



Labour Market Bulletin

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The Labour Market Bulletin is an initiative undertaken by Grand River Employment and Training to provide information which can assist in career decision making and enterprise planning. You can expect to see quarterly reports of what is happening locally, regionally and nationally within the labour market.

Your comments and questions are appreciated. Please contact Paul McNaughton, Labour Market Analyst at 519.445.2222 (toll free 1.888.218.8230) or email: paul@greatsn.com, and of course you can always stop by in-person during normal business hours at 16 Sunrise Court, Ohsweken, Ontario N0A1M0.

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The Green Economy:

It is the new Global buzz phrase; it's a catchy simple phrase. On the surface it sounds simple, but that couldn't be further from the truth. Ask anyone what they consider to be the "Green Economy" and you will most likely get an assortment of responses, all most likely correct responses. Yet it leads to confusion if you try to put it in any one category.

The scope of the "Green Economy" is as large as the shades of the colour Green itself, perhaps larger. Some have even called it the Green Monster, which is more likely the case given the complexity of trying to decide on its definition.

When one hears of the "Green Economy" one thinks of solar energy while someone else thinks of the conservation of energy, others say it's producing energy efficient/low emission vehicles and still others say it's planting trees. There are some definitions for the "Green Economy" but all are slightly different. This confusion is transferred to businesses, governments and organizations, all with various definitions of what the Green Economy is. This article will not try to define the "Green Economy", but will give various aspects of what a "Green Economy" could encompass and how it affects labour.

It should be first noted that there is no established baseline to measure the jobs related to the "Green Economy" This is for two reasons: first, there is no uniformed definition of "Green Economy" or "Green Jobs"; secondly, traditional databases on industries and occupations are not specific enough to accurately measure. Many organizations and countries have now taken on this task to, if anything, narrow the

scope of definition.

At the time of writing, there was limited structured information available in Canada and worldwide. Due to this limitation this analysis looks at two reports from the United States (Michigan and California), a report from the United Nations Environment Programme, plus Canada's current position.

Michigan's Green Economyⁱ

In the Michigan Green Jobs Report "Occupations & Employment in the New Green Economy" they have taken the route of identifying 'Core Areas' definitions of Green Jobs.

The first core is **Agriculture and Natural Resources Conservation** (services designed to help conserve, maintain, and improve natural resources; agricultural businesses providing biomass energy; sustainable agricultural practices).

Secondly there is **Clean Transportation and Fuels** (research and development of clean and alternative fuels, hybrid vehicles, advanced batteries, fuel cells etc.).

The third core is **Producing Renewable Energy** (this includes things like solar, wind, water, geothermal, and biomass power sources and the business that produce and/or distribute these sources).

Fourth is **Increasing Energy Efficiency** (all changes that result in reduction of energy consumption of any source).

The fifth core, there is **Pollution prevention and environmental cleanup** (products that have minimal impacts on human health and the environment; services that eliminate or reduce the amount of toxicity of potentially harmful substances at their source; business that provide services and/or products related to controlling industrial commercial emissions, waste management, recycling and water conservation).

California's Green Economyⁱⁱ

In a report completed by the California Labor Market Information Division entitled "California's Green Economy" the Green jobs are identified using a simple acronym "G.R.E.E.N." This stands for:

The California Labor Market Information Division conducted a survey during 2009 of over 50,000 businesses including all industries, all sizes and all areas. They had 15,200 employers. What they found is 3.8% of all workers are working on green products or services. Almost 80% of the current green workers were trained on the job.

Some of the other findings were: 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". The top 5 green jobs reported in the preliminary sample were: 1) Sustainable Farmers and Farm workers; 2) Assemblers; 3) Recycling Center Operators; 4) Carpenters; 5) Hazardous Materials Removal Workers.

