




CAPCOA Climate Change Forum

August 31, 2010 

California Green Job Creation:

Opportunities and Challenges



Barry R. Sedlik  
Chair,  
California Green Collar Jobs  
Council

# California Green Collar Jobs Council

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- 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?

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- Green Activities and Services:
  - **G**enerating and storing renewable energy
  - **R**ecycling existing materials
  - **E**nergy efficient product manufacturing, distribution, construction, installation, and maintenance
  - **E**ducation, compliance, and awareness
  - **N**atural and sustainable product manufacturing

Source: California Employment Development Department



# California leads the nation

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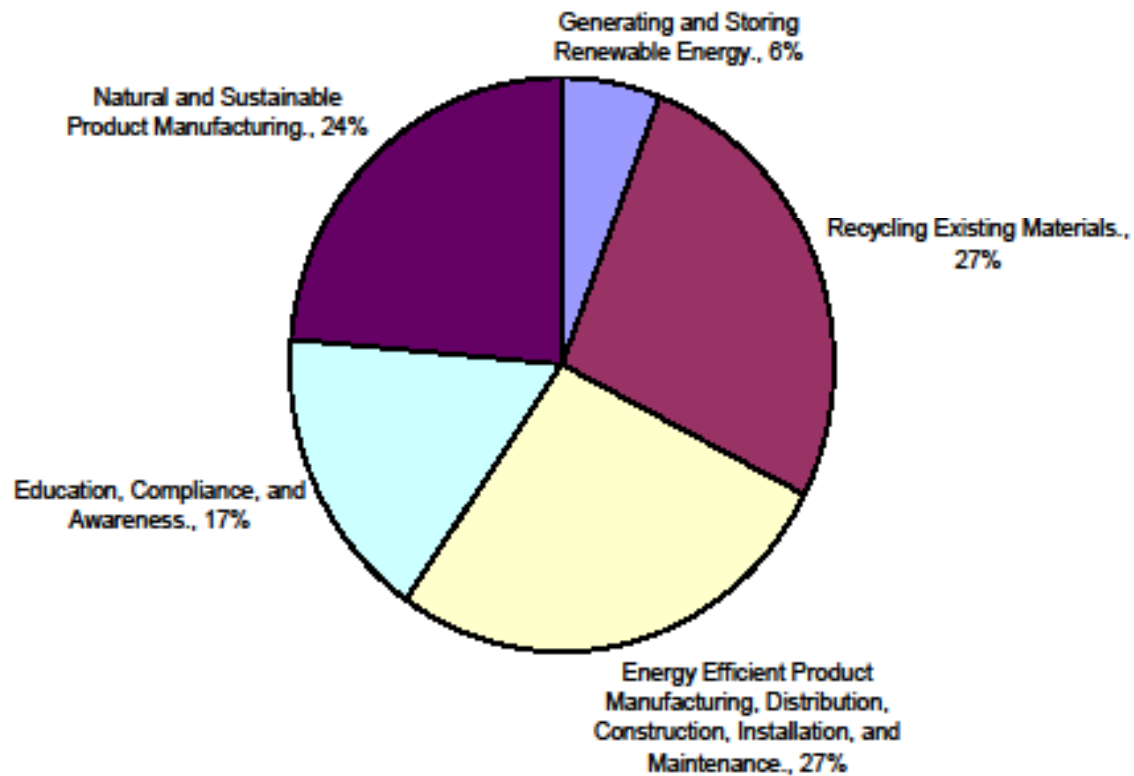
- Most green jobs:
  - 300,000 full time green jobs
  - 171,000 jobs with green components
  - 3.8% of all California employment
- Most green businesses:
  - 130,000 business establishments
- Most venture capital investing:
  - \$3.3 billion
  - 57% of U.S. capital funding



