

California's Green Economy



Green Collar Jobs Council
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Our Working Definition of Green

Green jobs produce (“supply”) goods or services that result in:

- **G**enerating and storing renewable energy
- **R**ecycling existing materials
- **E**nergy efficient product manufacturing, distribution, construction, installation, and maintenance
- **E**ducation, compliance and awareness
- **N**atural and sustainable product manufacturing

For the complete definition see:

<http://www.labormarketinfo.edd.ca.gov/contentpub/GreenDigest/Californias-Draft-Definition-Green-Industries.pdf>

Sustainable Practices Increase Demand

Important caveat...

- LMID's definition focuses on the "supply" side
- Sustainable business practices (the "demand" side) are equally important to California's green economy
- Demand leads to increased pressure for additional supply of products and services
- Survey covers "supply" and "demand" separately

Green Economy Survey Details

- First mailing in May 2009
- Over 50,000 businesses across the California economy; all industries, all sizes, all areas
- 5.2M employment in surveyed firms
- Goal is to create a baseline measure of
 - Number of workers in green or clean product manufacturing and/or services
 - Number of businesses that have adopted green practices
 - Emerging occupations for further study related to skills and workforce needs
- Partnering with Community Colleges, Air Resources Board, California Energy Commission, California Workforce Investment Board, Economic Strategy Panel, Employment Training Panel, and others

California's Preliminary Survey Responses

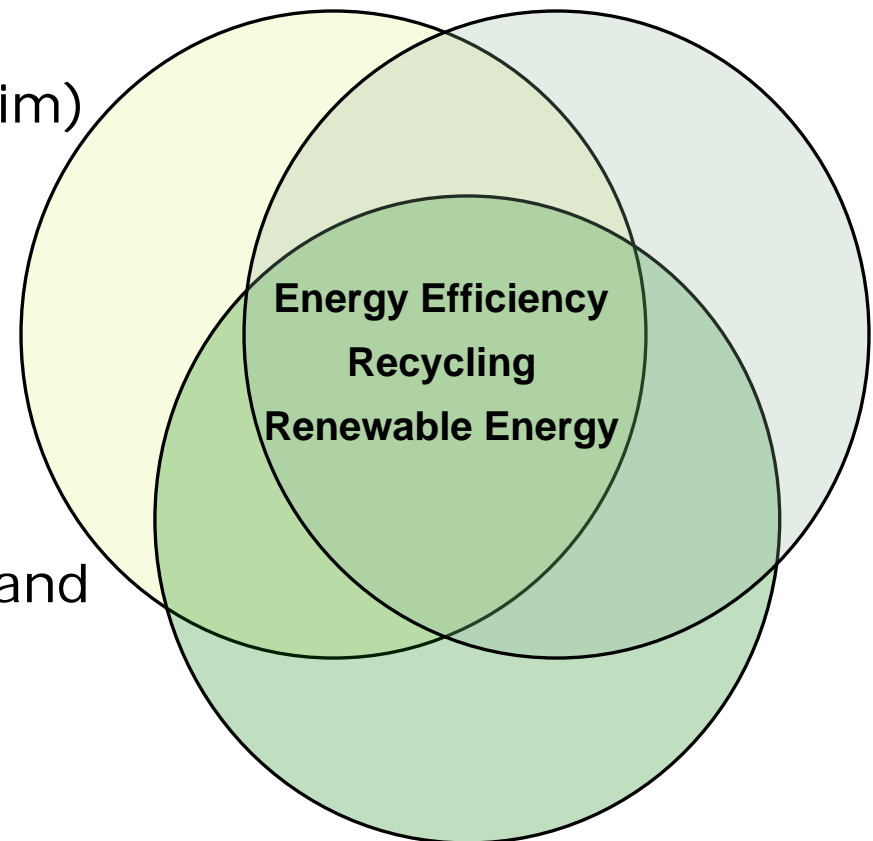
- Over 15,200 employers responded, 35% response rate
- Data collection completed in January 2010
- About 3.8 percent of all workers are working on green products and services (*Slightly higher than earlier estimate*)
- About two-thirds of green workers spend more than half time on green aspects of job
- About two-thirds of employers report using at least one green business practice
- Almost 80% of current green workers were trained on the job
- About 15% of employers in our initial sample have gone out of business during this difficult time in our economy (*almost twice the earlier estimate*)

Comparison to Other States' Recent Green Workforce Surveys?

