



Women In Green

Opportunities in Environmentally Responsible Occupations

ACTE Conference
Las Vegas, Nevada
Saturday, December 4, 2010

Mimi Lufkin, CEO
National Alliance for Partnerships in Equity

www.napequity.org

www.stemequitypipeline.org

What is the Green Economy?

The U.S. Department of Labor defines the green economy as economic activities related to:

- Reducing the use of fossil fuels
- Decreasing pollution and green house gas emissions
- Increasing the efficiency of energy usage, recycling materials
- Developing and adopting renewable sources of energy

<http://www.onetcenter.org/>



12 Major Green Economy Sectors

- Renewable Energy Generation
- Transportation
- Energy Efficiency
- Green Construction
- Energy Trading
- Energy and Carbon Capture



12 Major Green Economy Sectors

(cont.)

- Research, Design, and Consulting Services
- Environment Protection
- Agriculture and Forestry
- Manufacturing
- Recycling and Waste Reduction
- Governmental and Regulatory Administration



What are Green Jobs?

The “greening” of occupations is the extent to which green economy activities and technologies either:

- Increase the demand for existing occupations;
- Require enhanced skills due to significant change to work requirements of existing occupations; or
- Create new and emerging occupations due to unique work and worker requirements.

Source: O*NET Resource Center, a project funded by the Employment and Training Administration, U.S. Department of Labor

<http://www.onetcenter.org/green.html?p=2>

What Are Green Jobs?

- “Green” relates to a job’s purpose
 - Jobs that conserve energy, expand renewable energy sources, conserve or improve the environment
 - 40% of energy is used to heat and cool buildings
 - 40% of green jobs expected in making buildings energy efficient
- Therefore, many green jobs will be in construction – similar to traditional construction laborer and skilled trades.
 - Building retrofit, HVAC
 - Infrastructure development, e.g. “smart grid,” mass transit
- And manufacturing –
 - wind turbines, solar panels, auto batteries



Green Jobs
U.S. Department of Labor
Women's Bureau

Why is Green Good for Women?

- Green jobs are creating new opportunities across the country, across industries and for people at all education levels
- A key driver of America's economic recovery and sustained economic stability
- Women are underrepresented in many of the green jobs
- A green job can provide you the chance to earn more
- You can start with any skill level



Why is Green Good for Women?

(cont.)

- There are a variety of jobs available for different interests
- There are multiple ways to get started in a green job
- You can be a worker of any age
- Green jobs can give you greater satisfaction
- Green employers are looking to hire



How to Ensure Women Get Green Jobs

- Comprehensive approach, including
 - Hiring goals or preferences
 - Enforcement of nondiscrimination and equal opportunity laws
 - Pre-apprenticeship programs that include:
 - Local labor market analysis
 - Specialized outreach
 - Orientation to construction field
 - Support services and stipends, including child care and transportation to job sites
 - Programs addressing sexual harassment
 - Apprenticeship placements involving unions and employers



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**DEPARTMENT OF LABOR
WOMEN'S BUREAU**

Once an aluminum
can is recycled, it can
be part of a new can
within six weeks.
(Recycling Revolution)

Green Jobs Training Projects

Nine regional offices of the Women's Bureau have green jobs training projects for women which:



- Were developed with local practitioners in green industries.
- Serve as models for engaging and preparing women for high-growth and emerging green jobs.
- Teach technical skills and basic skills such as resume writing, interview preparation, computer skills, and financial education.

