



How can the Green Careers Hub help you to support future generations?

4th November 2024

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Housekeeping

Questions

- We will have a Q&A discussion at the end – please send in your questions as we go through today's webinar.
- The chat function is also open.

Slides and recording

- This webinar is being recorded and will be made available on the events page on the Green Careers Hub:
<https://www.greencareershub.com/developing-your-career/careers-events/>

Poll



Meet our speakers

About Nesta

We are the UK's innovation agency for social good. We design, test and scale new solutions to society's biggest problems, changing millions of lives for the better.

For over 20 years, we have worked to support, encourage and inspire innovation that benefits society, a purpose that is more relevant now than ever.



[Read more about our history](#)



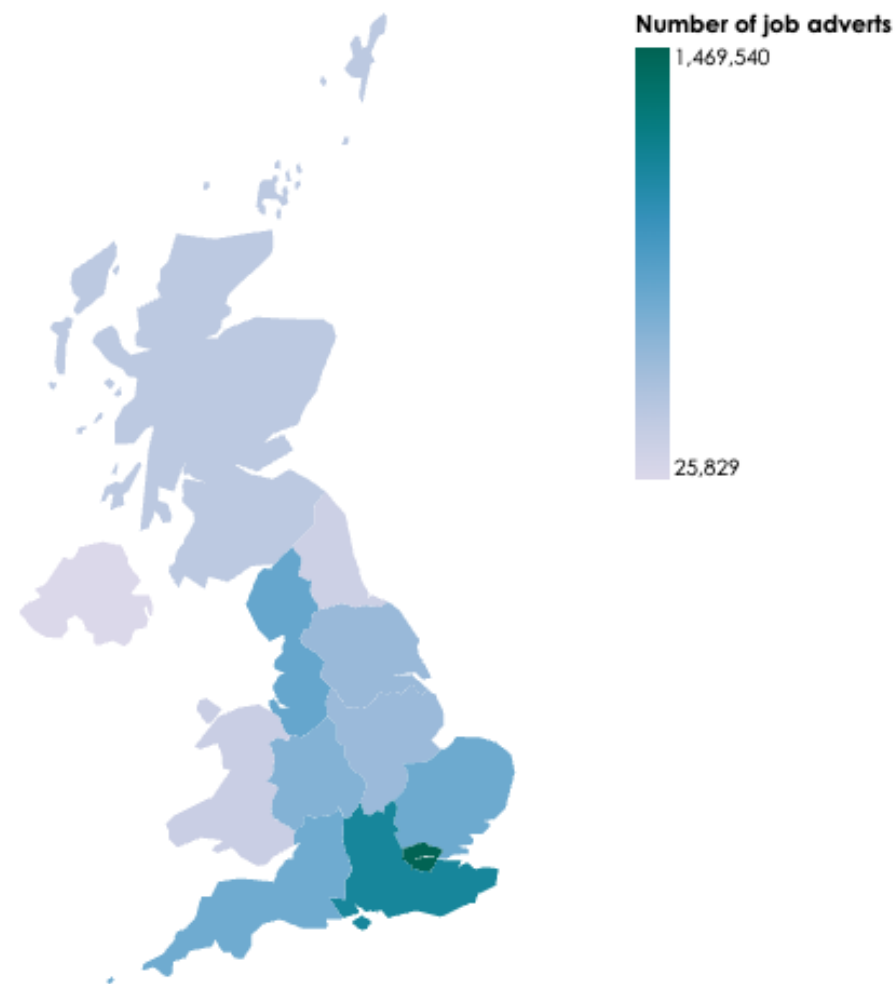
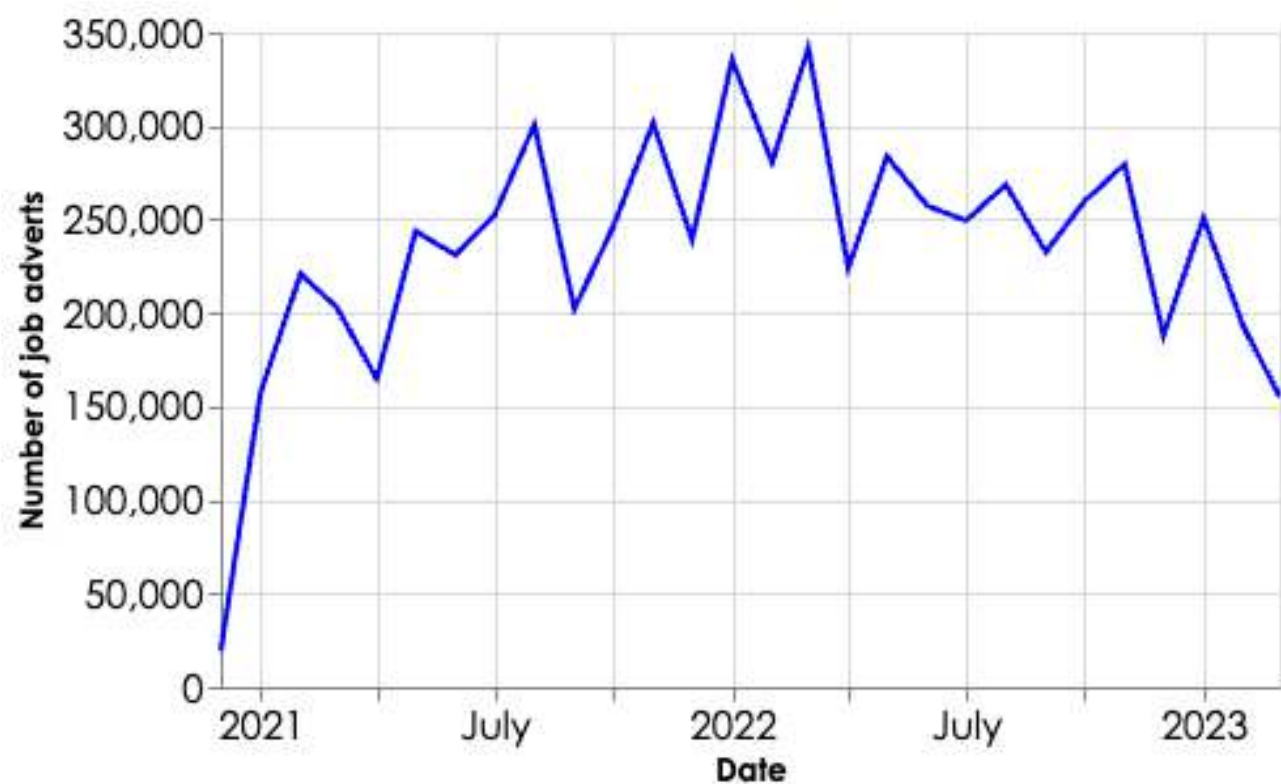
A sustainable future