Green as a percent of total employment

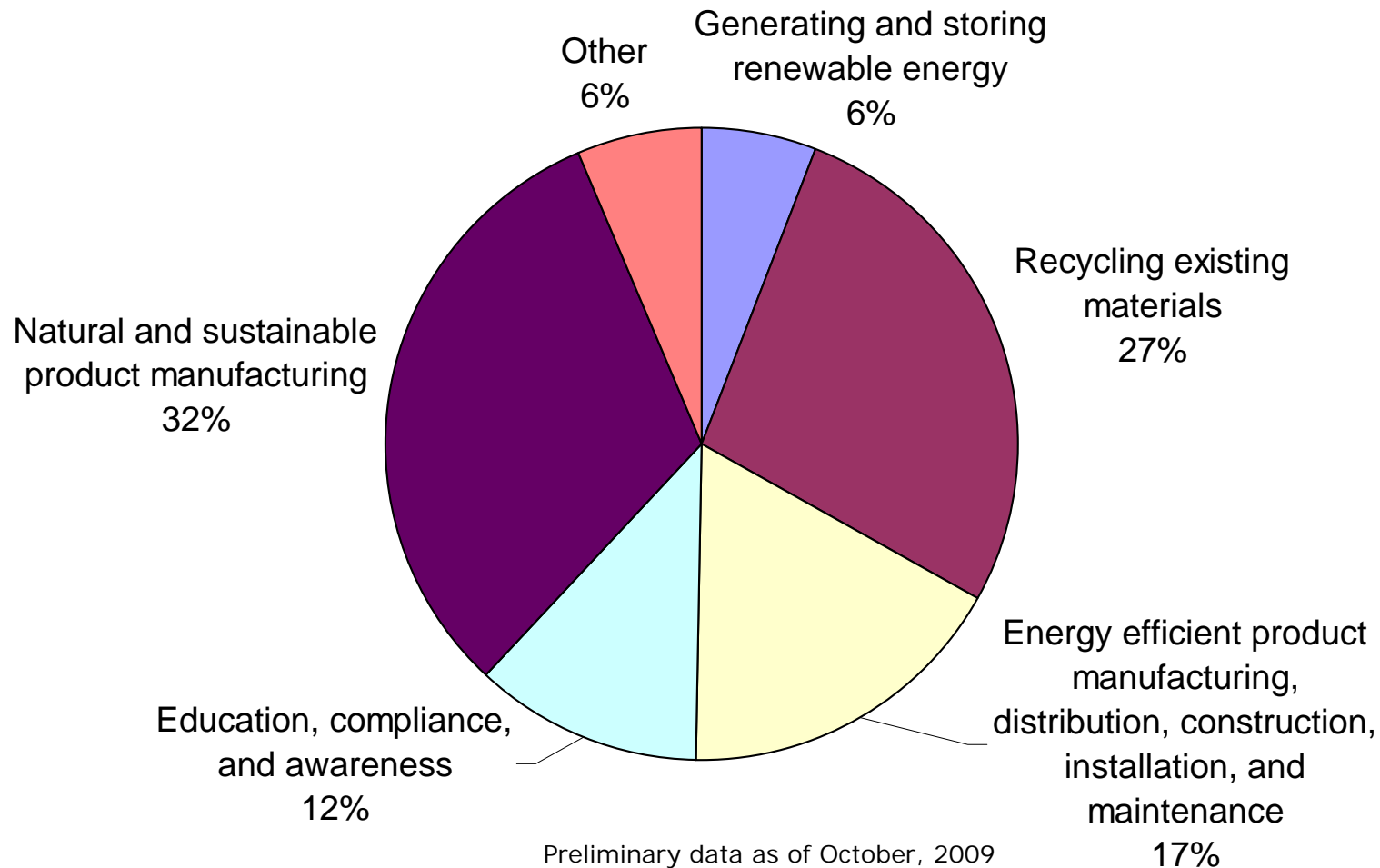
California	3.8 % (Prelim)
Washington	1.6 %
Oregon	3.0 %
Michigan	3.0 %

