

AIR & ENVIRONMENT
ENERGY GENERATION
RECYCLING & WASTE
ENERGY EFFICIENCY

MANY SHADES OF GREEN

DIVERSITY AND DISTRIBUTION OF CALIFORNIA'S GREEN JOBS

DEC. 09



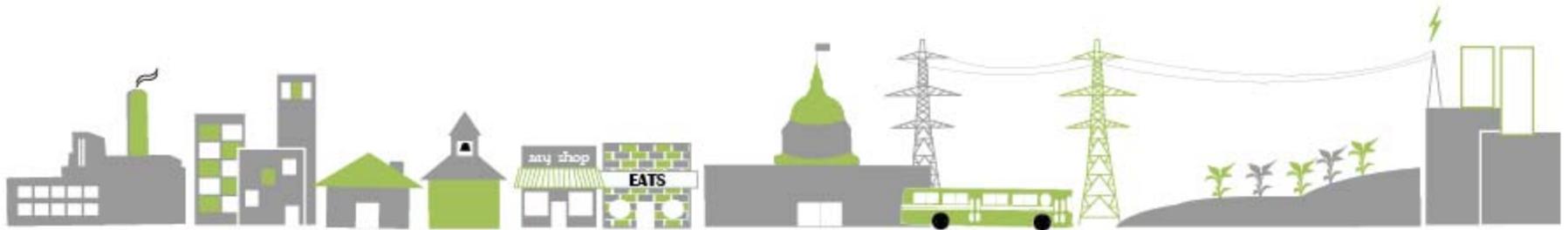
WATER & WASTEWATER
GREEN BUILDING
AGRICULTURE
ENERGY STORAGE
ENERGY INFRASTRUCTURE
RESEARCH & ADVOCACY

March 16, 2010

PRESENTED BY
TRACEY GROSE,
VICE PRESIDENT OF RESEARCH &
STRATEGIC DEVELOPMENT

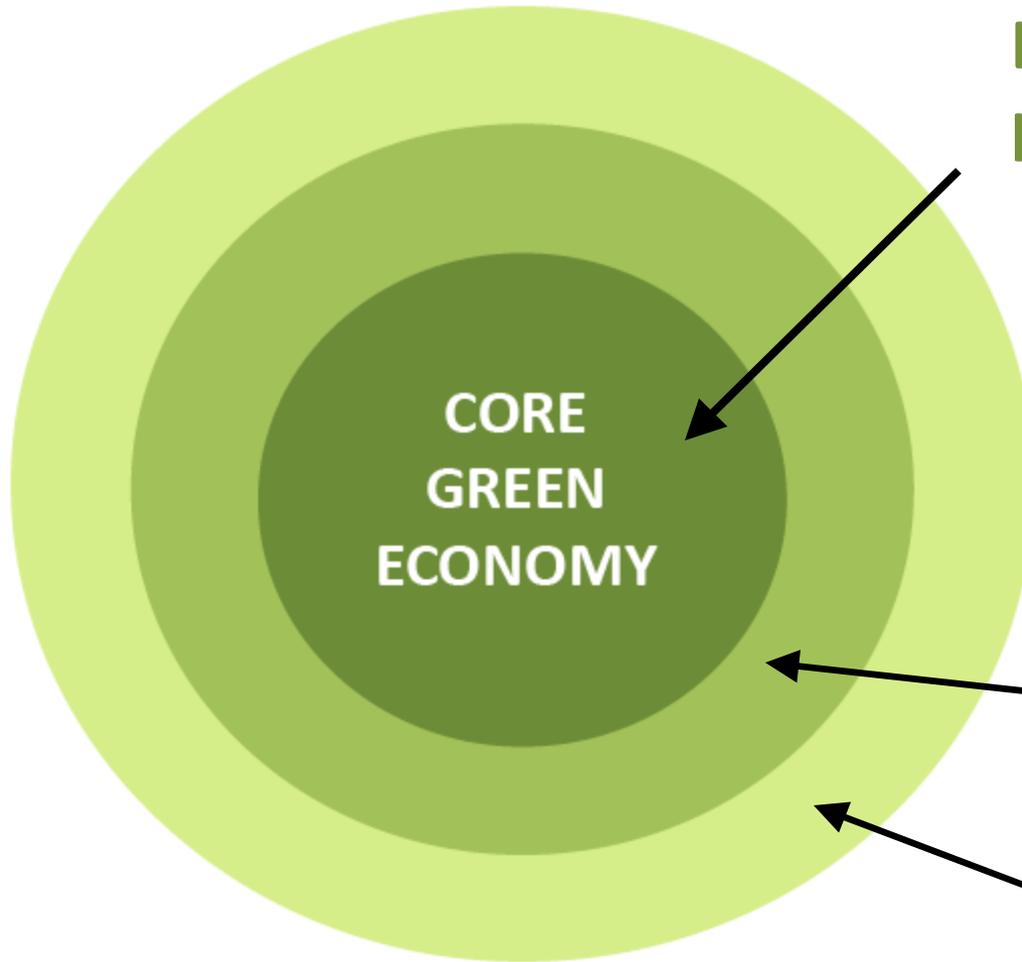
COLLABORATIVE ECONOMICS
ADVISORS TO CIVIC ENTREPRENEURS

THE ECONOMY, CONSISTING OF A DIVERSE SET OF ACTORS, IS TRANSFORMING:



- Faced with volatile energy costs, California's households and businesses are finding new ways to **save money and conserve resources**.
- As a result, our **innovative business community** is finding new opportunities in providing the products and services we need to accomplish these goals.

