

What's the deal with Green Jobs



what is the "green" "clean" or low-carbon economy?
the sectors of the economy that produces goods and services with an environmental benefit.

Green Biz Stats

Past, Present, and Future Growth

green jobs in 2008
750,000
REPORTED BY U.S. CONFERENCE OF MAYORS

green jobs in 2009
770,000
REPORTED BY PEW CHARITABLE TRUST

green jobs in 2010
2 Million
REPORTED BY OXFAM AMERICA

green jobs in 2011
2.7 Million
REPORTED BY BROOKINGS INSTITUTION

In 2010, 2.7 million jobs in the United States directly contributed to the production of goods and services that had an environmental benefit.

The jobs were spread over 57,501 different establishments in 41,185 companies and existed in almost every industry.

Current administration has raised demand and increased green job growth.

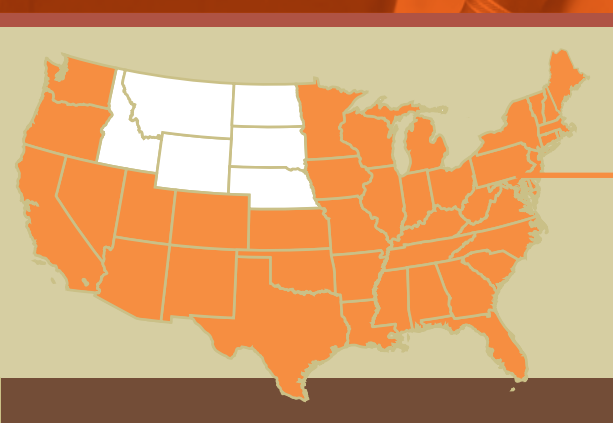
"As we recover from this recession, the transition to clean energy has the potential to grow our economy and create millions of jobs- but only if we accelerate that transition. Only if we seize the moment."
-President Obama



To get 80% of America's electricity from clean energy by 2035.

OBAMA'S GOAL

- RENEWABLES
 - Wind & Solar
 - Geothermal
 - Biomass
 - Hydropower
- NUCLEAR
- efficient NATURAL GAS
- CLEAN COAL



RECOVERY ACT INVESTMENTS

OBAMA'S GREEN POLICIES
He highlights clean energy's ability to create jobs and stimulate the US economy.
Has backed commercial-scale solar projects on public lands.

Has budgeted billions for carbon emissions storage technology- seen as key to "clean coal."

The Obama Administration has invested more than \$90 billion in clean energy and on a path to double renewable energy generation from 2008 levels by 2012.

It includes an ongoing commitment to passing HOMESTAR legislation to help homeowners finance retrofits, and a "Better Buildings Initiative" to make commercial facilities 20 percent more efficient by 2020, and a range of steps to promote industrial efficiency.



THE GREEN ECONOMY

THE REGULAR ECONOMY



Reports have found that the green tech field has seen "torrid growth" from 2003 to 2010.
(Growth rate of overall economy in the time was 4.2%)

Green construction HAS GROWN DRAMATICALLY OVER THE PAST FEW YEARS

\$3 billion
Green Nonresidential Construction in US - 2005

\$54 billion
Green Nonresidential Construction in US - 2010

\$145 billion
Predicted Green Nonresidential Construction in US - 2015

as the Green construction industry grows SO WILL ITS WORKFORCE



2000 - 2008
1 million
green construction workers employed

2009 - 2013
3.3 million
green construction workers predicted to be employed

AMERICA'S TOP 10 GREENEST COMPANIES according to NewsWeek

NEWSWEEK greenscore	1	82.5%	IBM	Information Technology & Services
	2	75.8%	Hewlett-Packard	Technology Equipment
	3	75.6%	Sprint Nextel	Telecommunications
	4	74.9%	Baxter	Healthcare
	5	74.7%	Dell	Technology Equipment
	6	74.6%	Johnson & Johnson	Healthcare
	7	74%	Accenture	Information Technology & Services
	8	73.6%	Office Depot	Retailers
	9	72.6%	CA Technologies	Information Technology & Services
	10	71.9%	Nvidia	Technology Equipment

EARN MORE MONEY WITH A GREEN JOB.