- Caveat...Definitions vary somewhat between states...
- Renewable energy, recycling, and energy efficiency are in each states definition

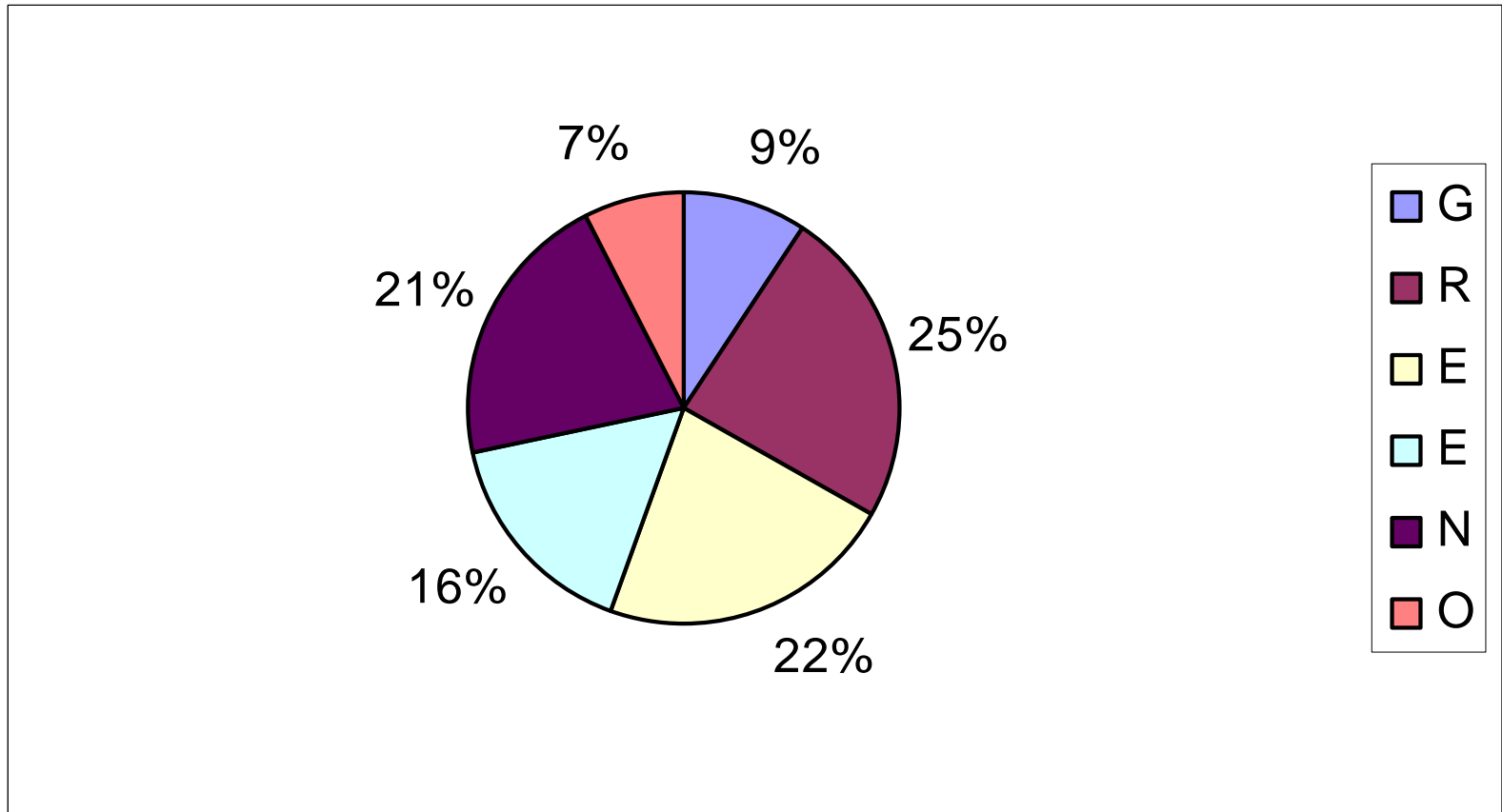


Green Workers Reported October 2009