THE GREEN ECONOMY: OUR DEFINITION



Businesses providing products & services that:

- Conserve natural and energy resources
- Provide clean alternatives
- Reduce pollution and repurpose waste

Businesses founded on principles of sustainability

Businesses “greening” their products, production processes & supply chains



15 SEGMENTS OF THE CORE GREEN ECONOMY

1. Energy Generation
2. Energy Efficiency
3. Transportation
4. Energy Storage
5. Air & Environment
6. Recycling & Waste
7. Water & Wastewater
8. Agriculture
9. Research & Advocacy
10. Business Services
11. Finance & Investment
12. Advanced Materials
13. Green Building
14. Manufacturing & Industrial
15. Energy Infrastructure

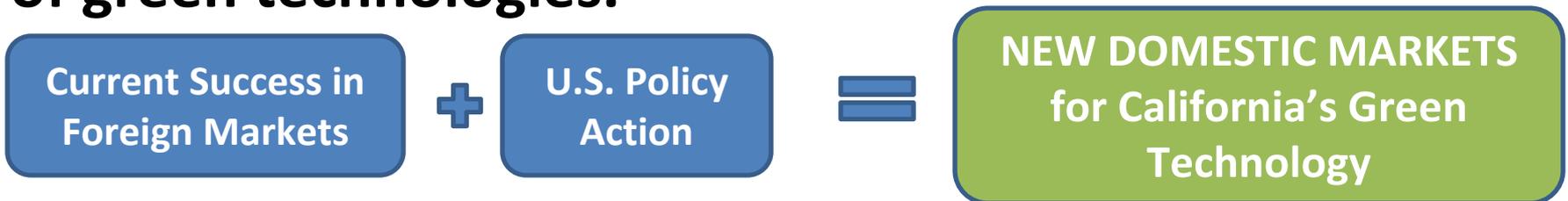
CALIFORNIA'S GREEN INNOVATION AND POTENTIAL FOR REAL GROWTH



California's leadership in technology, business and public policy innovation has fueled the state's green economy and will determine sustained success.



As a result, California is at the forefront of a wide range of green technologies.

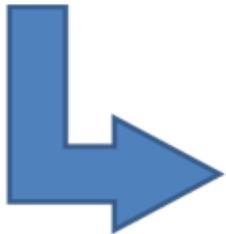


CALIFORNIA'S GREEN ECONOMY



- **Diverse**
- **Located across the state**
- **Growing faster than total economy**
- **Offers broad occupational opportunities**

While green jobs alone won't solve the state's unemployment challenges, over time these jobs could become a larger portion of total jobs.

