



*GREEN CAREERS FOR A
SUSTAINABLE AMERICA*



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May 3, 2009*

*We are present at the creation of
a sustainable America*



Thomas P. Rossiter, *Signing of the Constitution*, ca. 1860-1870

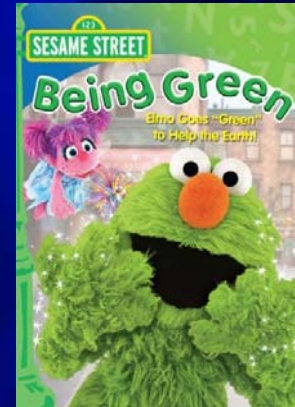
Promoting Excellence in the Environmental Profession
*National Association of
Environmental Professionals*™



We all need to be among the
founders--and builders.



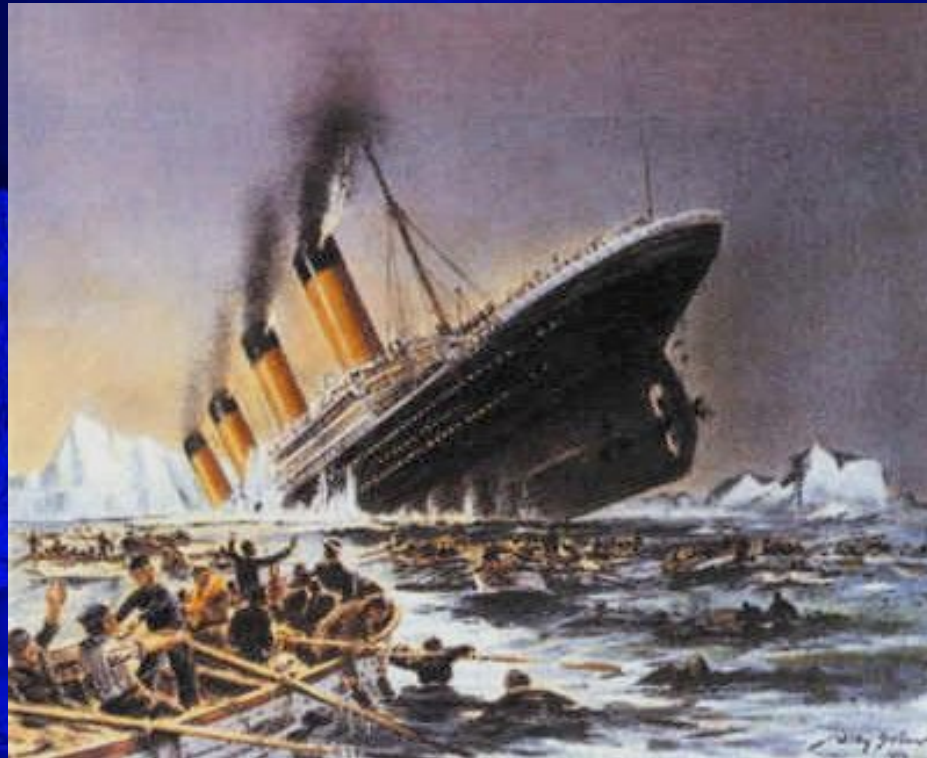
e
ENVIRONMENTAL DEFENSE FUND
finding the ways that work



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A sustainable America may be impossible, but an unsustainable America is impossible.



Agenda for a Sustainable America



Project Overview

- ✧ Evaluation of U.S. activities
- ✧ Recommendations for near-term future actions (next 5-10 years)
- ✧ Two volumes:
 - ✧ *Stumbling Toward Sustainability* (2002) (U.S. actions between 1992 and 2002)
 - ✧ *Agenda for a Sustainable America* (January 2009) (U.S. actions since 2002)





28 Chapters Covering Diversity of Topics

- ✧ Consumption, population, and poverty
- ✧ Conservation and management of natural resources
- ✧ Waste and toxic chemicals
- ✧ Land use and transportation
- ✧ International trade, finance, and development assistance
- ✧ Education
- ✧ Local, state, and national governance



Green Careers: A view from 30,000 feet

- ✧ 41 contributing authors
- ✧ Recognized experts
- ✧ Interdisciplinary
- ✧ From law schools, universities, nongovernmental organizations, and the private sector
- ✧ This presentation synthesizes their conclusions



The Market for Green Careers is Better than Ever

- ✧ The United States is reaching a tipping point-- where most decision makers understand issues within a sustainability framework, and understand why that perspective is
 - ✧ attractive and
 - ✧ necessary.
- ✧ The number of governmental and nongovernmental organizations engaged in sustainable development activities has greatly increased since 2002.
- ✧ And we drew these conclusions *before* the economic stimulus legislation was adopted.