# Green Workers Reported

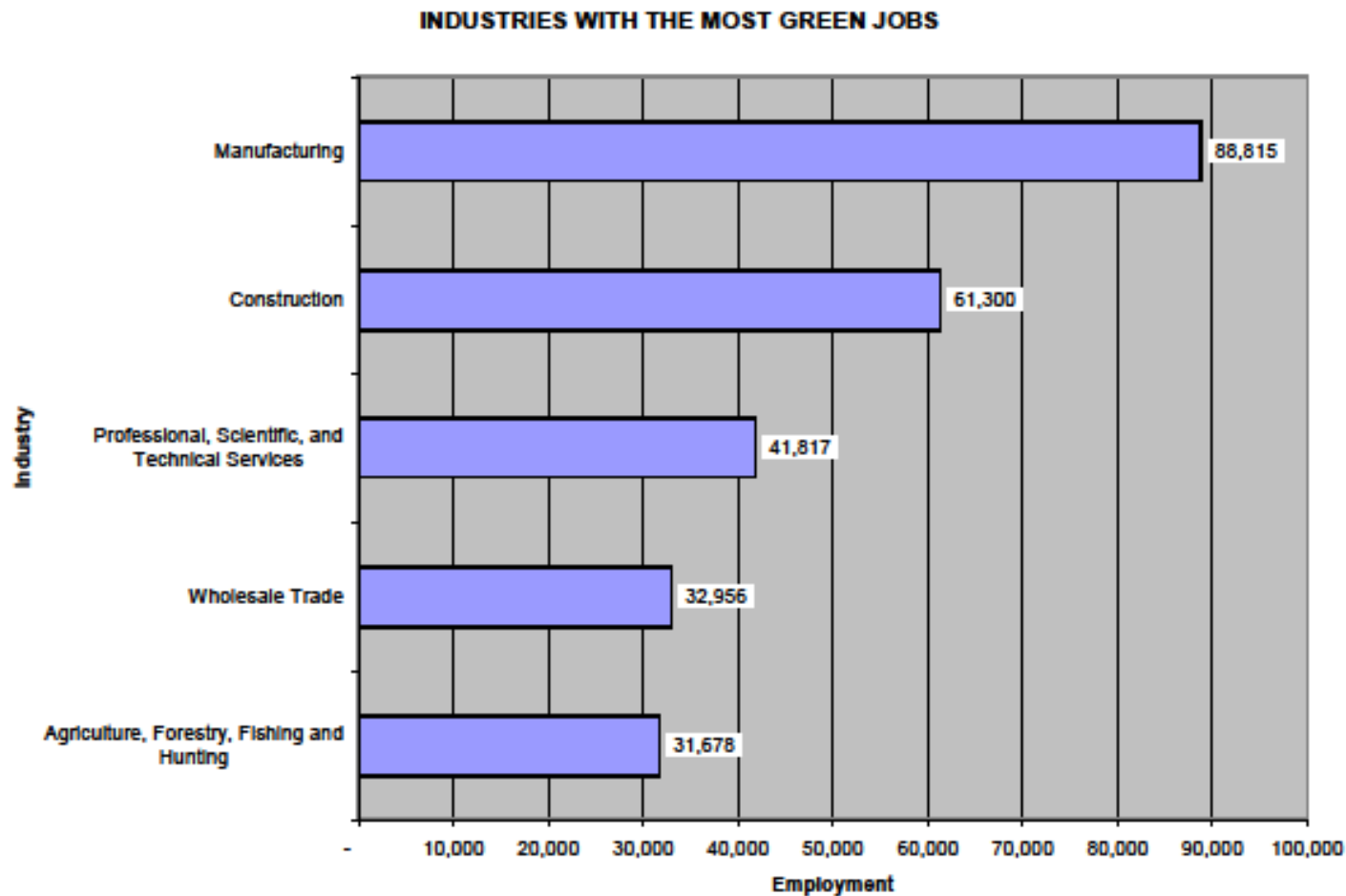
PERCENTAGE OF EMPLOYEES IN GREEN CATEGORIES

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# Industries with the Most Green Jobs