Total Green Employment Reported by Category

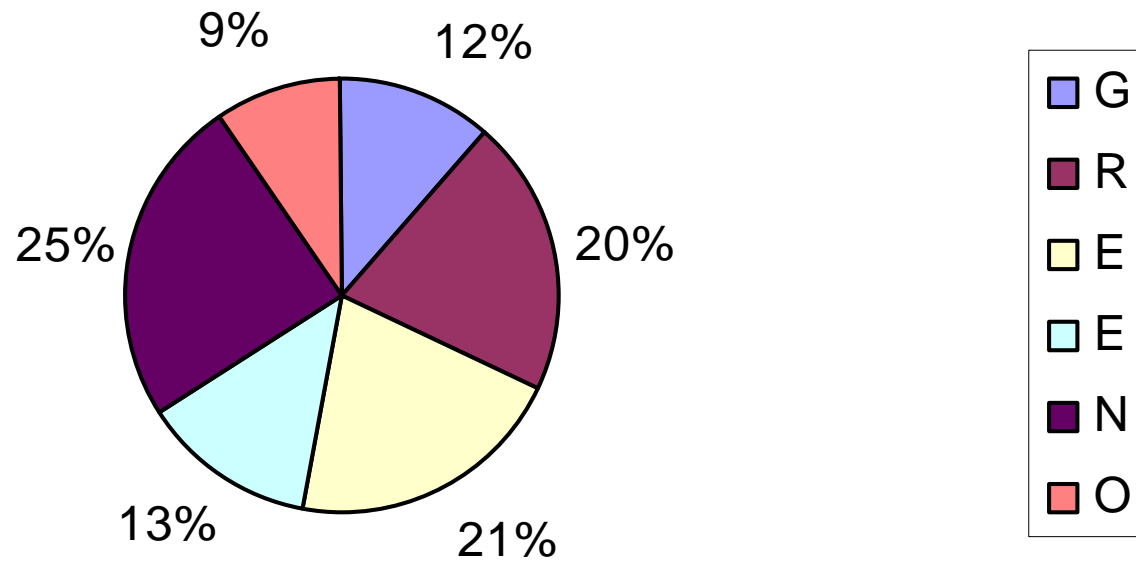


Green Workers Reported (Any % of time)



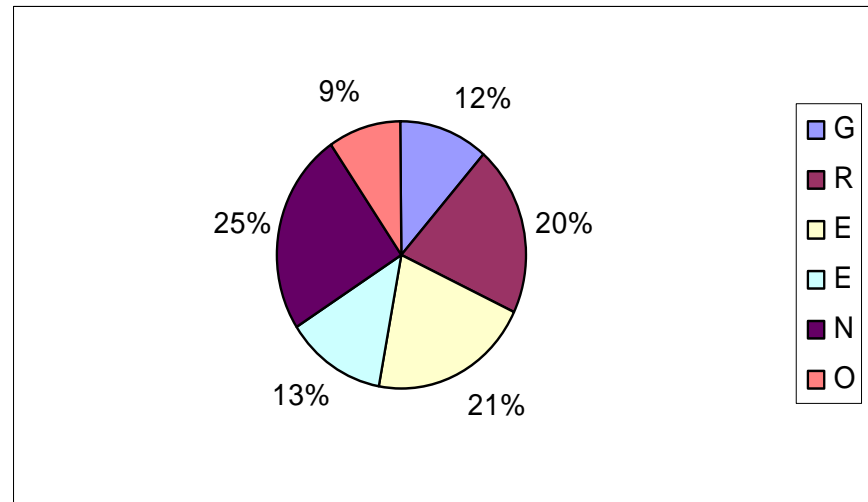
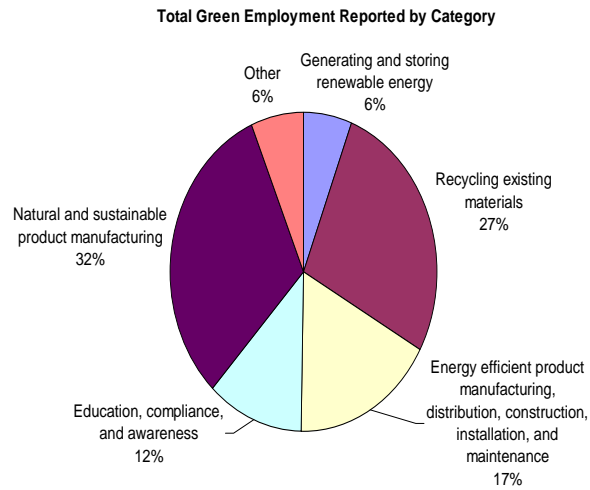
Preliminary data as of March 16, 2010