Our mission is to accelerate the decarbonisation of household activities in the UK and improve levels of productivity.

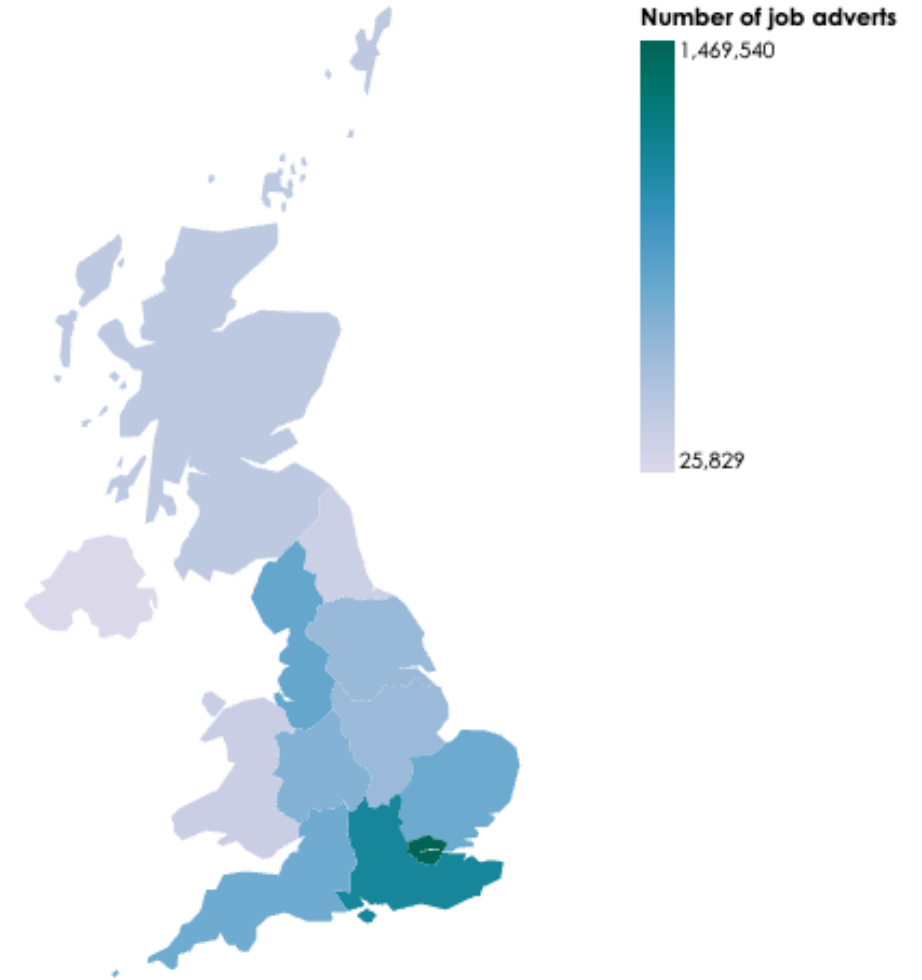
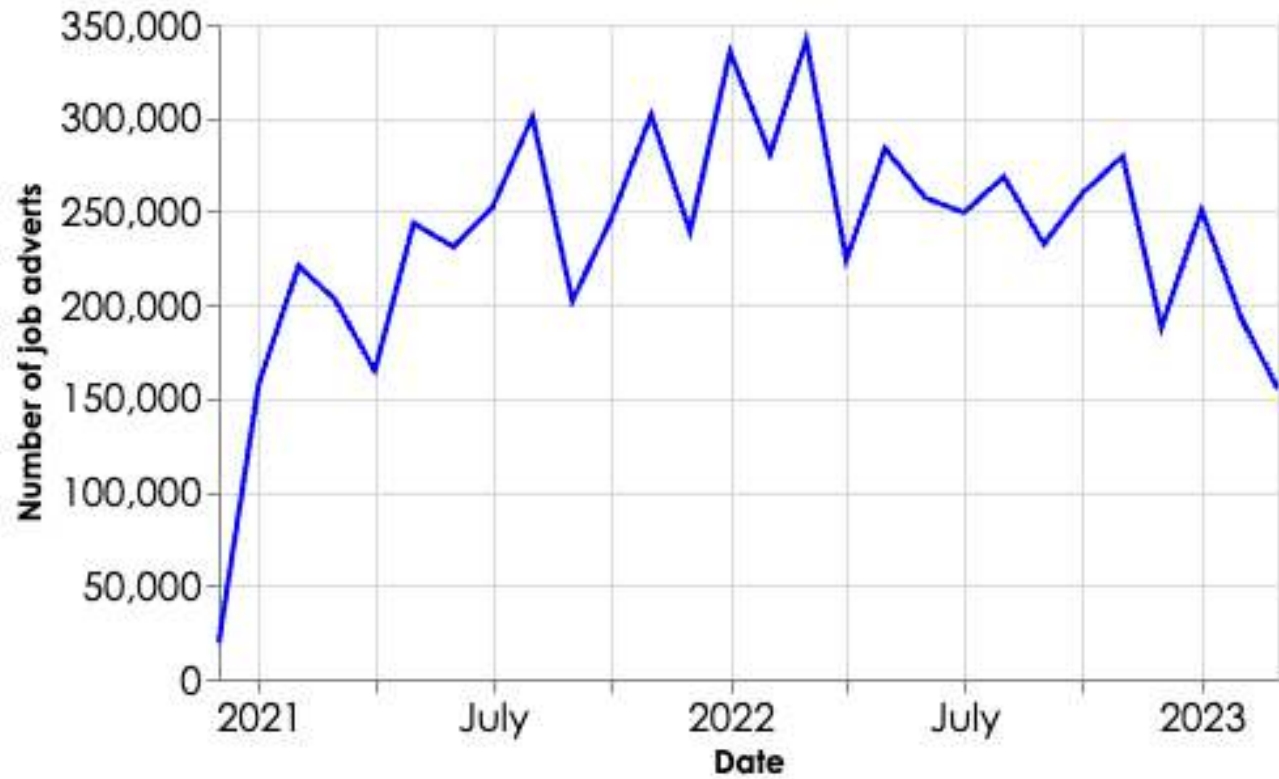
At Nesta, we're focusing on one part of the net-zero challenge: rapidly reducing emissions from the UK's homes, which currently account for around 22 percent of total emissions.

