

CDI Cymru Wales Forum - 14 October 2021

## **Every career can be green!**

The pressure for green careers and the need for 'green' workers complement each other to create a significant shift in the landscape of work

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# Overview

- **What do individuals want?**
- **What do employers need?**
- **Which jobs are green?**
- **Are green skills different?**
- **How does this fit with ethical practice?**

## **Fridays for Future: the career connection**

One trigger was the question: is there any research into the impact of XR, Fridays for Future, etc on the career choices of young climate activists?

# ONS collected children's views ...

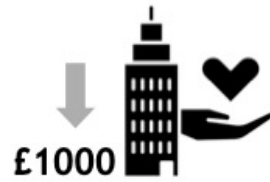
In discussing their future happiness and well-being, the main areas raised included living in a country at peace and where children's needs are considered by those in positions of power; empowering children to express themselves and have a say in decisions that affect their lives; and preservation of the environment and addressing climate change - "They should listen to children because sometimes the children are right".

[Source: ONS (October 2020) Children's views on well-being and what makes a happy life, UK: 2020]

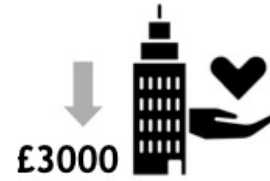
*So climate change seems to be outweighing careers and working life?*

# Walking the talk?

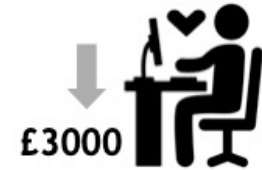
Looking beyond their time in education respondents show a desire to work for companies that perform strongly in relation to sustainable development, and in roles that contribute positively in this area



**77%** would accept an annual salary £1000 lower than average to work in a company with a good social and environmental record



**55%** would accept an annual salary £3000 lower than average to work in a company with a good social and environmental record



**56%** would accept an annual salary £3000 lower than average to work in a job that contributes to positive social and environmental change

In the UK, around seven in 10 of all generations surveyed say climate change, biodiversity loss and other environmental issues are big enough problems that they justify significant changes to people's lifestyles, with the oldest generation surveyed – Baby Boomers (74%) – slightly more likely than the others to feel this way.

To what extent do you agree or disagree with the following statements? **Climate change, biodiversity loss and other environmental issues are big enough problems that they justify significant changes to people's lifestyles**

