



# Green and Decent Jobs: The case for local action

An ippr scoping paper

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June 2010

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Challenging ideas – Changing policy

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## About ippr

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This paper was first published in June 2010. © ippr 2010

## About the project

This scoping paper is the first output from ippr's 'Communities for Green and Decent Jobs' project, which began in autumn 2009. The paper will form the basis of our Green Jobs Summit in June 2010. Further phases of the project will involve a series of roundtable meetings, a learning trip to the USA and a demonstration project in the UK.

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## Acknowledgements

This project was made possible by the generous support of the Calouste Gulbenkian Foundation. We are very grateful to them; this project could not have happened without their support.

We would also like to thank all the individuals who willingly gave up their time to take part in interviews for this project and everyone who completed our scoping survey. We would also like to thank Louisa Hooper for providing comments on an earlier version of the report.

Finally we are grateful to colleagues at ippr who contributed to this project and commented on drafts of this report: Tony Dolphin and Kate Stanley, and to Georgina Kyriacou, who steered the report towards publication.

None of the above should be held responsible for the views expressed in this report, which are solely those of the authors.

## Executive summary

Green jobs are often heralded as the solution to the twin challenges of lowering our greenhouse gas emissions and bringing down unemployment. However, very little has been said about what new green jobs might look like – who will be doing them, how much might they pay and where will they be located?

Unequal access to jobs, low pay and a lack of progression routes are endemic problems in some parts of the UK labour market. In this paper we argue that to maximise the benefits of the green jobs revolution, we must make sure that green jobs are also good jobs, paying a decent wage and offering more and better employment opportunities to a wide range of people.

To make this a reality, we make the case for greater action at the local level, and by a greater range of individuals and organisations. We examine the potential for new partnerships between lots of different organisations – based on examples of best practice from the USA – to help ensure that new green jobs are right for local communities.

In this report we use the term ‘green jobs’ in its broadest possible sense – that is, to include environmental goods and services as well as low-carbon sectors, to incorporate supply chain jobs and to count ‘greener’ versions of existing jobs too.

### **Climate change and employment challenges**

The UK faces challenges on both the climate change and employment agendas – as detailed below – which we argue can be addressed by local action on green and decent jobs.

#### **Challenging climate change targets**

A fundamental shift in the UK economy is required for the UK to achieve its ambitions to reduce greenhouse gas emissions by 80 per cent by 2050. This will involve massive improvements in energy efficiency, decarbonisation of electricity, restructuring road transport and major changes to the way we heat buildings. These changes will affect almost all jobs, not just those in directly-affected sectors, and we will all need to adapt to working in a low-carbon world.

#### **Rising levels of unemployment**

Unemployment continues to rise after the 2008/09 recession, despite the resumption of economic growth. Looking ahead, there is a risk that the economic recovery now underway could be a jobless recovery unless new areas of job growth are identified and cultivated.

#### **Labour market exclusion**

Many people find it difficult to find suitable employment in their local area, and this is a particular problem for people with low skills, people with a disability, lone parents and people from some ethnic minority backgrounds. Even before the recession, a fifth of working-age adults were effectively excluded from the labour market and classed as ‘economically inactive’ – not working and not looking for work.

#### **Too many people on low pay**

The UK also has persistently high levels of low pay and in-work poverty. Where entry-level jobs fail to provide a ‘stepping stone’ to better paid opportunities, people get trapped in low-paid, dead-end jobs. This is a serious problem for many people with low skills and in parts of the country where good quality jobs are scarce.

The green jobs agenda in the UK has tended to focus on the first two of these issues – reducing greenhouse gas emissions and creating jobs. Much less thought has been given to the third and fourth – how to create good quality jobs that are accessible to the people who really need them.

### What can be done?

This scoping study has revealed some innovative approaches to stimulating green and decent jobs in the US:

- *Apollo Alliance*: A national movement based on state-level coalitions of business, union, environmental, local government and community leaders. The coalitions work to stimulate the transition to a clean energy economy while creating good-quality job opportunities for the most disadvantaged Americans.
- *WE<sup>2</sup>*: A coalition of unions, environmental groups, state and local authorities operating in Wisconsin, the WE<sup>2</sup> programme seeks to improve energy efficiency in residential and public buildings in order to create jobs for local unemployed people. Key to the programme has been the establishment of minimum labour standards and requirements to hire locally.
- *Blue Green Alliance*: BGA is a partnership between the United Steelworkers trade union and the Sierra Club, the largest environmental organisation in the US. BGA uses advocacy, campaigning and training to disseminate knowledge about the green jobs agenda and lobby for improved workers' rights in environmental programmes.
- *Green For All*: Green For All is a charity campaigning for an inclusive low-carbon economy that tackles poverty as well as providing clean energy. Its work focuses on developing policy and helping to bring together different partners to build effective coalitions in states and cities across the US.

These programmes demonstrate how it is possible to combine environmental and social justice concerns. It is striking that all of these initiatives have involved local-level (state and city) action; that objectives on job accessibility and quality were core to their missions; and that they all involved coalitions between organisations that have not always worked together in the past, including unions and environmental organisations.

On this front, the US is ahead of the UK. However, we have also identified some pioneering projects in the UK:

- *Birmingham Green New Deal*: A project led by Birmingham City Council in partnership with a range of local organisations, including an engineering firm, a social enterprise, a community environmental group and a housing association. The programme is designed to improve energy efficiency in buildings across the city, providing new employment opportunities for local people.
- *Peckham Power*: A community organisation working in partnership with local community councils and environmental organisations to promote energy efficiency in the Peckham area of South London. The project is currently rolling out free smart meters to local people and developing a series of 'town hall meetings' to stimulate local debate and action on energy efficiency.
- *Capacity Global's TEN project*: Developed to address the under-representation of people from low-income or ethnic minority backgrounds, and people with disabilities, in environmental organisations and the green jobs movement. The London-based project works with employers and local charities to provide a package of training and work experience to help individuals gain a foothold in the environmental sector.

These UK case studies are not as well established as the ones in the US, but they demonstrate the inventive thinking that is already starting to blossom in the green jobs arena. Like their American counterparts, they illustrate the advantages of a locally-based, partnership approach to creating green jobs.

## Key principles

Drawing on our American and British case studies, we have developed four key principles that may prove a useful starting point for anyone interested in creating decent green jobs in their local area:

1. *Keep it local*: Local knowledge is vital – it is impossible for central policymakers to know which green jobs are most viable where, what the local barriers to implementation are, what the needs of the local workforce are and what the local skills base looks like.
2. *Join forces*: The benefits of partnership working are clear – it is unrealistic to expect any one organisation to be able to identify new opportunities, provide training facilities, access community networks and provide employment opportunities. Partnership working is vital for achieving the holistic approach necessary to create good quality green jobs.
3. *Not just jobs*: It is essential to ensure that objectives about tackling poverty and supporting disadvantaged communities are at the heart of green jobs programmes from the very start. Adding them at a later stage is likely to mean they are overlooked.
4. *Build a training-to-work 'pipeline'*: training programmes and welfare-to-work schemes need to be properly integrated with the local labour market. This can help ensure there is a viable journey from unemployment into green work and that local people have the skills to take on new jobs.

## Opportunities for future action in the UK

Our scoping work also included a survey of over 450 organisations from across the UK working on employment, poverty, skills, housing and the environment. We found that over a third were interested in principle in joining some kind of coalition for green jobs. This included charities, social enterprises, housing associations, local authorities, trade unions and private companies. There was also an appetite for undertaking a range of activities to help create decent and green jobs, including developing policy proposals, sharing information, campaigning and running practical projects. The respondents demonstrated that they could bring a range of different skills and knowledge to such coalitions.

Drawing on these results and our case studies of successful projects in the UK and US, we argue that coalitions for green and decent jobs would need to carry out a range of activities, including high-level lobbying on policy, identifying target groups in the local community, developing appropriate training packages and working with local green employers to create viable job opportunities.

In order to maximise the benefits of the low-carbon transition, local green jobs projects and coalitions will need to address the four key challenges set out above: meeting the UK's climate change targets; tackling high levels of unemployment; providing jobs for people who are currently economically inactive or who face a high risk of unemployment; and helping to reduce the UK's dependence on low-wage work.

The transition to a low-carbon economy is not optional and national-level policy will be required to make this happen, but this must be paired with local-level activity if the economic opportunities the transition offers are to be fully realised. Our intention is that this scoping paper will mark the start of a new wave of action in the UK with grassroots and local-level organisations beginning to take action on making green and decent jobs a reality in their areas.

## 1. Introduction

Green jobs are often heralded as the solution to the twin challenges of lowering our greenhouse gas emissions and bringing down unemployment. However, very little has been said about what new green jobs might look like – who will be doing them, how much will they pay and where will they be?

Unequal access to jobs, low pay and a lack of progression routes are endemic problems in some parts of the UK labour market. In this paper we argue that to maximise the benefits of the green jobs revolution, we must make sure that green jobs are also good jobs, paying a decent wage and offering more and better employment opportunities to a wide range of people.

To make this a reality, we make the case for greater action at the local level, and by a greater range of individuals and organisations. We examine the potential for new partnerships between organisations that may not be working with each other at the moment, drawing on the evidence from pioneering projects in the USA and UK. We also analyse the results of a new survey of 450 organisations working across the UK to understand the appetite for more partnership working at the local level on this agenda.

The intention is to provide both a useful summary of initiatives currently underway in the UK to help create green jobs and to offer some new ideas and perhaps even inspiration for anyone who is interested in taking forward the green jobs agenda in their local area.

### **What are green jobs?**

There is a lot of debate about what should count as a ‘green’ job – whether this includes only low-carbon jobs, or whether the environmental goods and services sector is included too; whether supply chain jobs are also included (for example should a job in a bearings factory that supplies wind turbine manufacturers among other customers be thought of as green?); and if ‘greener’ versions of existing jobs should count (for example, a cement manufacturer that uses a more energy efficient factory).

In our previous work on this subject, we have focused only on jobs relating to the low-carbon sector (see Bird and Lawton 2009). However, for the purposes of this scoping paper we are using the term ‘green’ in its broadest sense – that is, to include environmental goods and services as well as low-carbon sectors, to include supply chain jobs and to count ‘greener’ versions of existing jobs too.

### **Structure of the report**

Chapter 2 sets out the context in which the green jobs agenda is being developed in the UK. This includes our environmental commitments as well as problems of unemployment, workforce inequality and poor quality employment. Chapters 3 and 4 set out some interesting case studies from the USA and UK of initiatives to provide decent green jobs. We then identify some key lessons that can be drawn from these examples in Chapter 5. In Chapter 6 we present some of the findings of our scoping survey, showing the potential for developing new ‘bottom up’ approaches to green jobs creation, before concluding in Chapter 7.

## 2. Why do we need green jobs and what should they deliver?

The green jobs agenda has the potential to deliver more than just new jobs and reductions in greenhouse gas emissions. It could also have a vital role in tackling inequality by improving the employment prospects of people who often lose out in the labour market. In this chapter, we set out the challenges that the UK faces, on both climate change and employment, and explain why it is essential that new green jobs are also good jobs.

### Climate change and employment challenges

We start by looking at challenges faced by the UK in two key areas: climate change and employment.

#### Transition to a low-carbon economy

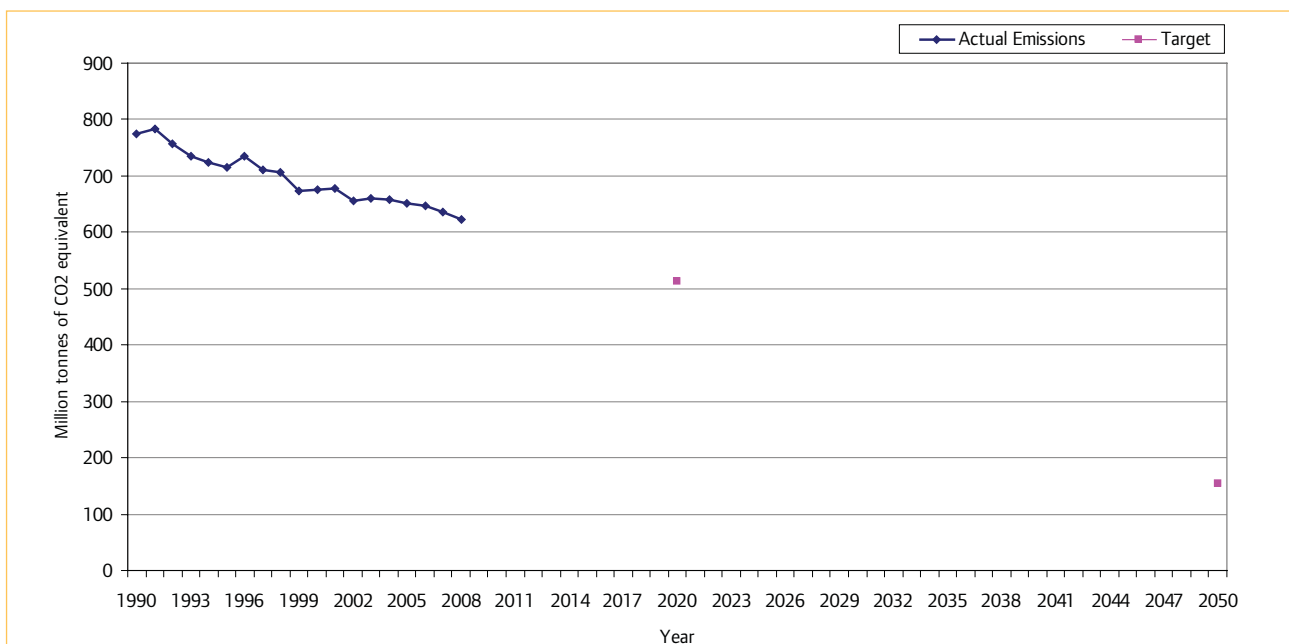
Political leaders, prominent scientists and major environmental groups have all acknowledged that climate change is the biggest threat facing the world today. As a result, the UK has pledged to do its fair share of the work needed to reduce global emissions of greenhouse gases. The Climate Change Act 2008, which received cross-party support in Parliament, sets out tough emission reduction targets for the UK of 34 per cent cuts by 2020 and an 80 per cent reduction by 2050 (on a 1990 baseline).

Figure 2.1 shows the progress that we need to make in reducing carbon emissions in order to achieve the 2050 target. Although the chart shows that we have made good progress to date, this has largely been achieved through ‘quick wins’ and to reach the 2050 target, much more radical action will be required. This will involve:

- A rapid decarbonisation of the electricity sector through the expansion of renewable energy and the development of carbon capture and storage (CCS) technology
- A major restructuring in road transport as petrol and diesel use is phased out and replaced with alternatives like biofuels or electric vehicles and an increase in the provision of public transport.
- Significant changes in the way we heat buildings, moving towards more efficient heating technologies (such as distributed heat networks) and alternatives to natural gas as a fuel (such as biogas).

**Figure 2.1. UK Greenhouse gas emissions since 1990 and emissions reduction targets for 2020 and 2050**

Source: DECC 2010





In each area, massive increases in energy efficiency will also be necessary to help bring down emissions. These changes will affect almost all jobs, not just those in the directly-affected sectors, and we will all need to adapt to working in a low-carbon world.

The UK is also committed to contributing to the European Union’s 20-20-20 targets on greenhouse gas reductions, renewable energy and energy efficiency. The UK’s allocated contribution towards the renewable energy target is to take 15 per cent of our energy requirements from renewable sources by 2020. This is an extremely challenging target for the UK since in 2008 renewable energy only made up 2.25 per cent of our energy mix (HM Government 2009c). However, if we are successful in meeting the target, we can expect to see a large increase in renewable energy facilities across the UK over the next decade.