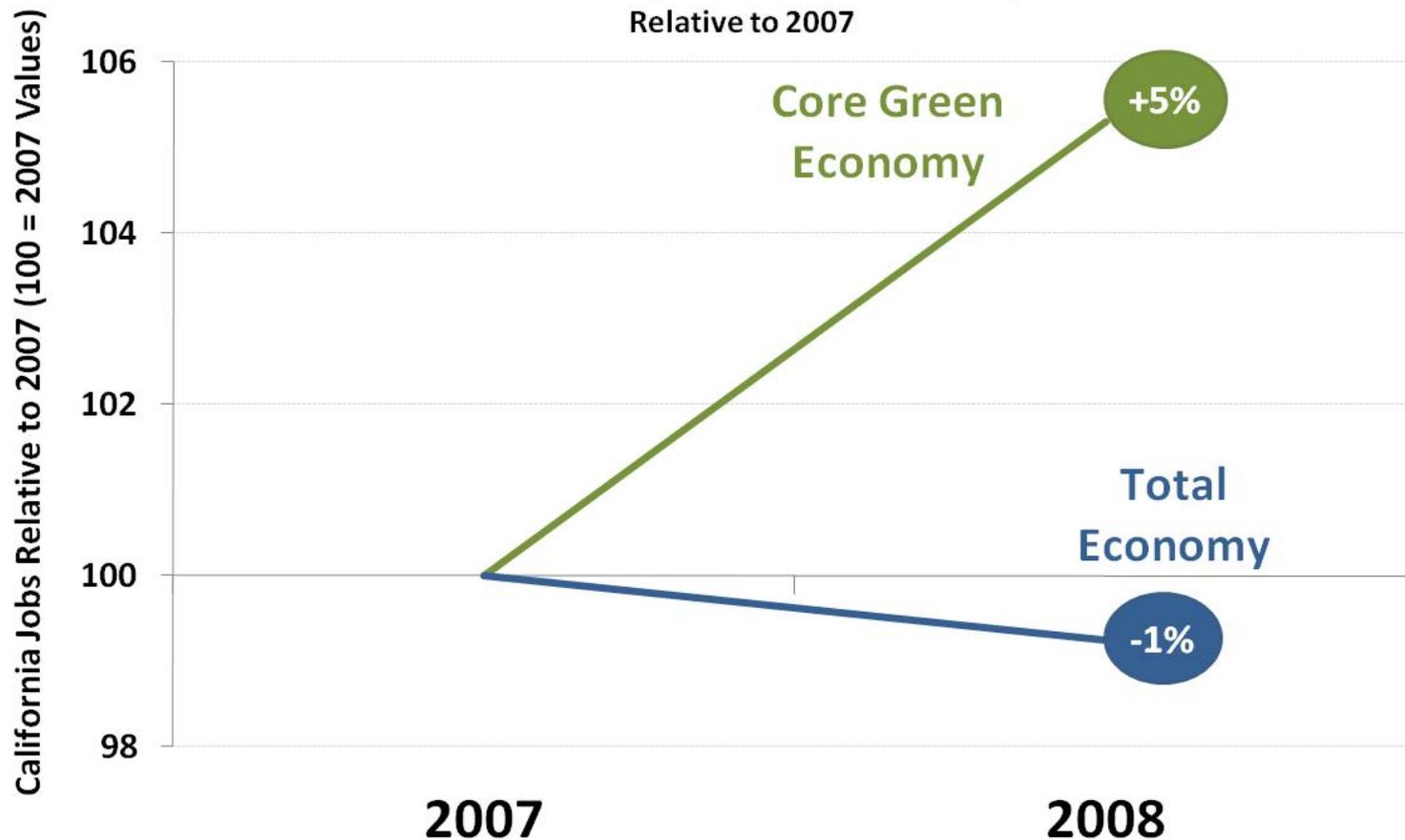


This means that as markets grow for green products and services, Californians will benefit from new job opportunities and energy savings.

GREEN GROWTH IS OUTPACING TOTAL ECONOMY



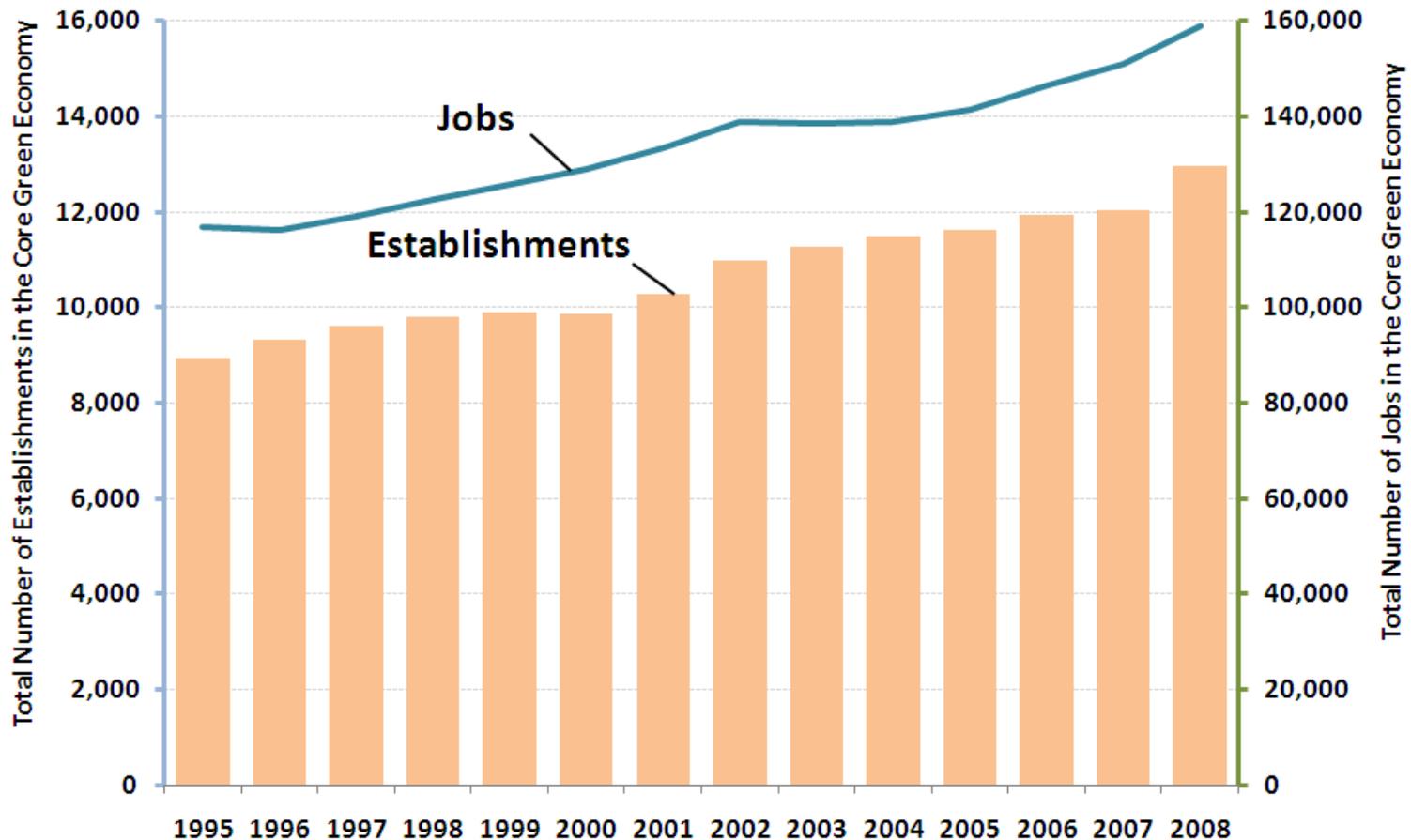
California Job Growth
Total Economy and Core Green Economy
Relative to 2007



