

Digest of Green Reports and Studies

Title	Going from “Blue Collar” to “Green Collar” in Workforce Development
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Summary	<p>Presentation to National Association of Workforce Boards Feb. 25, 2008 on current economic development and employment and training efforts in the green industry in Southwestern Connecticut and the state of New York.</p> <p>Efforts underway:</p> <ul style="list-style-type: none"> • Create a Green Data Center for the region, housing statistics, employment opportunities, career ladders/lattices, business development, etc • Develop Green Career Development Institute with the goal to provide training and development to target groups including incumbent workers, students, educators, & entrepreneurs. <p>Green Tech workers (on the low end) typically are trained on the job.</p>
Key Findings	NA
Recommendations	<ul style="list-style-type: none"> • Promote Advanced Technology & Hybrid Cars • Invest In More Efficient Factories • Encourage High Performance Building • Increase Use of Energy Efficient Appliances. • Modernize Electrical Infrastructure • Expand Renewable Energy Development • Improve Transportation Options: • Reinvest In Smart Urban Growth • Plan For A Hydrogen Future • Preserve Regulatory Protections
Definition of “Green”	<p>“GREEN is a term used to imply that a service, product, or technology is environmentally friendly (i.e. sustainable).”</p> <p>Note: this is the definition created and promoted by the Elle Baker Center for Human Rights http://ellabakercenter.org</p> <p>GREEN ECONOMY - A rapidly growing billion-dollar sector that includes renewable energy sources, organic produce and products, green buildings, alternative fuel vehicles, and more.</p> <p>GREEN-COLLAR JOB - A paid position providing environmentally-friendly products or services; term suggests high standards regarding fair wages, equal opportunity and healthy working conditions; employer may be a private business, government, non-profit or cooperative.</p> <p>“Greenwashing” - a term used to describe the act of misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service.</p>
Methodology	Literature Research
Data Sources Cited	Ella Baker Center for Human Rights; Oakland, CA
Report Geography	Connecticut and New York
Green Occupations Cited	Same 22 occupations identified by Raquel Pinderhughes. See Green Collar Jobs – An analysis of the capacity of Green Businesses to Provide High Quality Jobs to Men and Women with Barriers to Employment
Green Industries Cited	<ul style="list-style-type: none"> • Utilities • Business Services • Personal Services • Construction

	<ul style="list-style-type: none"> • Public Sector/Govt • Biotechnology • Trucking • Waste Management • Recreational
Keywords	Connecticut; New York; Data Center; Greenwashing; Training; Economic Development; WIB
Legislation Cited	NA
Bibliography (Y/N)	N
Reviewer Name/Org	Achtelik, State of California

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