



GROUNDWORK **GROWING GREEN CAREERS**

SUMMARY OF GROUNDWORK REPORT

Groundwork has a long history of supporting people into green jobs. We believe that expanding the green economy has the potential not only to accelerate progress towards Net Zero and nature recovery, but also to ‘level up’ communities across the UK and address elements of the cost-of-living crisis.

CURRENT BARRIERS

There are a number of challenges that green jobs policy must overcome to successfully grow the green economy and ensure that everyone is able to access its benefits:

- **Skills shortage** across green sectors
- **Lack of long-term vision** for growing the green economy
- **Lack of information** for job seekers about the opportunities available
- **Lack of diversity** in green sectors putting off new entrants

FOUR PRIORITIES FOR GREEN JOB CREATION

Based on our 40 years' experience of supporting people furthest from the labour market to access green jobs and enhance their local environment, Groundwork has set out four priorities for green jobs policy:

➤ **MAKING EVERY JOB A GREEN JOB**

Achieving net zero carbon emissions requires deep decarbonisation across every sector of the economy, and every role will need to play its part. To achieve this, environmental awareness and carbon literacy must be embedded as core employability skills.

➤ **ACCESSIBLE ROUTES INTO GREEN CAREERS**

Pathways into the green sector must be accessible, with better careers education, entry level roles and opportunities for on-the-job training.

➤ **INCREASING DIVERSITY IN GREEN JOBS:**

Achieving net zero requires everyone, and everyone must be supported to participate and access the benefits. Employers must take a proactive approach to improving equality, diversity, and inclusion practices in their organisations, engaging in targeted recruitment in underrepresented communities, and supporting people to acquire required skills.

➤ **HELPING PLACES TO THRIVE**

The green economy has the potential to be an important part of the government's Levelling Up agenda, creating jobs in economically disadvantaged areas and making places greener, healthier, and more equal.

Acting on these priorities would enable employers, education providers, and local and national government to work together towards growing the green economy in a way that allows people and places to flourish.

RECOMMENDATIONS

For employers in green sectors:

- Engage with local employment support providers and think creatively about recruitment to ensure vacancies are visible and accessible to people who are under-represented in the current green sector workforce.
- Play a more active role in helping young people understand the pathways into green careers by sharing resources with job coaches and careers services in education settings and offering 'career inspiration' sessions.
- Provide clarity on career progression and where investment in skills is needed to upskill the existing workforce in new methods and technologies.

For employers in other sectors:

- Upskill staff in mainstream roles with environmental skills and knowledge, through carbon literacy or similar courses, so that every worker is equipped to play their part in the green economy.
- Set environmental standards for your supply chain and commit to sustainable procurement practices to embed understanding of practical environmental management across your workforce and wider value chain.
- Develop carbon reduction plans for your organisation and identify skills requirements needed to implement them.

For education providers:

- Integrate green careers into your wider careers offer, sharing practical examples of opportunities available, and upskill advisers to help young people access green jobs.

For central government:

- Ensure policy for reducing carbon emissions and restoring nature provides sectors with the certainty they need to plan and develop their workforces for the long term.
- Pilot sector-based work academies, to provide a hub for green skills development in local areas where there is a need for skilled workers in green jobs and for quality employment for local people.
- Ensure that the skills funding system prioritises the delivery of green skills and provides the flexibility to allow employers to deliver on-the-job training, including investment to add modules relating to sustainability within vocational qualifications.
- Support the development of a Youth Environmental Service – a programme of funded year-long placements to help young people from more diverse backgrounds develop the skills and experience they need to develop careers in the green sector.

For local government:

- Use the opportunity of the upcoming UK Shared Prosperity Fund to develop the skills needed locally to support net zero plans and grow a more circular, community-centred economy, with targeted support for under-represented groups.
- Work with local skills providers and employers to prioritise delivery of green skills through devolved Adult Education Budget funding.