We do this by designing, testing and scaling solutions that drive change: making homes more energy efficient, increasing uptake of low carbon heating, and reducing household energy use.

We have collected **over 7,000,000** job adverts from across the UK since 2021...



...this has allowed us to use online job adverts to create insights on things like salary, skills and more.



Over the last year, we have been developing a way to use this data to increase the amount of information available about green jobs...

The problem. A lack of good, bottom-up data on green jobs has led to narrow conversation about the workforce transition to Net Zero, focussing on a small number of green jobs.

Our approach. An open source tool that displays information about the greenness of a job, based on multiple dimensions.

The green measures we've developed...



Percentage of skills
that are green

The proportion of **skills** being asked for in the job advert that are green.



Time on green tasks

The average time spent on green tasks for this **occupation**.



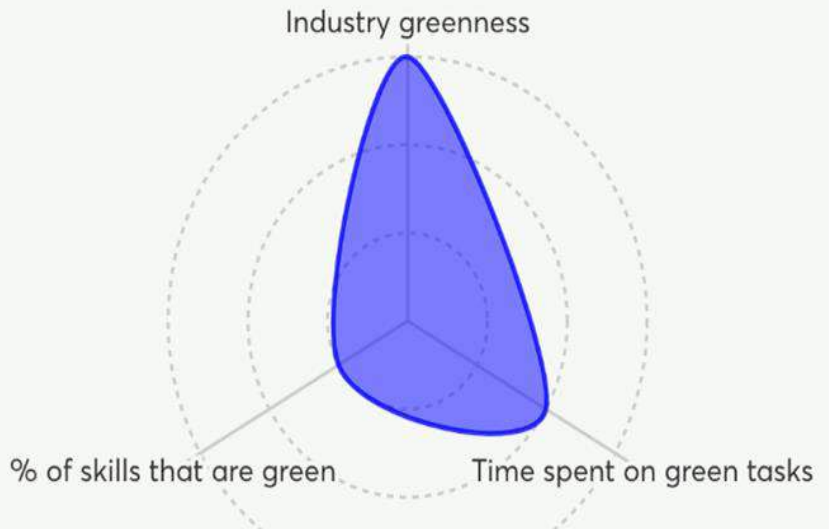
Industry greenness

The average GHG emissions per unit of economic output for this **industry**.