It is clear that meeting the UK’s climate change commitments will be very challenging. It will require continued support from politicians across the political spectrum to ensure that policy decisions made over the next decade stimulate the technological and behavioural changes necessary to achieve our low-carbon ambitions. At the same time, it is also clear that the transition to a low-carbon economy has the potential to bring new opportunities with it, in developing new, low-carbon technologies and services. If supported correctly, these emerging sectors could eventually play a significant role in the future UK economy.

The transition will require a complete transformation of our economy – not just in terms of expanding new low-carbon industries, such as the renewable energy sector, but also in ‘greening’ existing sectors so that they can continue to operate in a low-carbon world.

**Rising unemployment**

The global financial crisis triggered a recession in the UK that began in the second quarter of 2008 and lasted until the third quarter of 2009 – the longest recession in modern times. Although the economy started to grow again in the final quarter of 2009, the level of growth was very weak at just 0.4 per cent in the fourth quarter of 2009 and 0.3 per cent in the first quarter of 2010 (Office for National Statistics 2010).

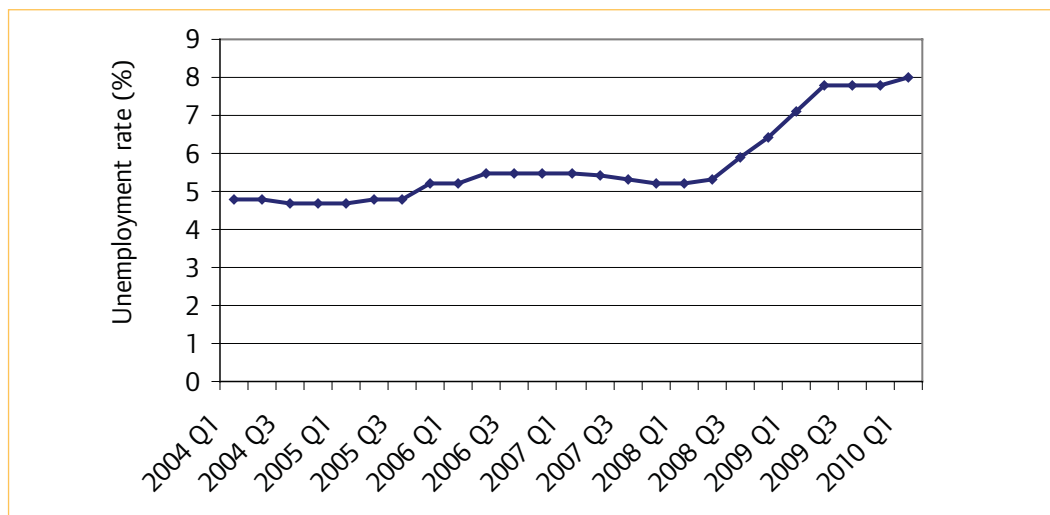
Figure 2.2 shows the effect of the recession on unemployment. Unemployment (a measure of people without work who are actively seeking employment) increased from 5.2 per cent in the first quarter of 2008 to 8.0 per cent in the first quarter of 2010, bringing the total number of unemployed adults to 2.51 million. Unemployment tends to lag behind changes in GDP and it is expected that it will continue to rise, despite the recession having ended in GDP terms at the end of 2009.

The financial crisis and recession have brought with them an end to job growth in many of the sectors the UK has previously relied on to provide employment, including financial services and construction. The consensus on cutting the UK’s fiscal deficit also means that

**Figure 2.2.**  
**Unemployment**  
**in the UK,**  
**2004–2010**

Source: Labour Force Survey

Note:  
Unemployment refers to people over 16 who are not working but are actively seeking and available for work.



public sector employment, which has risen significantly over the last decade, is likely to see falls in the short to medium term. This leaves a great deal of uncertainty about where new jobs will come from as the economy continues to recover, with the risk of a jobless recovery remaining very real. However, growth sectors like low-carbon and environmental goods and services have the potential to drive the new job creation needed to help return the UK labour market to pre-recession levels of unemployment.

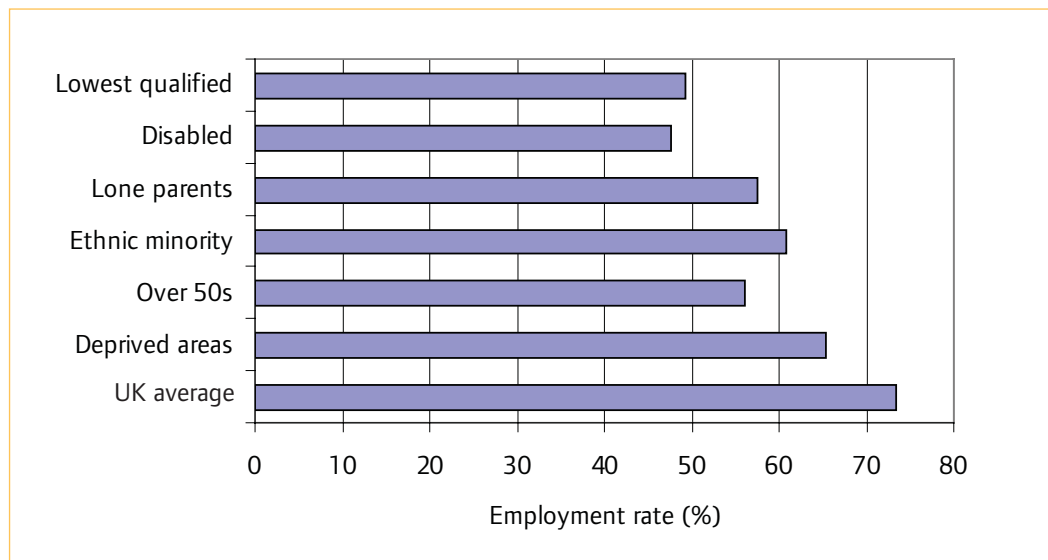
It is very difficult to say exactly how many new jobs we might see in these sectors and attempts to put a figure on the number of jobs at stake have varied wildly (see Bird and Lawton 2009 for a more detailed discussion of these estimates). However, if we put in place the measures that are needed to keep on track with our climate change commitments, then a large and rapid expansion in the low-carbon sector will be required.

### Labour market exclusion

Unemployment and economic inactivity (where working-age people are not working and not seeking work) are not evenly distributed – some people are much more likely to be out of work than others. Figure 2.3 shows that lone parents, people with low-level skills, people with a disability and older people have a substantially greater risk of worklessness than the overall population. For example, less than half of working-age adults with low-level skills or a disability were in employment at the beginning of 2009.

**Figure 2.3.**  
**Employment rates of disadvantaged groups in Great Britain, Q1 2009**

Source: DWP/  
GEO/EHRC 2009



For many people, inactivity is a much bigger problem than unemployment. Just over a fifth of working-age adults are economically inactive – 8 million people – and this figure has remained remarkably stable over the last two decades. These figures include people in full-time education but also cover over 5 million people in receipt of out-of-work benefits, including Incapacity Benefit and Income Support. Many economically inactive people have been out of work for many months or years and have limited opportunities to find suitable, good quality employment in their local area.

There is some evidence that these inequalities are also problems within the environmental and low-carbon sectors, although there has not been a great deal of research on this particular question. In their recent report *Hard to Reach? Diversity and Environment* Maria Adebowale and Chris Church argue that historically, many people have been effectively excluded from working in the environmental sector, including people with disabilities and people from minority ethnic backgrounds (Adebowale and Church 2009).

ippr's own analysis suggests that women may also face limited opportunities in the growing low-carbon and environmental sectors. This is particularly true in construction and

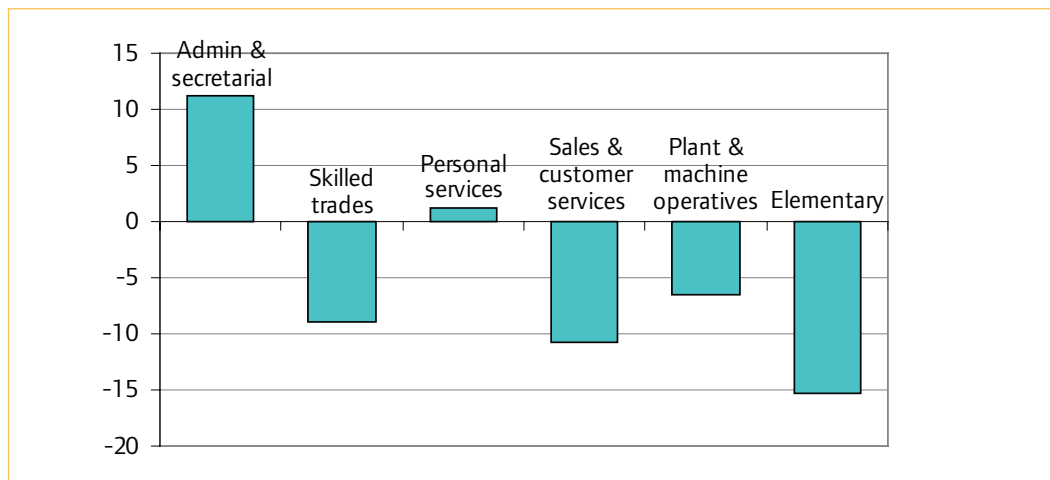
manufacturing jobs, where women have traditionally represented a very small proportion of the workforce (Bird and Lawton 2009).

**Too many people on low wages**

Moving into work does not necessarily mean moving out of poverty and the UK has persistently high numbers of people on low pay and high levels of in-work poverty. In 2006, 5.3 million people were low paid, with the threshold for low pay set at 60 per cent of median full-time earnings. This represents a much higher proportion of the workforce than is seen in other European countries: 22 per cent of workers are low paid in the UK compared with 18 per cent in the Netherlands, 13 per cent in France and just 9 per cent in Denmark (Lawton 2009). In the UK, low pay is a particular problem in the hotel and restaurant sector, retail and personal services, and for people working in sales and customer services, and elementary-level jobs.

Although low-paid, entry-level jobs can sometimes offer a route into work – particularly for those with low levels of skills or patchy work records – there is also a risk that if these jobs do not provide a stepping stone to better paid opportunities, people will remain trapped in low-paid work. ippr’s own analysis suggests that many people in the UK are stuck in low-paid and dead-end jobs: over half of low-paid employees experienced no significant improvement in their income between 2002 and 2005 (Lawton 2009). Figure 2.4 shows that the probability of moving out of low-paid work varies across the occupational sectors, with elementary occupations showing the greatest propensity to retain people in low-paid work.

**Figure 2.4.**  
**Probability of moving out of low pay between 2000/01 and 2005/06 in selected industries, compared to managerial occupations**  
 Source: Lawton 2009



We are not aware of any analysis that has looked at the rates of low pay and work progression within the existing low-carbon and environmental sectors, although we have come across some anecdotal evidence that these factors could be problematic for jobs related to the conservation of green spaces, and potentially for jobs installing loft insulation.

Our own analysis of the potential future growth areas within the low-carbon sector suggests that growth is likely to occur in occupations that are not generally associated with low pay, with the exception of the retail sector (see Bird and Lawton 2009 for a more detailed discussion). This means that low-carbon industries provide good prospects for the creation of decent jobs, making an even stronger case for action to maximise the employment opportunities associated with the low-carbon transition.

**What is being done?**

The previous section outlined the four challenges when it comes to climate change and employment – the needs to:

1. Tackle climate change
2. Bring down unemployment

3. Reduce labour market exclusion
4. Reduce the number of people who are low paid.

Below we briefly set out how well these four elements are currently being addressed in the UK in the context of the green jobs agenda. Annex 1 provides a more comprehensive outline of the action being taken on green jobs by government, the third sector, trade unions and the private sector.

### **Tackling climate change**

The last Labour government took an increasingly active approach to stimulating 'green jobs' during its last few years in office, spurred on by the effects of the 2008/09 recession. As well as adopting the headline targets described above, the government developed a Low Carbon Industrial Strategy to help stimulate the new green industries that will be needed to make the transition to a low-carbon economy (HM Government 2009a), and began a programme of designating Low Carbon Economic Areas that aims to accelerate the growth of specific low-carbon industries in different regions. Investment in the infrastructure necessary to attract new green industries to the UK, such as port facilities for offshore wind, was also stepped up.

It is not yet clear whether the new coalition government will continue this active approach to stimulating green industries. The Queen's Speech in May 2010 announced plans for an Energy Security and Green Economy Bill which will take forward both the Conservatives' and Liberal Democrats' manifesto pledges for loans to be made available to homeowners for domestic insulation measures. The Bill is also designed to deliver greater levels of low-carbon energy generation and the Coalition has said it will seek to increase the UK's target for energy generation from renewable sources under the EU's 20-20-20 targets (HM Government 2010a). The Government will also set up a Green Investment Bank to support investment in low-carbon projects. However, the official information on the Bill available to date makes no mention of the predicted or desired effects on employment.

Many third sector organisations have been very active in campaigning on the need to tackle climate change and the opportunities this might provide in terms of job creation. Trades unions have also pushed hard for tougher policies on renewable energy to stimulate the sector. Private sector organisations like the CBI (Confederation of British Industry) and the Corporate Leaders Group have called for tough action on climate change too.

### **Bringing down unemployment**

The most prominent programme in this area is the Future Jobs Fund, which was launched by the Labour government in 2009 to tackle rising youth unemployment created by the recession. It was a short-term programme designed to respond to the recession by enabling local councils and their partners to bid for money from the Fund to create six-month jobs paid at the minimum wage or above.

The original aim was to create 200,000 new jobs for 18 to 25 year olds who had been out of work for at least six months, with an aspiration that 10,000 of these new jobs should be 'green'. However, the Future Jobs Fund was closed to new applications in May 2010 by the new coalition government. The Fund had created around 120,000 jobs by this point.

The previous government was also explicit about the intended employment outcomes of its Low Carbon Industrial Strategy, although maximising job creation was not always at the heart of the Strategy.

### **Reducing labour market exclusion**

To the best of our knowledge, there is very little work being done at the moment in the UK to specifically improve employment opportunities in emerging 'green' sectors for people who tend to face disadvantage in the labour market. The only examples we are aware of are the Future Jobs Fund, which targeted young people, and Capacity Global's TEN project, which we describe in more detail in Chapter 4.

### **Tackling low pay**

This is another area that has received very little attention in the green jobs debate so far. There are some pockets of good practice – for example, the TUC’s work on the concept of a ‘Just Transition’ and Birmingham City Council’s Green New Deal project, which ensures that energy efficiency contractors are recruiting from deprived areas of the city – but questions about whether ‘green’ jobs are also ‘decent’ jobs are not a consistent part of the debate.

### **Conclusion**

Current debates around green jobs are failing to recognise how the green jobs agenda could play its part in tackling inequality and improving the job prospects of people who often do badly in the labour market. The focus is too often on the number of jobs created and the amount of greenhouse gases saved alone. These are vital issues, but the green jobs movement could achieve so much more if we gave more attention to the kinds of jobs being created and the opportunities they provide to different kinds of people.

We have found that the green jobs agenda has been driven to a large extent by environmental organisations, while organisations that aim to promote social justice and equality or tackle poverty have been less vocal in the debate so far. This may explain why some of the more nuanced aspects of green jobs have had less attention.

The rest of this report aims to provide some examples of good practice and to put forward some suggestions of how a more balanced approach to green jobs could be taken in the UK: one that ensures that future jobs will be both ‘green’ and ‘decent’.