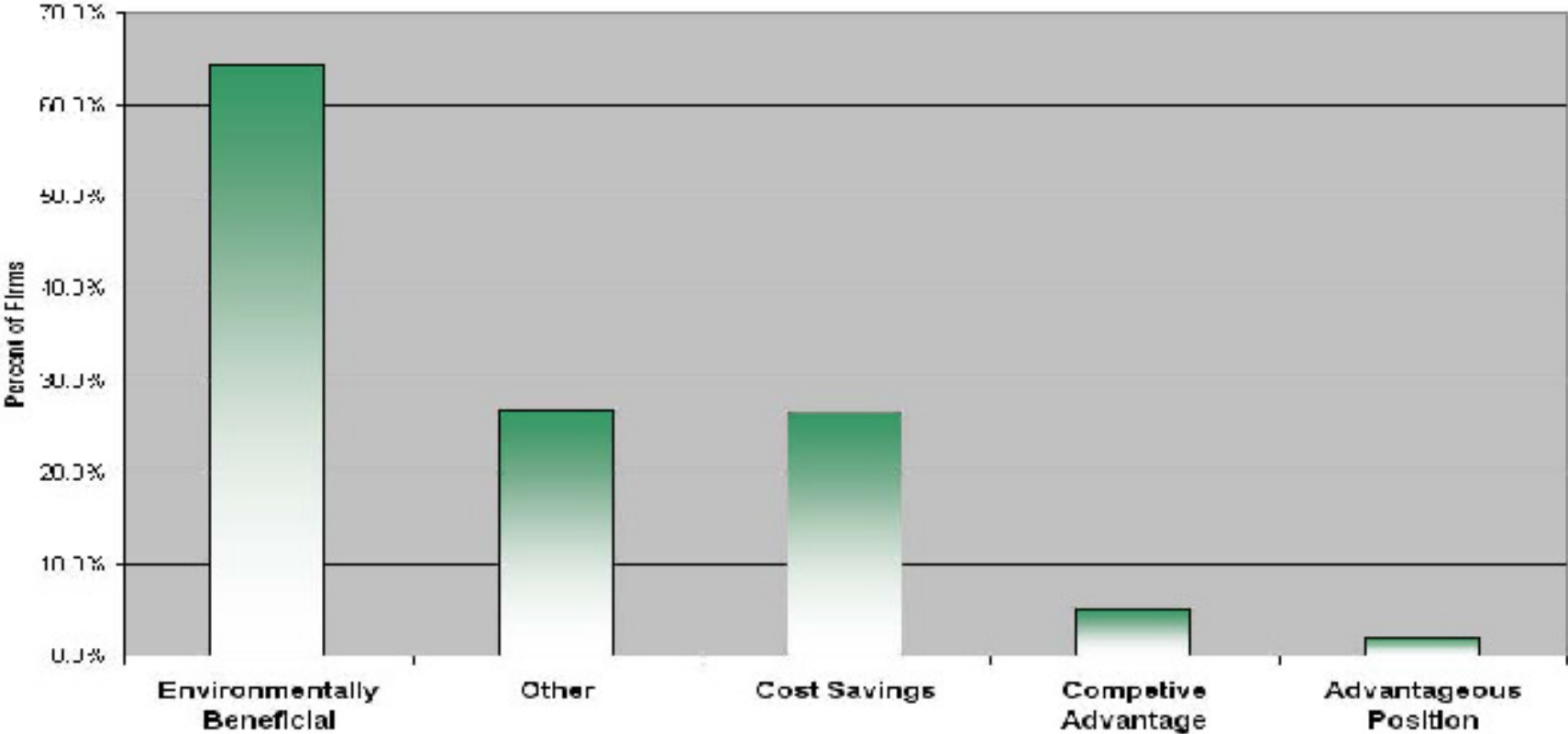
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