- 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

The United States Bureau of Labor Statistics' current Green Jobs Definition is:

Green jobs are jobs involved in economic activities that help protect or restore the environment or conserves 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

- United Nations Environment Programme "Global Green New Deal" ⁱⁱⁱ – Policy Brief, March 2009

This is an analysis of the Policy Brief published by the United Nations Environment Programme as part of its Green Economy Initiative in collaboration with a wide range of international partners and experts.

The United Nations Environment Programme published this Policy Brief for clarification of the Green Economy on a global stage. It coincides with one of the worst global financial crisis since the Great Depression. As a result the Policy Brief is able to focus the New Economy on a world that is also determined on a Green Environment. They call this The Global Green New Deal (GGND). The report was published in March 2009

According to the report, approximately seventy-five years ago during the Great Depression, US President Franklin D. Roosevelt launched a "New Deal". This initiative included a wide range of programmes to stimulate the economy by the construction of homes, hospital, schools and other public buildings, roads, dams and other national infrastructures. It was pivotal in launching the US into a modernized society which affects lasted right through the twentieth century.

"ABOUT 2.3 MILLION PEOPLE HAVE IN RECENT YEARS FOUND NEW JOBS IN THE RENEWABLE ENERGY SECTOR"

Countries such as South Korea are spending approximately US\$ 11.7 billion over two years cleaning up four major rivers. It is expected to create 200,000 jobs

With this in mind, the receding global economy and the concerns of global warming and environment, it would be prudent to ensure our stimulus measures includes the Greening of our New World. There is an enormous opportunity to make change that would both benefit the global economy and the environment now for our children and their children. This is where the Global Green New Deal (GGND) comes in to play.

The Fiscal Stimulus being implemented around the world needs to target four areas: 1st), **Energy Efficient buildings** – up to 40% of all building energy use creates greenhouse gases and waste; 2nd), **Sustainable Transport** – it is estimated the by 2050 the global car fleet will have tripled (Approximately 4 million jobs could be created globally through the increased production of low emission vehicles); 3rd), **Sustainable Energy** – need to invest in new renewable energy and assist in developing countries for small-scale, clean

energy technologies; and 4th), **Agriculture and Freshwater** – governments are encouraged to invest in sustainable agriculture and freshwater infrastructure, especially in developing countries.

Canada's position on the Green Economy

The National Sector Council Program and Human Resources and Skills Development Canada have hired ECO Canada (Environmental Careers Organization) to research what is a "Green Economy".

There is still no common definition of the phrase, "The Green Economy". ECO Canada is currently (as of time or writing this article May, 2010) conducting research projects to determine which approach to take in defining a green economy. There is debate on green jobs being outputs of specific industries, or all types of employees' activities or inputs include green practices or greening of economy. For now components of the sectors to include as "Green" include: green construction, renewable energy development and generation, and resource conservation.

ECO Canada's report titled **Canadian Environmental Skills: Demand and Supply for a Green Economy 2010-2020** will be available to the public in August 2010.

A GREEN CONFERENCE is COMING SOON TO OHSWEKEN, Ontario

GREAT is coordinating a two-day "**Green Conference**" in the Month of November 2010.

Purpose is to increase Six Nations' citizens' awareness of the growing green industry, its impact on the community, and the opportunities for: **Business Development; Training; and Jobs**

Who should attend? **Business Owners, Training Institutes, Job Seekers, Students and General Public**

Plan to participate in our **Local Green Economic strategy**, be a part of Change!

ⁱ Michigan Green Jobs Report 2009, chapter 1

ⁱⁱ California's Green Economy, Bonnie Graybill, Deputy Division Chief - California Labor Market Information division, Green Collar Jobs Council - March 17, 2010

ⁱⁱⁱ Global Green New Deal - Policy Brief, March 2009. United Nations Environment Programme

^{iv} Barbier, Edward B., "A Global Green New Deal", prepared for UNEP-DTIE, February 2009

^v ECO Canada, "Defining the Green Economy", by ECO Canada Moderator, posted 5/31/2010

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