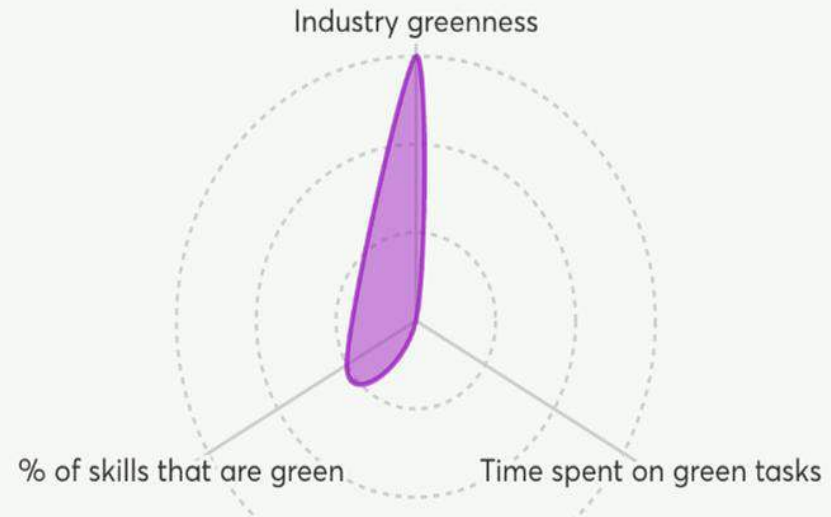
Key findings

There's no such thing as a job that is 'green' or 'not green'...

