

# **ROUTES OUT OF THE CRISIS**



## **NEW STRATEGIES FOR SKILLS AND EMPLOYMENT**

**Capacity Building Seminar for Local  
Development Practitioners**

**10 - 12 June 2009, Trento, Italy**

# ARE “GREEN” JOBS REALLY AN ANSWER?



10 June, 2009

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# No sense wasting a good crisis

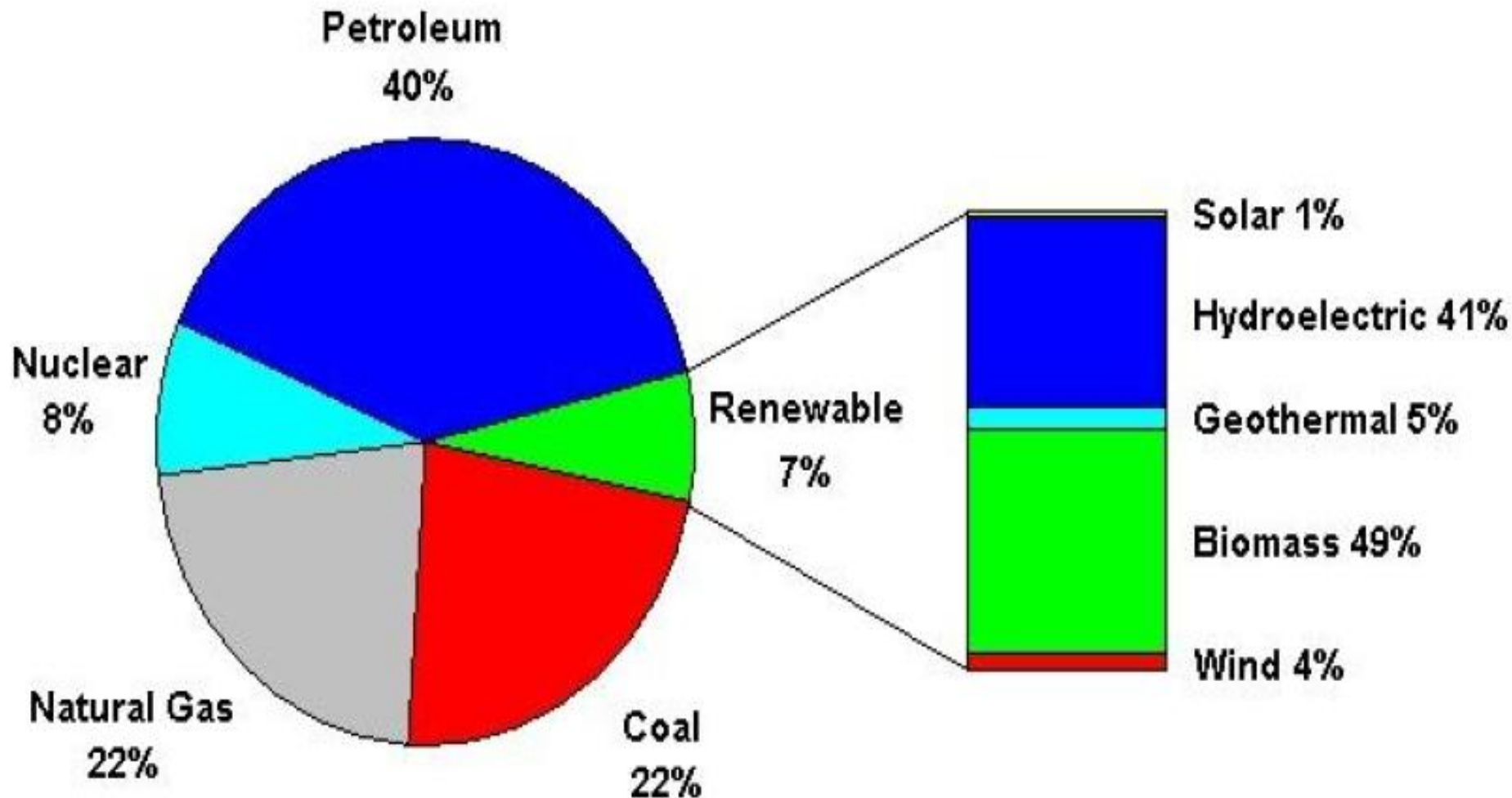


- Stimulus money is available to jump start the economy by creating jobs which reduce energy waste. Green Job opportunities:
  - Weatherization
  - HVAC
  - Plumbers and Steamfitters
  - Sheet metal workers
  - Customer service
  - Maintenance and repair
  - Agricultural and Forest based energy

