Engineering Skills

Hands-on skills related to the design, construction, and maintenance of eco-friendly technologies, such as working with renewable energy systems (solar panels or wind turbines), designing buildings that use less energy

## 2. Science and Research Skills

Researching climate change, studying ecosystems, creating eco-friendly farming methods, exploring new ways to grow food sustainably

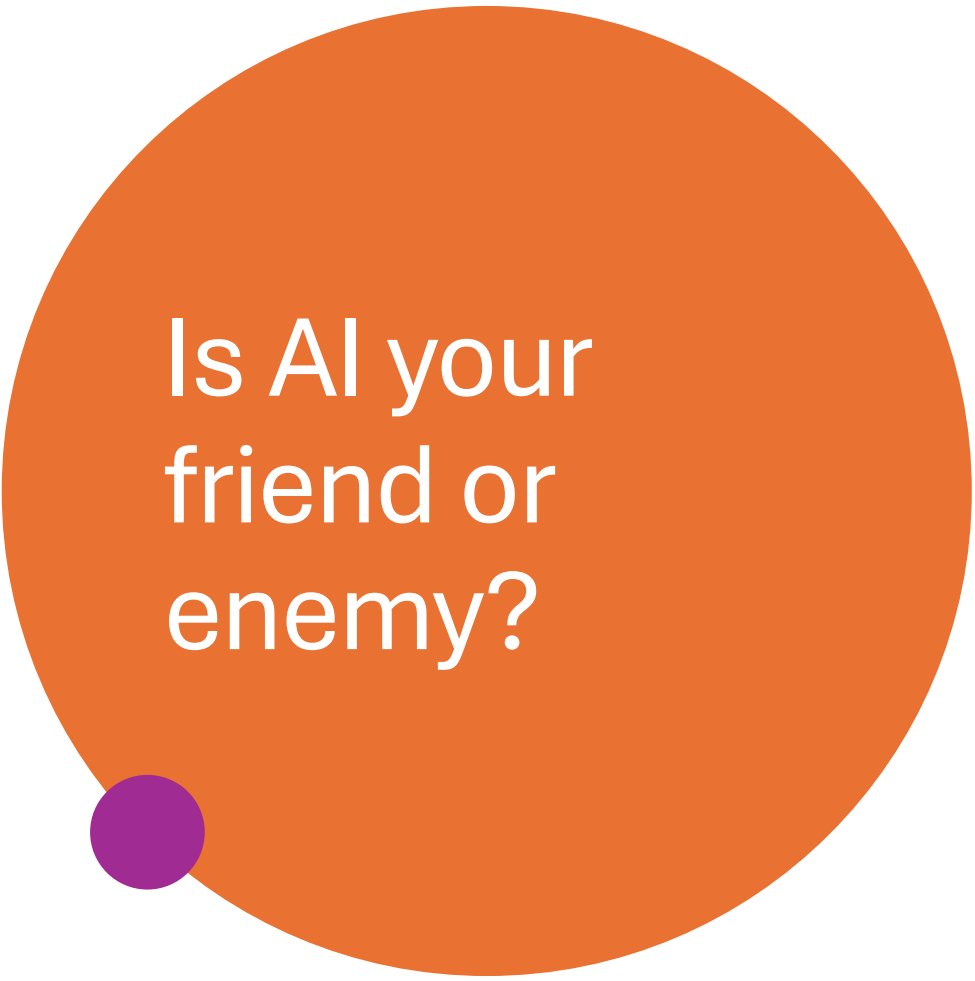
## 3. Management and Strategic Skills

Managing a company's sustainability program, creating eco-friendly products, improving recycling systems, helping businesses use resources more efficiently. Many companies now have an Environmental, Social, and Governance (ESG) policy.

## 4. Compliance and Monitoring Skills

Ensuring that companies and organisations meet environmental regulations and standards





# Is AI your friend or enemy?



I use Chat GPT, Gemini or Claude daily to:

- ✓ Help me with studying
- ✓ Write something
- ✓ Brainstorm ideas
- ✓ Edit videos
- ✓ Analyse texts and make summaries
- ✓ Translate texts into another language

...

**AI skills will set you apart.** AI will replace those who don't know how to use it. Human skills become **more**, not less important (such as critical thinking, creativity, ethical judgment, communication..).

# Transferable skills (soft-skills) are important

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- Time management.
- Communication.
- Adaptability.
- Problem-solving.
- Teamwork.
- Patience
- Active Listening
- Creativity.
- Leadership.
- Resilience
- Ability to receive feedback
- Interpersonal skills.





# Build Your Career Around Your Strengths, Not Your Weaknesses

- ✓ If you know your strengths, you are more likely to feel **confident**, **resilient** and prepared for life after graduation.
- ✓ We all **excel** at something!
- ✓ Strengths help you better understand yourself and others - how we experience life, what drives us and the way we get things done.
- ✓ What sort of **future** you want to create for yourself?

# Myths

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**1. Choosing career means to make one right decision.**

**vs.**

**The 'right career choice' is a myth - adaptability is the real career strategy.**

Building career means making many steps, it is not one time decision made at the age of 18.

**2. I must know what job I will have in the future. I cannot change my decision.**

**Vs.**

**Many future jobs don't yet exist.**

+ Most adults work in roles different from what they originally studied.





# Step-by-step process



# Examples of Bachelor degrees-**Sustainability and AI Studies**

- Sustainable Business and Innovation- **University of Utrecht**
- Global Sustainability Science- **University of Utrecht**
- Bachelor's Degree Programme in Business Innovation and Sustainability - **University of Jyväskylä, Finland**
- **Urban Sustainability Studies- Maastricht University**
- **Data Science and Artificial Intelligence- Maastricht University**
- **Sustainable Bioscience - University of Maastricht**
- **Circular Engineering – University of Maastricht**
- Urban planning and circular economy (Urban Sustainability studies- **University of Maastricht**)



# How can you prepare today.

Choosing studies with flexibility and future relevance. General rather than too narrow field

Transferrable skills, AI and Green skills are important.