Data Source: Green Establishment Database

Analysis: Collaborative Economics

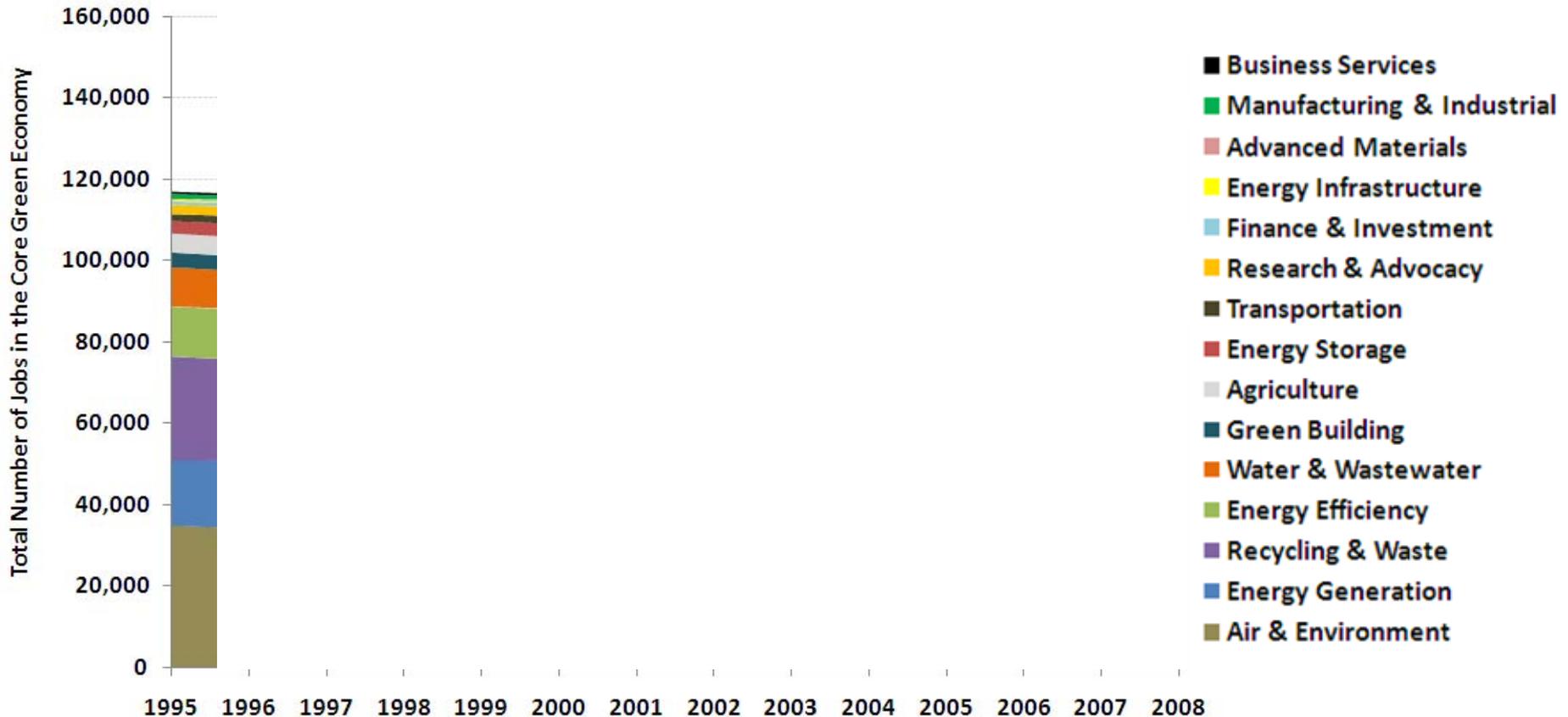
CALIFORNIA'S CORE GREEN ECONOMY IS GROWING



Data Source: Green Establishment Database

Analysis: Collaborative Economics

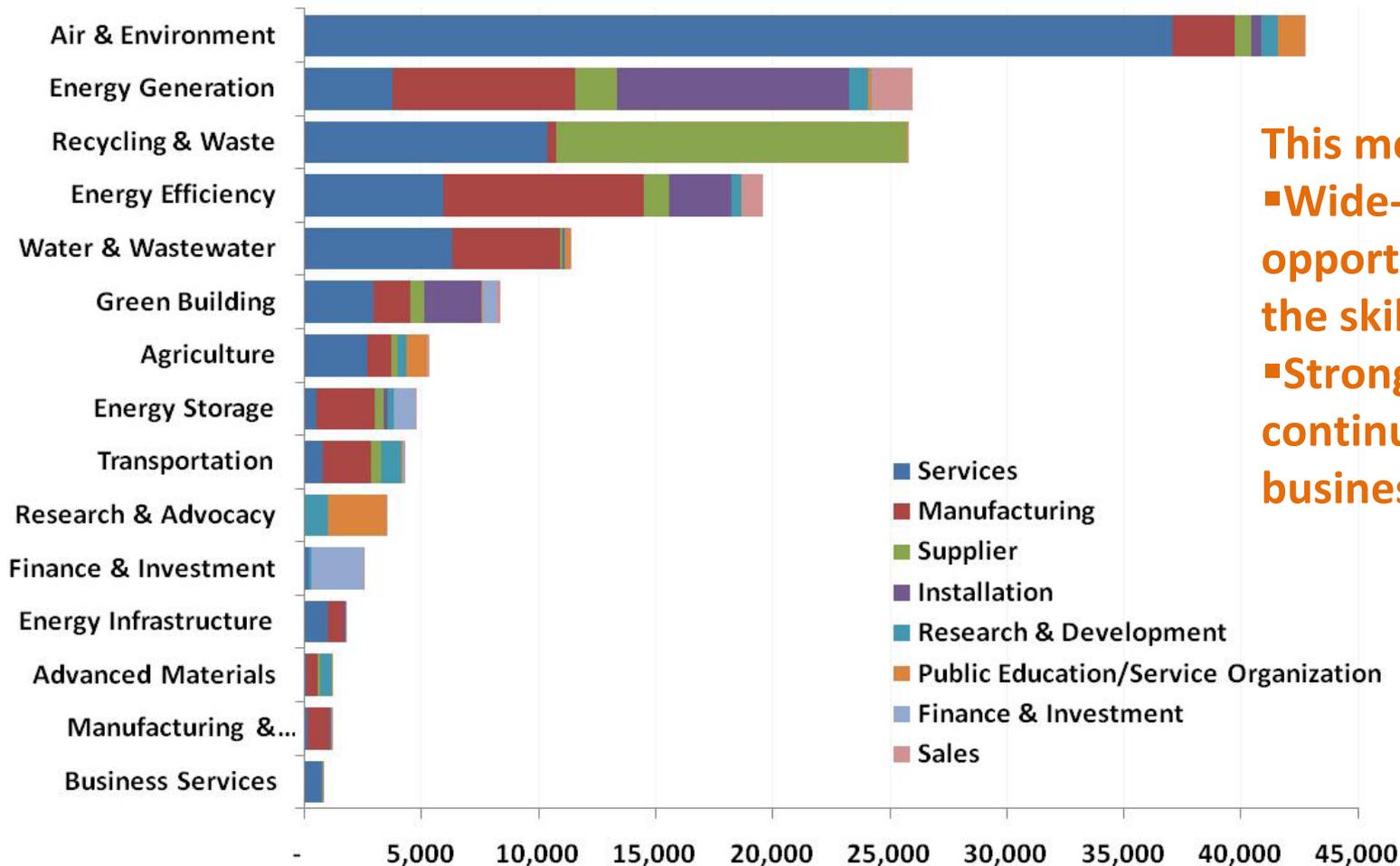
CALIFORNIA'S CORE GREEN ECONOMY IS DIVERSE



...WITH A DIVERSE BUSINESS BASE ACROSS THE VALUE CHAIN



Manufacturing Jobs:
21% of Green Economy
11% of Total Economy



This means:

- Wide-ranging job opportunities across the skills spectrum
- Strong potential for continued green business growth

GREEN INCREASED DEMAND OCCUPATIONS



OCCUPATIONAL TITLE	ANNUAL EARNINGS	EDUCATION & TRAINING
Electrical & Electronic Equipment Assemblers	\$27,210	Short-Term On-The-Job Training
Computer-Controlled Machine Tool Operators, Metal & Plastic	\$31,030	Moderate-Term On-The-Job Training
Insulation Workers	\$37,860	Moderate-Term On-The-Job Training
Electricians	\$52,690	Long-Term On-The-Job Training
Structural Iron and Steel Workers	\$55,190	Long-Term On-The-Job Training
Commercial & Industrial Designers	\$66,220	Bachelor's Degree
Occupational Health & Safety Specialists	\$70,930	Bachelor's Degree
Computer Software Engineers, Systems Software	\$103,670	Bachelor's Degree