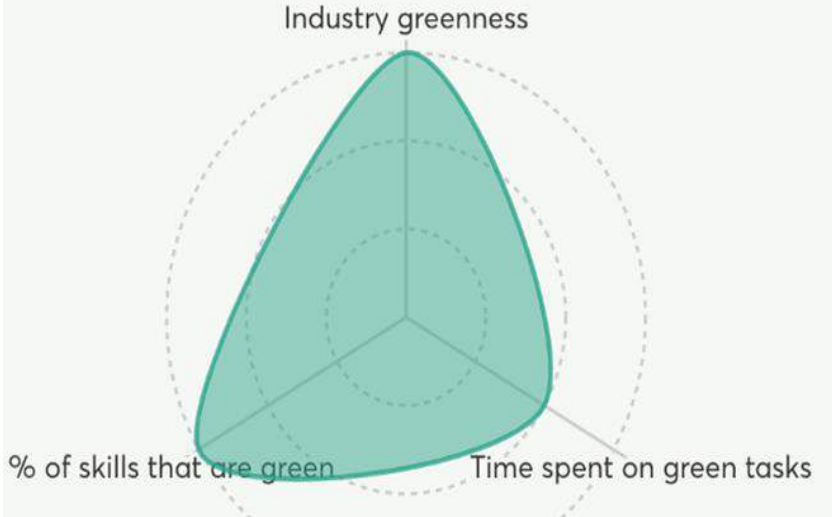
Business change managers



Primary education teaching



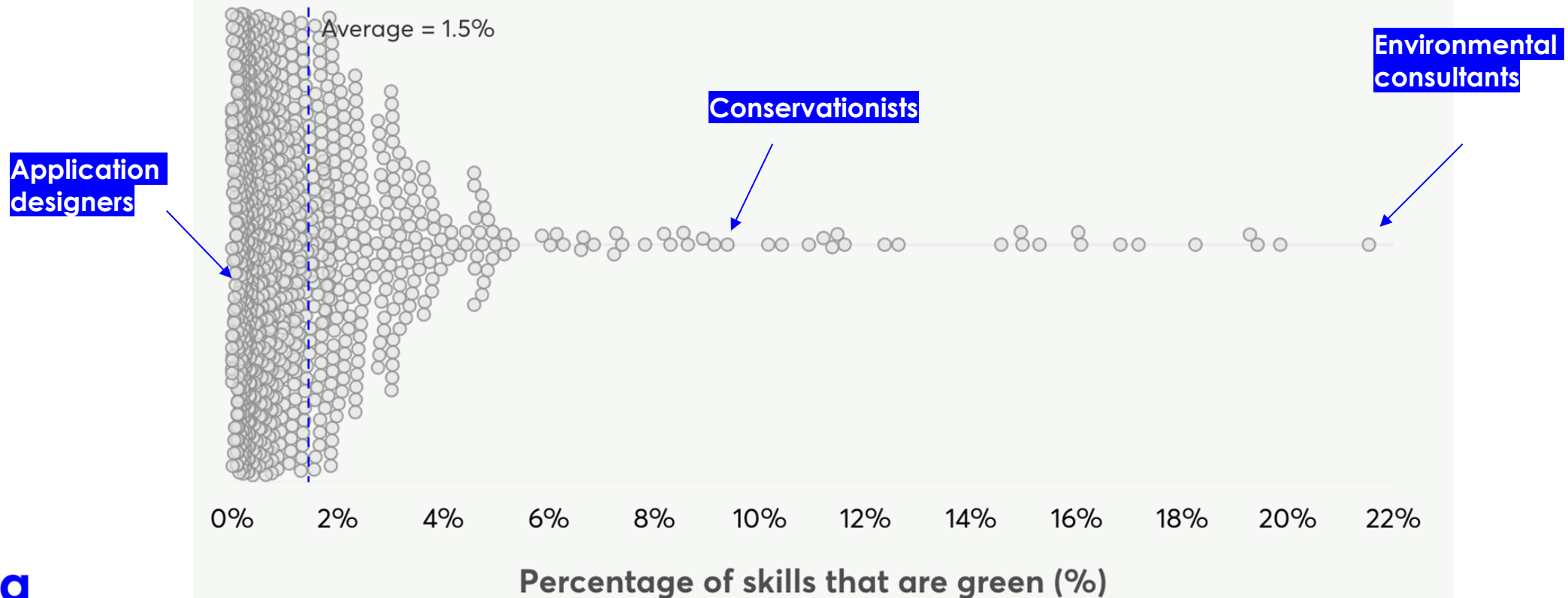
Energy advisers and assessors



Green skills are still a small part of most jobs...

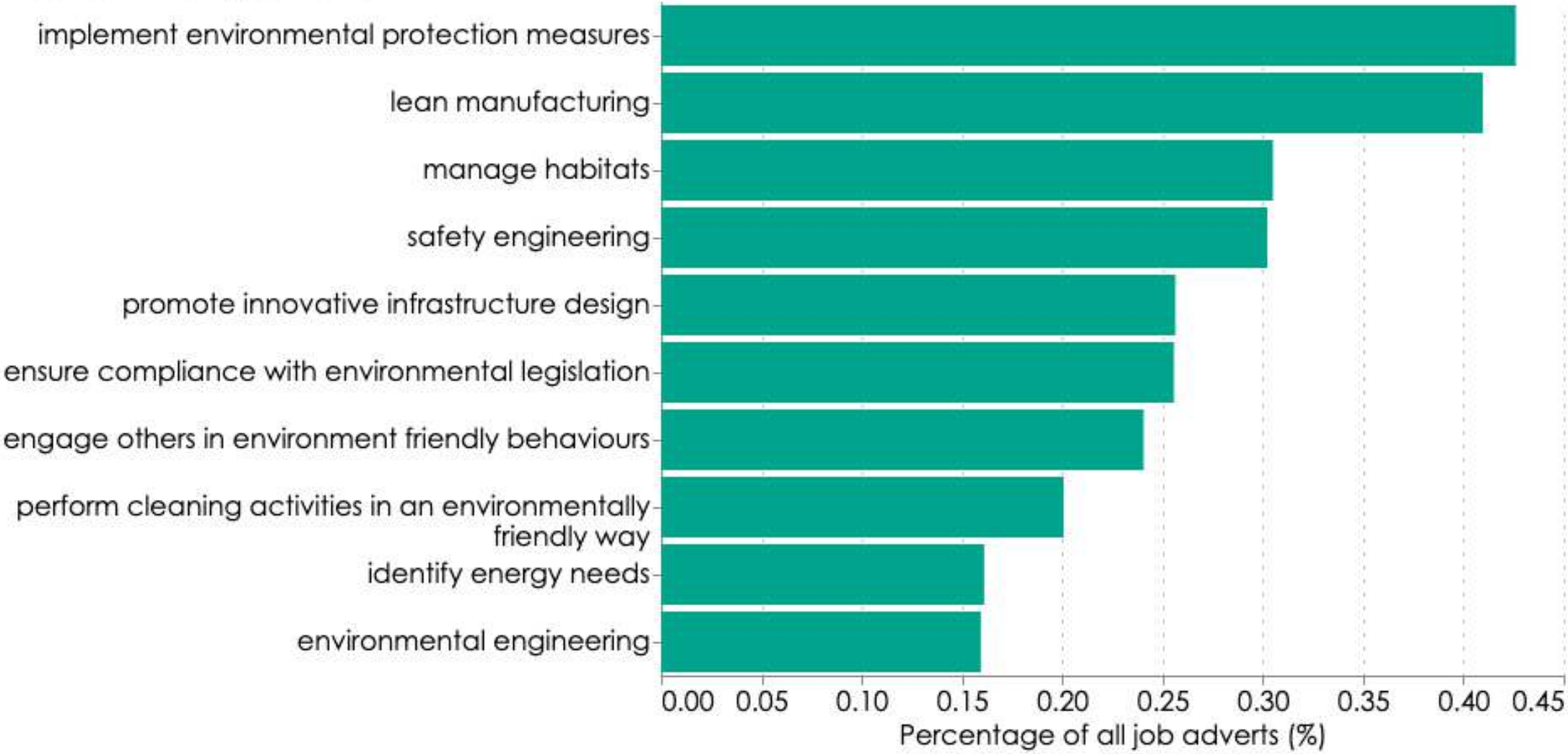
The percentage of skills that are green in job adverts rarely exceeds 3%; even environmental consultant roles require a maximum of 22% green skills

Each dot represents an occupation, hover to see the percentage of skills that are green (%)



Certain green skills are asked for more than others

Most common green skills



Cross-functional skills play a crucial role in greener jobs...