### 3. Leading the way: case studies from the USA

The debate in the USA on green and decent jobs is much more advanced than it is in the UK. In this chapter we provide some case studies of the kinds of initiatives that are underway across the country. Many of the schemes we address have a much more explicit focus on job quality and on working at the grassroots level than the UK-based initiatives described earlier in this report.

#### **The Apollo Alliance**

The Apollo Alliance is a coalition of business, union, environmental and community leaders that aims to stimulate the transition to a clean energy economy while at the same time creating good-quality job opportunities for the most disadvantaged Americans.

The Alliance works at both the national and local level. The national aspect of the organisation is focused on campaigning for greater investment from the federal government to stimulate new green jobs. There are also 14 programmes operating at the state or city level, which work to form grassroots-level coalitions that can help to stimulate the creation of appropriate jobs within the local context.

Each local-level Alliance is made up of a coalition of locally-based groups that have an interest in creating decent green jobs in the local area. These include:

- *Environmental campaign groups*: including conservation campaign groups and climate change advocacy, education and organising groups.
- *Job and employment campaign groups*: including charities working to create living-wage jobs in deprived areas, organisations promoting job opportunities for young people, and organisations promoting jobs for women in traditionally male-dominated sectors like construction.
- *Community-based anti-poverty and social justice organisations*: charities working to tackle poverty and racism, charities working to promote environmental justice with working-class ethnic minority communities, and organisations working to empower migrant communities.
- *Trade unions*: in construction, electrical work, steel work, teaching and carpentry.
- *Educational organisations*: including community colleges, universities, secondary schools and technical colleges.
- *Green businesses*: including companies working in solar energy, housing retrofit/energy efficiency and alternative fuels.
- *Local government*: including consortia and taskforces led by local governors.
- *Policy/research organisations*: including think tanks, research institutes and university centres.

It is up to each local-level Alliance to develop its own set of objectives and action plan and the activities of the various different groups will necessarily be different in order to take account of the local context. However, the national-level Alliance has identified a generic four-step programme to create green jobs at the local level:

1. Identify environmental economic goals and assess local and regional opportunities for achieving those goals.
2. Enact policies and programmes to drive investment into targeted green economic activity and increase demand for local green workers.
3. Prepare the workforce by building green-collar job training partnerships to identify and meet workforce training needs, and by creating green pathways out

of poverty that focus on recruitment, job readiness, job training, and job placement for low-income residents.

4. Leverage your programme's success to build political support for new and bolder policies and initiatives.

Although there is a shared overarching purpose for all Apollo Alliance groups, the approaches taken to achieving this vision have all been developed and led at the local level. As a result, a range of different activities and approaches have been taken by the different city/state-level groups. These range from awareness raising and local-level organising right up to providing fully-developed training programmes. Some examples of the different types of activities include:

#### **Alliance-building**

- The New York State Apollo Alliance convened a roundtable panel of experts to discuss emerging coal technologies and their potential applications. They have also worked with a coalition of unions, renewable energy, environment and business groups to support legislation to encourage the growth of the renewable energy industry.
- The Boston Apollo Alliance organises a committee of at least 30 community groups, environmental organisations, unions, consumer advocacy groups, interfaith organisations and workforce development and training institutions.

#### **Awareness-raising**

- The Washington Apollo Alliance held a Green Jobs Expo and a Good Green Jobs conference in collaboration with the Blue-Green Alliance.
- The Hawaii Apollo Alliance held a forum on what the Hawaii Clean Energy Initiative means for Kaua'i County, which attracted an audience of over 120 people.

#### **Research**

- The San Diego Apollo Alliance prepared an economic impact research brief focusing on the electricity supply in San Diego County. It is now working with San Diego State University on a project to study the region's competitive advantage in terms of green industries.
- The Boston Apollo Alliance is working on a report, *Green Jobs with Justice*, that sets out local opportunities and recommendations for the emerging green economy.

#### **Developing policy proposals**

- The Washington Apollo Alliance brought together a range of stakeholders (including environmental, business, labour and community organisations) to write a 'climate action and green jobs' policy framework. This subsequently passed into state law.
- The San Diego Apollo Alliance has drafted labour, community and environmental standards for renewable energy projects.

#### **Campaigning, lobbying and advocacy**

- The Washington Apollo Alliance campaigned successfully for the introduction of a Renewable Energy Standard (an incentive similar to the UK's Renewables Obligation, or RO, to stimulate renewable energy), the Renewable Fuel Standard (similar to the UK's Renewable Transport Fuel Obligation [RTFO]) and enhanced tax credits for green business in Washington State.
- The California Apollo Alliance co-sponsored three bills, which have now passed into state law. These included a bill to establish Green Technology Partnership Academies, a bill to establish a Green-Collar Jobs Council and a bill to extend property tax exemption to solar equipment.



**Providing advice**

- Members of the Washington Apollo Alliance have participated in the Seattle/King County Workforce Development Council on Green Construction, the Washington 2008 Climate Action Team as well as technical advisory committees for three community colleges.

**Running practical programmes**

- The Los Angeles Apollo Alliance has worked in partnership to set up the Los Angeles Green Careers Training Initiative (GCTI), which provides training to low-income inner-city residents to prepare them for living-wage green jobs in construction, the public sector, public and private power companies and emerging energy industries. The GCTI was established in conjunction with a citywide programme to improve the energy efficiency of public buildings, especially those in low-income areas.
- The Oakland Apollo Alliance has launched a programme called Oakland Green Jobs Corps, which provides training in construction, including solar panel installation, energy efficiency and green construction, for young adults who face barriers to employment. The training is delivered by a partnership of organisations including a community college, a construction training programme and a workforce intermediary. At the end of the programme, jobs will be provided by a partnership of local green businesses and not-for-profit organisations who have agreed to provide paid work experience and jobs for graduates of the programme.

**Wisconsin Energy Efficiency (WE<sup>2</sup>)**

The Wisconsin Energy Efficiency project, known as WE<sup>2</sup>, is run by the Center on Wisconsin Strategy (COWS), a think-and-do-tank based at the University of Wisconsin, and is designed to stimulate a large-scale building retrofit programme and create green skills training opportunities and decent green jobs for local people.

WE<sup>2</sup> has been developed in partnership with Wisconsin state and local authorities, trade unions, environmental and community organisations and the Wisconsin Regional Training Partnership (WRTP) – an umbrella organisation operating across the state to connect the unemployed with the skills they need in order to gain decent work.

WE<sup>2</sup> currently operates in three flagship cities: Milwaukee, Madison and Racine. There are two aspects to the scheme: one is to help stimulate a massive scaling up of building retrofitting activity across the three cities, and the other is to ensure that the jobs created in this process pay a decent wage and benefit local communities.

**Retrofitting work**

WE<sup>2</sup> aims to stimulate demand to retrofit commercial, industrial and residential buildings through a simple scheme whereby the local government pays the upfront cost of energy efficiency measures and the building occupants then pay the costs back over time through the savings on their energy bills. The idea is that the repayment costs will always be less than the savings made through the improvements themselves so that the occupant will be better off overall.

Changes were needed to Wisconsin legislature to allow local governments to bill for this scheme in the way that they bill for other services (such as sidewalk repairs, which are tied to property tax in the US). The legal changes were approved in May 2009, preparing the way for the introduction of WE<sup>2</sup> in 2010.

The scheme is financed through both central and local government funds, including the US Department of Energy's Retrofit Ramp Up fund, the City of Milwaukee's Energy Efficiency Conservation Block Grant and the City of Racine's Energy Efficiency Conservation Block Grant. Eventually all public money will be paid back through the bill repayments outlined



above, creating an ongoing source of funding. Public funds are also required to be matched five to one by private investment (in the form of a low interest loan), bringing total investment in the project to \$120 million.

### **Green jobs**

It is envisaged that such a large expansion in retrofitting work across the three cities will create a large demand for workers at a range of levels – from low-skilled positions (such as loft insulation installer) to highly skilled jobs (such as ventilation safety officer).

The importance of ensuring these jobs are local and decent has been fundamental to the development of the WE<sup>2</sup> project. As a result, several measures have been put in place to ensure that the jobs created through the retrofitting scheme also help to tackle some of the labour market inequalities that exist locally.

In Racine, the city authorities, unions and employers agreed to put in place a Community Workforce Agreement, which places obligations on contractors delivering retrofitting measures under the WE<sup>2</sup> scheme. The Agreement requires that contractors are based within 20 miles of the city and that they pay their workers a minimum of \$12 per hour (the minimum wage in Wisconsin is currently \$7.25 per hour). Within the funding obtained from the federal Retrofit Ramp Up Fund there is a specific budget for training provision through which to cultivate green skills and provide career development options for workers.

### **Blue-Green Alliance**

The Blue Green Alliance (BGA) describes itself as ‘a national, strategic partnership between labor unions and environmental organizations dedicated to expanding the number and quality of jobs in the green economy’ (BGA 2010: 1).

Formed in partnership by the United Steelworkers and the Sierra Club (the oldest and largest environmental organisation in the US) in 1996, the aims of the BGA are to:

- Support the passage of comprehensive clean energy and climate change legislation
- Improve workers’ rights
- Establish a 21st century trade policy with embedded labour, environmental and human rights standards.

BGA works to achieve its aims through campaigning and advocacy work and training and education programmes.

### **Campaigning and advocacy**

BGA is currently running a number of campaigns. These call for:

- A US-wide cap and trade system in the style of the EU Emissions Trading Scheme (ETS).
- The passage of the Employees Free Choice Act, which would improve workers’ access to trade unions.
- Increased investment into freight rail, high-speed rail and other infrastructure projects as a means to create new green jobs.

### **Training and education**

BGA currently offers numerous training schemes for working people, environmentalists and trade unions. These are designed to educate individuals and organisations on the development of the green jobs agenda and offer practical advice on relationship building, campaign planning and media outreach.

### **Local activities**

BGA has a number of state-level chapters and is active in Wisconsin, New Jersey, Kansas,

Pennsylvania, Minnesota, Indiana, Ohio and Michigan. These regional organisations have formed local partnerships and developed a number of state-based green jobs projects. Examples include:

- The Kansas Blue Green Alliance has formed a partnership with the Kansas Department of Commerce to deliver a series of Wind Supply Chain Workshops aimed at Kansas-based manufacturers interested in entering the wind industry.
- In September 2009 the Wisconsin BGA hosted the Winds of Change Green Jobs Rally in partnership with the Sierra Club, the Natural Resources Defense Council, the Center for American Progress and Green For All as part of the wider Green Jobs for America campaign.
- The Minnesota BGA recently hosted a roundtable on green jobs attended by US Treasury Secretary Timothy Geithner and the CEO of Mortenson Construction, one of the US's largest installers of wind energy.

### **Green for All**

Green For All (GFA) is a charity based in California stating its aim as 'working to build a green economy strong enough to lift people out of poverty' (GFA 2010). The organisation works in three key areas: policy development, capacity-building and education.

#### **Policy development**

The GFA policy team works with stakeholders (government, business, unions, community groups and educational organisations) to influence local, state and federal policymaking:

- At the local level the GFA Cities Initiative works through community leaders and small community groups who have been trained by GFA on how best to influence and take part in local decision- and policymaking processes.
- At state level GFA has supported legislation in Washington State and New Mexico that will enable the roll-out of major energy efficiency programmes.
- At the federal level GFA has successfully lobbied for the increased funding for green job training in the 2009 American Recovery and Reinvestment Act.

#### **Capacity-building**

GFA aims to develop partnerships and strengthen the funding capacities of the organisations it works with. There are several programmes under this theme:

- The Capital Access Programme (CAP) provides information to businesses and charities about how to access funding for green jobs projects, particularly projects that support people on low incomes and people from minority ethnic backgrounds. The programme also identifies experienced mentors for new businesses and social enterprises starting out in the green sector.
- In partnership with the University of Phoenix, GFA Business Academies provide support for small business owners and green entrepreneurs, particularly those from low income communities and people from minority ethnic backgrounds.

#### **Training and education**

GFA is working to establish a network of community leaders capable of driving forward coalitions and relationships based around green job creation. Through the Green For All Academy, the organisation is training people from low-income and minority communities to engage as 'Fellows' with their local communities and spread the ideas and values of the green jobs movement. To date the Academy has trained around 100 GFA Fellows, who have held over 1,000 community events across the US, made presentations to city councils and appeared in local media to disseminate their key messages.

## 4. Green shoots: case studies from the UK

Although the UK does not yet have any initiatives running at the scale of those we have seen in the USA, there are still many examples of innovative approaches to the green jobs agenda taking place across the country.

Here we highlight a few case studies that demonstrate some excellent ideas for how the green jobs agenda might be advanced in the UK. We are sure that there are many other initiatives underway across the country that have simply escaped our attention to date and we look forward to discovering more about the work that is already taking place in the UK in future phases of our work on local green jobs initiatives.

### **Birmingham Green New Deal**

Birmingham City Council launched its Green New Deal programme in January 2010 and the scheme aims to boost the number of homes and businesses installing photovoltaic solar panels, insulation and efficient boilers in the city. The council hopes that the scheme will create a large demand for energy efficiency measures in Birmingham and that this in turn will help to stimulate new local jobs both for installers and – in the longer term – for manufacturers.

Under the Green New Deal, the council is offering local residents and businesses grants and low-cost loans to install insulation, efficient boilers and solar panels. In return, the council collects the feed-in tariff that is paid for each unit of energy generated by the solar panel (currently set at 41.3 p/kWh). This money is then spent on providing more solar panels, making the scheme self-funding. Participants benefit from insulation measures that help to cut their energy bills and they can use the electricity generated from the solar panels for free. They can also sell any spare electricity back to the national grid and keep the proceeds.

The initial round of the scheme is funded by grants from the Energy Saving Trust (as part of the initial Pay As You Save pilot scheme), the Local Strategic Partnership and the Government's Working Neighbourhoods Fund. This pilot phase of the programme aims to install PV panels on 5,000 domestic properties and 300 local businesses. It is hoped that future phases of the programme will scale up activity to retrofit up to 20,000 buildings per year.

### **Creating local jobs**

The council has taken steps to maximise the local economic benefits of the scheme, for example by placing requirements on contractors to use local recruitment agencies that target deprived areas of the city when expanding their workforces. There are also obligations on contractors to provide training for employees. It is hoped that the scheme will create around 270 new jobs and apprenticeships by 2026.

### **Partnership working**

The proposals for the Birmingham Green New Deal were initially developed by Localise West Midlands (a not-for-profit think tank that promotes localisation for social, environmental and economic benefit) and Encraft (an engineering consultancy specialising in microgeneration, onsite renewables and low-carbon buildings).

A number of other local organisations have also been consulted and involved in the plans, including the Jericho Foundation (a Birmingham-based social enterprise that aims to help the most disadvantaged into work), Sustainability Moseley (a community group working to make Moseley a greener place), and Castle Vale Community Housing Association, which is considering setting up a similar type of scheme.

### **Lessons learned**

The Birmingham Green New Deal has encountered and overcome a few obstacles along the way:

- It has been unable to use local manufacturers to supply solar panels because they do not yet have the necessary accreditation to qualify for the feed-in tariff.
- The requirement for local authorities to tender any contracts across Europe makes it more difficult to capture benefits locally.
- Funding cuts within the council have made it difficult to get the right staffing to run the project. In the end staff were seconded from other areas.
- There is likely to be a skills gap on the horizon and changes to training programmes will be necessary to avoid this.
- It has not yet proved possible to engage the utility companies (who have obligations to provide energy efficiency measures under the Government's CERT scheme) to work in partnership on the Green New Deal.

