

How Green Skills Could Change the Future of Your Business



Overview

What are Green Skills?

Why should we be concerned about climate change? Because according to NASA, the Earth's average temperature has risen by almost two degrees since the 18th century. Because most of the warming has occurred in the last 40 years, and it has been getting warmer. Because our oceans are absorbing some of this increased heat. Because ice sheets are melting and glaciers are retreating. Because sea levels are rising. Because of all this, it is the responsibility of everyone to do our best to mitigate climate change, and every business can help contribute to this global effort.

Across industries, across the world, we can safely say that the future must be green. Right now as we experience a massive shift in the global economy, industry insiders are observing a concentrated movement towards green skills. Commenting on the energy sector, GLEAC mentor Najla observes, "The main driver for innovation in the energy sector is our need to rely less on fossil fuels and more on renewable energy, which is needed in order to achieve commitments on climate change and decarbonization."

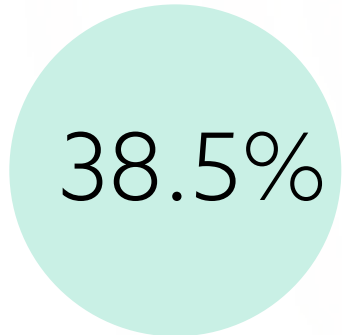
Green skills are the abilities our workforce will need as we staff the green jobs of the future. According to LinkedIn's Global Green Skills Report 2022, the most in-demand green skill categories include sustainable development, environmental policy, ecosystem management, remediation, occupational safety and health and environmental auditing. The report identifies the fastest growing green jobs as sustainability manager, wind turbine technician, solar consultant, ecologist and environmental health and safety specialist. Stakeholders everywhere are integrating these skills and jobs for a green economy that promotes the environmental sustainability of economic activities.

Global dramatic upheavals and the effects of a troubled environment have driven countries across the world to make concerted efforts to combat climate change and ensure a more sustainable, environmentally sensitive world. The global workforce has a vital part to play in this trend, and change is already in progress.

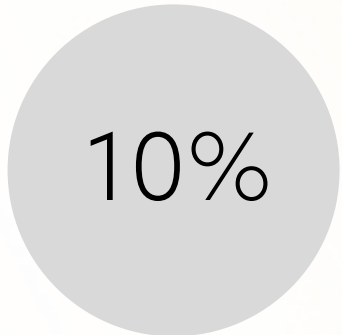
In a piece called "Financing Climate Action", the United Nations notes, "There has been a surge in interest from companies and some major investors in adopting sustainable business plans that are compatible with a 1.5°C future , as decision-makers recognize the vast growth opportunities ahead in the global transition to a decarbonized economy by 2050."

LinkedIn's report states "Green talent in the workforce worldwide is rising. The share of green talent increased from 9.6% in 2015, to 13.3% so far in 2021 (a growth rate of 38.5%)"

The report highlights that positive growth in green economy skills are being seen across a vast section of industries some of which are not normally associated with green sectors like health workers, sales representatives and data scientists.



The share of green talent increased from 9.6% in 2015, to 13.3% so far in 2021



In the past year, 10% of job posting requiring skills have explicitly required at least one green skill.



Workers are increasingly skilling in green and transitioning into green jobs, driving positive net transitioning into these jobs.

While there are some obstacles to establishing green sectors, the benefits to your business promise to be considerable.

A green-tinted photograph of a wind turbine in a rural landscape. The turbine is on the left, with its blades extending across the frame. The background shows a patchwork of fields and a cloudy sky. The text is overlaid in the upper right quadrant.

Ways the Green Economy Will Affect your People and the Way You Do Business

1

Buyers and potential recruits are more conscious and are checking the carbon footprints of companies.

The environmental policy of your business will be evaluated by those who want to work with you. When next you bring in new hires for example, remember that they will be looking to you to have green policies as part of their new work environment. This is important for keeping the employees you already have as well. In an article called, "How can you retain your employees by going green?" the European Commission highlights, "By demonstrating a commitment to environmental improvement, evidenced by concrete steps such as working actively on saving energy, reducing water use and recycling waste, you can make a profound impression on your own staff and keep them engaged."