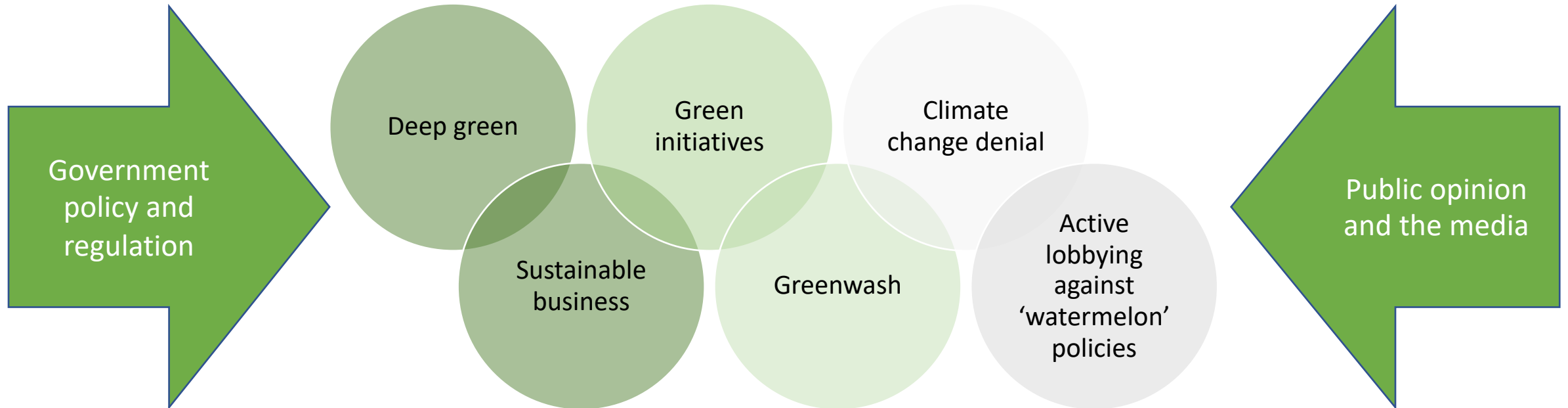
% who agree



# Overview

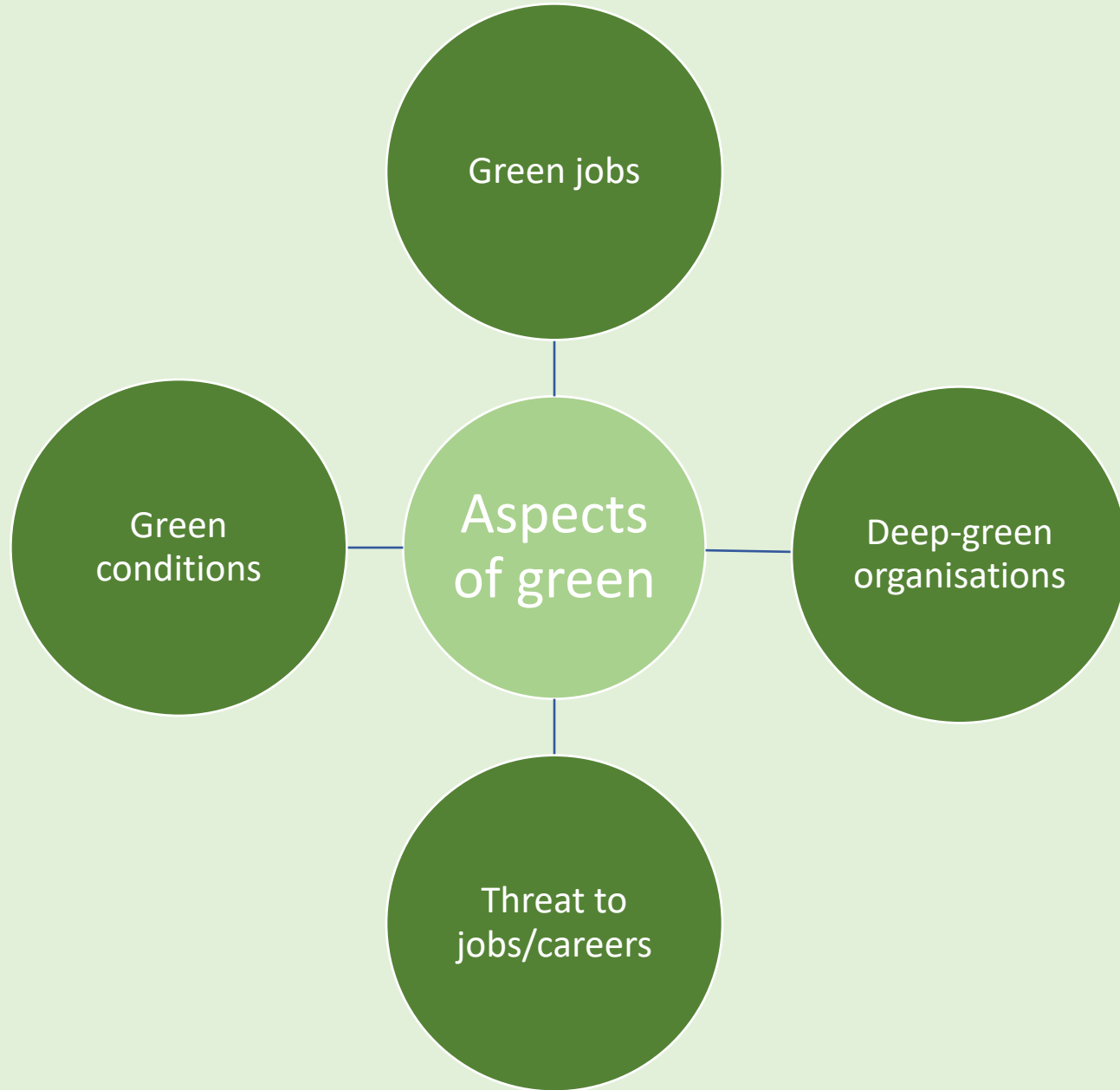
- **What do individuals want?**
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# What about employers? Business strategies vary ...



