

Digest of Green Reports and Studies

Title	“Attracting Green Industry: An Economic Development Strategy for the City of Los Angeles”
Author	Laurie Kaye
Organization	Lewis Center for Regional Policy Studies at UCLA
Author Contact	lnijakikaye@yahoo.com
Publication Type	Report
Publication Date	June 2006
# of Pages	71
URL	http://www.freewebs.com/lauriekaye/greenindustryinla.htm Or http://repositories.cdlib.org/cgi/viewcontent.cgi?article=1091&context=lewis
Summary	Los Angeles is an urban center that faces a slew of environmental and economic challenges. Economic and environmental goals can be met through an environmental sustainable agenda that concentrates on attracting and developing the green economic sector. The green economic sector includes all businesses that provide environmental goods and services such as alternative sources of energy and pollution prevention technology. The foregoing research examines the green economic sector in Los Angeles. It first quantifies existing establishments in the city, and then examines other municipalities and international governments in order to present a set of recommendations to build upon and reform existing programs in the city. This burgeoning sector offers opportunities for revenue generation and job growth within the city. Political attention has been recently focused on these possibilities. Green industry can help to reverse some of Los Angeles' environmental and economic problems.
Key Findings	A holistic economic development strategy around green industry that includes demand and supply side efforts. Stimulate green jobs through green procurement, targeted incentives and workforce development in industries. Look towards environmental issues as sources of economic development opportunities.
Recommendations	Establish partnerships between public, private sector and nonprofit communities to build a green economy. Provide targeted economic opportunities to a few specific sectors most likely for growth (energy efficiency, green building, green goods movement). Generate demand through green procurement. Recognize businesses that are engaging in green activities. Market the City of Los Angeles as an ideal area for green growth. Train the appropriate workforce. Concentrate on fostering both producers of green products, and the consumers of these products (environmentally friendly companies)
Definition of “Green”	Green industry, green goods and services or the clean technology sector can be defined as "activities which produce goods and services to measure, prevent, limit, minimize or correct environmental damage to water, air, and soil, as well as problems related to waste, noise and ecosystems." (organization for Economic Cooperation and Development).
Methodology	NAICS data, comparative analysis with Germany and with City of Santa Monica
Data Sources Cited	NAICS data
Report Geography	Los Angeles MSA
Green Occupations Cited	Wide array of green occupations cited. Full list can be found in report body and appendix
Green Industries Cited	Wide array of green industries cited. Prominent categories include green jobs related to 1) energy efficiency, 2) green building, 3) green goods movement
Keywords	Green economic development, green jobs
Legislation Cited	None
Bibliography (Y/N)	Y
Reviewer Name/Org	Laurie Kaye Nijaki, Provost Office USC

NOTE: This Digest is provided for information purposes only. Employment Development Department does not necessarily endorse any of these reports or publications.