REUSE 
REDUCE
RECYCLE

2 Reducing your Company's Carbon Footprint.

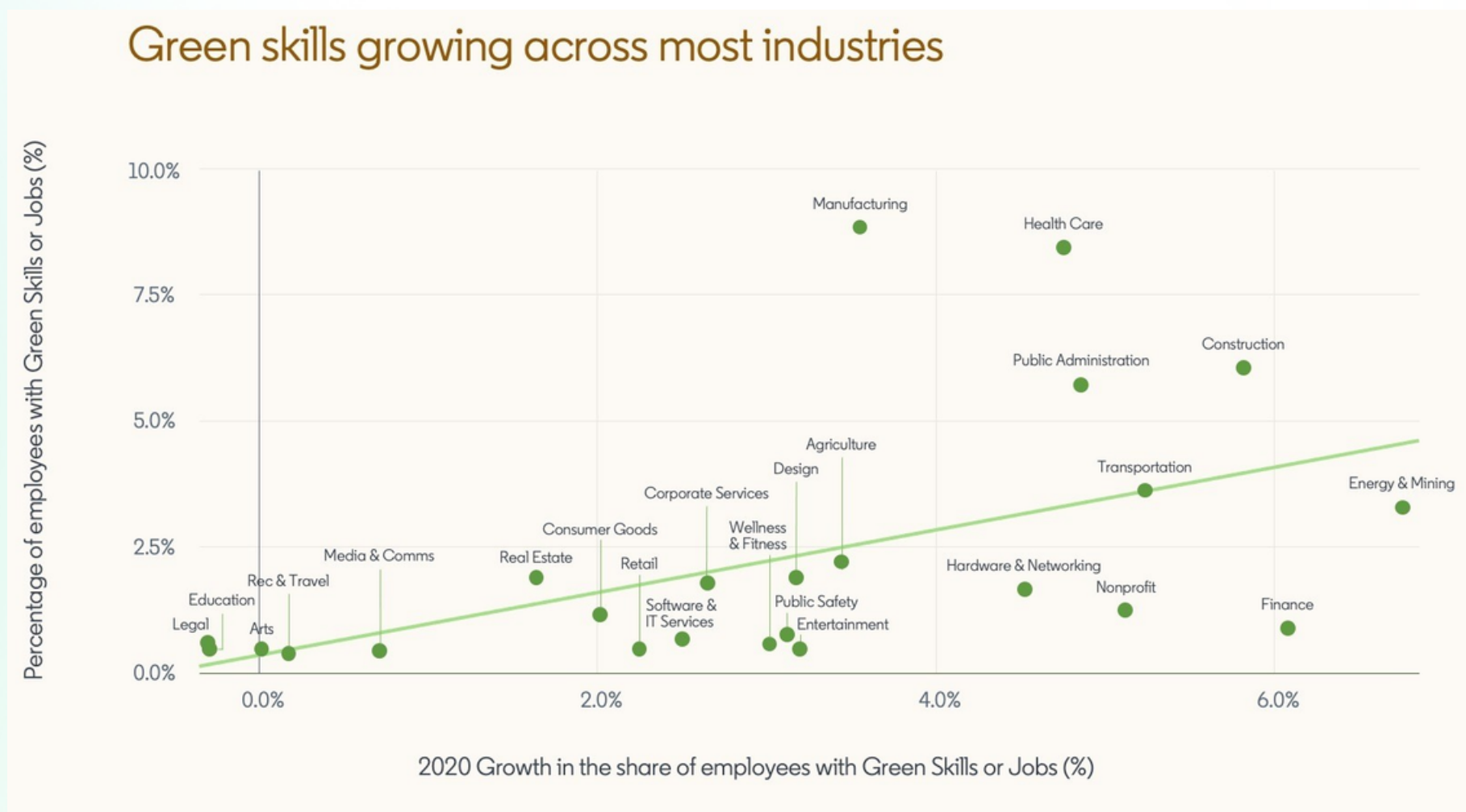
Many companies find it necessary to include new roles in their administration to work on the green policies for their supply chain. Some of these jobs include:

