

Workforce
DEFINING GREEN JOBS FOR FLORIDA
November 6, 2009
Lila Jaber, Chair
Sustainability and Infrastructure Committee
Workforce Florida, Inc.

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TODAY'S PRESENTATION

- **Why define green jobs now and why Workforce Florida?**
- **Green Jobs Workshop**
- **What is a Green Job?**
- **Pending grant opportunities**
- **What's in it for Florida's manufacturing industry?**

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WHY DEFINE GREEN JOBS NOW?

OPPORTUNITY!
Green Jobs Workforce Training Grant Opportunities

Alignment No Legal Definition Economic Rejuvenation

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WHY WORKFORCE FLORIDA?

- Empowered by Florida Legislature to create employment, education and training policy to support emerging and existing industries
- In a unique position among Florida's governmental entities to focus on the future while meeting current needs

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WHY WORKFORCE FLORIDA?

CATALYST *for* ALIGNMENT

- Help Floridians get BACK TO WORK!
- Workforce efforts to meet the needs of business and job seekers
- Alignment with manufacturing industry goals

GREEN JOBS WORKSHOP

MAY 8, 2009






GREEN JOBS WORKSHOP

PRESENTERS


- Al Stimac, *Manufacturers Association of Florida*
- J.B. Clark, *International Brotherhood of Electrical Workers*
- Jeremy L. Susac, *Florida Energy and Climate Commission*
- Rebecca Rust, *Labor Market Statistics Center, Agency for Workforce Innovation*
- Cindy Tindell, *Senior Director, FPL Group*



GREEN JOBS WORKSHOP

NECESSARY ELEMENTS *of a* DEFINITION

- Not very different from elements of strategic plan we're here to further develop
- Broad for inclusiveness
- Flexible for adaptability
- Consensus-based for buy-in
- Aligned with economic development priorities



WHAT IS A GREEN JOB?

“A green job increases the conservation and sustainability of natural resources for the benefit of Floridians. This includes jobs that reduce energy usage or lower carbon emissions and protect Florida’s natural resources. Green jobs should provide worker-friendly conditions, pay sustainable wages and offer opportunities for continued skill training and career growth.”



WHAT IS A GREEN JOB?
RECOMMENDATIONS

- Track the return on investment of state-level workforce training projects
- Identify competitive opportunities
- Advocate the Florida green jobs definition and green workforce solutions
- Establish a connection between attracting and growing green economy businesses with customized training and hiring/recruitment tools



WHAT IS A GREEN JOB?
RECOMMENDATIONS

- Estimate current and future projections through special industry surveys and labor market statistics
- Conduct gap analyses
- Create an aligned and sustainable green workforce action plan
- Develop a statewide communications plan




PENDING GRANT OPPORTUNITIES
GREEN JOBS TRAINING GRANTS

Labor Market Statistics Center Survey

- \$2 to \$4 million
- Submitted – decision expected late 2009

FLAGSTONE Initiative (State Energy Partners and 39 charter signers)

- Regional Teams
- \$6 million
- Submitted – decision expected Jan. 2010




WHAT'S IN IT FOR MANUFACTURING?

A SEAT AT THE TABLE

- Manufacturing has had a voice in process since day one
- Contextual understanding of the issues
- Opportunity to ensure alignment between industry's efforts and those of workforce and key partners including business economic development and education

IMPLICATION: Stay engaged – we need your continued perspective and insight as this issue evolves to increase competitiveness.



WHAT'S IN IT FOR MANUFACTURING?

FEDERAL ADVOCACY AND INFLUENCE

- National-level discussion on green jobs has proliferated because of the federal stimulus
- Florida's ahead of the curve
- Well-positioned to take advantage of additional incentives for creating and supporting green jobs

IMPLICATION: Participate in and sustain the green-jobs conversation at the national level with the federal government and within the manufacturing industry.



WHAT'S IN IT FOR MANUFACTURING?

TRAINING AND ECONOMIC RECOVERY

- Certain types of manufacturing projected as area of "green" potential
- Many green jobs closely resemble jobs that already exist
- Grant opportunities could result in green training dollars for manufacturing workers

IMPLICATION: Stay engaged and take advantage of training to hone skills needed to manufacture green products.

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NEXT STEPS

CONNECTING *to* MANUFACTURING

- Decisions on pending grant applications expected over next two months.
- Supporting our partners as they vie for green job training stimulus funds and keeping them informed
- Public dissemination of *Defining Green Jobs for Florida* encouraging our partners to share it with their audiences and stakeholders

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QUESTIONS?

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