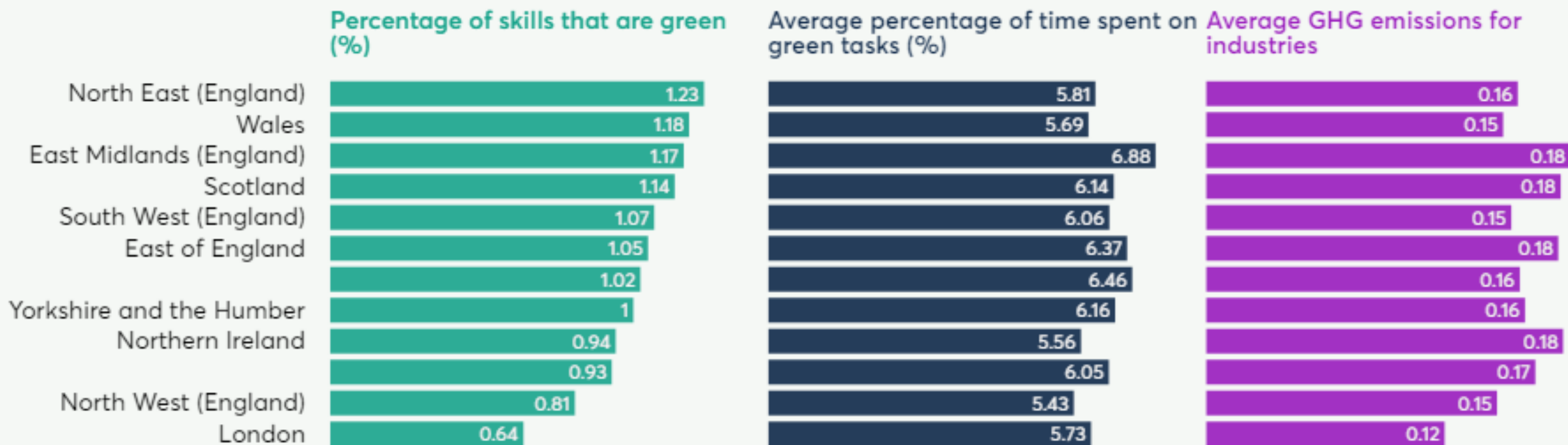
The top 5 skills that most commonly co-occur with green skills in green occupations:

1. Advise customers
2. Quality assurance procedures
3. Work in teams
4. Coordinating activities with others
5. Provide improvement strategies

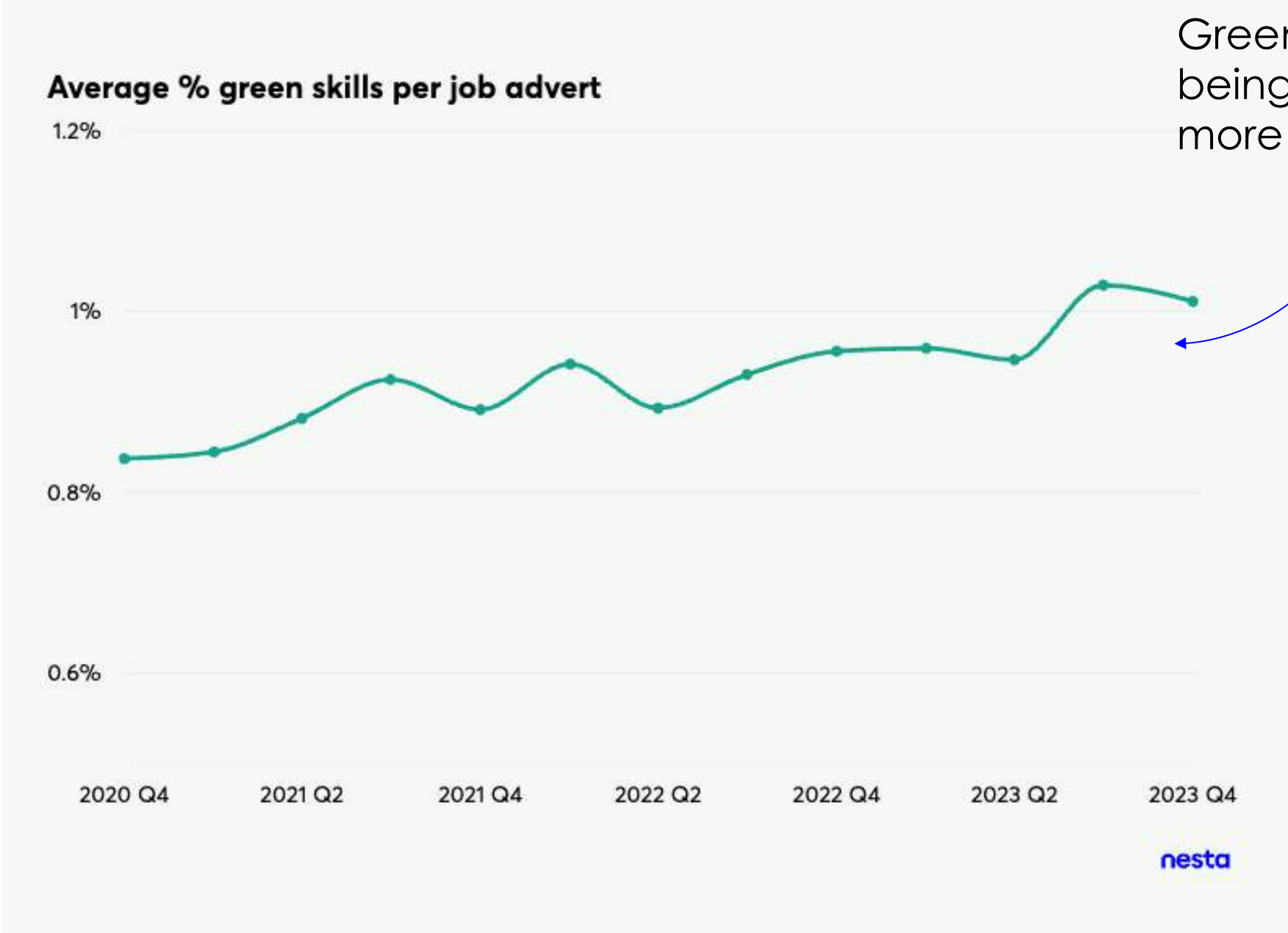
Measuring 'greenness' offers a new perspective on the regional green jobs story...