Adapted from  
Hooley (2021)





# Sustainability and recruitment – you have to look for it .....

‘Green’ or sustainability issues are generally not headlined in companies’ recruitment websites and materials. The ‘employee value proposition’ (EVP) or ‘employer brand’ is generally focused on (and filled up with) pay and conditions of work, including personal development, flexible conditions, inclusion etc. This could lead jobseekers to think it is not a forefront issue for that organisation.

Rather, it is important for jobseekers, of any age, to search into the company’s online information where environmental aspects are normally within a couple of clicks of the home page. During induction and career progression, sustainability is more likely to be an up-front issue.

[Source: discussions with Dr Wendy Hirsh]

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# Green jobs ... but only part of the picture

**LOOKING FOR A GREEN JOB?**  
CHECK OUT SOME PROFILES



**SOLAR PANEL INSTALLATION TECHNICIAN**  
Installs, maintains and repairs solar panels.

**DRONE ENGINEER**  
Obtains data about difficult and expensive-to-access locations. Very useful for environmental management.

**OPERATOR IN A RENEWABLE ENERGY PLANT**  
Working from the operations centre, the operator will be responsible for plant maintenance and optimisation.

**SUSTAINABILITY SUPERVISOR**  
Their work is aimed at ensuring a cross-cutting focus on sustainability in daily operations.

**RECYCLING PLANT TECHNICIAN**  
Responsible for separating or reprocessing the materials arriving at the plant.

**ENVIRONMENTAL SCIENTIST**  
Finds solutions to environmental problems caused by contaminating substances.

**SMART NETWORK MANAGER**  
Managing these IT networks will help optimise the production and distribution of electricity.

 **IBERDROLA** **GREEN JOBS** [More articles about Environment]

Source: Iberdrola

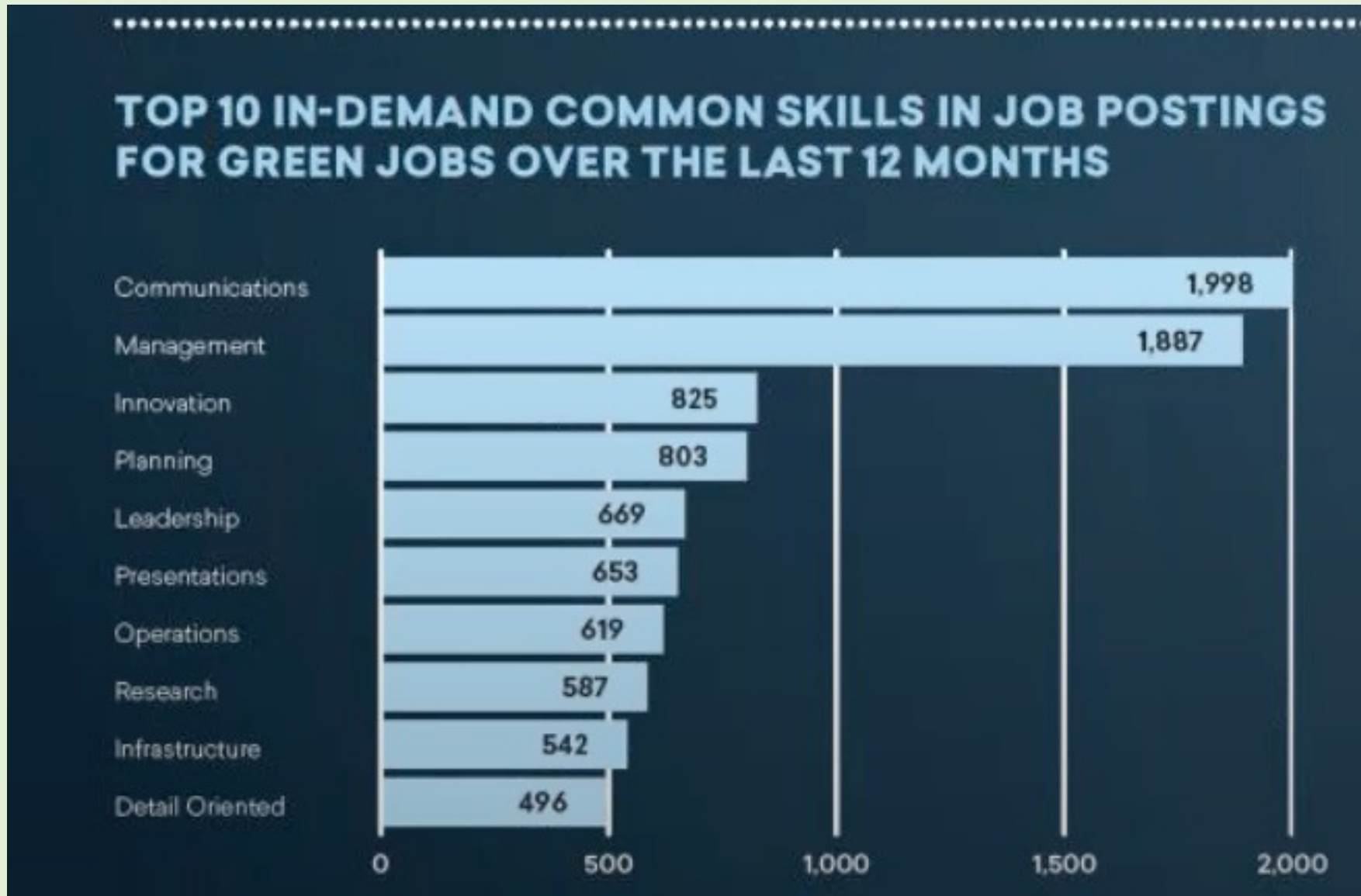
# What about ....?