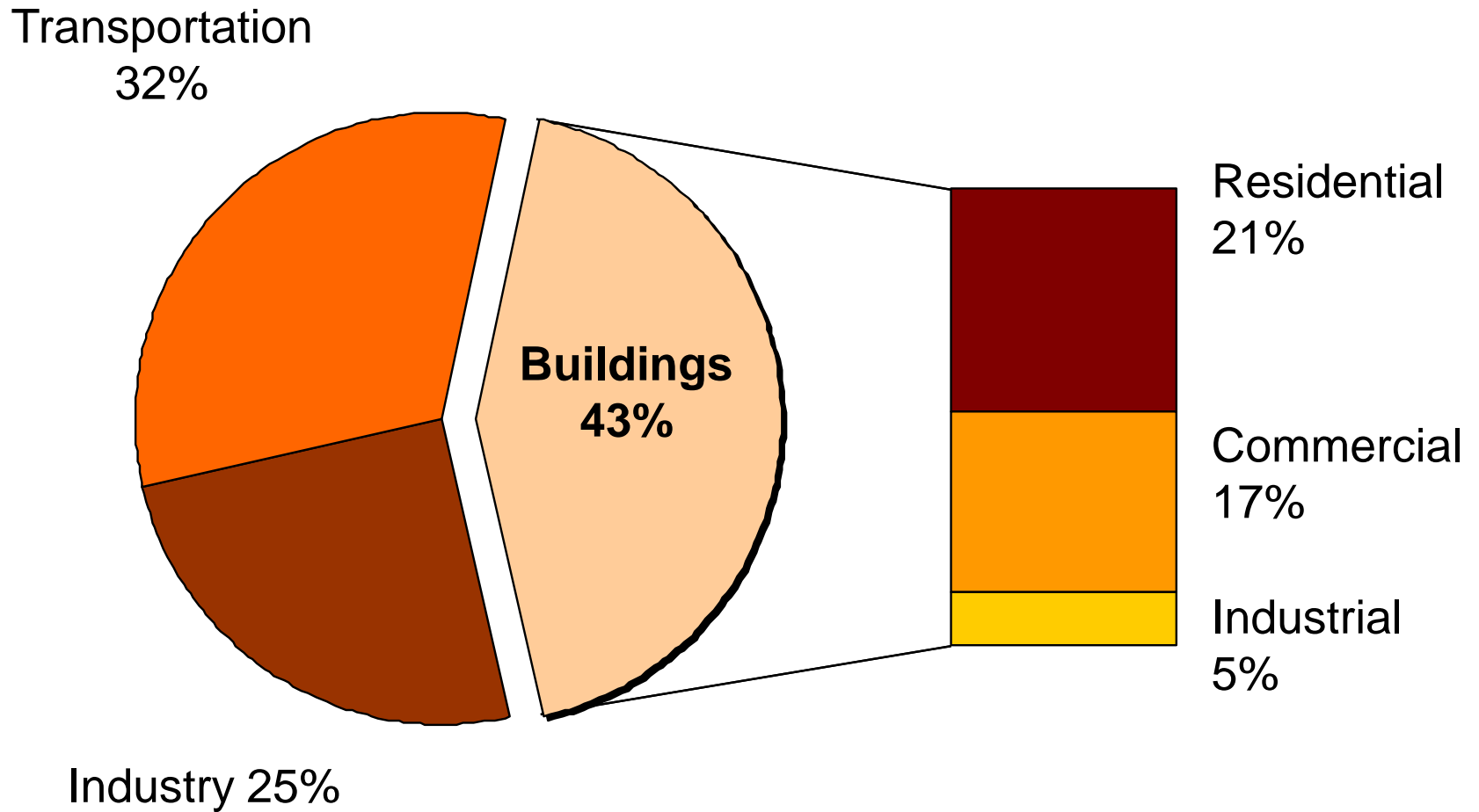
# U.S. Energy Generation Sources

Total = 99.861 Quadrillion Btu

Total = 6.922 Quadrillion Btu



# U.S. sources of CO<sub>2</sub>



# Green Jobs (GJ) Defined



- **Green jobs are family-supporting, middle-skill jobs in the primary sectors of a clean energy economy—efficiency, renewables, and alternative transportation and fuels. Most GJ do not require advanced degrees.**
- **“Green” work is work devoted to climate mitigation or adaptation or, more broadly, to maximizing nature’s productivity through the more efficient and restorative use of “natural capital”**

