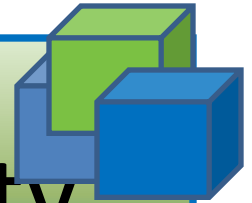


# Green Jobs: Becoming Reality



*Larry Good, Chairman  
Corporation for a Skilled Workforce*



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# A Wave, Not a Fad



- ❖ Interest in “green” expanding rapidly
- ❖ Helped by momentum points
  - ❖ Renewable Portfolio Standards (RPS)
  - ❖ \$4/gallon gas last year
  - ❖ Looking to new energy as a driver for economy
- ❖ Convergence of interests
  - ❖ Environmentalists
  - ❖ Organized Labor
  - ❖ Energy companies – new and old



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# Recovery Act: Huge Boost



- ❖ President made “Green” a major theme
- ❖ Lots of angles, funding
  - ❖ R&D dollars
  - ❖ New Grid funding
  - ❖ Energy planning grants/requirements
  - ❖ Energy efficiency expansion
  - ❖ Workforce grants – 5 SGAs from USDOL alone



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# Midwestern Governors Commit to Regional Strategy



- ❖ Governors of 10 Midwestern states two weeks ago adopted regional jobs strategy based on new energy economy
- ❖ Core idea: ensure Midwest region becomes a leader in green jobs
- ❖ Adopted 2 goals, 5 strategies



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# Goals



- ❖ Make Midwest an international leader in new energy economy
- ❖ Increase public and private investment that supports growth of jobs in new energy industries



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# Strategies



- ❖ Support existing firms to obtain opportunities in new energy businesses and supply chains
- ❖ Leverage public and private assets to grow new energy businesses and jobs
- ❖ Align economic development strategies
- ❖ Make region leader in “green” workforce development and education
- ❖ Share information across agencies & states



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# Green Workforce Policy Options



- ❖ Strengthen community college infrastructure and programs for new energy jobs
- ❖ Use competency-based certifications, career pathways in alignment across K-12, colleges, apprenticeships, state job training programs
- ❖ Build new career pathways in green jobs and help workers transition to them



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# Green Workforce Policy Options



- ❖ Attract experienced industry professionals to teach at all levels to prepare students for new energy economy
- ❖ Increase use of apprenticeships
- ❖ Create and expand sector partnerships
- ❖ Increase awareness of career and entrepreneurship opportunities in new energy economy



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# Key Green Industries



- ❖ Energy efficiency
  - ❖ Potential for major growth funded through RPS strategies with utilities
  - ❖ Fastest results
- ❖ Renewable electricity production/distribution
  - ❖ Wind
  - ❖ Solar
  - ❖ Smart grid/transmission
  - ❖ Advanced energy storage



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# Key Green Industries



- ❖ Bio-based products and transportation
  - ❖ Bio-fuels
  - ❖ Bio-products
- ❖ Clean coal
  - ❖ Carbon capture and storage



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# MGA Regional Collaborative



- ❖ Midwestern Workforce & Economic Development Collaborative Created
  - ❖ Vehicle for joint regional work
  - ❖ Multi-state sector alliances
  - ❖ Regional branding and communication
  - ❖ Regional training standards/portable credentials
  - ❖ Regional R&D, commercialization



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# Are There Green Jobs?



- ❖ Recent Michigan Green Jobs Report
  - ❖ 109,000 green jobs now – 3% of state's economy
  - ❖ Clean transportation and fuels largest part
  - ❖ Green related firms increased jobs by 8% in 2005-2008, while overall average was -5%
  - ❖ Green jobs pay well overall – engineers, technicians
  - ❖ Hotbed of entrepreneurial activity



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