

Digest of Green Reports and Studies

Title	<i>Emerging Industry and Technology Sectors in Silicon Valley's Green Economy: Workforce Implications</i>
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URL	http://www.work2future.biz/images/documents/Green_Economy_Workforce_Implications.pdf
Summary	<p>“Work2future and NOVA commissioned this study to examine the workforce and economic development opportunities created by the Silicon Valley region’s green economy in five key “emerging green” sectors. A distinction was made between “emerging green” companies and traditional or established green firms. Researchers identified the five industry sectors where emerging green employers are most likely to be found: (1) energy, (2) materials & manufacturing, (3) specialized suppliers & supporting industries, (4) transportation, and (5) water.”</p>
Key Findings	<ul style="list-style-type: none"> • “Employers in Silicon Valley’s five emerging green sectors expect to increase their ranks by approximately 10 percent in the next 12 months, meaning approximately 1,300 new jobs will be created every twelve months. This number does not include replacement jobs, which should also create significant employment opportunities. • Silicon Valley’s emerging green occupational profile is almost entirely made up of high- and mid-skill occupations, with virtually no low skill/low wage jobs available. • Employment at emerging green firms is distributed broadly across technology areas and throughout the value chain, meaning that generic green training has little value and there are few pockets of large employment demand. • Silicon Valley emerging green employers are more likely to report difficulty finding workers with experience and an understanding of the industry than they are to report difficulty finding workers with the right education or training. And training programs able to prepare workers for entry- and mid-level jobs in the most desired occupations are available and largely uncongested. • Because the green economy is in flux, occupational forecasting is challenging and less reliable than forecasting in other more mature industries.” <p>Additional information may be found in the report.</p>
Recommendations	<ul style="list-style-type: none"> • “Workforce training should not focus on “green” skills and experience, but should focus on preparing workers for careers in one of the five emerging green sectors or in one of the broad occupational categories that were identified in the research. • Silicon Valley’s emerging green sectors are still evolving; a system should be developed to continually gather information on the sectors’ workforce needs. • New training models should help job seekers gain industry experience and a deeper understanding of the industries and the technologies that make up Silicon Valley's emerging green economy. • Workforce investment boards should focus on meeting specific workforce needs by providing more varied and specialized training to smaller cohorts of trainees. • Additional research should be performed to better understand the evolving workforce and training needs of this sector and its role in other emerging aspects of Silicon Valley's economy.” <p>Additional information may be found in the report.</p>
Definition of “Green”	<p>“The “Green Economy” includes all industries and occupations that provide goods and services that result in environmental benefits or a reduction of negative environmental impacts. Green employers are defined as those who produce or manufacture green products or are in the process of developing green products; provide green services or are in the</p>

	process of developing green services; or directly support the development or production of green products or services that will be provided to customers.”
Methodology	“Secondary research of emerging green employers and the green economy using existing data sources. One hundred fifty firms in the emerging green sectors were surveyed by telephone. Additionally, ten participants completed executive interviews.”
Data Sources Cited	<ul style="list-style-type: none"> • California Employment Development Department, Monthly Labor Force Data for Counties: December 2010. • UCLA Anderson Forecast. Additional data sources cited may be found throughout the report.
Report Geography	Silicon Valley - defined as San Mateo, Santa Clara, and Santa Cruz counties in their entirety and the southwest portion of Alameda County.
Green Occupations Cited	<ul style="list-style-type: none"> • Assemblers • Hydrologists • Manufacturing Technicians • Quality Control Technicians • Renewable Energy Technicians Additional green occupations are cited throughout the report.
Green Industries Cited	<ul style="list-style-type: none"> • Energy • Materials & Manufacturing • Specialized Suppliers & Supporting Industries • Transportation • Water Additional industries may be found throughout the report.
Keywords	Cleantech; Ecologically Sustainable Development; Electric Vehicles; Energy; Green Economy; Green Employers; Green Sectors; Hybrid Vehicles; Photovoltaic Technology; Smart Grid; Solar; Wind
Legislation Cited	None
Bibliography	Yes
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