Start your own portfolio.

# You don't have to have one perfect answer.



Green jobs are not one sector - they are everywhere. New direction to explore.



Combining interests: sustainability + technology + human skills



Explore ideas for extra-curricular activities, internships, volunteering



Importance of mindset over “perfect choice”



Portfolio careers will become the new normal replacing the single job

# Your next steps

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**Where** can I study the field that interests me?

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What kind of job could I have with such degree?

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Note down **1 new job** you have discovered

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What do you know about the study programme? What will you do in next 3 weeks?

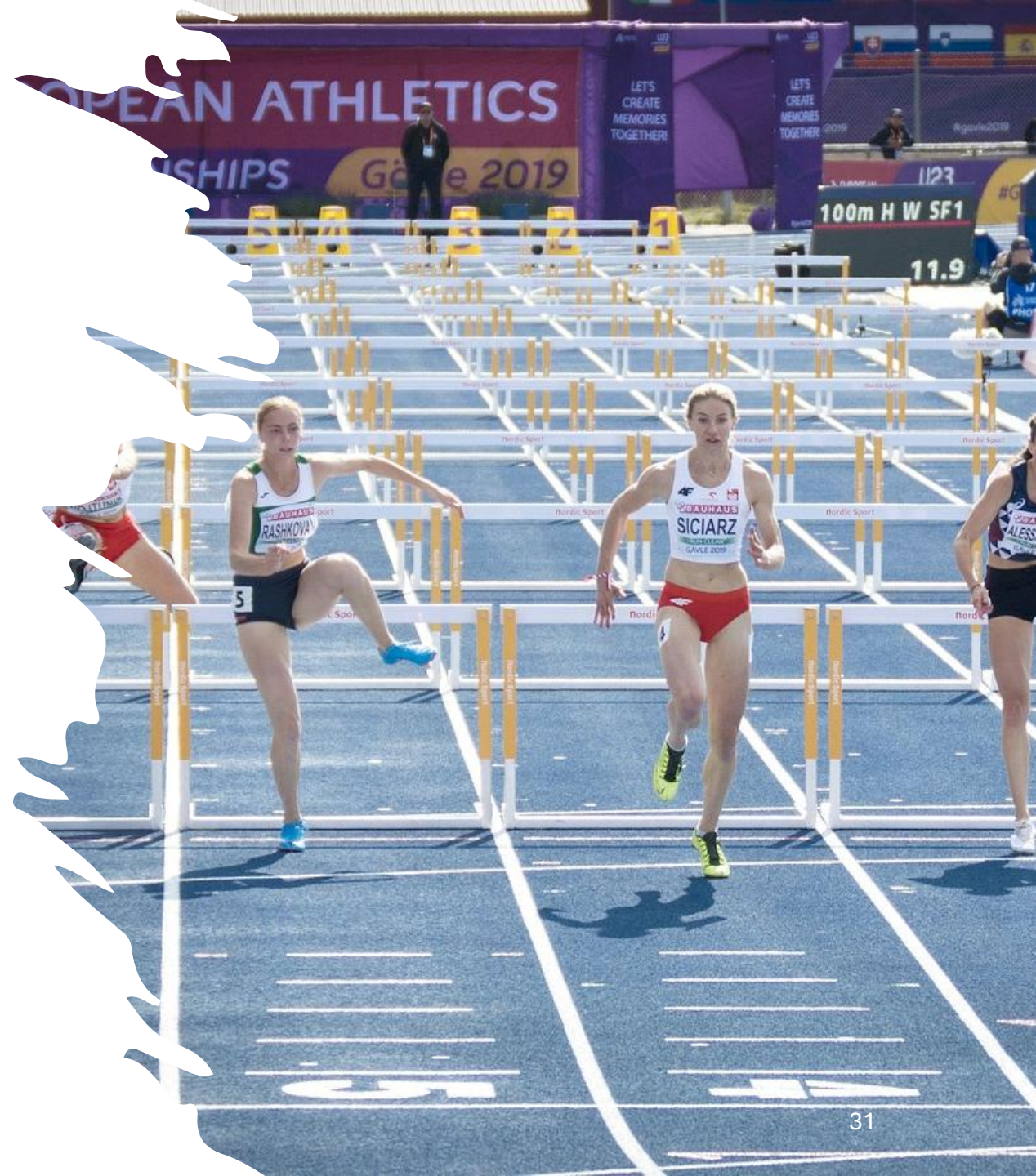


# Overwhelmed? Not sure where to start?



# Let's do it together

- ✓ I help you with making the right choice of subjects for the European Baccalaureate.
- ✓ We will look at your goals, career ideas and interests.
- ✓ I will prepare with you a **motivation letter** and guide you through the **application process** and explain differences between different university systems in EU countries and in the UK.
- ✓ I will support you in creating your own **portfolio of your strengths** and competencies.



# Career coaching is **not** telling you what to do

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It gives you **clarity and understanding** who you are and what do you want.

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It helps you to "move on", it gives you **direction**.

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It gives you **tools and a plan** to support you in your decision-making and reaching your goals.

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It may not bring you much if you are not ready to be proactive, do the work and if you expect that someone else will give you answers to your questions.



**30 minutes discover call for  
FREE  
Book your session TODAY**

 [veronika@veronikahulka.com](mailto:veronika@veronikahulka.com)



**Are you ready to make your dreams come true?  
Take one small step toward them today!**

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**Let's do it together!**

