



NEUTRAL

# Green Careers & Carbon Neutrality

Transformation Through Green Economic  
& Career Development

For Seattle City Council Regional Development & Sustainability Committee  
Tuesday, September 21, 2010

# Green Career Pathways & Carbon Neutrality

## Overview

Green Jobs vs. Green Careers

Challenges & Opportunities

Green Industry Clusters & Career Sectors

Green Economic Development = Jobs

Green Education & Training

Social Equity & Carbon Neutrality

Summary & Recommendations

# Green Jobs vs. Green Careers



Careers = 20+ yrs

Jobs = <3 yrs

# Challenges & Opportunities



Comprehensive  
Market  
Analysis



Definition  
Of Green  
Opportunities



Education  
&  
Training



All Hands  
On-Deck



Social  
Return On  
Investment

**Our Challenges Are Opportunities Too!**

# Industry Clusters & Career Sectors

Where Green Professionals Work?

## Public Sector

- Federal Government
- State Government
- Local Government

## Private Sector

- Corporations
- Consulting Firms
- Sole Proprietors

## Nonprofit Sector

- Research
- Advocacy
- Community Dev't

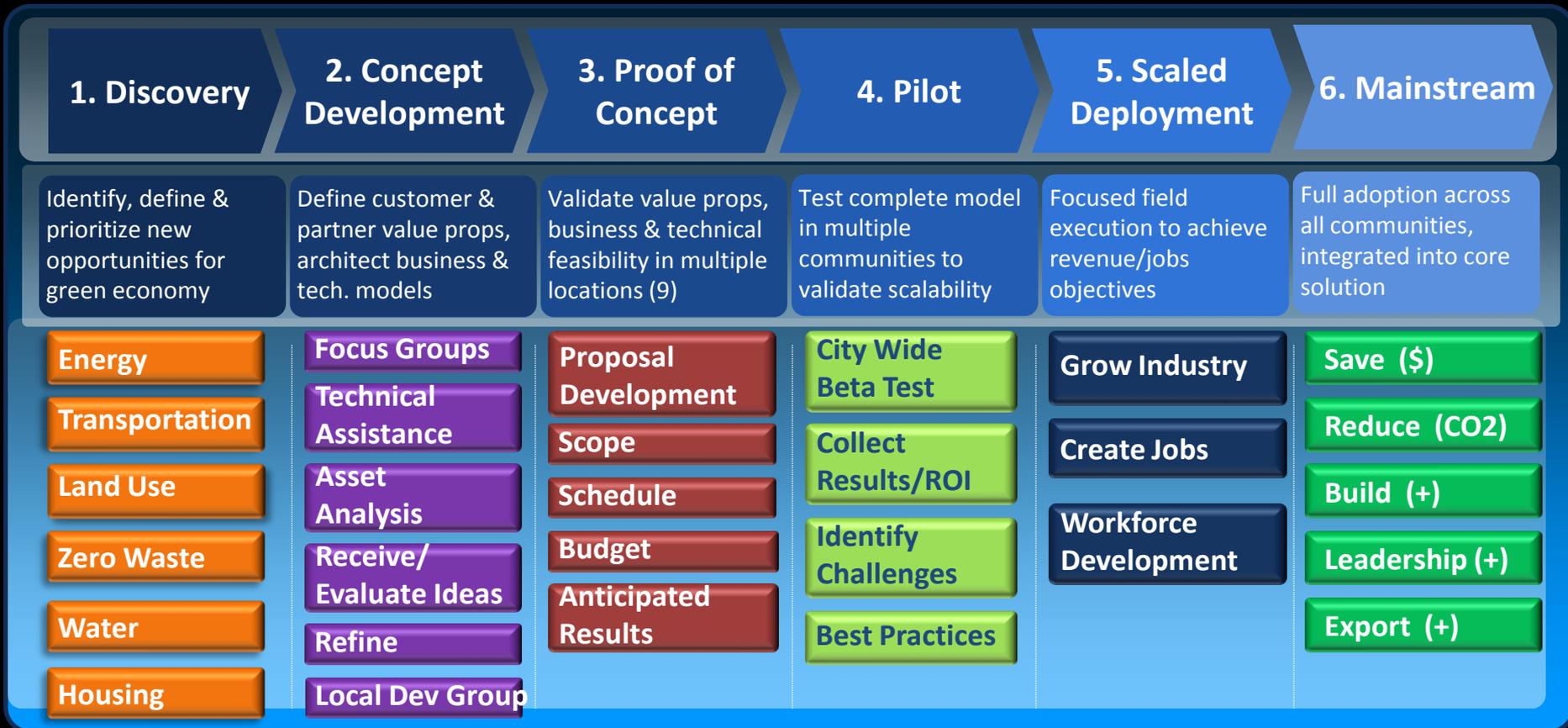


Types of Work Activities

1. Lab Work
2. Field Work
3. Planning & Design
4. Policy Making
5. Regulatory Compliance
6. Public Information
7. Research
8. Information Mgmt
9. Public Relations