Measuring and mapping 'greenness' reveals a regional green jobs story, driven more by large manufacturing and industrial towns than by major cities.

Greenness measures by region of the UK, in order of green skills measures

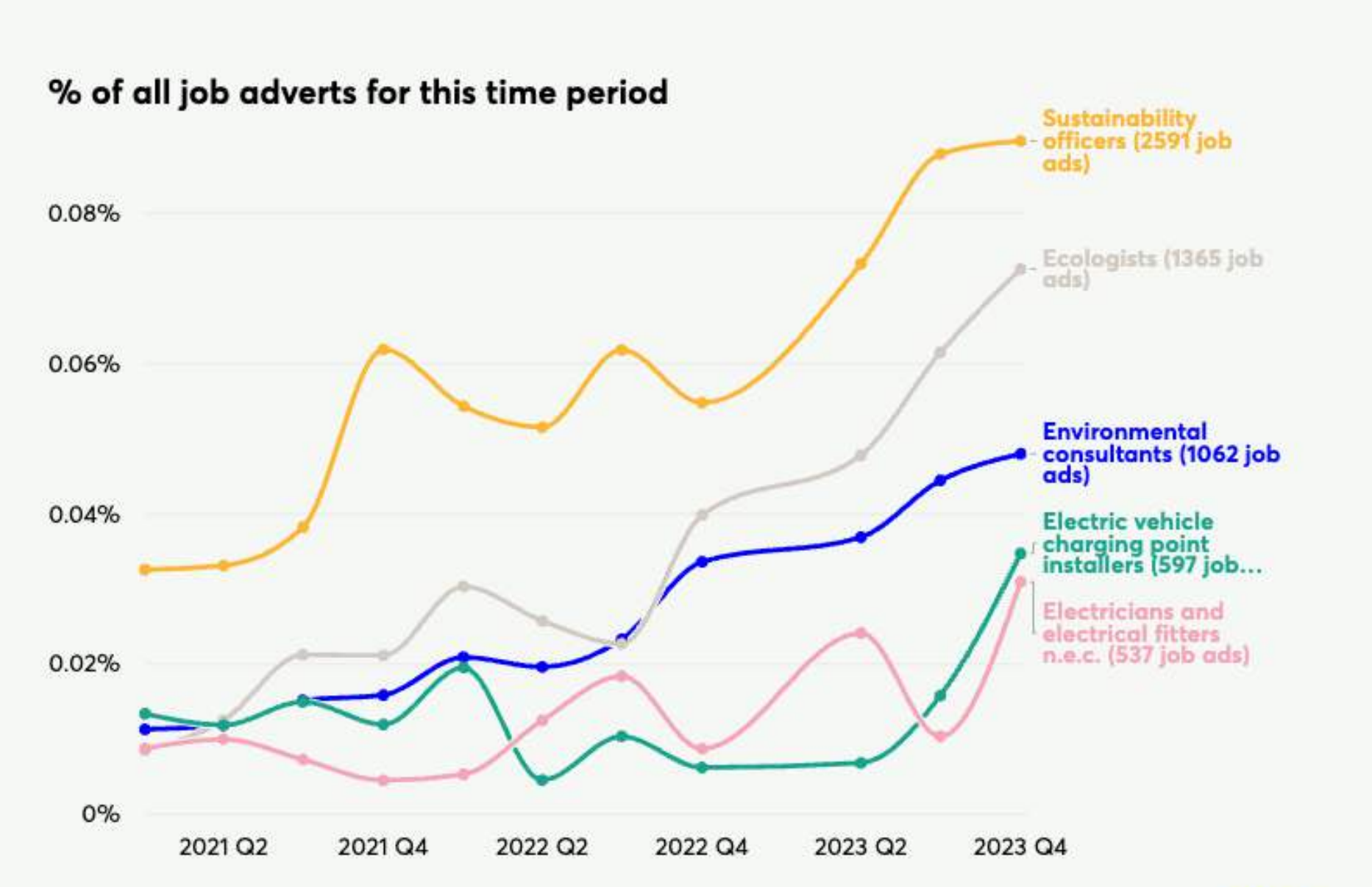


Trends over time



Green skills are being asked for more over time.