In response to these challenges Birmingham is helping set up local PV manufacturing and is further developing its approach to procurement. It also already has in place or in development a number of activities and approaches that help to maximise the likelihood of contracts going to local firms and employment to local people, including the recently launched Find It In Birmingham website ([www.finditinbirmingham.com](http://www.finditinbirmingham.com)).

### **Peckham Power, London**

Peckham Power is a community-based organisation working to get everyone in the Peckham and Nunhead areas of South East London to use and produce energy sustainably, whatever their income. The organisation developed out of conversations between a local councillor (Gordon Nardell QC) and Peckham Carbon Rationing Action Group (CRAG). This led to a community conference on local energy infrastructure improvements, held in 2008. Around 130 local people attended the conference, which included sessions on renewable energy and 'retrofitting' energy efficiency measures and networking. Following the conference, a group of five volunteers with different types of expertise in energy efficiency (planning, architecture, building, social inclusion, psychology) developed Peckham Power's programme of work in response to local needs and interests.

In 2009, Peckham Power received a Cleaner, Greener, Safer award from Nunhead and Peckham Rye Community Council to run a Power Meter Project (a further award from Peckham Community council was made in 2010). The project promotes 'energy literacy' among local people by demonstrating local renewable electricity production on the Peckham Power website and lends smart meters to help local residents monitor their energy consumption. This scheme is due to get underway in summer 2010, once the new system – which enables the simultaneous display of electricity production and consumption at different sites – has been trialled.

In partnership with Hyde Farm Climate Action Network (a community organisation based in South West London) Peckham Power has also led Draught Busting sessions, which have educated local people on how to make small and simple energy efficiency improvements to their homes and their energy use. So far Peckham Power has 'busted the draughts' of six Peckham homes, and the group can see potential to turn this project into a small social enterprise.

Recently, Peckham Power started an activity called The Real Thing, in which several local people with particular skills or experience relating to energy efficiency technologies or renewable energy for the home (such as insulating solid-walled properties; solar thermal panels) share experiences with other 'energy pioneers', and provide practical understanding of the real issues involved to other local residents who are already interested in taking this type of action.

Peckham Power received support from Creative Energy Networks (CEN) to deliver an energy awareness fair in April 2010 at which 150 attendees received advice and practical

demonstrations. It's now discussing with CEN the delivery of an effective cavity and loft insulation project that addresses technical and behavioural challenges.

### **Green jobs**

Although Peckham Power is currently run entirely by volunteers, the members would like to see the initiative grow so that it is able to provide green work and training opportunities for all sections of the community, including those looking for skilled manual work. They would also like to work with local construction workers to 'top up' their skills to include installing energy efficiency measures.

However, a number of barriers have so far prevented this from happening. These include:

- A lack of time on the part of Peckham Power volunteers, which prevents any scaling up of activity. The pool of reliable, effective volunteers is also very small for this reason.
- A lack of understanding of the key aims of Peckham Power projects among the local community, largely due to very low levels of understanding about energy generally, sometimes compounded by language issues.
- The systemic nature of the energy challenges means that there are usually overlapping issues that make energy infrastructure change difficult – there are very few 'easy problems' to solve. However, grassroots groups have the advantage that they can find out what the obstacles to implementation really are and potentially address them – if they have the time and resources to do this.
- Adults think they understand energy issues or do not like to admit in public that they don't. Personal networking, rather than large meetings giving information, is thus needed to change this but is very time-consuming work.
- Lack of funds to finance what is skilful, complex work.

### **Capacity Global's TEN Project, London**

Capacity Global is a not-for-profit social enterprise that works to promote environmental justice and diversity within the environmental sector. The TEN Project was established to help address the lack of ethnic minority, disabled and low-income people working in the environmental sector and involved in environmental politics.

The programme is designed to help individuals from different ethnic and social backgrounds to find employment in environmental organisations. In doing so, it hopes not only to help the individuals and organisations that are directly involved, but also to help create space for a bigger discussion around diversity and inclusion in the environmental sector.

It works by recruiting candidates from under-represented groups and provides them with a package of training and work experience to help them gain a foothold in the environmental sector, including:

- A bursary to cover travel and lunch expenses
- Generic training about environmental issues and policy
- A bespoke training package based on individual needs
- A six-month work placement with an environmental organisation
- A senior-level mentor within the placement organisation.

The project works to try to match placement organisations with the individual candidates' career aspirations as far as possible. This means that placements can include 'greener' versions of existing sectors. For example a candidate seeking to work in hairdressing might be placed with a hairdresser that is working to minimise its environmental impact.

### **Progress to date and future plans**

The pilot phase of the project was launched in 2009 and so far a total of six candidates have been through the programme, working in central London placements for environmental campaigning organisations and a government agency. Of these candidates, three have gone on to undertake further training, one has secured a job and two have had their placements extended. All six have remained in the environmental sector.

Capacity Global is currently working on the next phase of the project, in which it is hoping to recruit another six candidates, with a focus on working with young people not in education, employment or training.

Candidates are recruited mainly through Capacity Global's existing community networks. Each candidate is selected through an interview process, first with Capacity Global and then with the partner organisation. The pilot project has received a huge amount of interest and there are currently around 100 potential trainees looking for placements and around 10 placement partners signed up.

Capacity Global hopes to build on the success of the pilot phase of the project and scale up the programme first to Greater London and then to run it England-wide.

### **Lessons learned**

The level of interest generated by the project so far dispels the myth that people from minority ethnic backgrounds, disabled people and people on low incomes are not interested in the environment. There have been no difficulties in recruiting candidates for the project. Finding project partners has also been relatively straightforward, although it has not always been possible for them to pay sufficient bursaries to allow participants to stop claiming out-of-work benefits. In the future, Capacity Global hopes to secure additional project funding to ensure that all candidates are able to receive sufficient bursaries.

### **Knowsley Housing Trust**

Knowsley Housing Trust (KHT) is an independent housing association managing 13,000 homes in Knowsley, Merseyside. The Trust is working with Fusion21 to provide jobs through the Future Jobs Fund (see Annex 1 for more details on the FJF). Knowsley has high levels of unemployment, particularly youth unemployment, and KHT is keen to deliver programmes that improve employment opportunities for its residents. As part of its Neighbourhood Investment Strategy, KHT invests millions of pounds each year and works with a range of partners to improve the life choices available to those who live in the communities it serves.

Fusion21 is an organisation based in the North West which uses procurement in the construction sector to help other organisations reduce costs and create jobs and training opportunities for local people. KHT and Fusion21 have worked together since 2002.

The programme recruits people from the Knowsley area who are long-term unemployed and provides them with employment for six months, paid at the National Minimum Wage or above. Fusion21 act as the employer and places individuals with KHT. Everyone who applies to the programme is guaranteed an interview, ensuring that all have some interview practice and get a chance to explain their circumstances face to face. All applicants also receive four days of basic training in first aid, health and safety, environmental health and construction skills, regardless of whether or not they are successful at interview.

Successful candidates are then employed for at least 26 weeks and work 32 hours a week, Monday to Thursday, leaving them with one day a week to look for permanent employment or undertake further training. Some participants will train for an NVQ 2 and participants are also given one-to-one career mentoring through a partner agency called Next Steps. Regular review meetings with Fusion21 staff help to identify internal training and employment opportunities, both within KHT and in other housing associations that Fusion21 works with.



KHT also provides additional funding to ‘top up’ the wages of a small number of supervisory staff, enable some participants to gain recognised qualifications, and to fund an Energy Efficiency Manager to supervise the energy efficiency officers recruited under the scheme. What is particularly impressive about the project is the way that central government funding has provided a stimulus which has attracted further funding and support from local organisations.

### **Progress to date**

FJF funding is available for around 60 positions, which has increased the Trust’s workforce by around 10 per cent. Roles include five Energy Efficiency Officers and eight Neighbourhood Support Assistants. Energy efficiency officers have also been awarded the nationally recognised Domestic Energy Assessor (Level 3) qualification. The first intake of participants joined in November 2009.

Although jobs are only funded for six months, the Trust is working with Fusion21 to turn as many positions into full-time roles as possible. This has been achieved in part by the establishment of an ‘employment pool’ for project beneficiaries who have completed the six month programme. The pool provides employment on an agency-style basis and is the best chance of providing further employment opportunities for participants in the current economic climate.

The FJF funding has also enabled the Trust to test out the provision of services to tenants, to see which are in demand and could be sustained in future. For example, the project paid for eight temporary Neighbourhood Support Assistants (NSAs) who are responsible for looking after communal areas. The NSAs proved very popular with local residents and the Trust is assessing whether it will be possible to turn these into permanent roles, funded by a small service charge. One participant who was recruited as an Energy Efficiency Officer has also been retained on a 12 month contract to carry out energy assessments of KHT properties for Energy Performance Certificates.

### **The Mark Group Training Academy, Leicester**

The Mark Group is a business offering a range of energy efficiency solutions for public and private properties. Founded in 1974 it now works nationwide, employing 1,400 people. The organisation operates a ‘no subcontracting’ policy and has invested in the provision of training for all of its staff at the Mark Group Training Academy in Leicester.

#### **Training and education**

Having done in-house training, the new recruits undertake a period of ‘on-the-job’ training. All Mark Group training modules and programmes have been designed from scratch, reflecting the pioneering nature of the green jobs and services the organisation provides and a lack of pre-existing training schemes for these particular jobs. The Mark Group recruits people with a range of pre-existing skills, including people with no formal qualifications or work experience in the sector, providing multiple entry points for people with different work and education histories.

Roles within the Mark Group include:

- *Loft and cavity insulation*: No formal qualifications or prior experience are required for this role and recruits for this job are often young people with little previous work experience. New recruits spend four days at the Academy, followed by 30 days of on-the-job training, and are then required to pass a test to demonstrate they have acquired the necessary skills before being allowed to start work.
- *External wall insulation*: This role requires no pre-existing qualifications and the Mark Group will often recruit from deprived areas, especially when contracted by housing associations to work on major external wall insulation programmes.

- *Solar PV and hot water*: These are skilled roles for people already qualified as electrical engineers or plumbers. New recruits spend five days at the Academy topping up existing skills.

### **Barriers encountered**

Current legislation means that before an individual may specialise in PV or solar hot water they must be a fully qualified ‘all round’ plumber or electrician. The Mark Group finds that this means they can only recruit those who have already gained these qualifications from elsewhere as the investment required to train individuals to become ‘all round’ plumbers or electricians would be too high.

The Mark Group has suggested that if the law were to change, allowing individuals to take specialist PV and solar hot water courses and to acquire ‘stand alone’ qualifications as PV or solar hot water specialists (who would not be qualified to do any other sorts of plumbing or electrical work), they would be able to take on recruits with lower level skills for these roles.

### **Claverhouse Training, Dundee**

Claverhouse Training, established in 1983 in response to widespread unemployment in the Dundee area, is a social enterprise employing 85 staff. Claverhouse runs a number of employment and training programmes, including programmes that help people develop skills in green industries.

Claverhouse has contracts with local authorities, central government and the EU to deliver training, support and guidance to low-skilled people:

- New Deal contracts with the Department for Work and Pensions provide employability services for around 2,500 unemployed people across Tayside each year.
- The Get Ready For Work scheme, funded by Skills Development Scotland, provides 16 to 18 year olds with work experience, vocational training and personal development. The course is tailored to fit the needs and aspirations of each individual who takes part.
- Lone Parents is a programme funded by the local authority and the European Social Fund. The programme helps lone parents identify and overcome barriers to employment, including childcare, financial problems, confidence and motivation. Participants are provided with information on how to access support agencies, as well as training and employment opportunities.

### **Green jobs**

Claverhouse currently delivers two programmes focusing on green skills:

- *Environmental Task Force*: This scheme forms part of the New Deal employment programme and provides unemployed people with six months of paid training with an environmental focus, as well as personalised help with job-seeking.
- *Enterprise*: Claverhouse has set up a number of small green social enterprises, which aim to take advantage of waste streams for the purposes of recycling. The Claverhouse ‘Cycle Stop’ employs long-term unemployed people to refurbish and resell old bicycles. Claverhouse has also set up a wood salvaging social enterprise.

The organisation is keen to take up more green initiatives and to be involved in pilot schemes that would provide green skills and jobs for local people. Dundee has great potential for the development of a green economy, for example, as it is in a prime location to take advantage of offshore wind turbine manufacture. However, Claverhouse is finding it difficult to do more in this area because:

- There is a wide skills gap between participants in Claverhouse Training programmes and the skills required to carry out key roles like fitting solar panels or home energy



retrofitting. Currently, the costs of training the people Claverhouse works with to the required level are simply too high.

- There are both steep overheads and competitive markets to deal with when setting up such ventures. As a result, Claverhouse sees these sectors as too risky to move into for the time being.

### **British Gas Energy Academy**

The recently opened British Gas Energy Academy in Tredegar, South Wales, offers state-of-the-art training facilities in green construction and energy efficiency skills. The area, part of the Welsh Valleys, has one of the highest rates of unemployment in the UK: the heavy industry that used to provide thousands of jobs for local people has gradually disappeared, leaving generations of local residents facing long-term unemployment.

The Academy represents a unique collaboration between the Welsh Assembly Government, British Gas, Jobcentre Plus, SummitSkills (the sector skills agency for the building services engineering sector), JobMatch (an employment service operating in the Welsh valleys) and Blaenau Gwent County Borough Council.

The Welsh Assembly Government has prioritised economic development in the Heads of the Valleys area and approached British Gas about investing in training and workforce development. British Gas has a reputation for delivering very high-quality training and employs many thousands of people across the UK, making them an attractive partner for the Assembly Government. The company says it is keen to ensure that it has the skills for a changing energy industry and that its supply chain is fully skilled across all parts of the UK.

The Academy will provide training for energy assessors and installers of energy efficiency and renewables technology. The British Gas Centre at Tredegar is unique in Wales and offers training facilities including a range of mock houses representing the kinds of properties found in Wales. This allows trainees to have hands-on experience reflecting the real-life challenges energy assessors and installers will face. More than 1,300 people will be trained each year and the Assembly Government has a target that 70 per cent of places will go to local people, including the long-term unemployed. The remaining places will be for British Gas employees, who will be up-skilled in green technologies.

One important feature is the presence of JobMatch advisers on site. JobMatch is an Assembly Government programme that provides employment support for people who need extra help to find a job by complementing existing welfare-to-work programmes and Jobcentre Plus services. Advisers are based at the Academy to help trainees look for work once their training is completed and they also work with local employees to identify suitable vacancies and encourage employers to take on graduates from the Academy. This helps to ensure that the training provided by the Academy leads to paid employment.

The Academy forms part of the Assembly Government's Green Jobs Strategy for Wales, which recognises the enormous potential of the green sector in Wales and is driving the Government's ambitious programme of work on green jobs. The Assembly Government is particularly strong on linking up economic development with its work on employment, to ensure that development opportunities are maximised and good quality jobs are accessible to local people. British Gas says its mission is that the Academy will become a community hub for increased economic activity, green living and improvements in energy efficiency. Having opened officially in May 2010, the Centre is still in its early days, although the first cohort of trainees has already started.

## 5. Four key principles for creating green and decent jobs

The case studies from both the USA and the UK provide some important lessons for anyone who is interested in making decent green jobs a reality in Britain.

### **Principle 1. Keep it local**

The case studies show the importance of having local-level involvement in any efforts to stimulate green jobs. Although policy decisions that drive demand for green technologies are made at the national level (or state level in the American context), detailed on-the-ground knowledge is absolutely vital to making the connections between new green opportunities, local training programmes and local communities.

Local-level knowledge is required to understand which kinds of green jobs are viable in the local area, what local barriers or threats there might be to green industries, what the local needs are in terms of employment and which local organisations might be able to help, for example by adapting their training programmes or expanding their operations into ‘green’ sectors.

