



## Find Your Niche and Market Yourself

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## That's all I have to say about that...

- Why am I an authority on the topic?
- What is a green career anyway?
- Where are the green jobs when we need them?
- Advice I should not be giving

## Hugging trees... professionally

- BS in Environmental Science
- MA in Public Policy
- Environmental Marketing
- Environmentally Preferable Products
- Procurement Management



## This may happen to you...

- Late 1980s - Ad-hoc environmental efforts
- Early 1990s – Formal programs funded by “environmental” money
- Mid-1990s – Several cities, counties and states networking / commiserating
- Late 1990s – More complex projects
- Early 2000s – Nationwide cooperation, common specs, more tools and certifications
- Mid-2000s – The industry catches up, program funded by “procurement” money
- Today – Wide acceptance, training, competition
- Tomorrow – Normal way of doing business, inclusion in employee hiring and evaluation practices

## Defining a “green” job

- Environmental jobs
- Green-collar jobs
- Your own definition



## Why now?

- Increased public interest in “green”
- Government / regulatory pressure
- Increasing energy prices
- Competition with other labor markets
- More frequent job changes
- Aging workforce



## Green industry/job studies

GreenBiz.com's *State of Green Business 2008* assesses 20 green markets and states...

• "How many jobs are being created through all of the kinds of activities measured in this report? No one knows."

**But we can always estimate...**

## "Old" environmental industry

*Environmental Business Journal, 2006*

- Wastewater treatment
- Solid waste management
- Remediation / industrial services
- Consulting / engineering
- Water equipment / chemicals
- Water utilities
- Resource recovery
- Hazardous waste management
- **Projected annual growth rates 2007-2010: 2.2-15%**

## Staying fashionable

*Sustainability Labour Market Trends: A Canadian and International Perspective, 2009*

- Outlook Fair
  - Cement, Aluminum, Steel
- Outlook Excellent
  - Renewable energy
  - Recycling
  - Public transportation
  - Green buildings / retrofitting / energy efficient appliances
  - Small-scale sustainable farming
  - Sustainable forestry management

## Ask an expert...

*Sustainability Labour Market Trends: An Employer, Industry and Thought Leader Perspective, 2009*



## Jobs important for the future

- Climate change and energy managers / specialists and energy engineers
- Strategic community development / stakeholder relations
- Sustainable supply managers
- Sustainability marketers
- Environmental / sustainability engineers
- Sustainability manager / environmental coordinator
- Material / product developers

## Important knowledge areas

- Lifecycle and systems thinking
- Community-based perspective
- Climate change, energy management, GHG
- Stakeholder relations
- Environmental policy
- Economic systems and models
- Water and wastewater management
- Sustainable business practices
- Performance measurement and reporting

## Experts agree...

- Green jobs
  - Are inter-disciplinary
  - May and do exist outside of the “strictly environmental” industry
  - Will evolve from existing skill sets
  - Likely to lose “sustainability” in job title soon
  - Will be part of an entirely new industry dedicated to sustainability considerations

## What if you are not an engineer?

- Finding your way in
  - Bring transferable skills into a new industry (e.g. Solar PV will still need sales and accounting)
  - Build on existing industry knowledge (e.g. green up your office... or the cement industry)
- Some tools
  - Educate yourself about your current industry
  - Find a network
  - Be a change agent in your current workplace

