

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

- 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

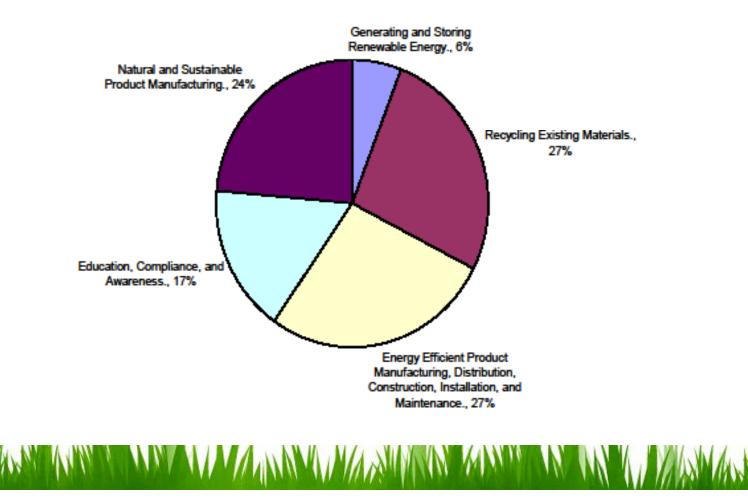
Source: California Employment Development Department

California leads the nation

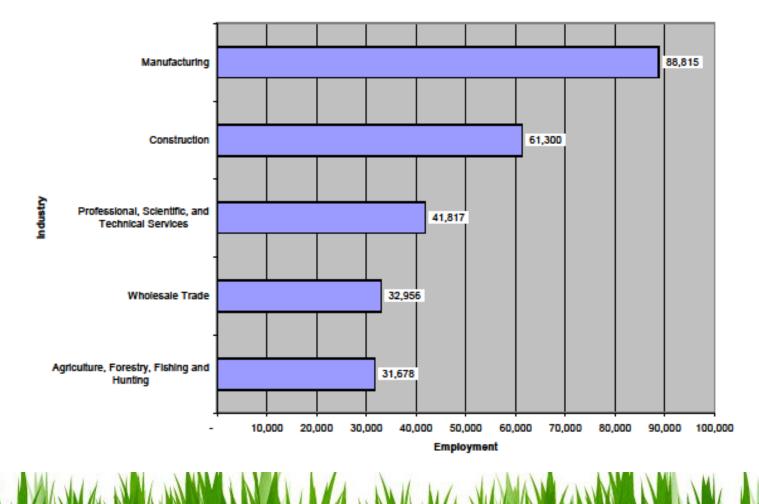
- Most green jobs:
 - 300,000 full time green jobs
 - 171,000 jobs with green components
 - 3.8% of all California employment
- Most green businesses:
 - 130,000 business establishments
- Most venture capital investing:
 - \$3.3 billion
 - 57% of U.S. capital funding