Green Enhanced Skills Occupations

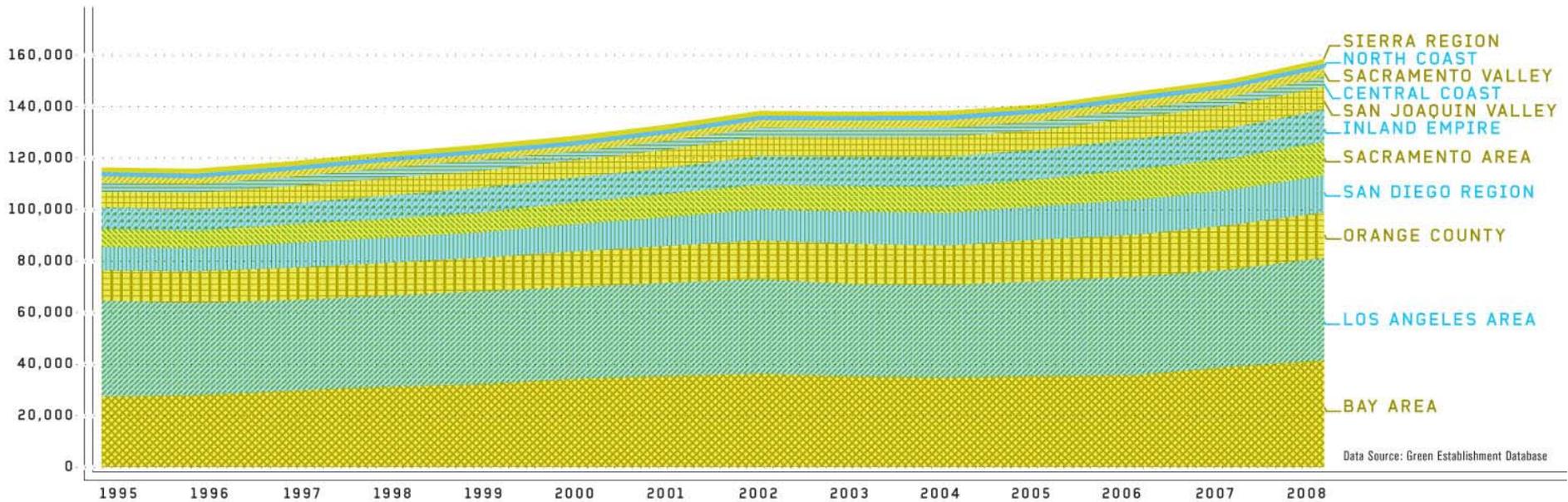
OCCUPATIONAL TITLE	ANNUAL EARNINGS	EDUCATION & TRAINING
Electro-Mechanical Technicians	\$49,140	Associate Degree
Environmental Engineering Technicians	\$51,100	Associate Degree
Environmental Engineers	\$83,090	Bachelor's Degree
Electrical Engineers	\$92,980	Bachelor's Degree
Urban and Regional Planners	\$70,470	Master's Degree

Examples of Other Occupations in Green Establishments

OCCUPATIONAL TITLE	ANNUAL EARNINGS	EDUCATION & TRAINING
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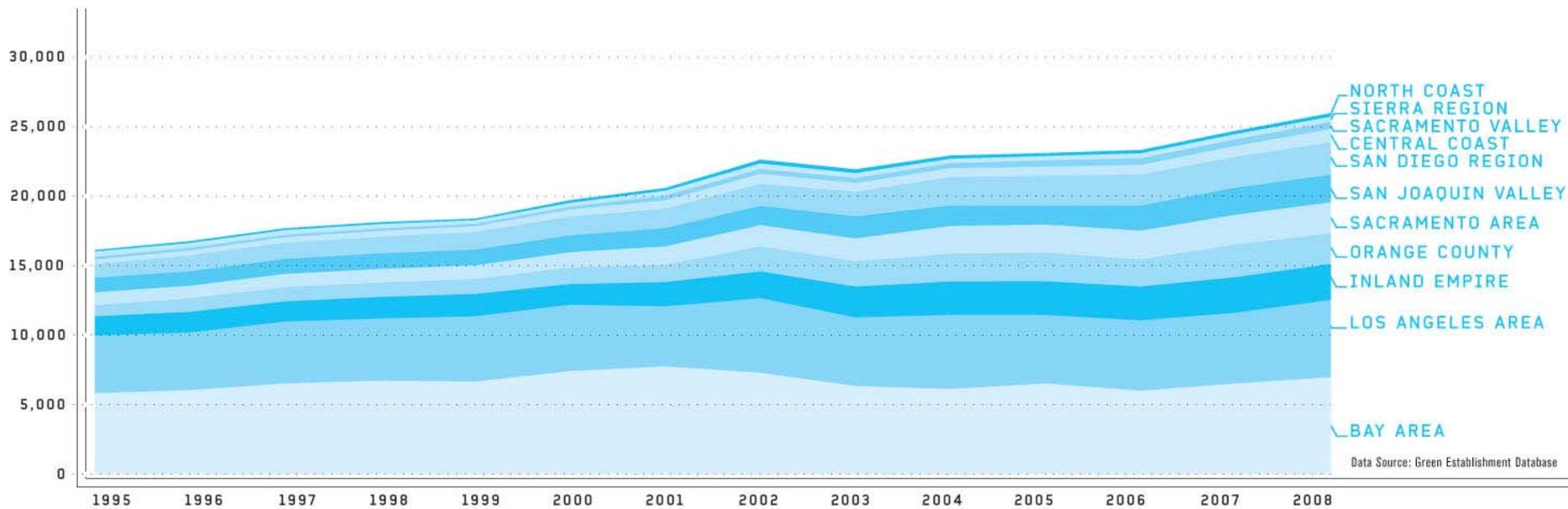
The CORE GREEN ECONOMY by REGION