13%
Clean Economy

Median wages in the clean economy are 13 percent higher than median U.S. wages. (2011)

\$38,616
National Average Salary

\$46,343
Clean Economy Job Average Salary

Notable global company scores:

Google

- 65 Green Score**
- 74 Environmental Impact**
- 67 Environmental Management**
- 21 Transparency & Disclosure**

Google has been completely carbon neutral since 2007. Google claims that because of these steps, the carbon emissions from 1,050 Google searches are equivalent to those released by a glass of orange juice.

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NEWSWEEK greenscore

DELL

- 75 Green Score**
- 66 Environmental Impact**
- 89 Environmental Management**
- 49 Transparency & Disclosure**

In manufacturing, the company aims to have a 99 percent rate of recycling and reuse by 2012 and it looks like it is on track- for fiscal year 2011, the company maintained a recycle and reuse rate of 95.7 percent.

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NEWSWEEK greenscore

Apple

- 65 Green Score**
- 67 Environmental Impact**
- 71 Environmental Management**
- 28 Transparency & Disclosure**

Apple's products make up 98 percent of its carbon footprint. Its buildings account for just 2 percent.

Every product Apple sells exceeds the guidelines for Energy Star specifications - an achievement that no other company in the industry can claim.

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NEWSWEEK greenscore

NOKIA

- 75 Green Score**
- 67 Environmental Impact**
- 80 Environmental Management**
- 90 Transparency & Disclosure**

While the company has been buying renewable electricity since 2006, the company built its first renewable-energy installations—fuel cells in Sunnyvale, Calif., and a biofuel station in Chennai, India—in 2011.

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NEWSWEEK greenscore

Microsoft

- 68 Green Score**
- 77 Environmental Impact**
- 67 Environmental Management**
- 29 Transparency & Disclosure**

By 2012, Microsoft plans to reduce its carbon footprint by 30 percent compared to 2007 levels, designing its newest data centers to use only half the energy of those that were being built even three years ago.

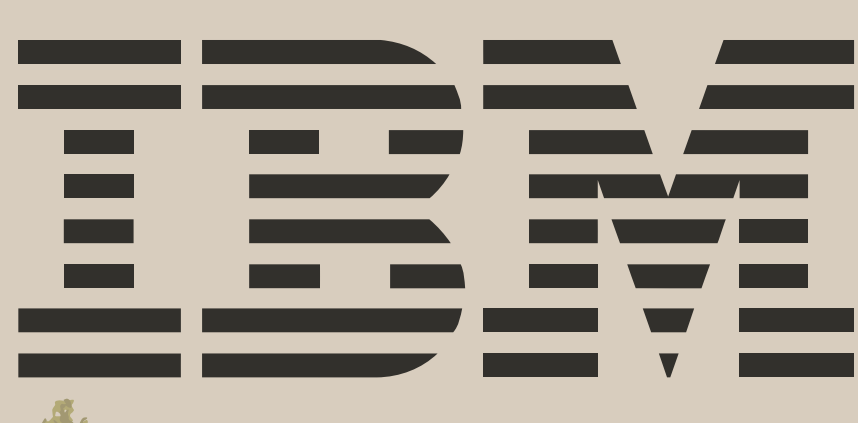
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NEWSWEEK greenscore

HEWLETT PACKARD

- 76 Green Score**
- 67 Environmental Impact**
- 88 Environmental Management**
- 64 Transparency & Disclosure**

The company promised to reduce greenhouse-gas emissions to 40 percent below 2005 levels by the end of 2011, a goal it reached nine months before its deadline.

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NEWSWEEK greenscore



- 83 Green Score**
- 79 Environmental Impact**
- 86 Environmental Management**
- 83 Transparency & Disclosure**

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NEWSWEEK greenscore

In 1971, IBM formalized (PDF) a corporate environmental policy designed to make the company an environmental leader in all of its business activities. In the intervening 40 years, many of the company's environmental initiatives have truly been ahead of their time.

UPGRADE YOUR CURRENT JOB INTO A GREEN JOB: You ain't green yet?

Find out how to get green certified:

- <http://www.gbci.org>
- <http://www.usgbc.org>
- <http://www.gbb.org/industries/>
- <http://www.sba.gov/content/green-certification-and-ecolabeling>

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