- .... working for Triodos Bank, rather than [insert high street bank!]
- .... advising on ethical financial investment
- .... working on non-polluting car / bus / lorry design
- .... developing retail strategy to meet ethical consumer demand
- .... designing energy efficient buildings
- .... artistic and dramatic productions on environmental themes
  
- .... or almost any job with a deep-green organisation

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# Skills for green jobs [1]



Source: EMSI  
Burning Glass  
webinar  
The Green Economy  
Digging Deeper Into  
the Data  
28 July 2021

# Skills for green jobs [2]



Source: EMSI  
Burning Glass  
webinar  
The Green Economy  
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# Skills for green jobs [3]



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## Better career guidance

Career guidance and education ... a unique opportunity to empower youth at a critical time in their lives. At the same time, it can prepare tomorrow's workforce to think more deeply and critically about jobs and the environment, and how these can help restore the health of our planet and contribute to our physical, emotional, psychological and spiritual survival.



Quoting from Stefania Maggi's work:

## CAREER GUIDANCE FOR KIDS IS OUR BEST HOPE FOR CLIMATE CHANGE

We've been thinking about CLIMATE CHANGE too narrowly  
AND  
we've been thinking about CAREER DEVELOPMENT too  
'individually'

- Young people can discover what careers they are interested in, and also learn how their professional choices will make this planet healthier
- Young people's need for a **sense of belonging** and their innate desire to **make a difference** can be nurtured by connecting their career development with climate change

discussing and reflecting on the impact of heritage, identity and values

actively researching and reflecting on workplaces, workplace culture and expectations