Green workers reported (50% of time or more)



Preliminary data as of March 16, 2010

October 2009 v. March 2010 distribution of GREEN Employment



Preliminary data as of March 16, 2010

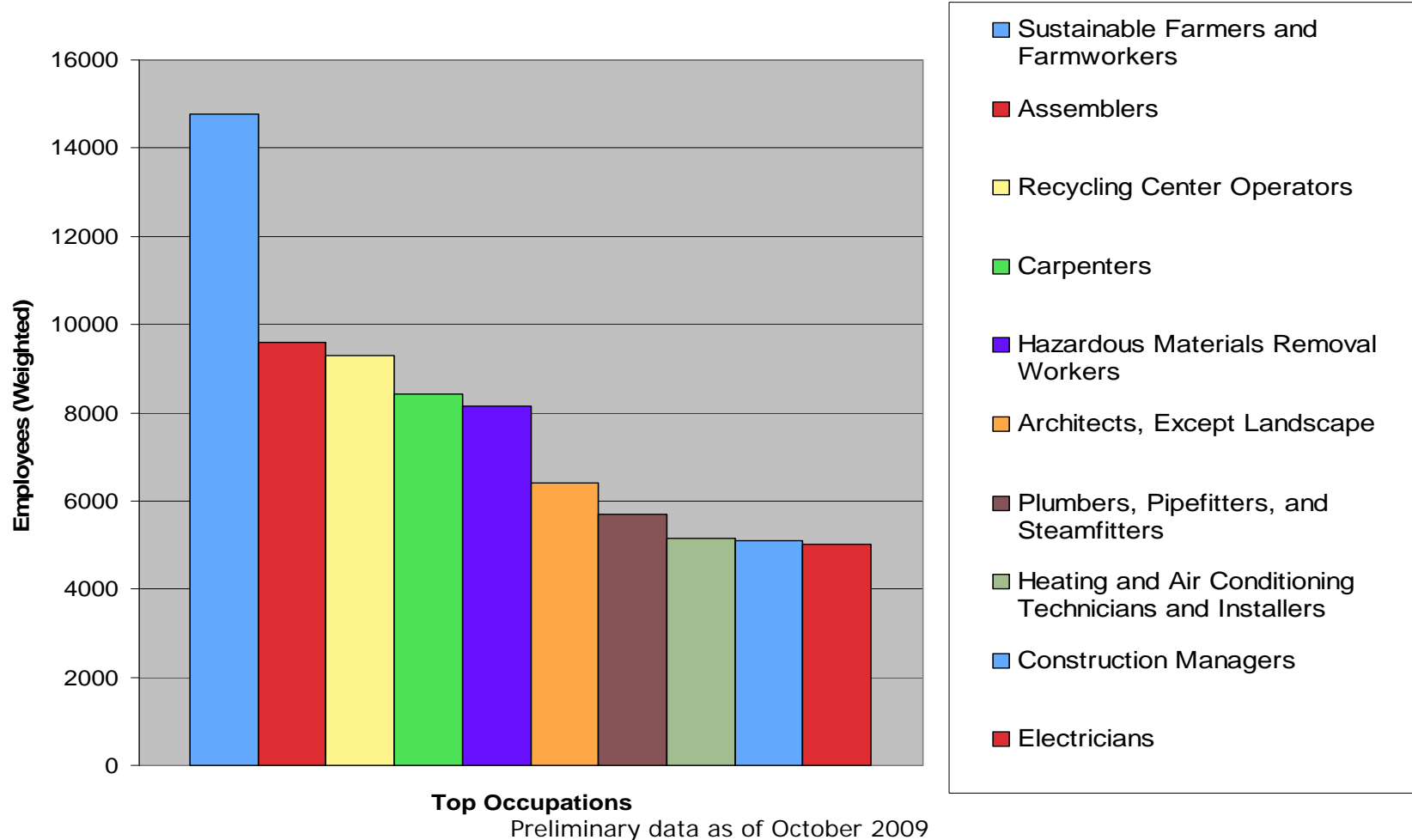
Preliminary Occupational Findings

- Employers categorized **almost 600,000 green employees within the 34 green jobs** described on the survey.
- An additional 15,600 workers were reported under “Other Green Job Titles”