Green Workers Reported

PERCENTAGE OF EMPLOYEES IN GREEN CATEGORIES



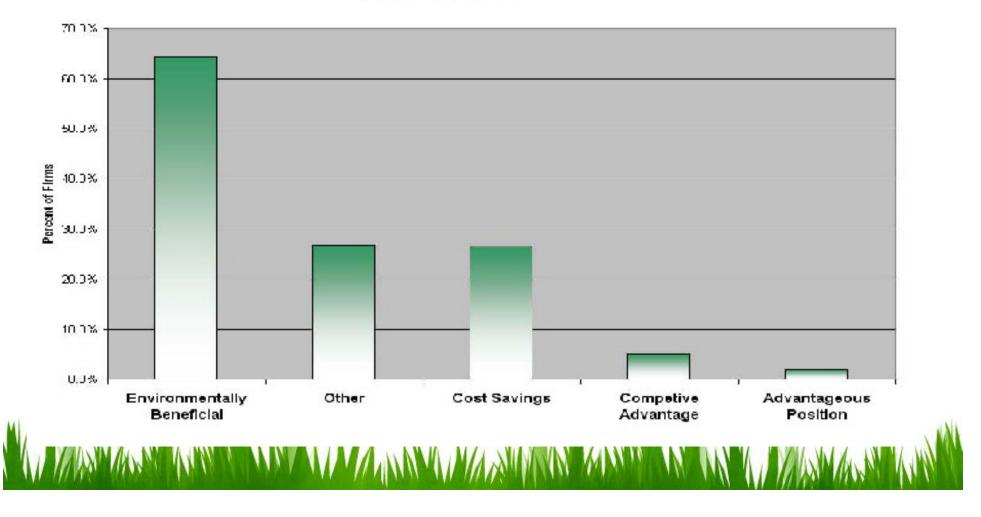
Industries with the Most Green Jobs



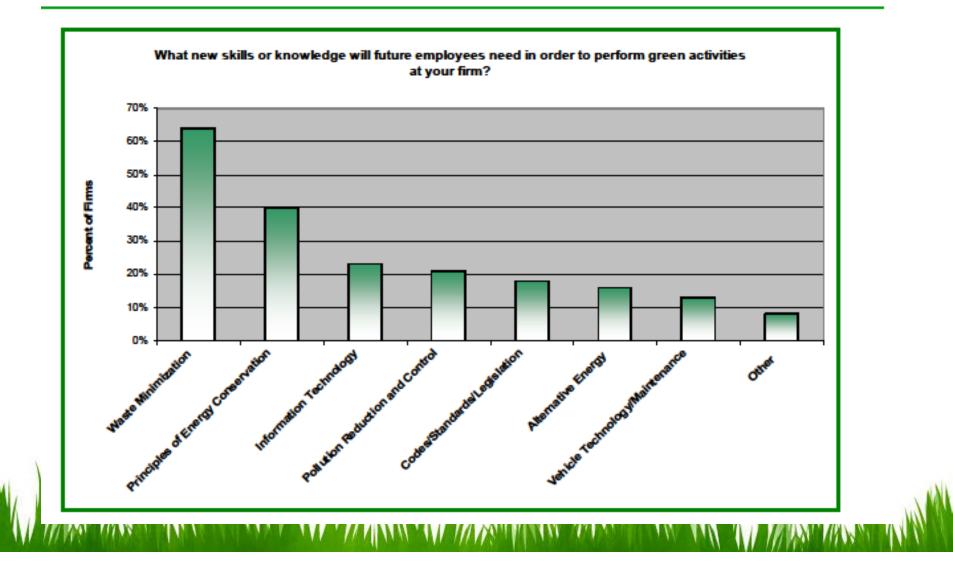
INDUSTRIES WITH THE MOST GREEN JOBS

Sustainable Practices – Benefits

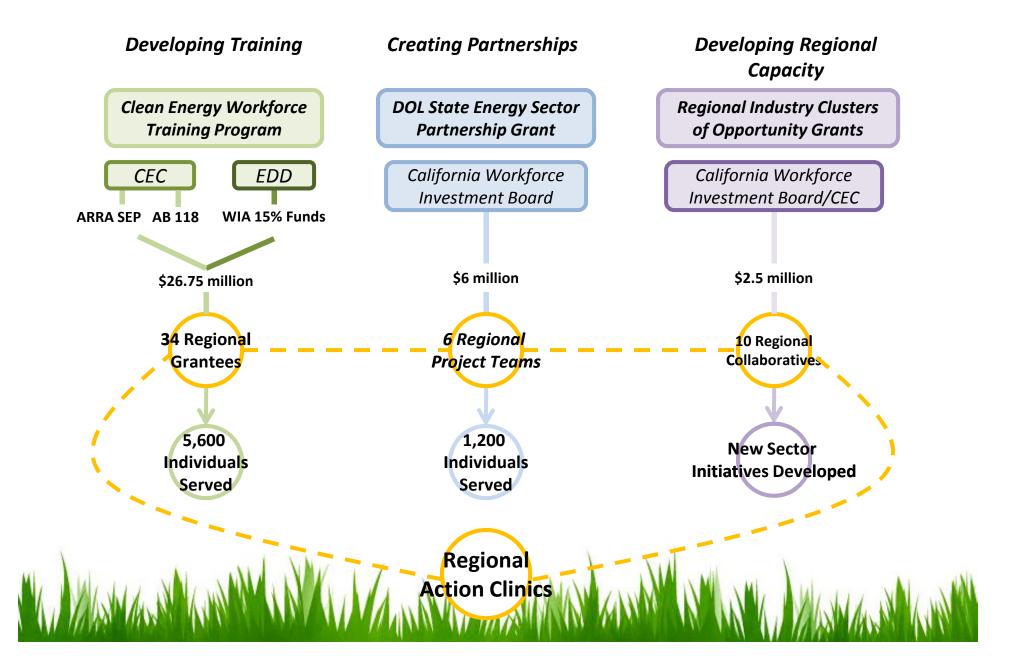
What do you view as the largest benefit to your business in taking steps to reduce greenhouse gas emissions?