- **Sustainability manager** analyzes and develops an organization's environmental goals
- **Supply chain consultant** this involves advising a business about the technical aspects of sustainability
- **Carbon reduction manager** this role involves reducing a company's emissions and investigating how the company can reduce its carbon footprint
- **Community outreach director** this job helps raise awareness of what the company is doing to stakeholders and the community

Leaders in Energy



3 The demand for green skills has risen and will continue to rise.



The LinkedIn green skills report indicates that there has been a significant shift in recent years. For example, "The number of Renewables & Environment jobs in the U.S. has increased by 237%" it states. Oil & Gas jobs have increased only by 19%.

According to the report, ecosystem management, environmental policy and pollution prevention have the fastest growing skills in the sectors.

A piece by the World Economic Forum titled "How many jobs could the clean energy transition create?" shows that 10.3 million net new jobs will surface by 2030.

This movement could have a significant impact on your business and your clients.



4 Green skills are transforming industries.

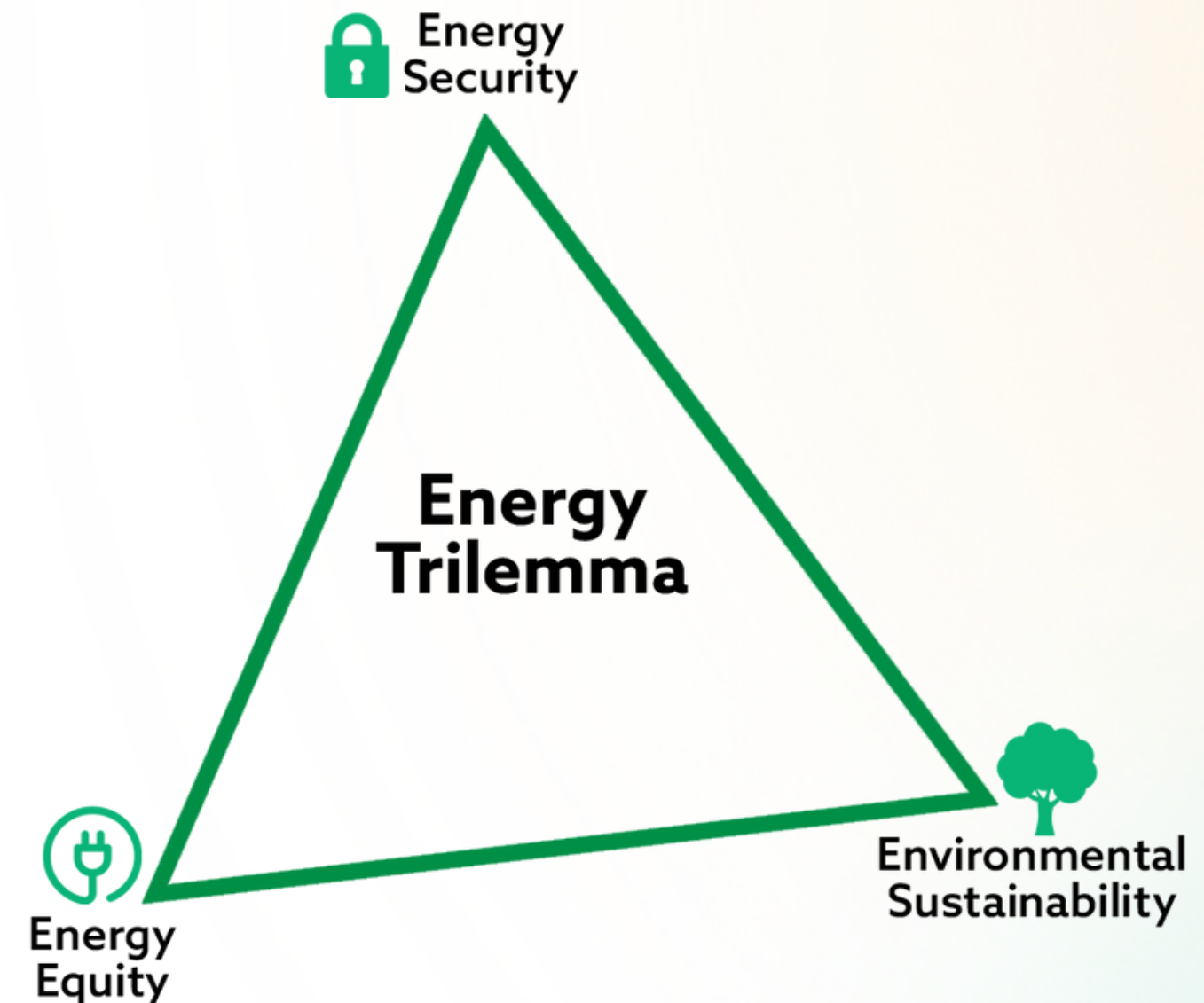
For example the LinkedIn report identified that green economy skills have been instrumental in changing the talent profile of the automotive industry in Europe. The report also highlights that industries which might not usually be associated with the green sector are integrating green skills. The report noted an “eco-awakening” in the fashion industry for example..