Climate change is a major driver

- ✧ Since 2002, climate change is an important driver for sustainability for many decision makers in corporations, local governments, educational institutions, and religious organizations.



Some areas are advancing more quickly than others

- ✧ Local governance
- ✧ Brownfields redevelopment
- ✧ Business and industry
- ✧ Colleges and universities
- ✧ Kindergarten through 12th grade education
- ✧ Religious organizations

✧ Also:

- ✧ Green building
- ✧ Sustainable agriculture



But green jobs are not everywhere

- ✧ U.S. generally moving in the wrong direction on a variety of issues.
- ✧ U.S. has, for example, an enormous ecological footprint. Although the United States has less than 5 percent of the world's population, our economy accounts for more than 28 percent of the world's production of goods and services.



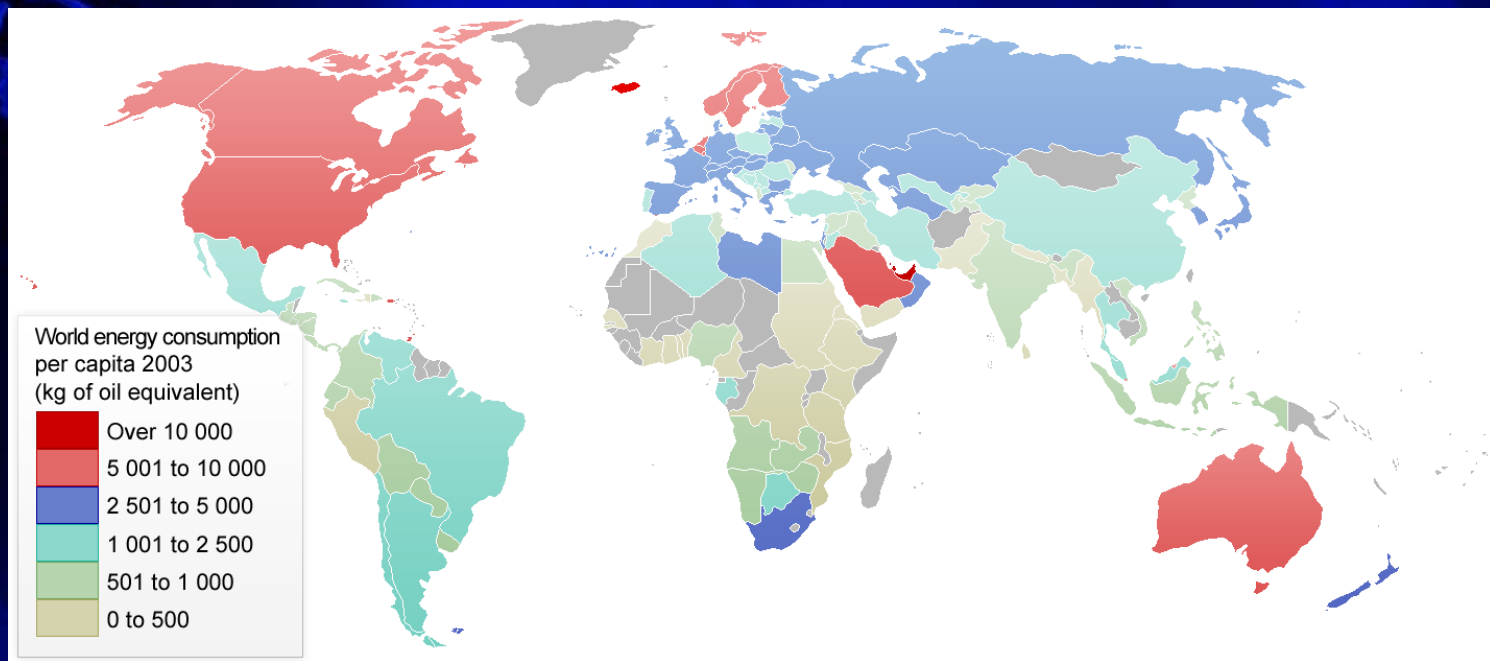
Areas of Greatest Need

- ✧ Based on synthesis of contributing authors' recommendations.
- ✧ Enormous economic development and job creation opportunities—that are not yet realized.
- ✧ Three key recommendations