# The Reality of Green Jobs



- Soon, virtually all jobs will be green jobs.
- Sustainability builds
  - Creativity and innovation
  - Learning organizations
  - Brand loyalty
  - Competitive advantage
  - Positioned in the lead
- Regional economies are a model of sustainability

north of what you expect



# Focus on Clean Energy Sectors



- **Economic /workforce development by region:**
  - energy efficiency – All of Wisconsin
  - Wind – The NEW North
  - Biofuels – Thrive and M7
- **Federal resources that support state GJ initiatives:**
  - Departments of Energy and Labor,
  - the GJ Act included in the 2007 Energy Independence Act.
- **Wisconsin policymakers need policy, program and system reform to embrace the greener and more equitable promise of the new energy economy.**
  - NEW North cities to offer low cost permits for green buildings



# GJ jobs in these and other sectors



## GREEN INVESTMENTS AND JOBS

### STRATEGIES FOR GREEN ECONOMIC INVESTMENT

### REPRESENTATIVE JOBS

Building Retrofitting

Electricians, Heating/Air Conditioning Installers, Carpenters, Construction Equipment Operators, Roofers, Insulation Workers, Carpenter Helpers, Industrial Truck Drivers, Construction Managers, Building Inspectors

Mass Transit/Freight Rail

Civil Engineers, Rail Track Layers, Electricians, Welders, Metal Fabricators, Engine Assemblers, Bus Drivers, Dispatchers, Locomotive Engineers, Railroad Conductors

Smart Grid

Computer Software Engineers, Electrical Engineers, Electrical Equipment Assemblers, Electrical Equipment Technicians, Machinists, Team Assemblers, Construction Laborers, Operating Engineers, Electrical Power Line Installers and Repairers

Wind Power

Environmental Engineers, Iron and Steel Workers, Millwrights, Sheet Metal Workers, Machinists, Electrical Equipment Assemblers, Construction Equipment Operators, Industrial Truck Drivers, Industrial Production Managers, First-Line Production Supervisors

Solar Power

Electrical Engineers, Electricians, Industrial Machinery Mechanics, Welders, Metal Fabricators, Electrical Equipment Assemblers, Construction Equipment Operators, Installation Helpers, Laborers, Construction Managers

Advanced Biofuels

Chemical Engineers, Chemists, Chemical Equipment Operators, Chemical Technicians, Mixing and Blending Machine Operators, Agricultural Workers, Industrial Truck Drivers, Farm Product Purchasers, Agricultural and Forestry Supervisors, Agricultural Inspectors

# Get Smarter About GJ



- **Energy, enthusiasm, and investment in “green opportunity” runs ahead of careful thinking.**
  - Careful thinking is foundation of successful policies/projects.
    - ✦ focusing the approach
    - ✦ Build on a solid foundation of labor market data and analysis.
- **Target specific sectors within the “green jobs” universe**
- **Use good data on labor market opportunities and skill gaps to drive green jobs initiatives**
- **Measure and evaluate green jobs programs and make them better**

# Sustain GJ Through Solid Partnerships



- GJ promise = smart economic development links with thoughtful workforce training.
- GJ partnerships are founded, supported, and sustained to ensure the linkage.
  - **Employ energy standards as green job creation tools**
  - **Promote green industry clusters**
  - **Design green jobs initiatives to both save existing jobs and create new ones**
  - **Link green economic and workforce development**
  - **Construct green industry partnerships**
  - **Integrate green jobs initiatives into existing workforce systems**

# Make Sure GJ Pay Off for Workers and Communities

- **Greatest promise of GJ is realized if we are smart about generating good jobs that are accessible to the people who need them, with focused attention on:**
  - job quality,
  - strong access for all, and
  - upward mobility in the green economy.
- **Maximize community benefits by requiring them**
- **Build greener career pathways**
- **Extend green ladders to build real pathways out of poverty**

# How to capture the GJ opportunity



1. Map your economy, ID opportunities
2. Maintain real-time data on demand on wages, and skill needs
3. Measure performance, continuously improve through encouraged problem solving/focus, and demand outcomes
4. Use clean energy standards and subsidies for job quality
5. Work with clusters, not just firms

# More GJ Opportunities



6. Fix it first if it's worth keeping
7. Link training supply with demand
8. Encourage high road partnerships
9. Integrate green initiatives into the current system
10. Make sure to reach those in poverty and maximize community benefits by mandating them

# Equity and Greener Future



- Huge green investment + policy innovation + opportunity agenda = greener pathways to all.
- New energy economy will generate good jobs, if:
  - Strategic state policy initiatives hasten and direct the growth;
  - Wisconsin builds green-collar job training partnerships, and;
  - Position to reap the benefits of the new Green Jobs Act.
- As Wisconsin constructs greener pathways, workers will build a more green and prosperous future for their families and communities.



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