

# Who are Connectr

- School & FE engagement programmes
- Recruitment: Apprentice & graduate
- Tech-enabled career-development



A few of our clients and partners



INNOVATION OF THE YEAR  
WINNER 2022



# Welcome

# GREEN SKILLS WORKFORCE COALITION

POWERED BY CONNECTR



# Definition: What is a green job?

International Labour Organisation

‘jobs that contribute, preserve or restore the environment’.

## Warwick University state the 3 categories as

### Pure green

New jobs – like solar system

### Green Enhanced

‘Greening’ existing jobs.  
E.g. architects,  
Accountants

### Jobs impacted by green

More in demand because of green economy. eg electricians

# The Green Jobs conundrum

If everyone wants green jobs, why don't we have more of them?

There is huge appetite for green jobs

## Appetite among employees

Around **70%\*** of students told us it was "*important that their career benefits the environment*"

\*70% of A/T level students and 66% of university students (Nesta/BIT)

**23%** indicated that they would accept a lower salary to work in a green job. (Nesta/BIT)

## Appetite among employers

67% of employers who need green skills have struggled to fill these roles (Learning and Work Institute)

# What are the barriers to accessing green jobs?

The key barriers seem to be:

- Skills
- Awareness

## Green skills

Roles requiring green skills grew 35% from 2016 - 2021, but green skills among workers only grew by 26% (LinkedIn)

Green Alliance found widespread skills shortages in key green sectors such as construction, waste, energy and transport.

## Awareness of green jobs

Just 38% of students said they feel confident looking for green jobs

- 43% for A/T level or equivalent students
- 33% for university students or recent graduates.

(Nesta/BIT)

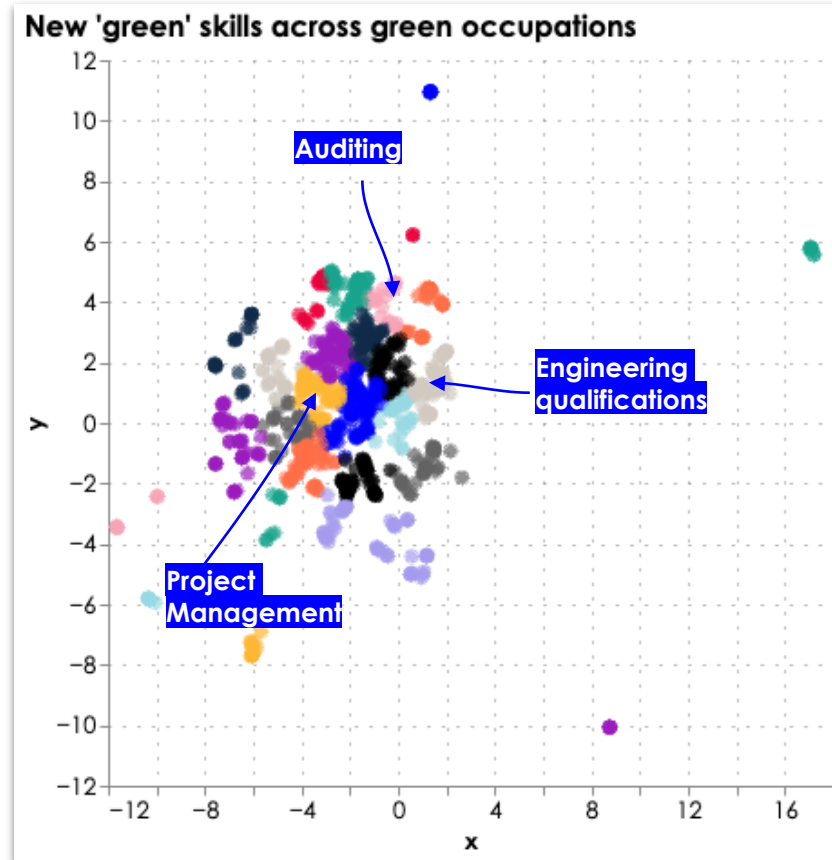
87% of young people (16-24) said they did not know what green skills were. Women more likely than men not to know.

(WorldSkillsUK)

The public conversation around the workforce transition to Net Zero has become too narrowly focused on a small number of the greenest jobs.

We aim to broaden these conversations by measuring the 'greenness' of every job, business and sector.

Established green skill lists are not complete.



**In your internal workforce planning conversations, what data or analyses would help you raise the profile of green jobs?**



# Green Skills - keeping up with the rate of change

## The Challenge

Low awareness - 15% of young people currently reporting understanding of Net Zero Careers

Rapid pace of labour market changes

## The Opportunity

Established careers infrastructure

Unique opportunity to match young peoples' values with career ambitions

### What are Green Skills?

Green skills are the knowledge, abilities, values and attitudes needed to live in, develop and support a sustainable and resource-efficient society. The good news is that you already have or are developing skills that can help create a greener economy. But what skills are considered to be 'green' and why?



The collage features several key elements:

- Webpage:** 'National Careers Week 2021 Clean Energy' with sections for STEM Resource, Careers Resource, Wind Energy, Solar Energy, Nuclear Energy, and LEA - clean energy research.
- Career Tree:** A central diagram with 'Career Tree' at the top, branching into 'Green Jobs' and 'Low Carbon Transport', 'Reducing Home Production', 'Industrial Decarbonisation', 'Climate Change Officer', 'Power', 'Recycle, Reuse, Recycle', 'Climate Adaptation', 'Homes & Buildings', 'Landscaping and Green Infrastructure', and 'Ecologist'. Sub-branches include 'Cycle Technician', 'EV Installer', 'CO2 Conversion Technician', 'Industrial Scientist', 'Climate Change Officer', 'Energy Efficiency Inspector', 'Wind Turbine Technician', 'Solar Panel Installer', 'Community Engagement Officer', 'Climate Adaptation', 'Recycling Operator', 'Energy Efficiency Inspector', 'Landscaping and Green Infrastructure', 'Green Jobs', 'Low Carbon Transport', 'Reducing Home Production', 'Industrial Decarbonisation', 'Climate Change Officer', 'Power', 'Recycle, Reuse, Recycle', 'Climate Adaptation', 'Homes & Buildings', 'Landscaping and Green Infrastructure', and 'Ecologist'.
- Green Jobs Cards:** Cards for 'Hydrologist', 'Climate Scientist', 'Ecologist - What's in the Job?', 'Transport Planner', and 'Green Jobs'.

# Youth Employment Index 2023

Green career paths for young people



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# The green transition is shaping economies and jobs worldwide

**24  
million**

Jobs created globally, by taking action to limit global warming to 2 degrees celsius by 2030

**~336k**

Green jobs advertised in the UK between Q3 2021 - Q2 2022

**50%**

People aged 18-34 want a job in the Green Economy

# The opportunity resonates uniquely with young people...

**Beyond a significant employment opportunity,  
what do green jobs offer young people?**

**Alignment with values**

**Future-proof work**

**Work diversity**

**However, there are barriers to a green career  
for young people that need to be addressed...**

**Industry misalignment**

**Lack of green skills integration  
into current education**

**Career pathway ambiguity**

# PWC recommendations are targeted at businesses and education in order to drive youth employment on the green agenda

## Business Actions



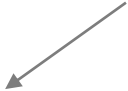
Leverage data and analytics to forecast and identify skills gap



Optimise recruitment by highlighting green strategies and values



Collaborate with educational institutions to develop bespoke upskilling programmes



Thank you

