

Digest of Green Reports and Studies

| | |
|--------------------------------|---|
| Title | <i>Many Shades of Green, Diversity and Distribution of California's Green Jobs</i> |
| Author | Produced by Next 10 and Prepared by Collaborative Economics |
| Organization | Next 10 |
| Author Contact | Next 10 300 Brannan Street, Suite 402 San Francisco, CA 94107 415-957-0202 Email: info@next10.org |
| Publication Type | Report – Results from Case Study |
| Publication Date | December 2009 |
| # of Pages | 32 pp. |
| URL | http://www.next10.org/next10/pdf/Many_Shades_of_Green_1209.pdf |
| Summary | This report provides a comprehensive accounting of green jobs by systematically tracking the most recent available data on green companies, job type, location and growth across every sector and region of California. "Data shows that green sector businesses are taking root across every region of California, generating jobs across a wide spectrum of skill levels and earnings potential." |
| Key Findings | The report identified the following: <ul style="list-style-type: none"> • California green jobs increased by 36 percent from 1995 to 2008 while total jobs in California expanded only 13 percent. As the economy slowed between 2007 and 2008, total employment fell one percent, but green jobs continued to grow by five percent. • Services accounted for 45% of all California green jobs, the largest portion in Environmental Consulting. • Even in rural areas with a smaller economic base, green jobs are growing faster than the overall economy. • Sacramento Area is the statewide leader in green job growth (87%). The top occupations being in air, environment, and energy generation jobs. • San Francisco Bay Area is the statewide leader in total green jobs (41,674). • Orange County green transportation jobs grew 1,875 percent including alternative fuels, equipment, and motor vehicles. <p>Additional key observations can be found throughout the report.</p> |
| Recommendations | No actual recommendations were mentioned in the report |
| Definition of "Green" | The Core Green Economy – It consists of businesses that provide products and services that do the following: <ul style="list-style-type: none"> • Provide alternative to carbon-based energy sources • Conserve the use of energy and all natural resources • Reduce pollution (including GHG emissions) and repurpose waste <p>The Core Green Economy is broken down into 15 segments, the complete list can be found on page eight of the report, the top three listed are: Energy Generation, Energy Efficiency, and Transportation.</p> |
| Methodology | Data analysis |
| Data Sources Cited | <ul style="list-style-type: none"> • Bureau of Economic Analysis, U.S. Department of Commerce • California Employment Development Department, Labor Market Information Division's Occupational Employment Statistics (1st Quarter 2009) • California Department of Finance • Green Establishment Database (information from multiple sources including New Energy Finance and the Cleantech GroupTM, LLC) • National Establishments Time-Series (NETS) (database based on Dun & Bradstreet business-unit data) <p>These are just a select few of the sources mentioned in the document; please see report for complete list.</p> |
| Report Geography | California |
| Green Occupations Cited | <ul style="list-style-type: none"> • Carpenters • Chief Sustainability Officer • Electrical Power Line Installers & Repairers • Electricians • Energy Auditor |

| | |
|-------------------------------|--|
| | <ul style="list-style-type: none"> • Environmental Scientists • Industrial Machinery Mechanics • Power Systems Operators <p>Additional occupations are found throughout the report</p> |
| Green Industries Cited | <ul style="list-style-type: none"> • Agriculture • Air & Environment • Energy Generation • Green Building • Green Transportation • Manufacturing • Services • Water & Wastewater <p>Additional industries may be cited throughout the report</p> |
| Keywords | Agriculture; Air; Economic; Economy, Employment; Energy Efficiency; Energy Generation; Energy Infrastructure; Energy Storage; Environment; Green; Green Economy; Green Transportation; Job; Policy; Recycling; Region; Research and Advocacy; Waste; Water and Wastewater. |
| Legislation Cited | No actual legislation was cited in the report |
| Bibliography (Y/N) | No |
| Reviewer Name/Org | Karen del Gallego, LMID-ORG |

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