Volunteering, Internships & Mentors

# Green Economic Development = Jobs

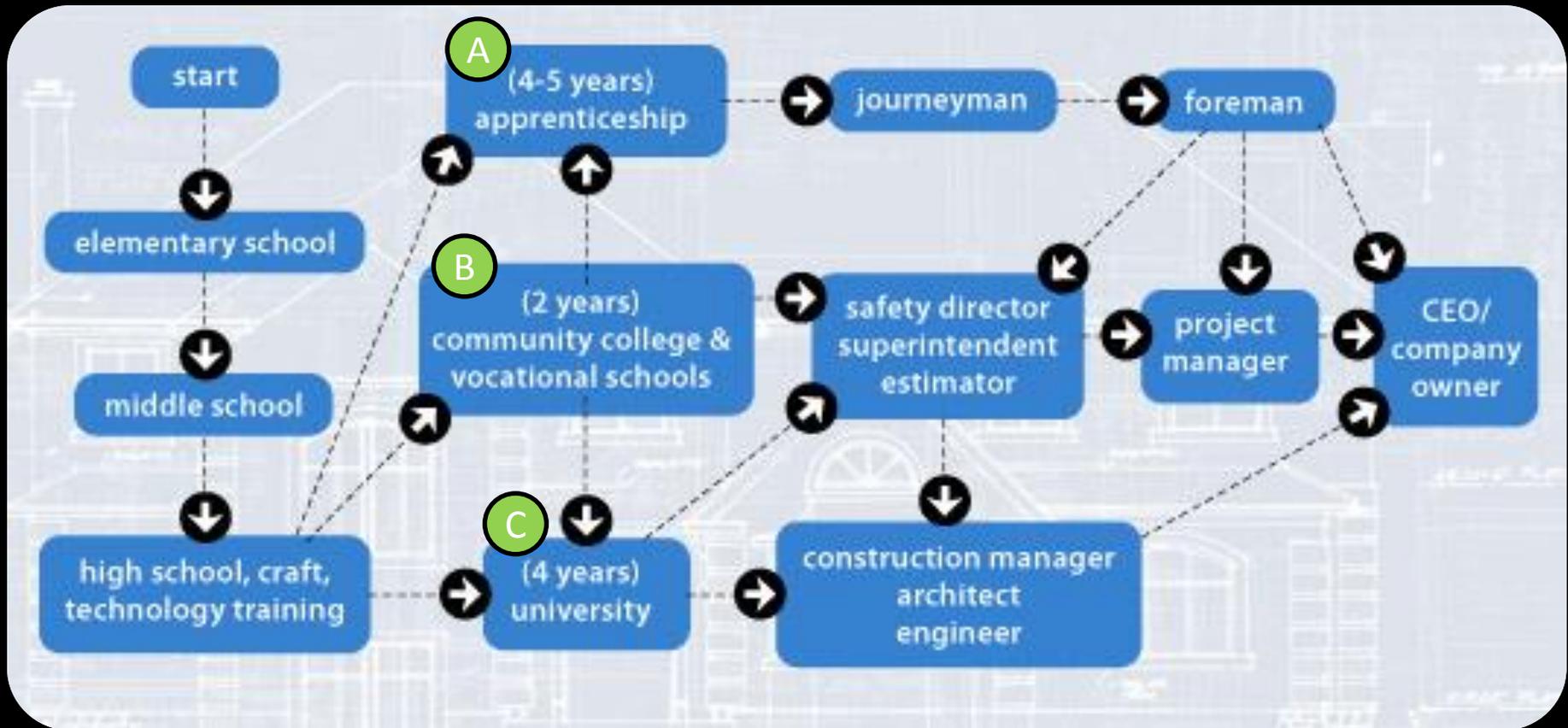


Why you should be excited: Spur Economic Development, Generate Revenue & Create Jobs