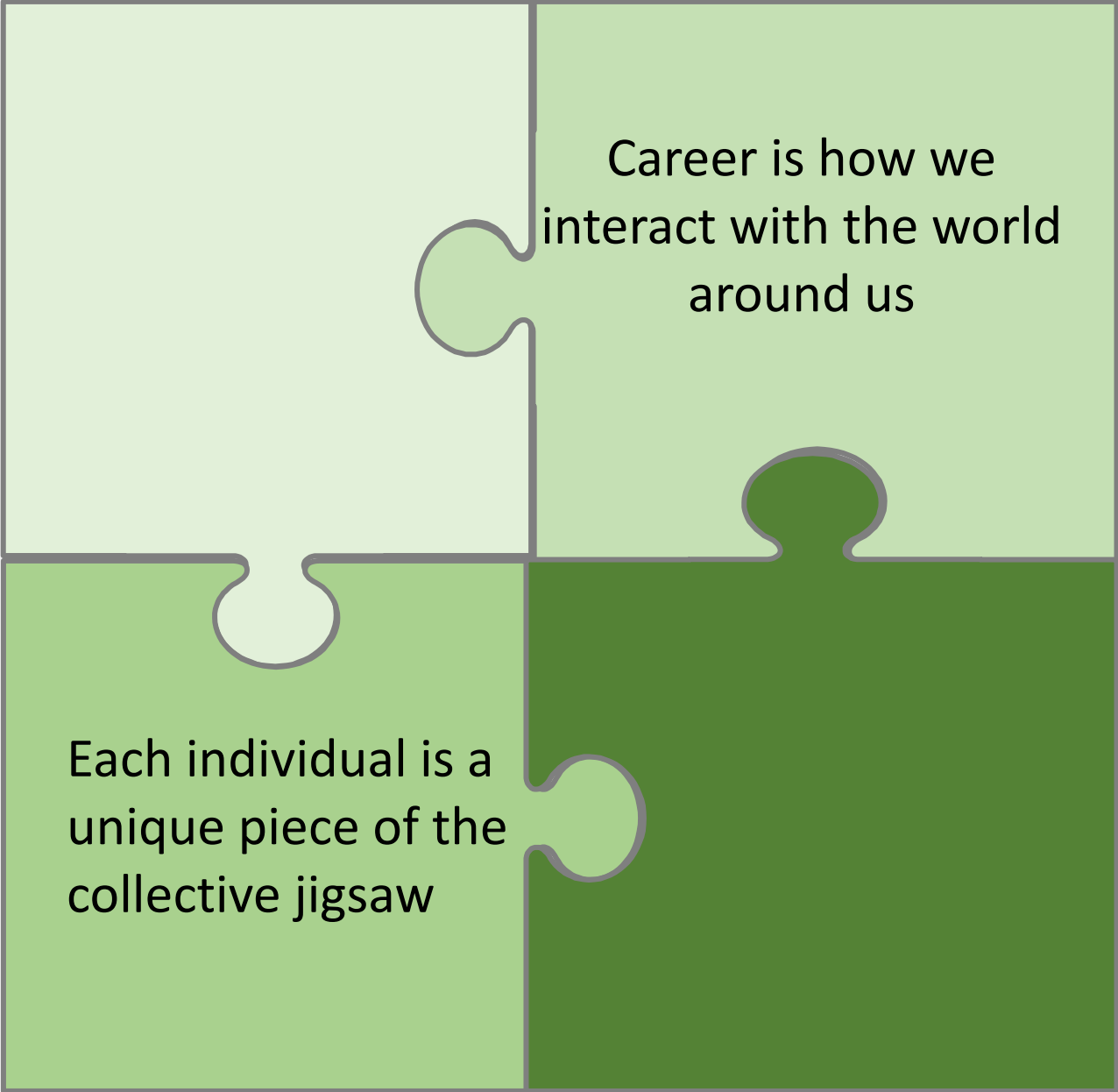
considering the risks and rewards of different pathways and career and deciding between them



acting as a leader, role model or example to others

being aware of their role in ensuring rights and responsibilities in the workplace and in society

exploring and responding to the relationship between career and the environment



Career is how we  
interact with the world  
around us

Each individual is a  
unique piece of the  
collective jigsaw

# Social justice, neoliberalism and careers guidance

- 1) We live in an unjust world full of inequalities, and the dominant political system of neoliberalism exacerbates these inequalities
- 2) Individuals and their careers do not exist in a vacuum; rather, they develop in specific socioeconomic contexts
- 3) 'Career' does not simply denote 'job'; rather, career is “an individual's journey through life, learning and work” (Hooley, 2017).
- 4) Careers guidance is a “profoundly political process” which “operates at the interface between the individual and society” (Watts, 1996).
- 5) Meritocratic understanding of justice is not sufficient – we need more socially just theories of justice.

Packer (2019)

# What could green guidance look like?

- Guidance that prioritises collective goals and sustainable wellbeing *alongside* individual goals and wellbeing.
- The aim: to “help people find their own answers to specific questions that consider *others* as the starting point of one’s own self-construction” (Pouyaud & Guichard, 2017; italics mine).
- “What kind of work activities... can I commit myself to, in view of producing exchangeable goods or services that contribute to developing of ‘a good life, with and for others in just institutions that ensure the permanence of a genuine human life on earth’?” (Pouyaud & Guichard, 2017)