TOTAL JOBS BY REGION OVER TIME



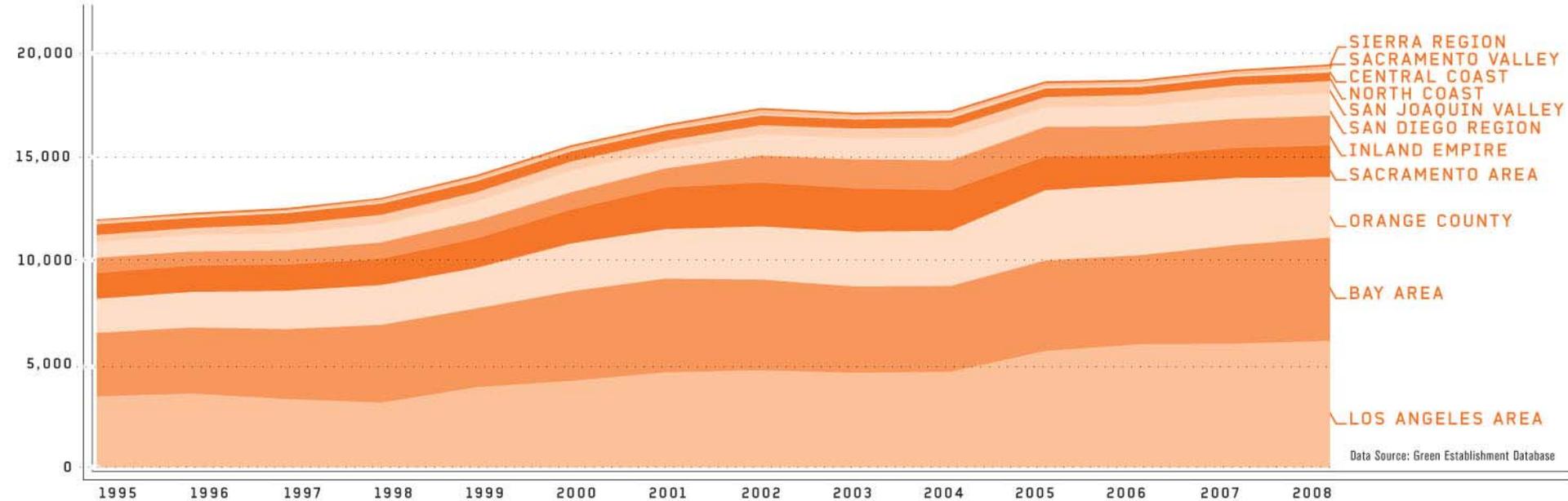
ENERGY GENERATION JOBS by REGION

TOTAL JOBS BY REGION OVER TIME



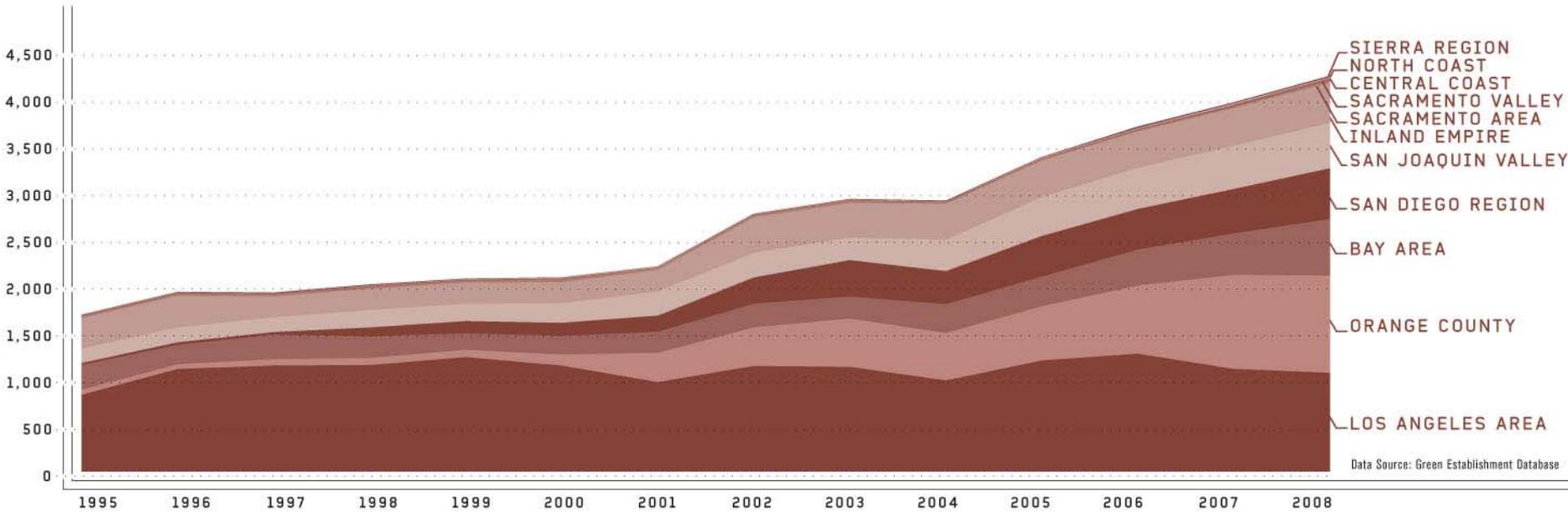
ENERGY EFFICIENCY JOBS by REGION

TOTAL JOBS BY REGION OVER TIME



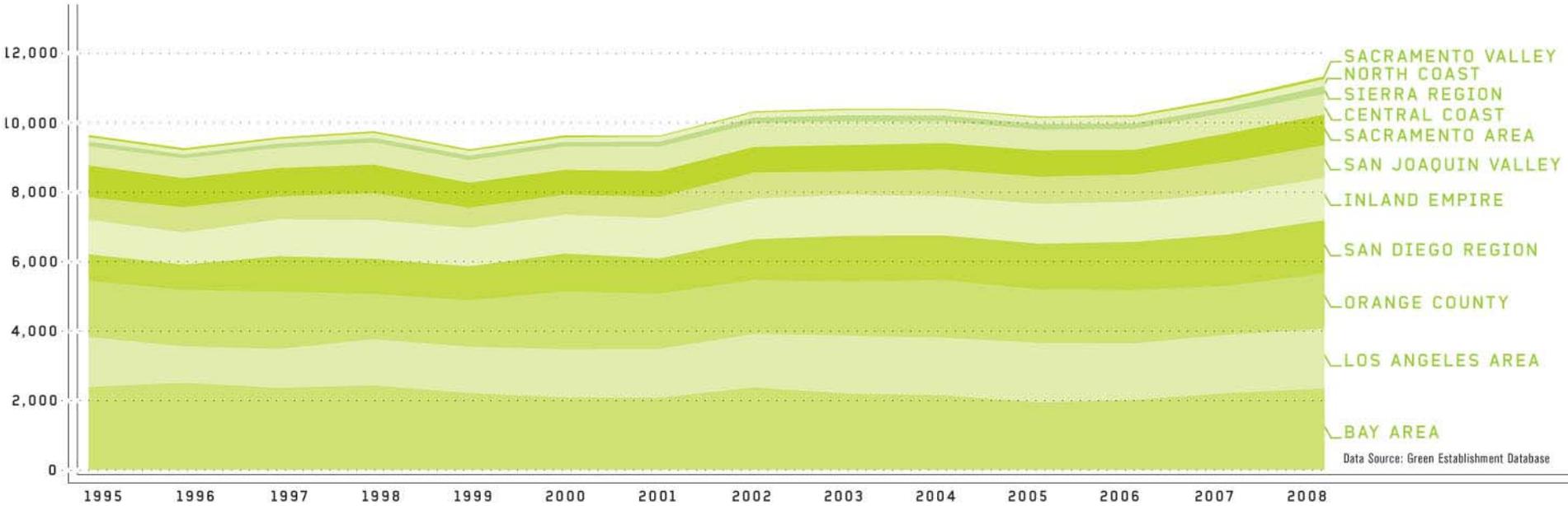
GREEN TRANSPORTATION JOBS *by* REGION

TOTAL JOBS BY REGION OVER TIME