## Objectives

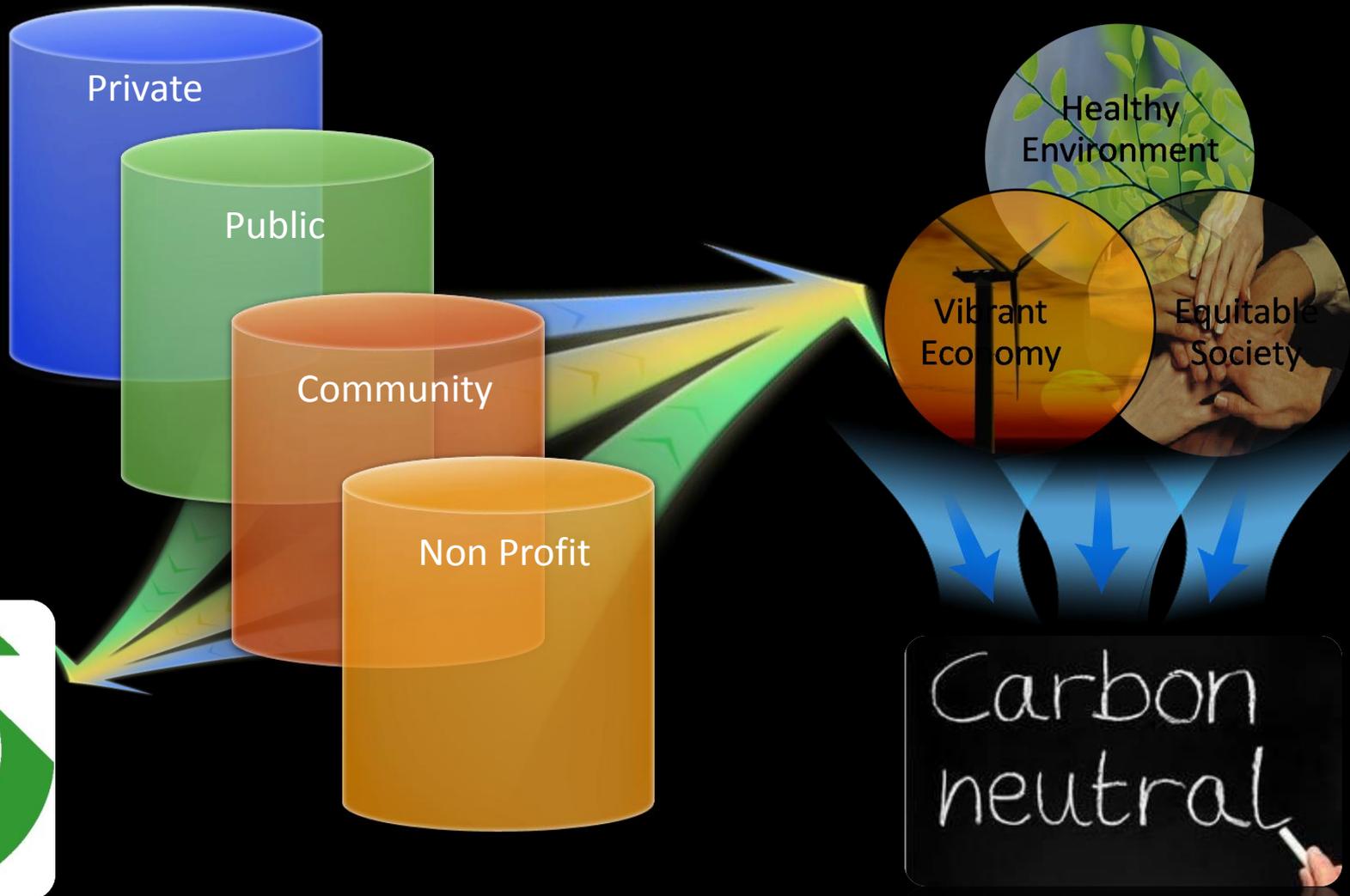
- Demonstrate green economy thought leadership & establish mindshare
- Metropolitan scale green economy solutions that provide pathways out of poverty
- Market expansion in energy , transportation, waste mgmt, land use, & community development
- Long-term sustainable revenue through strategic economic development, partnerships & exports

# Green Education & Training



Apprentice, Journeyman, & Master-level

# Social Equity & Carbon Neutrality



# Recommendations

## Key Action Steps

- 1) Conduct Comprehensive Green Industry Cluster & Green Career Market Analysis**
- 2) Establish Specific Hiring Requirements Per Cluster (who, what, where, how long)**
- 3) Foster Lifelong Educational & Training Pathways Per Cluster (2-yr, 4-yr, post-graduate)**
- 4) Create Coordination & Collaboration Taskforce (< redundancy & > innovation)**
- 5) Involve ALL Stakeholder Groups (public, private, NGO, schools, community, etc)**
- 6) Measure Economic Impact For Social Return on Investment (SROI)**

**Thank you**

# The Team

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