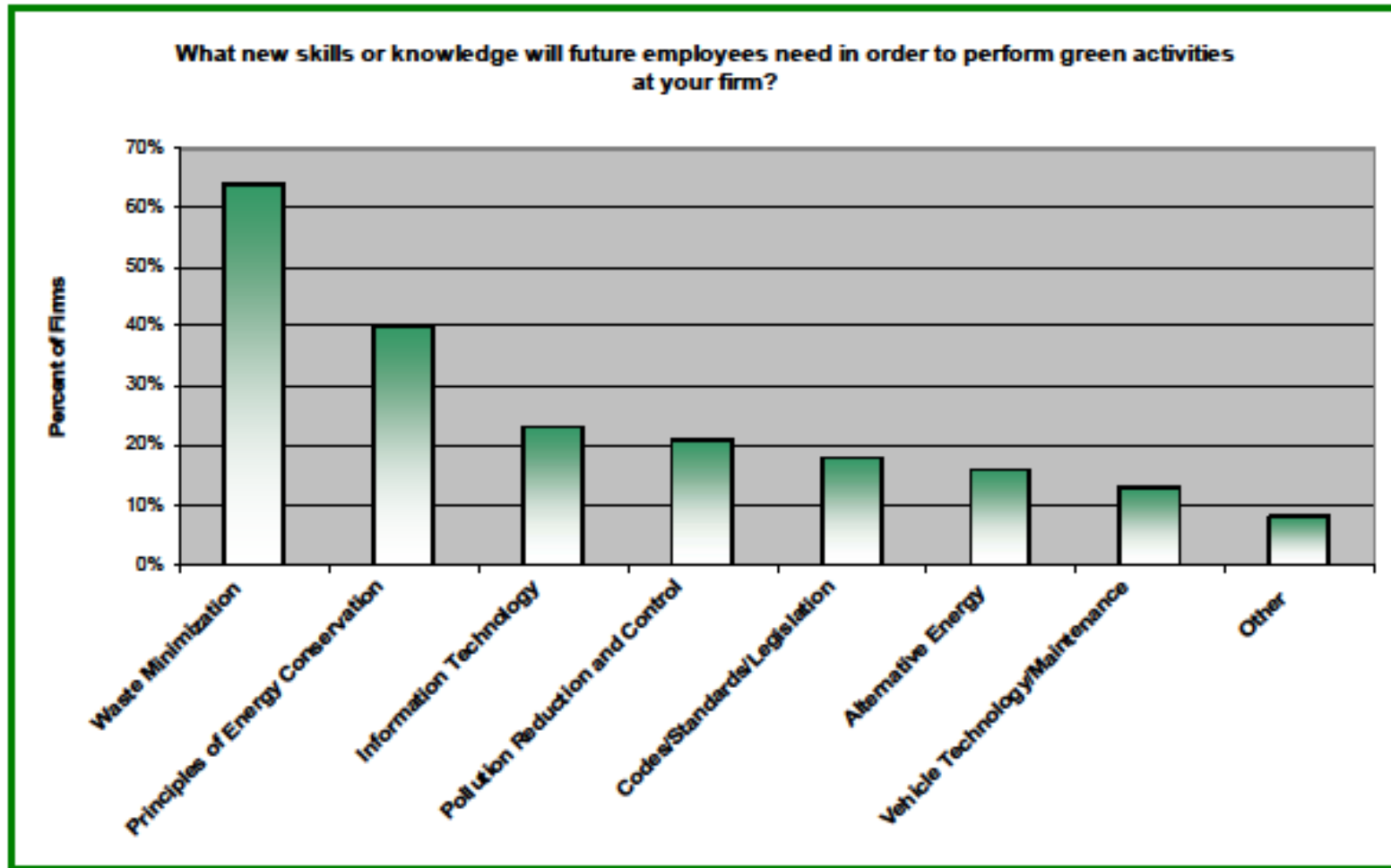
# Sustainable Practices – Benefits

