

2009 *Kansas Going Green* Survey

Important: What We Mean by “GREEN”

Introduction

You have received this survey as part of our efforts to identify green jobs and green job growth in Kansas. The results of this survey are very important to the Kansas economy and the Kansas workforce. Unemployment in Kansas is rising as many industries are declining. It is important, now more than ever, to identify areas of potential future growth so that we can help fund training and education programs that will prepare Kansans for the occupational demands that lie ahead.

Because this is a relatively new and emerging area of the economy, some of the terms used in this survey may be unfamiliar to you. Definitions and

examples of the five core green-related areas are provided below in order to address this issue. However, you may still have questions after you've read these definitions. Please feel free to call us toll-free at **(866) 270-2873** and we will be happy to assist you. It is important that you complete the survey to the best of your ability and provide the most accurate information possible.

All responses to this survey are confidential. Data will only be presented in aggregate; no individual business' responses will be identifiable.

Instructions for Completing the Survey

One important distinction for this survey is what is meant by the term “job”. A job is defined as an occupation, such that it conveys a count of people. For example, a foreman at a construction firm that builds homes which meet or exceed environmental standards counts as one green “job”. The number of building contracts the construction firm has is a count of green “projects”. This survey is only interested in green jobs.

Another important distinction is that of primary and support green jobs. In Section 3 of this survey, only information related to primary green jobs should be conveyed. Primary green jobs are jobs that produce a green product and/or provide a green service. The recipients of these services can be internal or external customers of the company. Support jobs are defined as jobs that help the performance of a green job.

Examples of Primary Green Jobs

- Individuals who conduct research to develop wind turbines, solar panels, geothermal heat pumps, etc.
- Individuals whose primary function is to increase green practices and activities within a company
- Individuals who manufacture and/or install solar panels, energy efficient windows, low-flush toilets, etc.

Examples of Support Green Jobs

- Individuals who teach courses and/or training programs that relate to green knowledge or skills
- Individuals who provide financial, legal, personnel or other products and services to companies engaging in green activities
- Individuals who sell solar panels, energy efficient windows, low-flush toilets, etc.

Examples of Jobs Unrelated to Green Business Activities

Individuals who recycle, print double-sided on paper, use energy efficient light bulbs, etc. are NOT considered primary or support green jobs. Any job that does not produce a green product, provide a green service or support these activities is considered a job that is unrelated to green business activities.

Core Green-related Areas



1 Producing Renewable Energy –

energy that comes from natural and sustainable resources that can be regenerated within a relatively short time period by the natural environment. Examples of renewable energy include:

- Biomass
- Geothermal
- Hydropower
- Solar power
- Wind power

2 Increasing Energy Efficiency –

using less energy to provide the same level of energy service. Examples of energy efficiency include:

- Insulating homes and businesses
- Manufacturing energy efficient household appliances
- Green building and retrofitting

3 Agriculture and Natural Resource Conservation –

products or services designed to help conserve, maintain and improve natural resources and the environment. Examples of agriculture and natural resource conservation include:

- Organic farming
- Forest and land management
- Water conservation
- Planting trees or grasses

4 Pollution Prevention and Environmental Cleanup –

products or services designed to minimize or prevent the adverse impacts of pollution on the natural environment and human health. Examples of pollution prevention and environmental cleanup include:

- Recycling center operation
- Carbon emissions monitoring
- Hazardous waste cleanup

5 Clean Transportation and Fuels –

research, development and production of new technologies for energy storage and alternative fuels, as well as the engineering of improved fuel efficiencies and emissions reductions. Examples of clean transportation and fuels include:

- Advanced batteries
- Fuel cells
- Alternative fuels (e.g., biodiesel, ethanol, hydrogen, etc.)
- Activities related to meeting fuel efficiency standards