Can you afford to ignore the reshaping looming in your particular industry?

5 Governments around the world are introducing policies which will instill changes in companies.

For example, in an article for his company Roland Berger, partner Pierre Samaties discusses how the Middle East and Africa could become the world's major suppliers of green hydrogen. "Discussions around energy in Africa have focused in recent decades on the 'energy trilemma' – the need to find the right balance between affordability, reliability and sustainability". The LinkedIn report identifies the Asia-Pacific countries as being instrumental to the green economy.

Will your company be ready to work with your clients across the globe?



6

There is not enough green talent to meet the demands of the sector.

The LinkedIn report notes that job postings for green jobs went up by 8% every year over a five-year period, but the number of those seeking these jobs has only grown by 6%. "This is a significant missed opportunity for the planet and for workers."

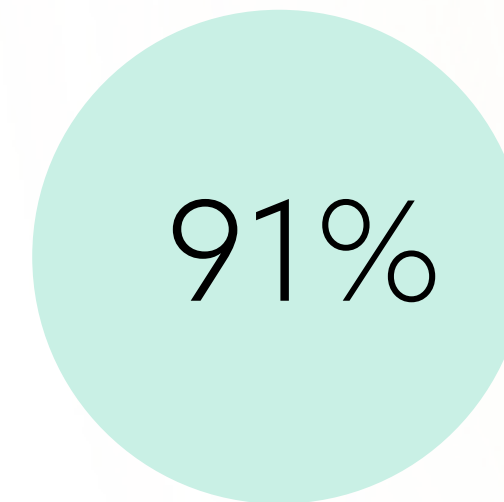
The demand is there. Is your business ready to meet it?



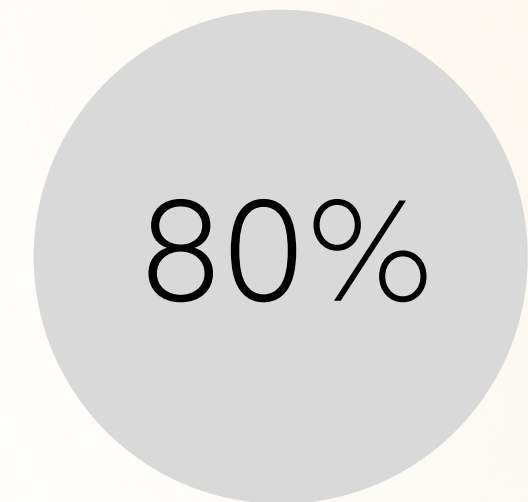
7 You will probably need to upskill your employees.