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What do you view as the largest benefit to your business in taking steps to reduce greenhouse gas emissions?



# Business Practice Skill Needs





# California's Green Workforce Initiative

## Developing Training

Clean Energy Workforce Training Program

CEC

EDD

ARRA SEP

AB 118

WIA 15% Funds

\$26.75 million

34 Regional Grantees

5,600 Individuals Served

## Creating Partnerships

DOL State Energy Sector Partnership Grant

California Workforce Investment Board

\$6 million

6 Regional Project Teams

1,200 Individuals Served

## Developing Regional Capacity

Regional Industry Clusters of Opportunity Grants

California Workforce Investment Board/CEC

\$2.5 million

10 Regional Collaboratives

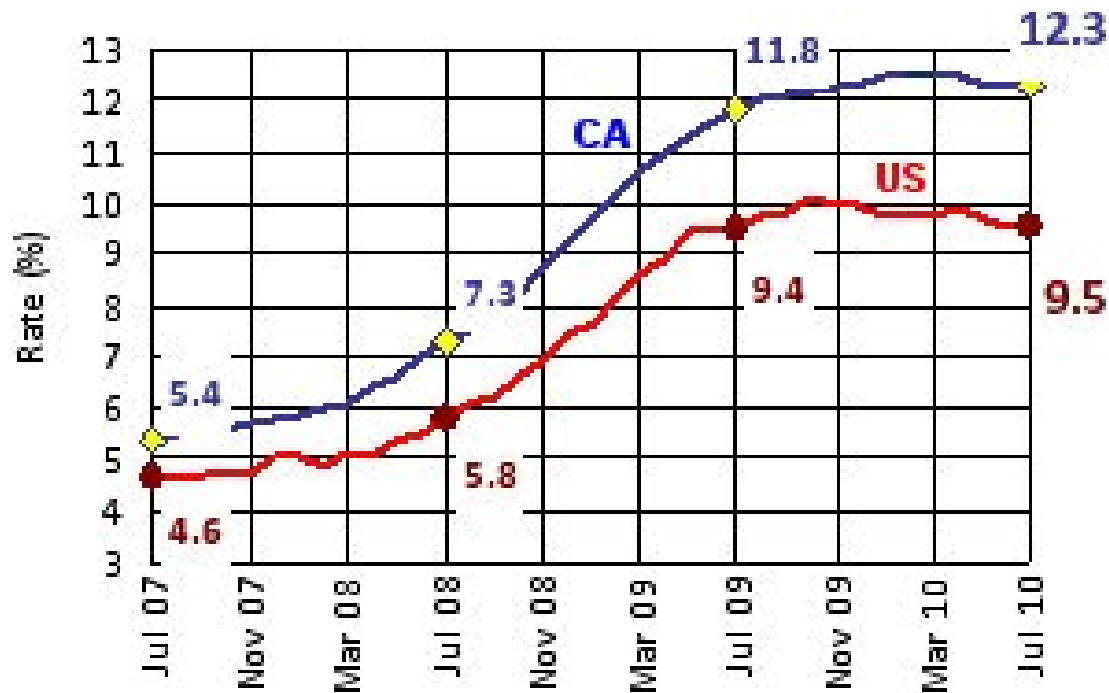
New Sector Initiatives Developed

Regional Action Clinics



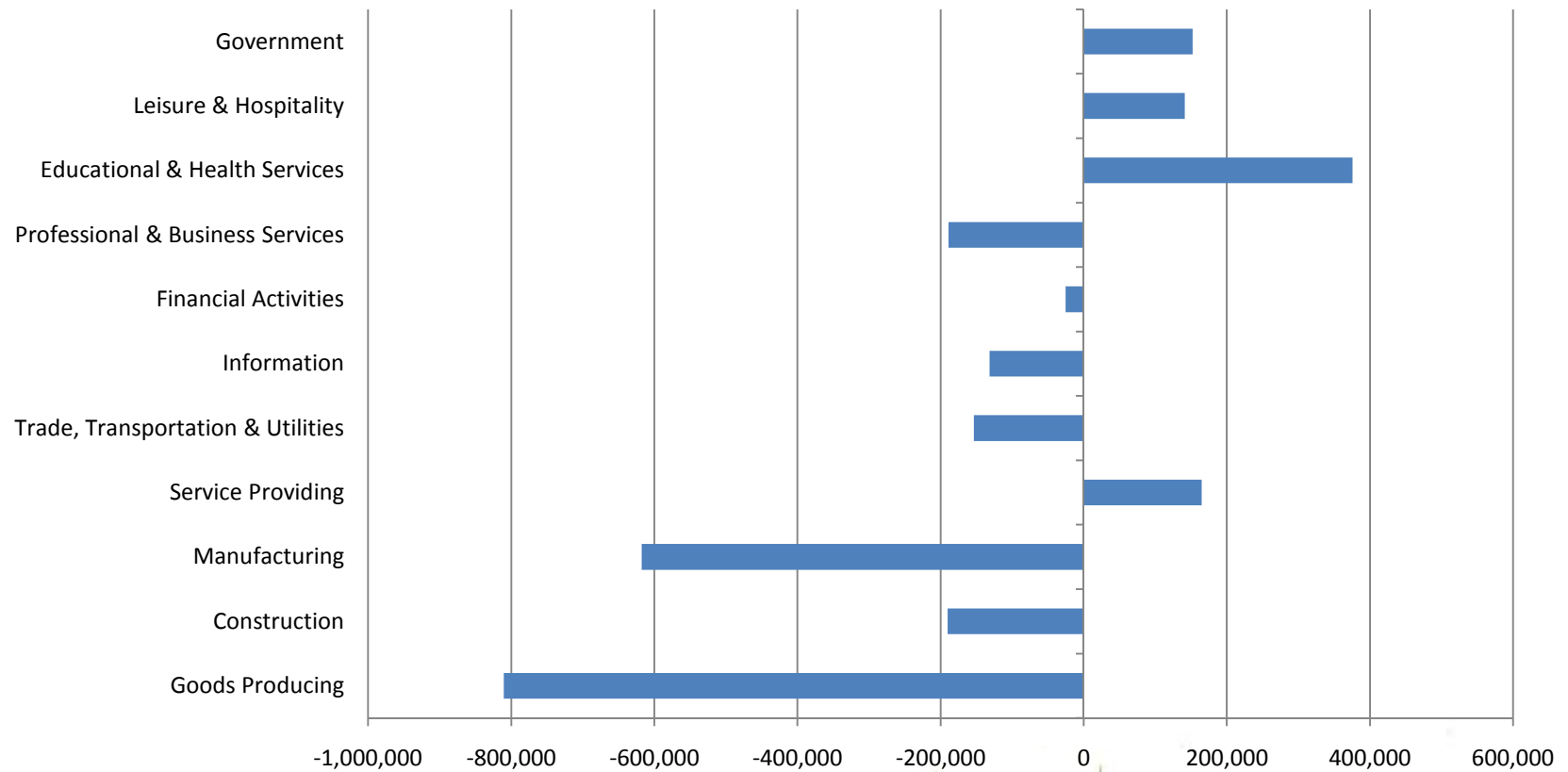
# Our Biggest Challenge

Three-Year Trend in California and U.S.  
Unemployment Rates  
July 2010; Seasonally Adjusted Data



# California added no net jobs in last 10 years

## Change in California Non-Farm Employment July 2000 - July 2010



## The Green Job Prescription for California

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- 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 and beneficiaries of a green-skilled workforce.



## Key information sources

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