Regional Green Jobs Training Project

- **Region 1-Boston** Women’s Bureau (WB) Region I contracted with Vermont Works for Women to develop an on-the-job training program for women in the fields of green construction, renewable energy, and energy efficiency. The contract will enable Vermont Works for Women to provide at least 12 unemployed or underemployed women skills related to the installation of solar tracking systems, weatherization, window and door replacement, equipment operation, and energy auditing. The women will use their new skills to improve the energy efficiency of 25 affordable housing units in Burlington, Vermont and install 25 solar trackers.
Jacqueline Cooke, Regional Administrator ■ Phone: (617) 565-1988 ■ Email: cooke.jacqueline@dol.gov
- **Region II- New York City** WB Region II contracted with Sustainable South Bronx (SSBx) to create a full-time, hands-on job training program for women in the fields of green roofing and urban agriculture and horticulture. The contract will enable SSBx to train and certify at least 20 women in green roof design, installation, and maintenance; landscaping; hazardous waste cleanup; and related specialties. The training program includes a six week apprenticeship, as well as formal mentoring. SSBx’s goal is to ensure that 80% of graduates attain employment in a relevant industry within three months.
Grace Protos, Regional Administrator ■ Phone: (646) 264-3789 ■ Email: protos.grace@dol.gov
- **Region IV-Atlanta** WB Region IV contracted with 3D Management Enterprise, Inc. to design and implement a 36-week training program that will educate 20 women on the diversity of career paths available in green industries, including opportunities in green entrepreneurship. The contract will enable 3D Management Enterprise, Inc. to produce a curriculum covering energy efficiency and renewable energy industries and how to develop a green business plan, as well as to assemble a consortium of academia, business, unions, and Federal agencies to serve as mentors for program participants.
Paulette N. Lewis, Regional Administrator ■ Phone: (404) 562-2336 ■ Email: lewis.paulette@dol.gov
- **Region V-Chicago** WB Region V contracted with Detroiters Working for Environmental Justice (DWEJ) to increase the participation of and support for women in its existing green jobs training program. The contract award will enable DWEJ to recruit and provide 10 women with training in lead, asbestos, and mold remediation; energy audits and retrofitting; deconstruction; geothermal systems; and green landscaping; as well as training for HAZWOPER certification and OSHA 10-hour construction certification. DWEJ will ensure that at least eight have job placements following graduation.
Nancy Chen, Regional Administrator ■ Phone: (312) 353-6985 ■ Email: chen.nancy@dol.gov
- **Region VI-Dallas** WB Region VI contracted with Austin Community College (ACC) to increase the enrollment of women in its courses (both continuing education and college credit) related to energy efficiency, renewable energy, and green building. The contract will support outreach and recruitment efforts targeted to women, including the development of a Web site and speakers’ bureau. ACC will also offer two sections of its entry-level solar photovoltaic installer course taught by women instructors, for women, in spring and summer of 2010. The goal is to increase female student enrollment in green courses from 10% to 20% in one year.
Beverly Lyle, Regional Administrator ■ Phone: (972) 850-4700 ■ Email: lyle.beverly@dol.gov

Regional Green Jobs Training Project

- **Region VII-Kansas City** WB Region VII issued two contracts – one to YWCA of Greater Kansas City, YWomen CAN (Career Action Network) and another to Employ Direct, an employee placement firm – to develop outreach, recruitment, and training plans in order to engage unemployed or underemployed women in energy efficiency and renewable energy industries in the Kansas City, Missouri metropolitan area. Each contract will support 10 women in completing a new or established green career training program and earning a recognized certification/credential. At least 60% of the women trained will obtain employment upon graduation.
Dorothy A. Witherspoon, Regional Administrator ■ Phone: (816) 285-7233 ■ Email: witherspoon.dorothy@dol.gov
- **Region VIII-Denver** WB Region VIII contracted with the Alliance for Sustainable Colorado to create a “Green Jobs Pipeline for Women in Colorado.” The contract will enable the Alliance to build and support a statewide network of organizations and employers committed to promoting green job employment opportunities for women, and conduct meetings and roundtables around the state to inform women about training and employment opportunities within the green jobs sector. Through the technical assistance the Alliance provides, at least 200 women and girls will learn about the green job market.
Frances Jefferson, Regional Administrator ■ Phone: (303) 844-1286 ■ Email: jefferson.frances@dol.gov
- **Region IX-San Francisco** WB Region IX contracted with Women in Non Traditional Employment Roles (WINTER) to add a “WINTERGreen” training component to its current pre-apprenticeship and environmental education training programs. The contract will enable WINTER to train at least 20 women for jobs in the expanding green economy in Los Angeles, California. The women will be on their way to earning a Green Building certificate and other industry-recognized credentials.
Jenny Erwin, Regional Administrator ■ Phone: (415) 625-2638 ■ Email: erwin.jenny@dol.gov
- **Region X-Seattle** WB Region X contracted with Oregon Tradeswomen, Inc. (OT) to design an outreach, recruitment, and retention support plan to assist women in pursuing careers in the green economy. The contract will enable OT to recruit and train at least 20 women who will earn a green industry-recognized credential or certification, and to assist the women in identifying potential employment and apprenticeship opportunities. OT will collaborate with unions, community colleges, and workforce development professionals.
Betty Lock, Regional Administrator ■ Phone: (206) 553-1534 ■ Email: lock.betty@dol.gov



Oregon Tradeswomen, Inc.