Trends over time



?

The Green Buzz

17:22 Thu 24 Oct

rgbdev.co.uk

80%

Welcome to The Green Buzz

We believe everyone should aim high when planning their career path. This includes asking, "How green are my options?" With Green Buzz, you can match your natural strengths to the green career options available to you.

"The danger for most of us is not that we aim too high and miss our target, but we aim too low and reach it." – Michaelangelo

What would you like to do?

Get started with Green Buzz QUIZ

Find out more before you start?

What is Green Buzz?


What is a green job?

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You are a Polar Bear



Top Three Strengths

Responsible

Organised

Focused

Polar bears are strong and determined. They are an apex predator, the top of the food chain. You set high standards across all areas of your life, working hard to develop the knowledge and skills you need to succeed. You are seen as tough and driven, able to work well alone and focus for long periods without boredom.

Green Careers Suited to You

Which of these strengths would you like to develop and apply in your career?

Energy Manager

Apply your natural strengths to work diligently, use your experience and pay attention to details. Listen to clients to understand their requirements.

Forestry Manager

Communicate effectively and maintain professional relationships. Pay attention to behind-the-scenes details that keep operations running smoothly.

Ecologist

Study subjects with determination and dedication. Maintain high standards and work cooperatively with others.

Environmental Consultancy Director

Utilize your strengths in business, management, and leadership to plan, organize, and execute tasks effectively.

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More Information on Green Jobs

Beta

This is a new service - [provide feedback](#) to help us improve it.

[Explore](#)[Compare](#)[About](#)

Learn about green jobs and skills

This tool harnesses job advert data to offer new insights into the green labour market. You can explore and compare the environmental aspects of different occupations to build a more nuanced picture of green jobs in the UK.

[Explore green jobs](#)[Compare green jobs](#)

Some example use cases for our tool...



I'd like to be give my students some examples of green occupations, and be able to explain *why* they are green.



I'd like to be able to check how green a particular occupation is.



I'd like to be able to tell my students what skills they need for a particular job.

Thank you for listening!

Further reading:

- [How we extracted skills from job adverts and links to the tools created](#)
- [How we assigned job adverts to different industries](#)
- [How we assigned job adverts to different occupations](#)
- [How we extracted green skills from job adverts](#)
- [The Green Jobs Explorer tool](#)

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UK Research
and Innovation



The Green Careers Hub



The scale of the challenge

480,000 green jobs by 2030

Demand for green skills will outstrip supply

But it's not just about net zero...

- Sustainable resource use
- Low carbon
- Natural environment & biodiversity
- Socially inclusive

Impact of the green economy on skills and jobs

It's anticipated that all jobs will need to be greener and that this will likely present itself in four shifts



Expansion of skills and scope of existing specialist sustainability roles

- Acceleration towards green economy activities results in deeper expertise and an elevation of sustainability professionals to C-suite



Increased need for green skills in non-specialist roles

- The impact of mainstreaming of the green economy results in a significant change to the work and the ways of working of the existing workforce



Transition of workforces from unsustainable sectors

- The UK labour market is already experiencing, and will continue to see, a period of workforce transition from high carbon to low carbon industries



Demand for green skills in new green sectors and organisations

- The green economy creates the need for unique work and worker requirements, which creates new green jobs in new industries

Supporting our future generations



Harnessing interest and enthusiasm

- Values
- Purpose
- Knowledge
- Engagement
- Action



There's more than one route

- Technical
- Academic
- Apprenticeships
- Training
- Entrepreneurial



All jobs greener

- All regions
- All sectors
- All organisations
- All job roles
- All levels



Our mission

The mission of the Hub is to promote a more sustainable future by providing access to information and opportunity around green skills, jobs and careers. The platform is designed to be a space where anybody, from any sector or background, can go to understand how they can play a role in the wider green agenda.

A world in which all jobs are greener

What's on the Hub?

Video content	Watch individuals in their green jobs
Case studies	What does a green job look like?
Live jobs	Get a feel for jobs in the market
Sector pages	How does green fit into each sector?
Job profiles	Example roles such as Electrician, Forester and Sustainability Manager
Information / guidance	Topics ranging from volunteering to apprenticeships

The Green Skills Lab





Visit the Green Careers Hub



A group of four diverse professionals (three women and one man) are gathered around a table in a modern office, looking at and discussing documents. The office has large windows overlooking a city skyline, a brick wall, and indoor plants.

Discussion and questions

How can we support you?

What resources do you need to encourage green careers?