- **Write ins–include**
 - Janitors and Cleaners,
 - Sustainability Assistants,
 - LEED Accredited Professionals,
 - Mobile Heavy Equipment Mechanics (maintaining electric forklifts),
 - Recyclers (reprocessing on site materials)
- Greater detail will be collected in a subsequent occupational skills survey.

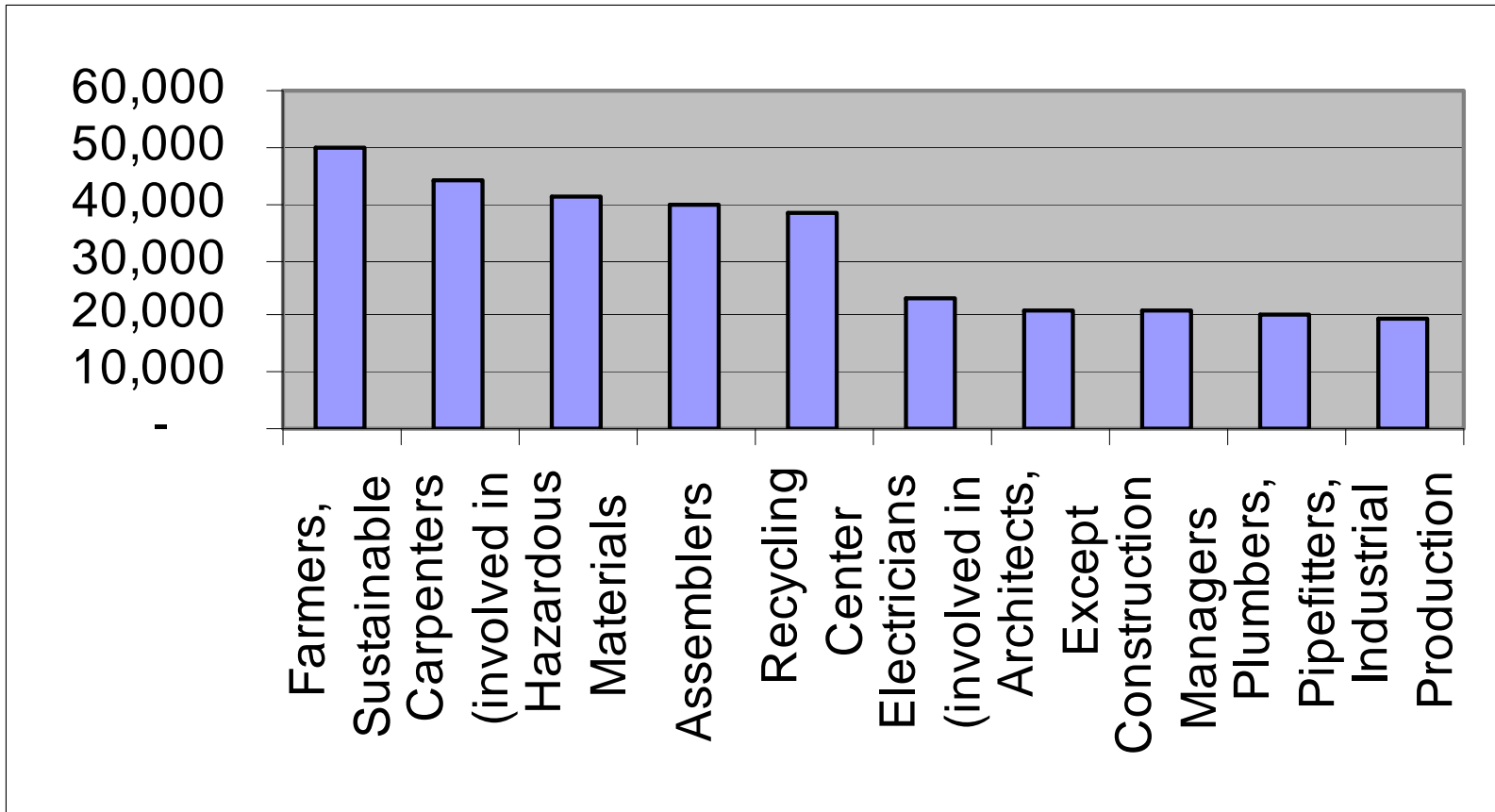
Survey respondents' top green jobs...