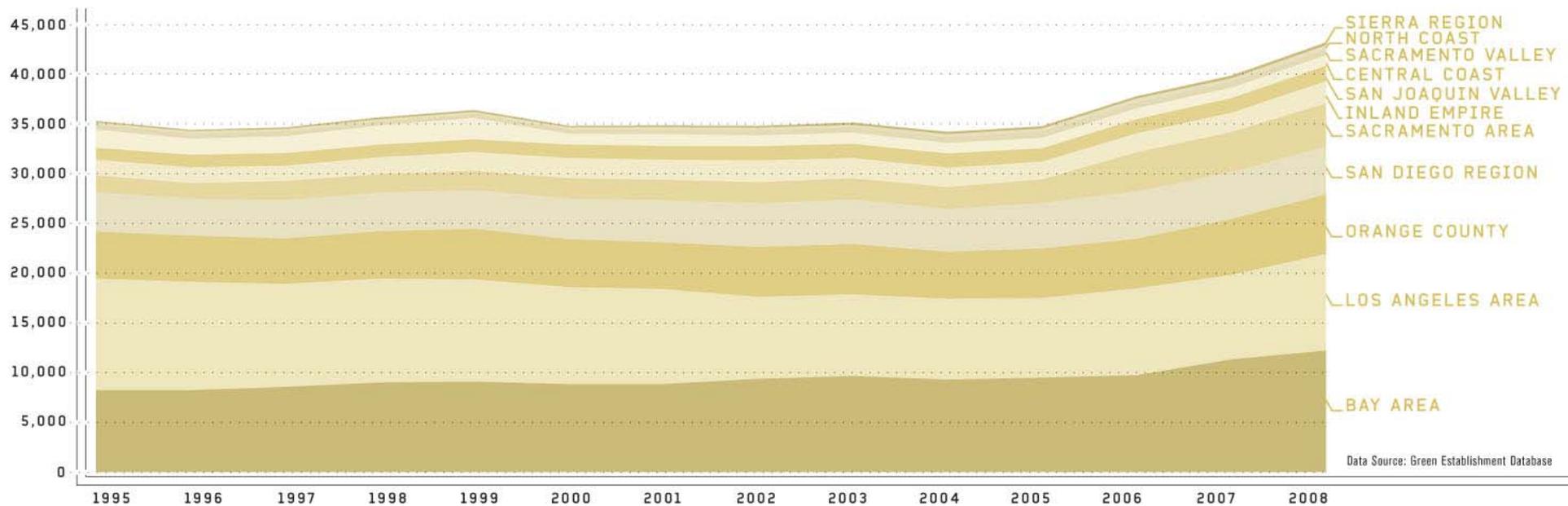
WATER & WASTEWATER by REGION

TOTAL JOBS BY REGION OVER TIME



AIR & ENVIRONMENT by REGION

TOTAL JOBS BY REGION OVER TIME



“It is not the strongest of the species that survives, nor the most intelligent, but the one most responsive to change.”

-Charles Darwin

**For a copy of *Many Shades of Green*, visit:
www.next10.org**