Without local-level efforts to complement national-level policymaking, there can be no guarantee that new green jobs will end up in the places that need them most or that the people who need them most will have the right skills and experience to allow them to take advantage of the new opportunities. In addition, new green industries may not be aware of the local skills base, so better engagement with local organisations could help them to find a workforce for their new enterprise more easily.

The Wisconsin ‘WE<sup>2</sup>’ example and the Birmingham Green New Deal show that it is not enough simply to bring in new climate policies (loans for domestic energy efficiency equipment and the feed-in tariff respectively) and expect them to deliver jobs for those who need them. A great deal of effort is required at the local level to ensure that the right connections are made between green employers and local communities.

This is important in the UK too as we are likely to see ‘clusters’ of different green industries developing around the country. For example, the Low Carbon Economic Areas programme aims to turn the South West into the primary location for wave and tidal energy industries, while the North East will be the place to go for ultra-low-carbon vehicles. Different approaches will be required in each of these areas to maximise the benefits of these different types of green jobs.

### **Principle 2. Join forces**

Some of the most successful examples from the US have involved cross-sector partnerships. Each partner has been able to contribute something different to the coalition, whether that is knowledge of upcoming ‘green’ policy initiatives, training facilities, community networks or trade union apprenticeships. By working together, coalitions have been able to ensure that they take a holistic approach, from developing and lobbying for new policies, to providing relevant training for deprived communities and real job opportunities.

Some of the UK examples also show the benefits of partnership working – Capacity Global’s TEN project brings together green employers, training providers and established community networks to provide new opportunities for people who historically have been excluded from jobs in the environmental sector.

Similarly, it could be argued that projects like Peckham Power – which has produced admirable results considering that the initiative relies entirely on the good nature of five volunteers – could be taken to the next level by bringing in partners who can provide some of the expertise that is currently lacking within the organisation. This could include the local authority, insulation installation companies, training providers and other organisations with good links into the community, particularly those with languages other than English. The

same is perhaps true of Claverhouse – a partner who could offer training in energy efficiency skills might help to reduce some of the risks that have prevented Claverhouse from moving into the green sector to date.

### **Principle 3. Not just jobs**

The examples here show that it is important to be clear about programme objectives from the beginning. Tackling poverty and supporting disadvantaged communities are at the heart of everything the case study organisations do. Without including these objectives from the start, there is a risk that policy to stimulate green jobs will not necessarily benefit those who need them most.

This is most obvious in the WE<sup>2</sup> example, where contractors that are delivering the domestic energy efficiency measures are obligated to recruit locally and to pay a decent wage.

The Los Angeles Apollo Alliance has also had success in this respect, getting the city council to pass an ordinance that again obliges any contractors carrying out retrofitting work on public buildings in the city to recruit from local disadvantaged communities and to provide training opportunities.

### **Principle 4. Build a training-to-work ‘pipeline’**

It is very important to join up job creation opportunities with training and welfare-to-work programmes to ensure there is a viable journey from unemployment into green work. This does not happen by accident and requires an active approach.

One of the most important lessons arising from the various Apollo Alliance groups’ experiences is that work needs to be done to ensure that there are jobs available for people to move in to once they have completed a ‘green’ training course.

The Oakland Apollo Alliance has produced a toolkit providing advice on the best practice for green-collar job training programmes (Ella Baker Center 2010), which suggests one way to achieve this is to establish a ‘Green Employer Council’ – that is, a group of local green businesses that can provide advice and guidance on the development of any green training programmes (so students will be equipped with the most relevant skills) and that can also offer to provide work placements and/or recruit a certain number of graduates from particular courses.

Another option is to partner training providers with workforce intermediaries – that is, people who have a good knowledge of local green industries and a strong network of contacts within them. They can then help match students with upcoming vacancies.

At the same time, training programmes need to be linked to job creation programmes to ensure that local people have the right skills to take on new jobs and progress. Otherwise there is a risk that we simply create good quality jobs that are beyond the reach of local people. This does not mean that people have to spend months in classroom-based training programmes before starting work – on-the-job training is often more effective and ensures that people are earning a wage from the start.

Knowsley Housing Trust and Fusion21’s ‘employment pool’ and the link-up between the British Gas Energy Academy and the JobMatch employment service are good examples of how training programmes can be effectively joined up with employment opportunities.

## 6. Opportunities for future action in the UK

We have described some of the initiatives underway in the USA that aim to join up the ‘green’ agenda with the ‘decent jobs’ agenda.

To the best of our knowledge, nothing quite like this exists in the UK at the moment, but we were interested in investigating whether there might be scope to emulate the approaches taken by organisations like the Apollo Alliance in a UK context.

In order to do this, we conducted a survey of UK-based grassroots organisations that correspond to the kinds of organisations that have been involved in green jobs coalitions in the US. This meant that we did not restrict our survey to those organisations already involved in the ‘green’ jobs sector but included organisations that might conceivably develop an interest in the subject (see Annex 2 for a detailed description of our methodology and full list of responses).

We also conducted interviews with a number of pioneering organisations that are already engaged in the green jobs debate, to learn more about what makes their approaches successful and what barriers they have faced.

### The appetite is there

Our survey attracted over 450 responses from organisations working across the UK and in a wide variety of different sectors (Annex 1 provides a detailed discussion of the survey findings). It is important to note, however, that although we received a high response rate to the survey, it was by no means a comprehensive study of all organisations working at the local level across the country, and therefore our findings should be considered as indicative only.

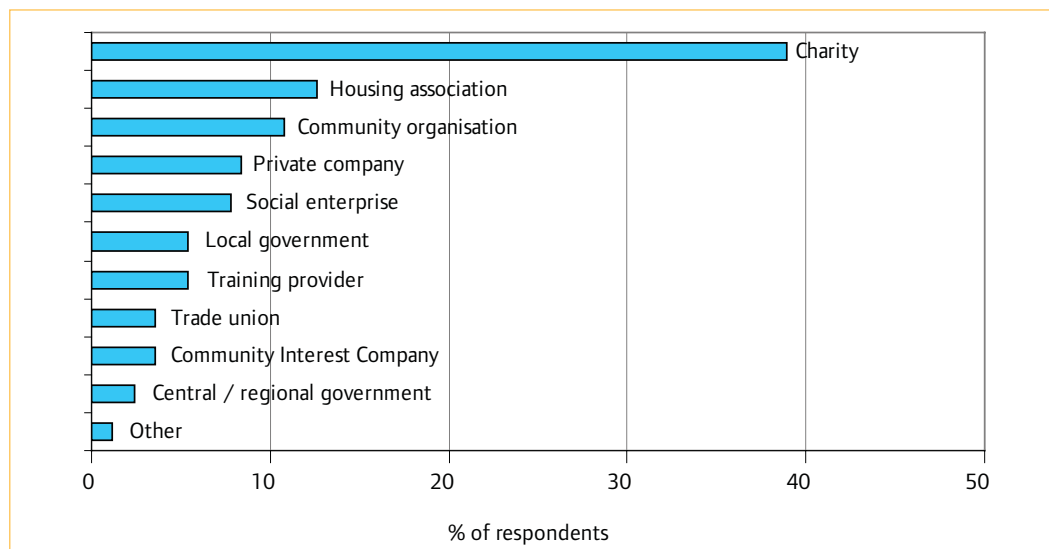
We received replies from charities, trade unions, social enterprises, central and local government and private sector organisations (among others). Over a quarter of the organisations we heard from are already working in the ‘green’ sector, for example in energy efficiency or with green spaces. We also heard from over 250 organisations that are involved in providing skills and training. Almost 100 were engaged with poverty or inequalities campaigning and more than 150 were working on job opportunity creation.

Just over a third of survey respondents indicated that they would be interested in joining some kind of coalition for green jobs (170 in total), which we believe demonstrates a significant appetite for taking this kind of approach in the UK.

Of the organisations expressing an interest in joining a UK coalition for green jobs, the majority (37 per cent) were registered charities. However, there was also in-principle support from a wide range of organisations, including social enterprises, housing associations, local authorities, trade unions and private companies (see Figure 6.1).

**Figure 6.1. Type of organisation interested in joining a coalition for green jobs**

Source: ippr survey

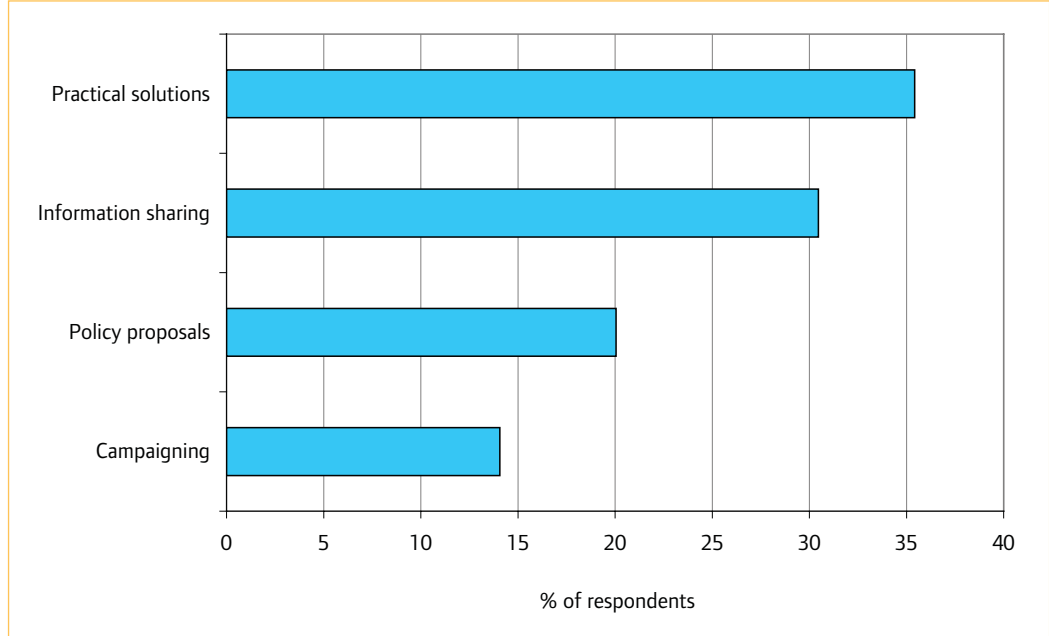


**What should a coalition do?**

We asked respondents who said they would be interested in joining a green jobs coalition what they thought such a coalition should do. We received broad support for all four of our proposals, with practical solutions being the most popular idea (see Figure 6.2). Several respondents also suggested that another useful function would be to provide contacts or meeting spaces for member organisations.

**Figure 6.2. What kind of coalition or network might your organisation be interested in being part of?**

Source: ippr survey

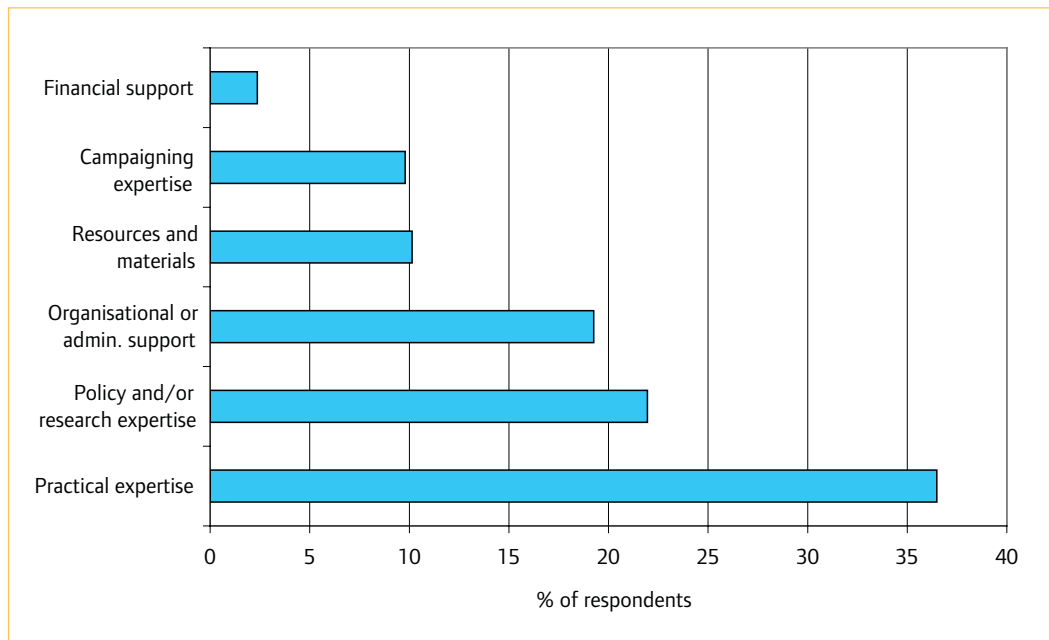


We also asked those with an interest in joining a coalition what they thought they could bring to the table. Again, we received a range of replies, but by far the most popular response was ‘practical expertise’ (see Figure 6.3). Around 60 organisations said they could bring policy and/or research expertise and just under 60 said they could provide organisational or administrative support.

**Figure 6.3. What kind of contribution to a coalition might organisations be willing to make to a coalition or network around green jobs?**

Source: ippr survey

Respondents answering ‘yes’ or ‘not sure’ to the question ‘Would your organisation have any interest in being part of a coalition for “green-collar” jobs? This could be at a local or national level.’



Our case studies from both the UK and the USA indicate that there are a wide range of activities that local organisations could get involved in – lobbying on policy, providing better information to the local community and providing training to joining up disadvantaged communities with emerging job opportunities.

This suggests that the most effective action will involve different organisations coming together and each making a contribution based on their particular expertise. Activities could include:

- Building cross-sector partnerships to create a wide base of support.
- Assessing the opportunities for decent green jobs in the local area.
- Lobbying for policy – local, regional or national – that could help to stimulate these opportunities.
- Identifying target groups within the local community and assessing whether they require any training or developing in order to access the green jobs.
- Identifying appropriate training providers, including local colleges, adult learning centres and employers.
- Developing a comprehensive training curriculum based around the particular needs of local people and employers. This may include ‘soft’ work readiness skills as well as ‘hard’ technical skills; and on-the-job training as well as classroom-based learning.
- Ensuring adequate support services are available to help overcome barriers to training and work – for example, childcare facilities, transport and help with managing health conditions.
- Engaging with local green employers and encouraging them to recruit locally and to target disadvantaged groups.
- Establishing links between any training programmes and local employers.

(Adapted from Ella Baker Center 2010)

## 7. Conclusion

Green jobs have risen up the political agenda rapidly in recent years in response to the twin challenges of tackling climate change and creating new jobs. Considerable work is already underway to help promote the growing low-carbon and environmental goods and services sectors.

At central government level, policies to reduce carbon emissions and to increase renewable energy and energy efficiency are helping to stimulate industries in these areas. At the same time new approaches to industrial policy – like the Low Carbon Industrial Strategy – are helping to ensure that Britain benefits economically from the low-carbon transition. Many third sector organisations have campaigned strongly in support of green jobs, as have the trade unions. In the private sector, much work has been done to ‘green’ existing jobs.

However, while it is clearly important that the UK makes the transition to a low-carbon economy, it is also important to take this opportunity to ensure that problems within the existing labour market, like low employment rates for certain groups and high levels of low pay, are not replicated in the low-carbon economy. These issues should be given much greater upfront consideration in the development of new low-carbon initiatives.

In order to maximise the benefits of the low-carbon transition, local green jobs projects will need to address the four challenges we set out in Chapter 2: meeting the UK’s climate change targets; tackling high levels of unemployment; providing jobs for people who are currently economically inactive or who face a high risk of unemployment; and helping to reduce the UK’s dependence on low-wage work.