October 2009

Top 10 Green Jobs Reported - Preliminary (Weighted Sample)



Top green jobs 2010



Preliminary data as of March 16, 2010

Next Steps

- Finalize and complete analysis of data
- Review findings with key players
- Prepare summary report, with regional distinctions as warranted by the data
- Prepare industry level reports
- Detailed occupational follow-up surveys and analysis
- Report on occupational skills and workforce development needs

Important New Information from the Department of Labor

- **Bureau of Labor Statistics (BLS)** plans to study the green economy

- **Occupational Information Network (O*NET)**
 - “Green Economy Sector”
 - Green enhanced skills
 - Green increased demand
 - New and emerging green occupations

<http://online.onetcenter.org/find/green>

Bureau of Labor Statistics (BLS)

Plans to Count Green Economic Activity

- Federal Register Notice released March 16, 2010
- <http://edocket.access.gpo.gov/2010/pdf/2010-5705.pdf>
- Soliciting comments—plans for developing and implementing the collection of new data on Green Jobs
- Written comments due on or before April 30, 2010
- Comments by April 30, 2010 to Rick Clayton, green@bls.gov (or physical address in FRN)

BLS Defines Green Jobs

“BLS plans to use two approaches in identifying environmental economic activity and measuring associated jobs:

- (1) The output approach, which identifies establishments that produce green goods and services and counts the associated jobs, and
- (2) the process approach, which identifies establishments that use environmentally-friendly production processes and practices and counts the associated jobs.”

BLS Green Jobs Definition

- Green jobs are jobs involved in economic activities that help protect or restore the environment or conserve natural resources. These economic activities generally fall in the following categories:
 - Renewable energy
 - Energy efficiency
 - Greenhouse gas reduction
 - Pollution reduction and cleanup
 - Recycling and waste reduction
 - Agricultural and natural resources conservation
 - Education, compliance, public awareness, and training

BLS Measurement of Green Jobs

- Direct green goods and services
- Indirect green goods and services
- Specialized inputs
- Distribution of green goods

Help shape the future of data collection for green jobs! Read the FRN and comment!

- LMID will analyze and comment on the BLS proposal in the context of what we have learned about California's green economy through our survey and other research
- We encourage other stakeholders to review and comment as well!
- BLS's framework and definition will shape the way information about green jobs is collected at the national level.

Questions? Thank you!

Feel free to get in touch

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