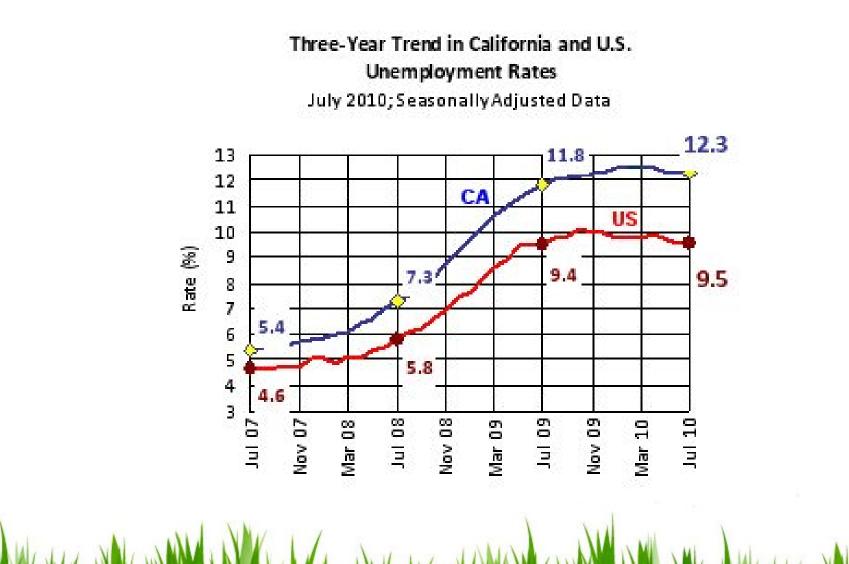


Business Practice Skill Needs



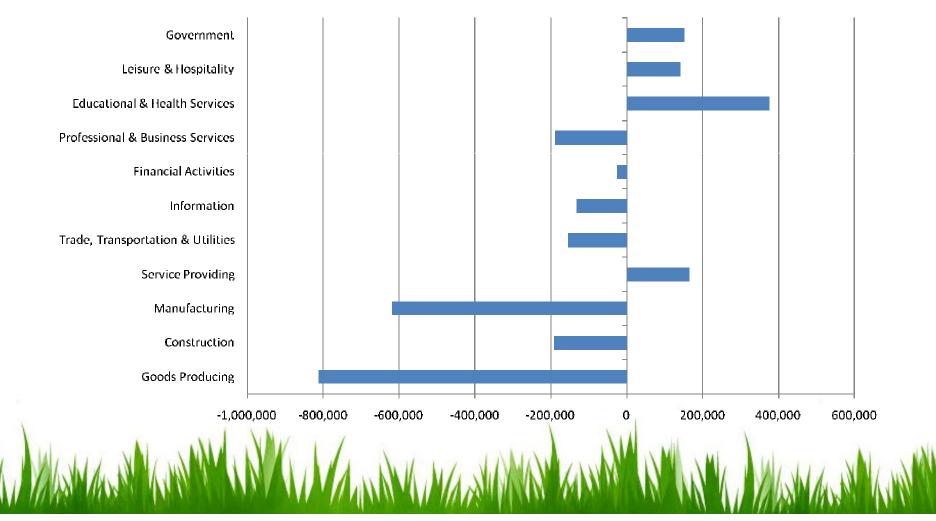
California's Green Workforce Initiative





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

- 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.

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