The case studies that we have presented in this report show that while overarching policies on climate change and low-carbon energy are a prerequisite to creating low-carbon jobs, they are not sufficient. The most successful green jobs initiatives have drawn on local knowledge to build programmes that deliver real jobs on the ground.

They also demonstrate that the most successful projects tend to be based on partnerships – bringing together the expertise of environmental policy, green industries, training organisations, the local skills base and local community needs. A collaborative approach can ensure that all of the pieces are put in place at the same time so that jobs are not delivered without a viable workforce or that training is not provided without job opportunities at the end.

While our scoping work uncovered many excellent initiatives already taking place across the UK, coverage is patchy. Space is opening up for greater activity at the local level on the green jobs agenda, not just for environmentally-minded organisations but for anyone who wants to make sure that the economic opportunities from the low-carbon transition are maximised in their area and that existing inequalities are not replicated in the ‘green’ sector. The overwhelming response to our survey demonstrates the interest in this agenda among lots of different organisations and proves that the appetite for creating local, green and good jobs is there. Our priority now must be to ensure that this appetite is turned into reality – that organisations and individuals are supported to come together and take the plunge by setting up projects, campaigns, support groups, networks and whatever else is needed to make sure communities across the UK benefit fully from the low-carbon transition.

We hope that this scoping study and our wider project will help give them the confidence to start building relationships so that the UK can look forward to a future economy with green and decent jobs for all.

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## Annex 1: Ongoing programmes of work with relevance to the green jobs agenda in the UK

### Central government

The last government under Labour established a number of programmes to promote low-carbon economic development and employment in ‘green’ sectors. Some programmes have already been cancelled by the new coalition government; others may be cancelled or altered in future.

#### Future Jobs Fund

The 2009 Budget announced the creation of the Future Jobs Fund (FJF) run by the Department for Work and Pensions (DWP) in partnership with the Department for Communities and Local Government (CLG). The initial aim of the programme was to create 200,000 jobs between October 2009 and March 2012 in response to rising unemployment caused by the recession. The government at the time expected at least 10,000 of these jobs to be in green sectors (DWP 2010a). However, in May 2010 the new coalition government cancelled further awards under the FJF. Around 120,000 jobs had been created up to that point. Current projects and funds awarded before May will continue unaffected.

The FJF worked by requesting bids led by local councils in partnership with charities, social enterprises and other local partners to fund the delivery of programmes that would provide employment and have some social or environmental benefit to the local area. Employment opportunities were primarily for young people aged 18 to 24, although funding was available for older people in very deprived areas. Funding was provided to create six month-long jobs paid at the minimum wage or above. The programme was explicitly designed to tackle long-term youth unemployment created by the recession and was not intended to be a long-term labour market programme.

Some examples of successful bids with a green focus include:

- *Green Futures Grimsby*: This social enterprise trains local people in gardening and horticultural skills. It is also currently in the process of establishing a vegetable and fruit growing business, which will provide further training and jobs.
- *Recycle and Grow*: This plastics recycling plant, part of the ‘Grow’ umbrella of Social Enterprises, has recruited 1,050 volunteers through FJF since 2009. Recycle and Grow’s activities include cleaning, purifying and sorting plastics to be reused in window production, computers and electrical sockets. It operates in five regions: the North East, South West, Wales, West Midlands, and Yorkshire and the Humber.
- *Trees for Cities*: An independent charity that offers City & Guilds Level 2 horticultural training to unemployed people living in Tower Hamlets, London.
- *Green Works*: A social enterprise that aims to reduce waste through the removal, re-use and remanufacturing or recycling of unwanted office furniture. Green Works trains socially disadvantaged and marginalised people – including ex-offenders – throughout the UK in finance, joinery, warehouse management, retail sales, reception and human resources.

#### Low Carbon Economic Areas

The last government launched its programme of Low Carbon Economic Areas (LCEAs) as part of its 2009 Low Carbon Industrial Strategy. LCEAs are intended to build effective supply chains and develop skills provision schemes according to local circumstances and have been designated according to ‘existing geographic and industrial assets [that] give a location clear strengths’ (HM Government 2009a: 53). The new coalition government has not yet made any announcement on the future of the LCEA programme.

Through the launch of LCEAs the government intended ‘to pull together national, local and regional agencies to focus on accelerating the growth of low carbon industries, skills base and supply chain’ (HM Government 2009b). This was to be achieved by combining an overarching regional strategy with Local Strategic Partnerships and cross-agency engagement.

The South West of England was named as the first LCEA in July 2009. Since then, a further six LCEAs have been announced and assigned specific industries to cultivate:

- South West – Marine energy
- North East – Ultra low carbon vehicles
- Yorkshire and the North West – Civil nuclear energy
- Greater Manchester – Built environment
- Midlands – advanced automotive engineering
- South Wales – Hydrogen energy
- London – Energy efficient buildings

Currently there is no direct government funding associated with becoming an LCEA although in some areas investments from the Strategic Investment Fund have been aligned with the particular type of area designated. For example, in the Midlands £19 million of central government funds have been directed towards research into low carbon vehicles and their development (Department for Business, Innovation and Skills 2010).

#### **Forum for a Just Transition**

The Forum for a Just Transition was also announced within the July 2009 Low Carbon Industrial Strategy. The aim of the Forum is ‘to ensure that the transition of the UK industrial base to low carbon is a fair and inclusive process which creates benefits and opportunities for UK workers, businesses and consumers’ (Department for Business, Innovation and Skills 2009). Again, no announcement about the Forum’s future has been made to date by the new coalition government.

The Forum was initially chaired by former Business minister Pat McFadden and is attended by trade union, third sector and private sector representatives as well as central, national, regional and local government representatives. At the time of writing, the Forum had met twice and the main focus of its discussions had been on the need for existing core industries to adapt and diversify in terms of skills and products in order to decarbonise. The motor manufacturing industry and the nuclear energy industry were identified as target industries to be ‘greened’ in this regard. In addition, the need for an overarching skills strategy for the UK was emphasised along with an acknowledgement that an employer-led/market-driven approach to green skills and jobs would not be sufficient to deliver the desired outcomes.

#### **Environmental Task Force**

Environmental Task Force (ETF) was one of the four options under the New Deal for Young People for 18 to 24 year olds who had been unemployed for six months or more. ETF provided work experience and a training allowance for individuals working on projects to improve local environments. For example, East Dunbartonshire Council has provided opportunities through the ETF for young adults to work on projects upgrading pathways, communal garden landscaping, church painting and community building upgrading. This work experience led 84 people into new jobs or additional training between 2001 and 2003.

Under the last government, the New Deal for Young People was being phased out to be replaced by the Flexible New Deal, and the ETF was to be replaced by a Community Task Force option, which offered a similar programme, although not necessarily in environmental work. However, the new coalition government is in the process of replacing all previous

welfare-to-work programmes with a single ‘Work Programme’ and there are no details to date about there being any focus on environmental or green employment opportunities within the new programme.

### **Local government**

The Future Jobs Fund and Low Carbon Economic Area programmes both contained key roles for local authorities, either as delivery agents or as project partners. However, many local authorities are already engaged in additional work above and beyond these schemes that stimulate and create green jobs in their local areas.

The Local Government Association (LGA) made recommendations in its recent report *Creating Green Jobs* on the ways that local councils can help to pursue the green jobs agenda (Local Government Association 2009). These included:

- Working with employers and employment and skills providers to identify local skills gaps; and to identify new training opportunities (for example, public sector apprenticeships).
- Demonstrating leadership through decarbonising their services, buildings, facilities and organisational behaviour.
- Promoting wider low-carbon development and energy planning through economic regeneration programmes.

It is beyond the scope of this paper to list every initiative currently being run by local authorities; the project led by Birmingham City Council described in Chapter 2 is an example of some of the work currently underway in the UK.

### **Trade unions**

While central government has only recently woken up to the opportunities presented by the transition to a low-carbon economy, the trade union movement has been very active in the area of green jobs for a number of years. As well as publishing many reports on this theme (see for example Trades Union Congress [TUC] 2009 and 2010), the TUC has been running its GreenWorkplaces programme since 2006. It has also actively campaigned for the development of new ‘green’ technologies, including in renewable energy.

However, it should be noted that the ‘green’ agenda has occasionally conflicted with the ‘jobs’ agenda (for example on nuclear energy and over the expansion of Heathrow airport), which has led to disagreements between trade unions and environmental campaigners on these issues.

As a result of their commitment to the principles of fairness and social justice, the unions have consistently emphasised that the transition to a low carbon economy must be a just transition, and that green jobs must also be decent jobs with scope for career development (Green Alliance 2009). The Forum for a Just Transition, described above, was one outcome of this emphasis.

### **GreenWorkplaces**

The TUC has funded seven pilot projects across the UK that aim to ‘bring together the practical engagement of both workers and management to secure energy savings and reduce the environmental impact of the workplace’ (TUC 2010: 4). Through these pilots, a total of 97 Environmental Representatives were trained, whose role it is to both promote environmental issues within the staff training agenda and act as mediator between staff and management – communicating ideas and concerns in both directions as a means to develop best environmental practice.

Participants in the scheme included BT’s research and development headquarters and Great Ormond Street Hospital for Children. The pilots included a range of activities aimed at

reducing the environmental footprint of the organisations involved, such as:

- Staff opinion surveys and quizzes
- Union green events, environment days and green fairs
- Trade union-wide environmental training
- Trade union/management environmental consultation negotiations.

The pilots have enabled the TUC to develop conclusions and to identify best practice for making workplaces greener. The trial found that a collaborative programme between union members and senior management ‘sent a clear message to staff that the project was being taken seriously by those with the power to affect change’ (TUC 2010: 4). As a result, the TUC recommend a joint union approach to greening the workplace.

### **Climate Solidarity**

Climate Solidarity is a union-led initiative that aims to encourage members to share information, training and support about living greener lifestyles with members of the wider community. A range of educational materials are available from its website ([www.climatesolidarity.org](http://www.climatesolidarity.org)) and it is hoped that members will help to spread these materials beyond the workplace, into their homes and local areas.

Materials downloadable from the Climate Solidarity website include:

- *Waste not want not* leaflets focused on composting, leftovers and smarter shopping
- Healthy and local themed information cards on the topics of seasonal eating, ‘Meat Free Mondays’ and buying local
- Tips for saving on electricity and heating bills.

Climate Solidarity also offers free Action Training sessions which are held around the UK for those who are interested in setting up their own climate solidarity action group(s) in their workplaces or local communities.

Some unions, including the University and College Union (UCU), Public and Commercial Services Union (PCS), National Union of Teachers (NUT) and Communications Workers Union (CWT), have appointed a solidarity project worker who is available to give additional support to union members.

### **Forum for a Just Transition**

As a key stakeholder the TUC has welcomed and been very much involved with the Forum (outlined above) from its outset. In addition to the aspects discussed in the Forum’s first two meetings, the TUC has announced it would like to see the following items on the agenda of future meetings:

- The forthcoming joint TUC/Energy Intensive Users group on securing the future of the UK’s heavy industry sectors, including iron and steel, glass, ceramics, cement, aluminium and inorganic chemicals
- The development of similar joint economic and employment transition bodies in the regions and devolved administrations
- The role of the Forum as a stakeholder advisory board to the proposed Green Investment Bank.

### **Third sector**

There is a great deal of activity among third sector organisations in the area of green jobs. Again, we are not able to provide a comprehensive list of the many individual initiatives that are underway around the country; the examples of Capacity Global, Peckham Power and

Claverhouse Training given in Chapter 4 above give a flavour of some of the more original programmes that third sector organisations are involved in.

Aside from the separate schemes being run by various third sector organisations, there are also several initiatives in place that aim to bring together groups from across the sector. These include the Third Sector Task Force on Climate Change and the recent Inquiry into the Future of Civil Society run by the Carnegie Trust. Green Alliance – an environmental think tank with close ties to the major green non-governmental organisations – has also been active in bringing together third sector actors around this agenda. Groundwork UK – a federation of local-level charities – has been particularly active in creating ‘green’ jobs to help tackle unemployment.

### **Joint Ministerial and Third Sector Task Force on Climate Change**

The Task Force was announced as part of Defra’s – the Department for the Environment, Food and Rural Affairs – third sector strategy in November 2008 and was established in April 2009.

The Task Force is co-chaired by Ministers from Defra, the Department of Energy and Climate Change (DECC) and the Office of the Third Sector (OTS), and the Director of Green Alliance. The Department for Communities and Local Government (CLG) also provides ministerial input.

The Task Force’s 16 other members are third sector leaders from a diverse range of organisations including the British Red Cross, Capacity Global, the Social Enterprise Coalition and the Community Sector Coalition. Green Alliance and the National Council for Voluntary Organisations (NCVO) act as the secretariat for the task force.

The task force launched its first joint report in March 2010 (Joint Ministerial and Third Sector Task Force 2010). The report contained a chapter devoted to green jobs, which set out 11 specifications that specific task force members will undertake to advance the agenda. These include:

- Skills Third Sector (the Sector Skills Council for the third sector) will undertake a skills audit to identify the skills in the field of climate change that the third sector can offer.
- OTS will ensure that any potential Social Investment Wholesale Bank adopts a ‘triple bottom line approach’ and aims to create a combination of social, financial and environmental value.
- OTS will provide £200,000 in 2010/2011 to fund a Green Next Practice Programme to support innovative third sector services that reduce carbon emissions. This programme will be delivered by the Innovation Exchange.
- Defra will support WRAP and the REalliance Community Interest Company (CIC) in their work building the capacity of the third sector to provide waste and resource-related services, and in particular, improving monitoring and reward systems that encourage the wider social returns that are characteristic of the sector (HM Government 2010: 99-103).

### **Commission of Inquiry into the Future of Civil Society in the UK and Ireland**

This Commission’s report was published in March 2010 by the Carnegie UK Trust on behalf of the Commission of Inquiry into the future of Civil Society in the UK and Ireland, identifying current opportunities and threats for UK civil society, and making policy recommendations.

The Commission has made numerous recommendations on how civil society can best contribute to a rapid and just transition to a low carbon economy. These include:

- Investing in local low carbon technology as a step towards self sufficiency and independence from imported oil and gas

- Developing citizens conventions to bring business, government, the media and civil society together
- Extending direct action in order to protest against ‘the firms and governments doing the most damage’
- Including non-environmental civil society associations in the debate on how best to deal with climate change.

### **Green Alliance**

Green Alliance is an environmental think tank concerned primarily with influencing UK environmental policy. Through its ‘Sustainable Economy’ work stream, the organisation has led several initiatives focused on the green jobs agenda. These include co-chairing the Joint Ministerial and Third Sector Task Force on Climate Change (as described above) and publishing several reports on this subject, including *Working on Change: The trade union movement and climate change* (Green Alliance 2009).

### **Groundwork UK**

Groundwork UK is a federation of charities established in the early 1980s in response to the collapse of traditional industries and the associated erosion of social cohesion in many less prosperous areas of the UK.

Groundwork aims to improve the skills and job prospects of local people, promote greener ways of living and learning, redesign and regenerate indoor and outdoor community spaces and motivate and develop young people.

Groundwork charities have worked with 73 per cent of local authorities in England and Wales and worked in 91 per cent of the most deprived areas of England and Wales (Groundwork UK 2010: 3). In relation to green skills and jobs, Groundwork claims to have created 1,769 jobs and awarded 8,253 formal qualifications. Many Groundwork charities have helped to deliver government programmes, including the Flexible New Deal and the Future Jobs Fund, and have helped unemployed people to develop skills in grounds keeping, landscaping, horticulture and countryside conservation.

