


Green Paths to Economic Recovery
April 19, 2011



Workforce Development Panel



Presenter
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California Green Collar Jobs Council

- Formed by legislation in 2008
- Consists of business, labor, state agencies, legislative representatives
- Focused on aligning workforce preparation with industry growth needs
- Fosters development of regional strategies to grow California competitiveness



Where do green jobs come from?

- Green Activities and Services:
 - Generating and storing renewable energy
 - Recycling existing materials
 - Energy efficient product manufacturing, distribution, construction, installation, and maintenance
 - Education, compliance, and awareness
 - Natural and sustainable product manufacturing

Source: California Employment Development Department



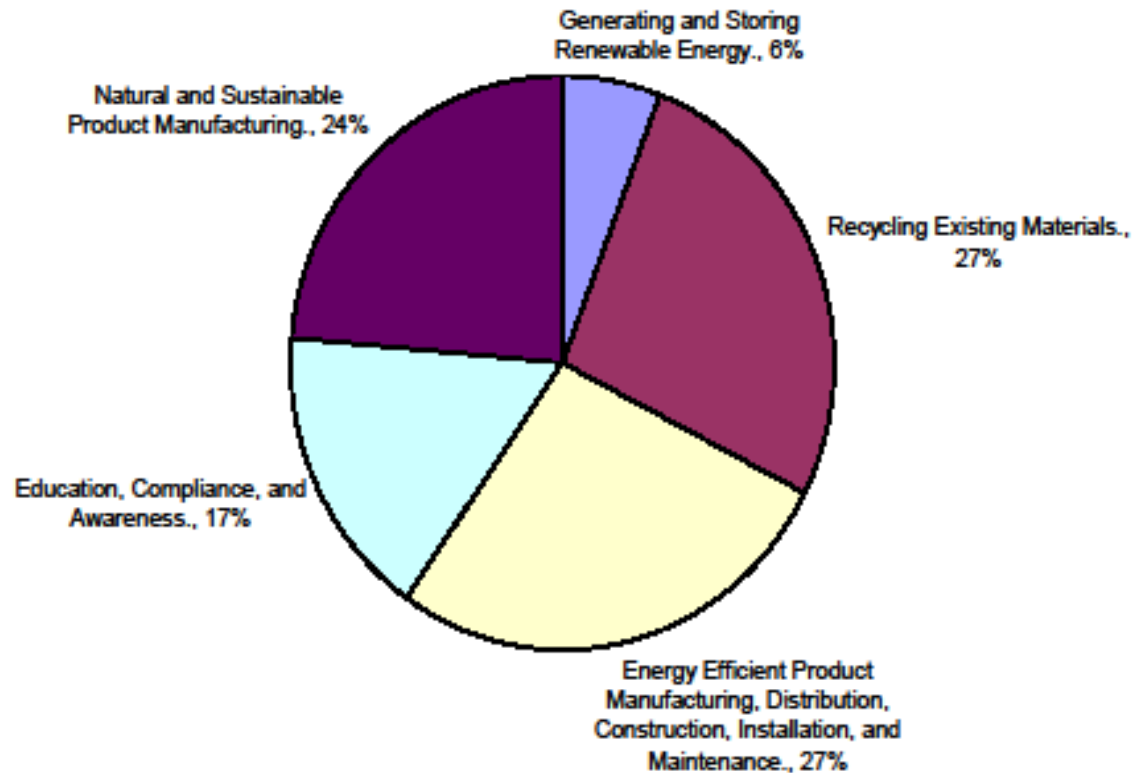
California leads the nation

- Most green jobs:
 - 300,000 full time green jobs
 - 171,000 jobs with green components
 - 3.8% of all California employment
- Most green businesses:
 - 130,000 business establishments
- Most venture capital investing:
 - \$3.3 billion
 - 57% of U.S. capital funding