A. The United States should systematically reduce its ecological footprint.



✧ B. The United States government must adopt, as soon as possible, greenhouse gas emission reduction programs that will reduce U.S. emissions to our fair share of safe global emissions.





C. The United States should create more employment opportunities in environmental protection and restoration, and make it easier for unskilled and low-income persons to enter and remain in the workforce.





Green Career Opportunities

- ✧ New jobs vs. “retooling” of existing jobs
- ✧ Many new jobs don’t yet exist and haven’t even been invented
- ✧ Filling positions vs. creating positions

Investors



Entrepreneuers



*Engineers, accountants, and
lawyers*



A blue-tinted image of the Earth from space, showing the Americas. The text is overlaid on the right side of the image.

*Chief Sustainability
Officers/Sustainability
Coordinators*

A blue-tinted image of the Earth, showing the continents of North and South America. The text "Product designers" is overlaid in white, italicized font on the right side of the image.

Product designers

*Electricians, Plumbers,
Electricians, Roofers, HVAC
Workers*



*Scientific and Technological
Researchers*



Teachers





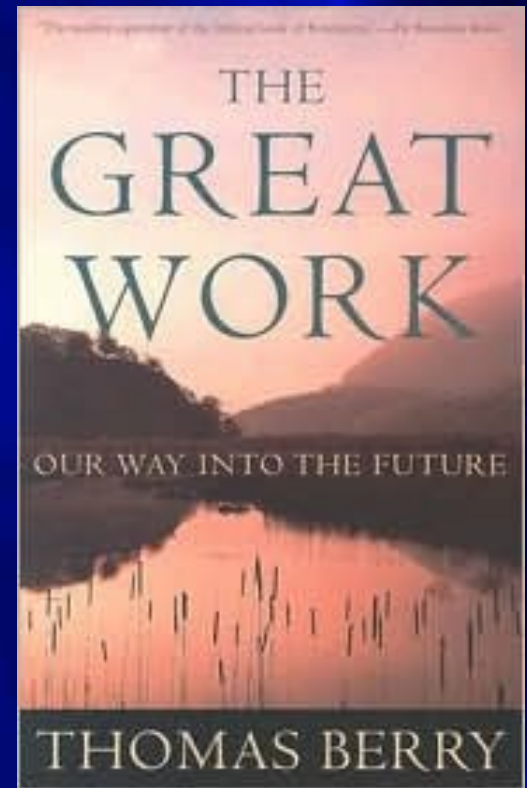
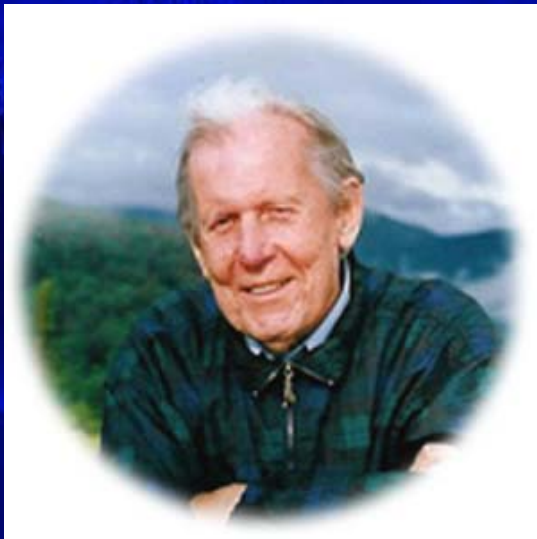
Bottom Line

In a sustainable society, everyone's job will make some contribution to sustainability.

In some sense, we will all have green jobs.

Sustainable Development is the "Great Work" of our Time

- ✧ *Next two generations*
- ✧ *The future is up for grabs*





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