### **Private sector**

Private sector organisations are working in two main ways to help create new green jobs: to help to ‘green’ existing jobs and to develop and deploy new green technologies that will hopefully provide the low-carbon industries – and hence green jobs – of the future.

### **CBI**

The Confederation of British Industry (CBI) launched its Climate Change Task Force in 2007. Comprised of 17 UK business leaders including Willie Walsh (Chief Executive, British Airways), James Smith (Chairman, Shell UK) and Joe Greenwell (Chairman, Ford of Britain). The task force was established to produce policy solutions that will ensure that ‘existing corporate commitments’ to reduce emissions are met (CBI 2010).

The first report published by the task force, *Climate Change: Everyone’s business*, outlines sector-specific adaptation and mitigation challenges presented by UK Climate Change targets. Accordingly, each task force member has made an individual commitment to reduce emissions on behalf of the company they represent (CBI 2007). With regard to green jobs, the report recognises the need for an interventionist, productive approach to a low carbon transition and it recommends that government prioritises investment in climate change technology and provides incentives in order to stimulate a low carbon economy. The report’s main recommendations to the business community are focused around improving resource efficiency: that is, making existing jobs ‘greener’ rather than diversifying into new ‘green’ sectors (ibid).



### **Federation of Small Businesses**

Although the Federation of Small Businesses (FSB) has not been particularly active in helping support the growth of new green jobs, it has recognised the need for ‘greening’ existing businesses. To this end, the FSB has called for greater government support to help small businesses reduce their environmental footprints. In April 2010 the FSB outlined the help it believes government should provide in order to facilitate the greening of small businesses: rollout of smart meters; commercially viable rates for feed-in tariffs for micro-renewable energy facilities; and the extension of the Carbon Trust loan programmes to small businesses.

### **Renewable UK**

Renewable UK represents the UK’s wind and marine renewables industries. It lobbies government and produces research papers, briefings and publications on wind and marine renewable energy developments. A number of its reports are relevant to the green jobs debate, including a study of employment and skills supply in the renewables industry (Boettcher *et al* 2008). This report identifies skills and worker shortages as a particular barrier to the growth of a UK-based renewables industry and predicts that without action to invest in relevant education and training programmes, the shortages will become increasingly severe and cause significant problems for the development of the sector.

### **The Carbon Trust**

The Carbon Trust is an independent, not-for-profit company that aims to accelerate the UK’s low carbon transition. One of its main objectives is to encourage and aid the development of low carbon technologies including those relating to offshore wind, low carbon buildings and Solar PV (Carbon Trust 2010a).

Through the Carbon Trust’s Applied Research Grant Scheme any business, public sector, university or voluntary organisation aiming to develop low carbon technologies may apply for a grant of up to £500,000. Those projects deemed to have ‘the potential for sustainable carbon dioxide savings [and] the ability to develop a low carbon market area in the UK’ are considered eligible (Carbon Trust 2010b). So far, 183 low carbon research projects in fields including advanced PV, bioenergy, biomass, CCS, fuel cell, geothermal, on/offshore wind, near/offshore wave, solar, marine and lighting technology development have received funding.

Although its work is not explicitly focused on job creation, the Carbon Trust’s work to stimulate the growth of new, low carbon technologies is likely to bring knock-on benefits in terms of the growth of new, low carbon industries in the UK.

A second aspect of the Carbon Trust’s remit is to provide advice and support to existing companies to help them to become greener in their day-to-day activities.

### **Aldersgate Group**

The Aldersgate Group is a coalition of business leaders, environmental groups and individuals that aims to promote the case that ‘there is no inherent contradiction between regulating for high environmental standards at the same time as maintaining economic growth and stimulating wealth creation’ (Aldersgate Group 2010).

The group recently published a report investigating the kinds of skills that will be necessary in a low carbon economy (Aldersgate Group 2009). This publication concluded that while it is vital to address the UK’s current shortage of science, technology, engineering and maths (STEM) skills, it is also essential to develop training courses to enhance, or top up, existing skills, as if the UK is to make the transition to a low carbon economy ‘every job in the UK will need to change to some extent’ (ibid: 1).

The Aldersgate Group’s agenda has focused mainly on the skills aspect of the green jobs debate, identifying strategies for re/up-skilling existing workers. To date, there has been less focus on how new jobs might be created.



### **The Climate Group**

This independent, not-for-profit organisation works with both business and political leaders to advance clean technologies and to develop and lobby for policies to accelerate the transition to a low carbon economy. The Climate Group's membership includes many leading businesses, such as Barclays Bank, BP, Google, Nike, Tesco and Virgin.

The group uses high-level advocacy and events to promote and gain support for its policy recommendations and practical projects, which currently focus heavily on the development of low carbon technology in the form of smart meters, smart grids, smart buildings and smart cities.

The Group's City Partnerships programme, launched in Chicago and Mumbai, aims to build increased engagement between the corporate and non-profit sectors as a means to more effectively deliver low carbon technologies across communities.

## Annex 2: Findings from ippr’s ‘Green and decent jobs’ survey, 2010

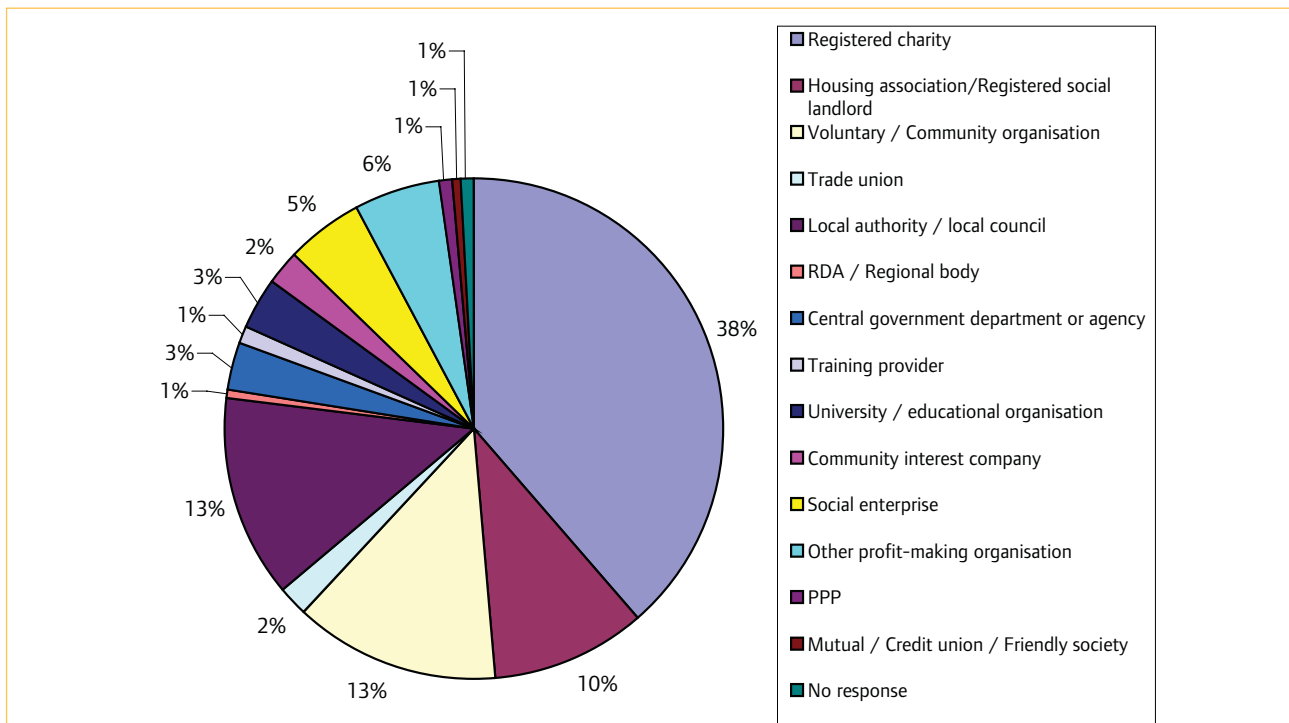
In early 2010 ippr conducted a survey intended to identify existing grassroots organisations with a potential interest in the green jobs agenda. To do this we sought responses from both the projects that are already actively engaged with green job creation and green skills promotion as well as projects and organisations that are not yet actively engaged but who may be likely to develop an interest in the green jobs agenda.

We created an online survey, open from January to March 2010, and disseminated it as widely as possible using existing contacts, umbrella organisations, unions and the ippr website. We received 466 responses to the survey from a wide range of organisation types, including registered charities, private companies, local authorities, community-based voluntary organisations, social enterprises and trade unions. Many respondents showed an interest in green jobs, even if they were not yet actively working in this area. The detailed findings of our survey are presented below. It is important to note, however, that although we received a high response rate to the survey, it was by no means a comprehensive study of all organisations working at the local level across the country, and therefore our findings should be considered as indicative only.

### Type of organisation

Over one third of the organisations we heard from were registered charities while voluntary and community organisations and local authorities each made up an additional 13 per cent of the responses. Smaller numbers of responses were gathered from trade unions, social enterprises, central government, housing associations and Community Interest Companies.

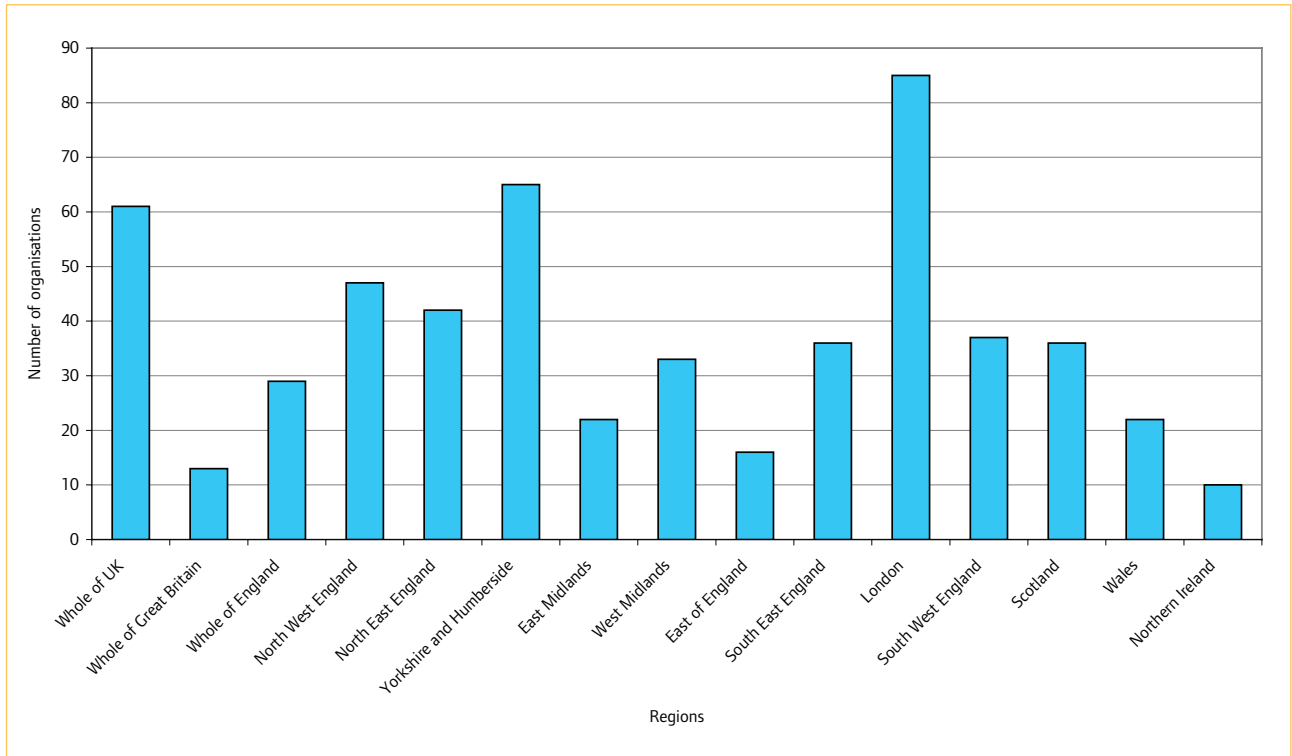
**Figure A1: How would you describe your organisation?**



### Areas of the UK in which respondent organisations are active

We received responses from organisations working across all the regions of the UK, although the majority were from London and the South East, where a total of 150 organisations were operating. There were also 61 organisations working across the whole of the UK. We had a particularly strong response from organisations working in Yorkshire and Humberside (65 organisations), Northwest England (47) and Northeast England (42).

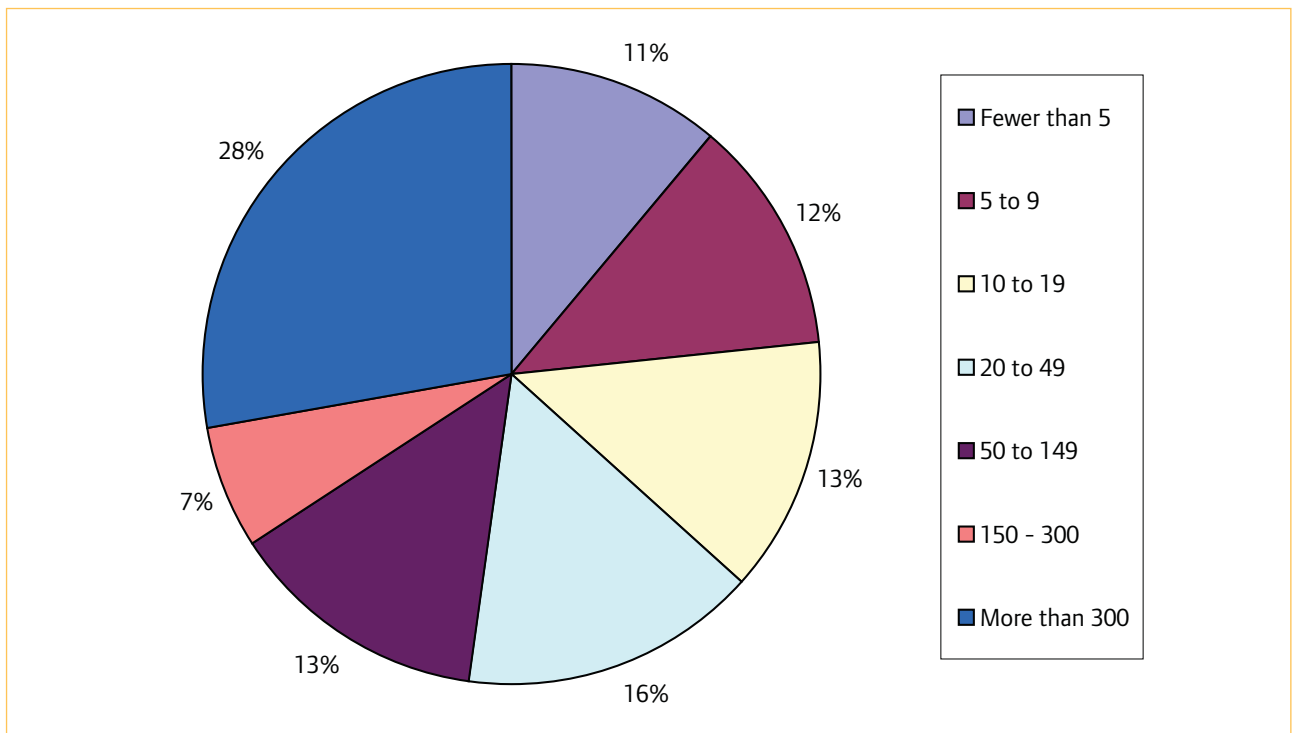
**Figure A2: Which part(s) of the UK does your organisation operate in?**



**Size of organisation**

Just over one quarter of the organisations we received survey responses from had more than 300 employees and volunteers in total. However, we also found that nearly a quarter of responses were from organisations with fewer than 10 employees and volunteers.