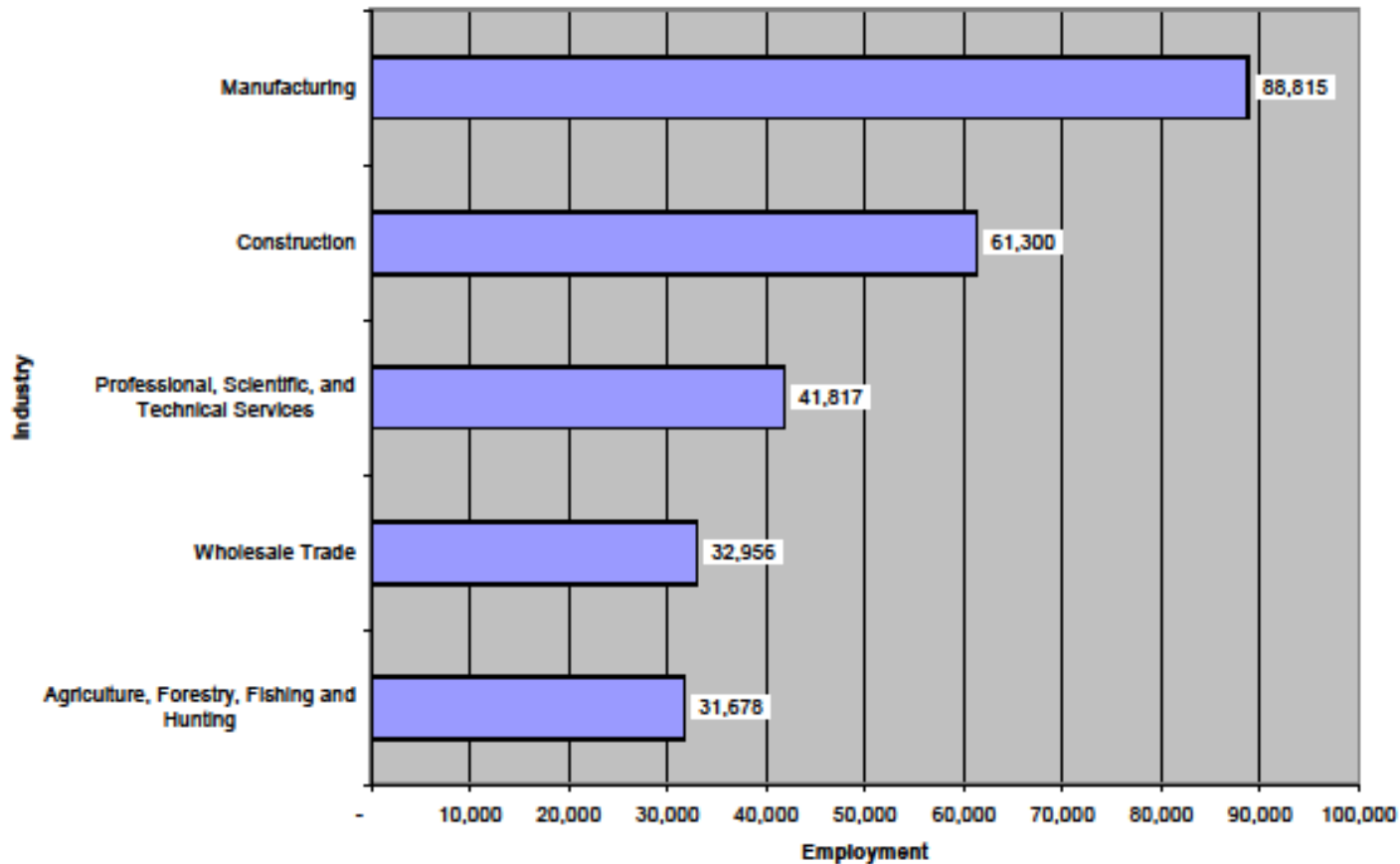
Green Workers Reported

PERCENTAGE OF EMPLOYEES IN GREEN CATEGORIES



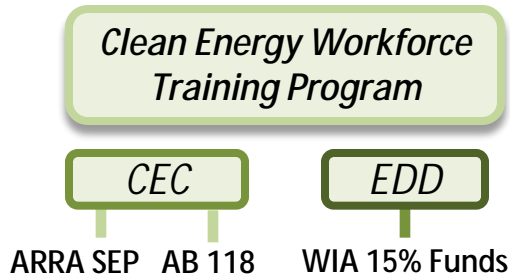
Industries with the Most Green Jobs

INDUSTRIES WITH THE MOST GREEN JOBS



California's Green Workforce Initiative

Developing Training



Creating Partnerships



Developing Regional Capacity



Regional Action Clinics

The Green Job Prescription for California

- California's economy is too big for new green industries to replace overall job losses and job needs from added population.
- Expansion of new green industries in transportation, energy efficiency, and energy production will add to the diversity and strength of California's economy.
- In the long term, the continued greening of California's goods-producing and service industries will be the biggest employers of green workers.



Workforce Training Challenges

- Federal decisions on job training programs overall
 - 47 different job training programs (\$18 billion)
 - Workforce Investment Act funding (\$3.4 billion)
- State budget training and education
 - K-12
 - Community Colleges
- Ongoing issues to match training needs to emerging workforce needs



California Green Workforce Master Plan

- Grow existing and build new regionally-focused green sector networks
- Support evolution of industry sector strategies
- Improve funding coordination among involved agencies
- Enhance feedback opportunities to better identify industry training needs
- Create forum for policy discussion
- Expand upon successful education and training programs
- Evaluate performance and recommend improvements



Key information sources

- Ca. Green Collar Jobs Council:
 - http://www.cwib.ca.gov/special_committees
- Labor Market Information Division (LMID):
 - <http://www.labormarketinfo.edd.ca.gov/>
- Next 10
 - <http://www.nextten.org/>