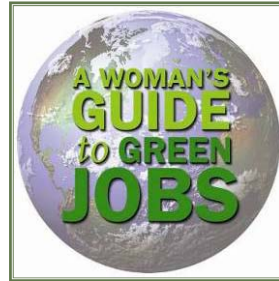
Pathways to Success

The Trades and Apprenticeship
Careers Class



Women in Green Jobs
Solar Installation Program

A Woman's Guide to Green Jobs



The Women's Bureau is developing a guide to green jobs for women workers and workforce professionals which:

- Provides information on hiring needs and challenges, training and entrepreneurship opportunities, and in-demand and emerging jobs in green industries.
- Provides national, state, and local resources.

A Woman's Guide to Green Jobs (cont.)

Topics:

- What is green employment?
- Why is green good for women?
- In-demand and emerging green jobs
- Green entrepreneurship
- Education and training
- Seeking green employment
- Removing obstacles to career advancement
- Accessing work supports (i.e. transportation, child care)
- Women succeeding in green jobs (profiles/personal experiences)
- Planning your green career



A Woman's Guide to Green Jobs (cont.)

Bonus Features:

- Seven teleconferences and/or webinars held throughout 2010 to help organizations and workforce professionals that assist and train women seeking employment.
- Seven fact sheets complement the teleconferences and/or webinars.



Teleconferences

- Why is Green Good for Women? (March 15, 2010)
- Women's Entrepreneurship in Green Industries (April 29, 2010)
- Recruiting and Retaining Women (May 25, 2010)
- Women Working in Green Construction and Energy Efficiency (June 24, 2010)
- Women Working in Alternative Energy (August 3, 2010)
- Women Working in Environmental Protection (September 29, 2010)
- Funding, Implementing, and Collaborating (October 28, 2010)



How Can You be Involved?

- Spread the word about the guide, teleconference archives, and fact sheets through your network.
- Recruit mentors and role models and form networking/peer support groups for women in green jobs.



How Can You be Involved? (cont.)

- Encourage education and workforce development professionals to gain knowledge about green jobs and green jobs training, so they can help women and girls pursue green careers.
- Work with apprenticeship programs, community colleges, and other training organizations to strengthen their outreach to women and effectiveness in preparing them for green jobs.

How Can You be Involved? (cont.)

- Educate women and girls about “blue-collar” and “white-collar” occupations and entrepreneurship opportunities in the green economy.
- Educate parents, teachers and counselors to encourage young women to pursue green jobs careers.



Women's Bureau Offices

- National Office in Washington, D.C.
- 10 Regional Offices throughout the U.S.

Boston

New York

Philadelphia

Atlanta

Chicago

Dallas

Kansas City

Denver

San Francisco

Seattle



Additional Resources

- ETA’s Green Jobs Community of Practice:
<http://greenjobs.workforce3one.org/page/home>
- Regional Resources on ETA’s Green Jobs Community of Practice:
<http://greenjobs.workforce3one.org/page/resources/1000916955638890865>
- O*Net Center: <http://www.onetcenter.org/green.html?p=2>
- *“Creating Opportunity for Low-Income Women in the Green Economy,”*
by the Women’s Economic Security Campaign in conjunction with Wider Opportunities for Women:
<http://www.womensfundingnetwork.org/sites/wfnet.org/files/WESC/WESCGreenEconFINAL.pdf>



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For more information visit NAPE on-line at

www.napequity.org

THANK YOU.

Mimi Lufkin, CEO

National Alliance for Partnerships in Equity

In a lifetime, the average American will throw away 600 times his/her adult weight in garbage. If you add it up, this means that a 150 lb. adult will leave a legacy of 90,000 lbs of trash.

(The National Recycling Coalition)