**Figure A3: Approximately how many people work and/or volunteer for your organisation?**



### Age of organisation

The majority of the organisations we heard from were well established. Over half had been in operation for more than 10 years. Only 13 per cent had been up and running for less than two years.

Figure A4: Approximately how long has your organisation been operating?

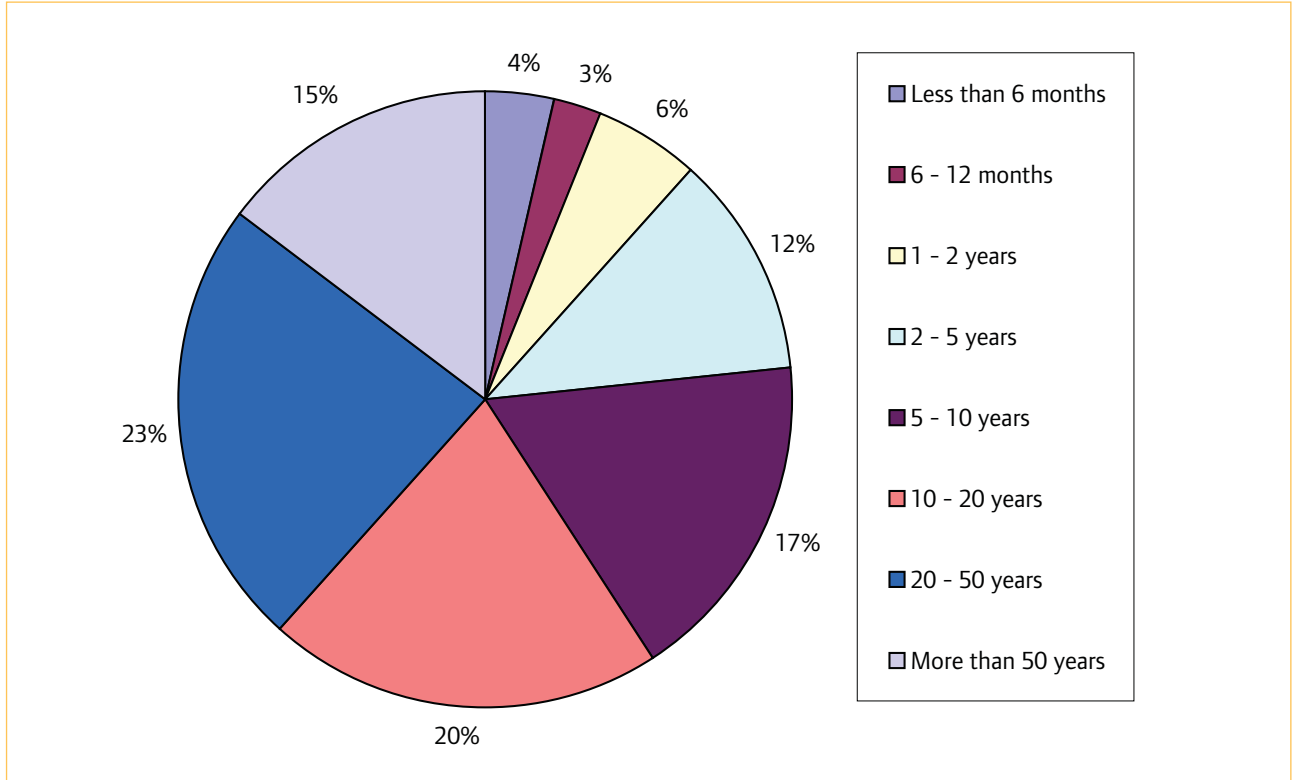
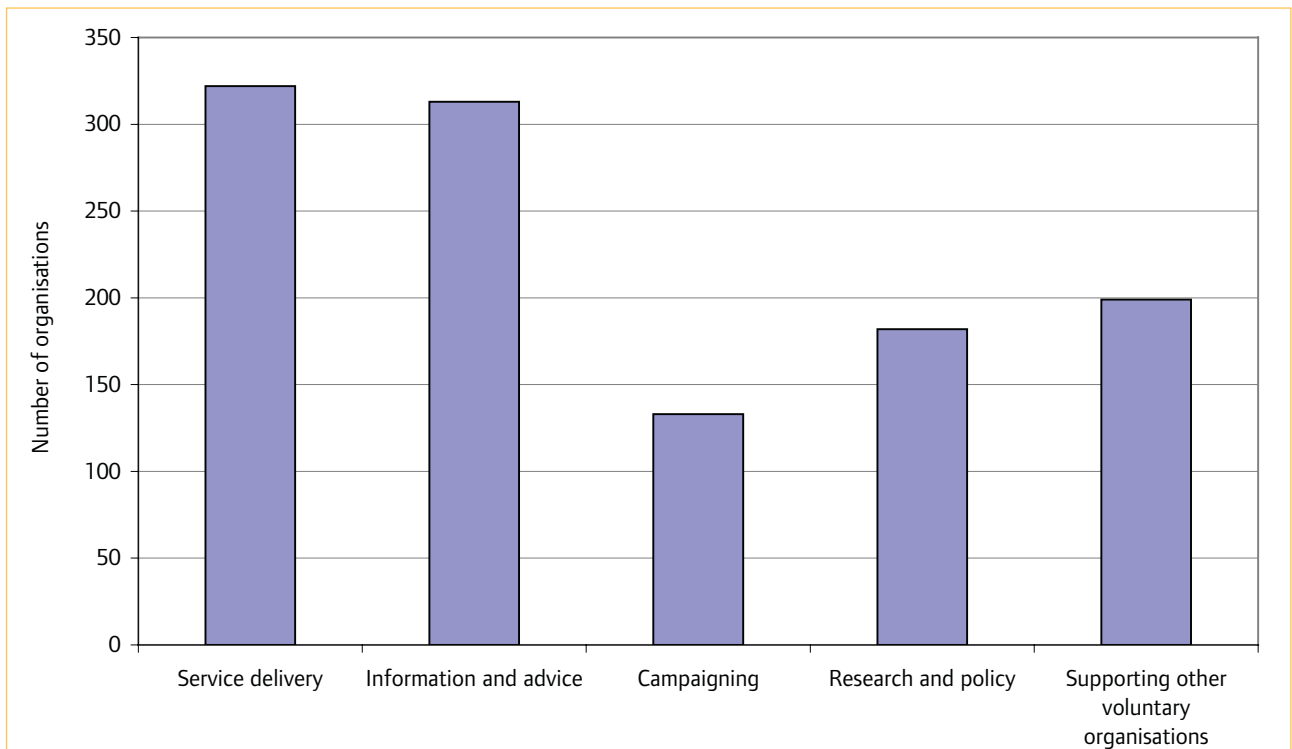


Figure A5: Which of the following activities is your organisation involved in?



### Activities in which organisations are involved

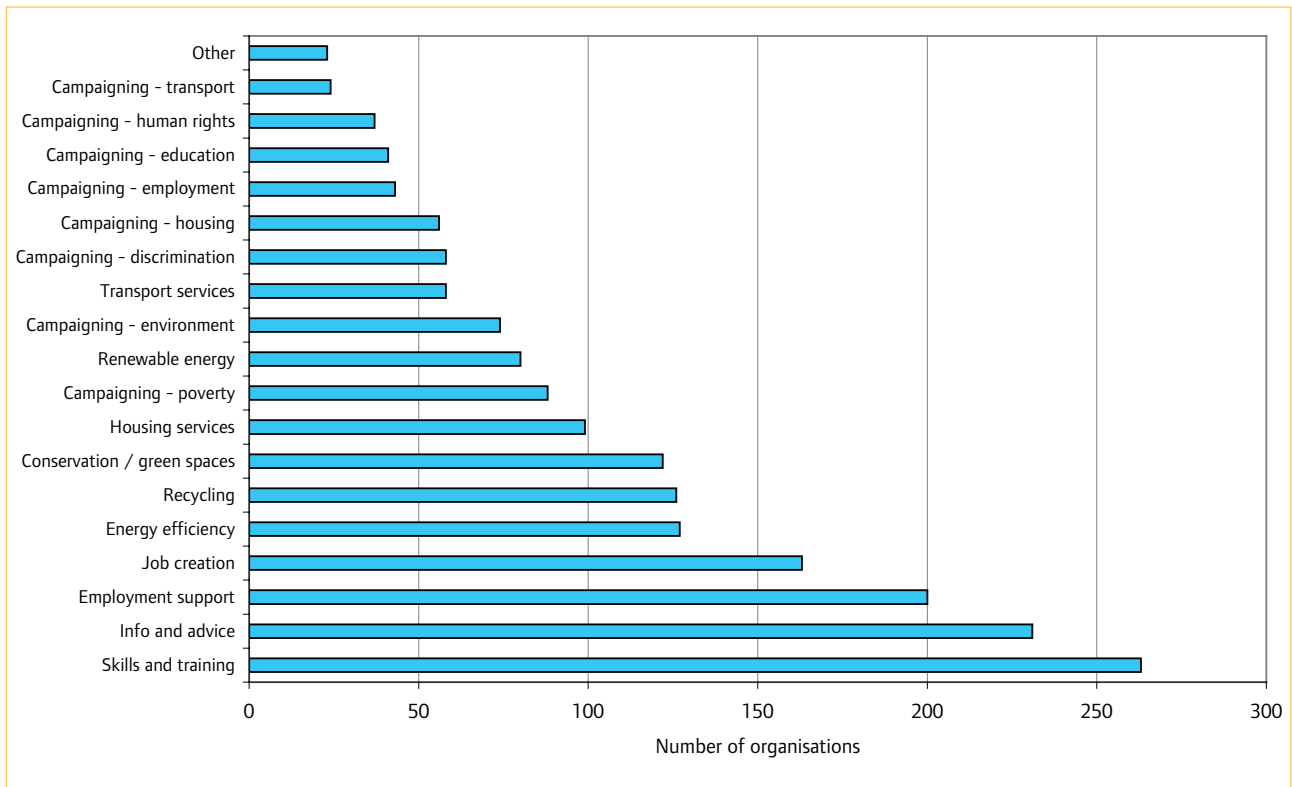
The majority of the organisations we received responses from (just less than three-quarters) were involved in service provision (322) and/or information and advice giving (313). We received slightly fewer responses from organisations involved in campaigning or research and policy work. (See Figure A5 above.)

### Specific issues organisations are actively engaged with

Over half the organisations that responded are already involved with skills and training provision. A total of 200 of the organisations are actively supporting people into work and 163 are actually creating new job opportunities.

Responding organisations were also involved in a range of other activities, including other kinds of service delivery, campaigning on a range of issues, recycling and green spaces.

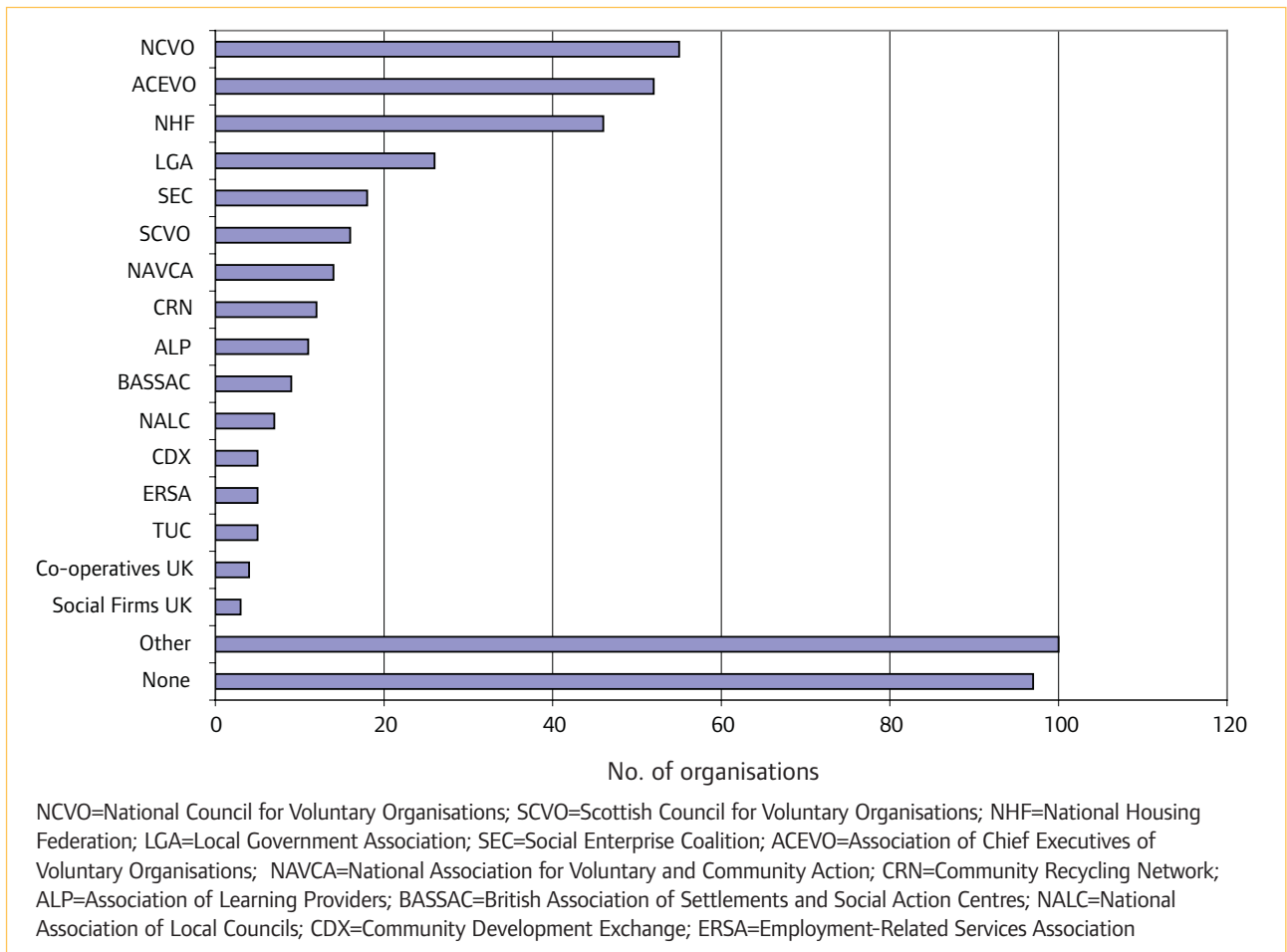
**Figure A6: Which of the following areas is your organisation active in?**



### Membership of umbrella organisations

Over three-quarters (369) of organisations surveyed are a member of at least one umbrella organisation. Figure A7 illustrates that membership is quite diverse among our respondents but the umbrella organisation memberships with the greatest membership among our respondents are to the National Council for Voluntary Organisations (NCVO) (55) and the Association of Chief Executives and Voluntary Organisations (ACEVO) (52). (Figure A7, next page.)

**Figure A7: Is your organisation a member of any of the following membership organisations?**



**Interest in joining a coalition for green jobs**

Of the organisations we received survey responses from, 37 per cent answered ‘yes’ and 37 per cent answered ‘not sure’ when asked whether they would be interested in joining a coalition for green jobs. Only 7 per cent answered with a definitive ‘no’.

**Figure A8: Would your organisation be interested in joining a coalition for green jobs? This could be at a local or national level**