|   | Focus on society   | Focus on individual  |
|---|--|--|
| <p>Focus on change</p> <p><b>DARK GREEN (Ecologism)</b></p>             | <p><b>RADICAL</b> (social change)</p> <p>In careers practice this might look like: helping individuals to see social and environmental challenges as group – rather than just individual – challenges, e.g. through green critical pedagogy.</p> | <p><b>PROGRESSIVE</b> (individual change)</p> <p>In careers practice this might look like: encouraging and empowering individuals to make individual career choices that take ecological wellbeing into account.</p> |
| <p>Focus on status quo</p> <p><b>LIGHT GREEN (Environmentalism)</b></p> | <p><b>CONSERVATIVE</b> (social control)</p> <p>In careers practice this might look like: acting as a ‘gatekeeper’, assisting individuals to develop their skillset/attributes for a greener economy.</p>   | <p><b>LIBERAL</b> (non-directive)</p> <p>In careers practice this might look like: helping individuals who are environmentally-minded to make career choices in line with their personal values and skillset.</p>    |

# CAREER DEVELOPMENT THROUGH THE LENS OF CLIMATE CHANGE

"Our children are the greatest resource we have to make things right for the health of this planet and all of its inhabitants" (Careering, 2019)

**THE 100 JOBS  
CHALLENGE...TO  
CATALOGUE 100  
PRESENT AND  
FUTURE JOBS THAT  
CAN HELP ADAPT  
TO OR MITIGATE  
CLIMATE CHANGE**

**130+ Jobs!!!**

Fosters a culture  
of collaboration

Is evergreen

Is reflective

Is timely, relevant,  
interdisciplinary

Integrates technology  
and multimedia  
approaches

Promotes self-  
directed learning  
and problem-  
solving

"EVERY SINGLE JOB YOU  
CAN THINK OF IS A  
'GREEN' JOB"

Source:  
Stefania Maggi  
(2019, 2021)

# References and resources [1 - references]

CDI *Career Development Framework*: a set of resources is available at <https://www.thecdi.net/New-Career-Development-Framework>

EMSI Burning Glass (2021) <https://www.youtube.com/playlist?list=PLw7kTqgEgPv7m39aAgVXOLEcJNtbGdIVm>

Webinars 22 June 2021 *Defining the Green Economy*; 28 July 2021 *The Green Economy Digging Deeper Into the Data*

Iberdrola (2021) *Green jobs*. Graphic from

[https://www.iberdrola.com/wcorp/gc/prod/en\\_US/comunicacion/docs/Infographic\\_green\\_job.pdf](https://www.iberdrola.com/wcorp/gc/prod/en_US/comunicacion/docs/Infographic_green_job.pdf)

King's College London (KCL) Policy Institute (2021) *Who cares about climate change? Attitudes across the generations*

<https://www.kcl.ac.uk/policy-institute/assets/who-cares-about-climate-change.pdf> [Guardian article on this at

<https://www.theguardian.com/environment/2021/sep/15/generational-conflict-over-climate-crisis-is-a-myth-uk-study-finds> ]

Office for National Statistics (ONS) (2020) *Children's views on well-being and what makes a happy life, UK: 2020*

<https://www.ons.gov.uk/peoplepopulationandcommunity/wellbeing/articles/childrensviewsonwellbeingandwhatmakesahappyifeuk2020/2020-10-02>

Packer, B. (2019) "Greening HE careers education and guidance?" *An investigation into the perspectives and experiences of career development practitioners from English universities*. MA Dissertation available in 'Theses and Dissertations' in the CPD Resources on the CDI website (Members' Area – requires log in)

Students Organising for Sustainability (2021) *Sustainability Skills Survey 2019-20* <https://www.sos-uk.org/research/sustainability-skills-survey>

# References and resources [2 – more resources]

NICEC seminar (05 July 2021) **Career development ... as if the planet matters**. Recordings and speakers' presentations are available at <https://www.nicec.org/events/past> . There is also a more extensive resources pack including Education for Sustainable Development (ESD), employers, trade unions, international bodies, British Council, and 'green jobs'.

## *Seminar speakers*

Dr Stefania Maggi, Carleton University, Ottawa

See also: **Career guidance for kids is our best hope for climate change**. In The Conversation <https://theconversation.com/career-guidance-for-kids-is-our-best-hope-for-climate-change-108823>

Professor Tristram Hooley

See also: **The need for green career guidance**. In Adventures in Career Development blog <https://adventuresincareerdevelopment.wordpress.com/2021/04/30/the-need-for-green-career-guidance/>

Professor Peter Plant