Besides the green jobs out there, the LinkedIn report identified greening jobs which can be done without green skills but typically require some green skills. There are also greening potential jobs which can be done without green skills but should require some green skills upon occasion. Do your employees have these types of skills? For example with regard to the energy sector, GLEAC mentor, Xavier Anglada stresses the importance of "reimagining the workforce - adopting agile ways of working, developing and executing at scale plans of reskilling and upskilling of the talent".

Chances are your team will need green skills training for your business to progress.



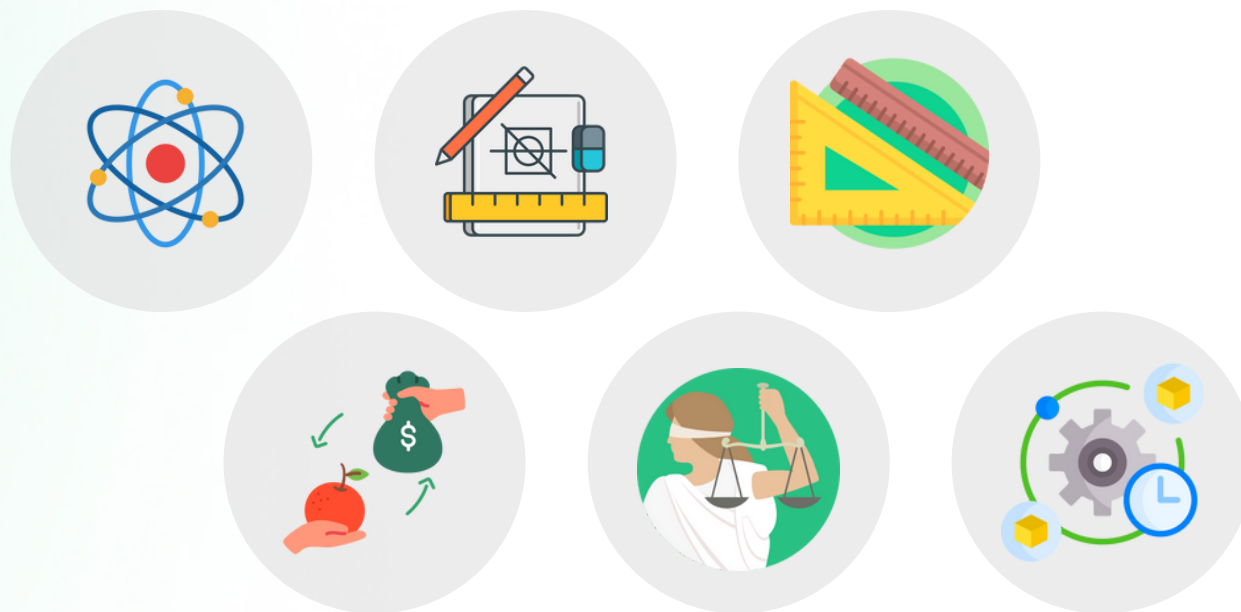
of companies say upskilling has made their staff more productive



of employees say that upskilling has boosted their confidence

8

There are important in demand skills which you might be able to provide in a sustainable future.



In GEO-6 for Youth, a digital publication on green industry careers and skills, the United Nations Environment Programme identified six skill categories which will be vital in a new sustainable world. They are science skills; architectural and planning skills; green engineering and tech skills; agriculture skills; environmental justice skills; and systems skills.

If your business provides any of these services, here's your chance to cultivate them to prepare for increasing demand.

9

There are also soft skills you or your team will need to succeed in the green sectors.

You need to be aware of the human skills which will give your business the edge in our green future.

- **Business acumen** this is the leadership related ability to understand business and make decisions that will help achieve goals.
- **Judgment and decision making** Can you assess threats and make decisions to lessen risk? These will be valuable skills to establish.
- **Innovation** Innovation is valuable in so many sectors. This is a crucial one. Create value for your clients by developing and implementing new ideas.
- **Entrepreneurship** Make sure you nurture this ability which involves establishing and managing new business ideas.
- **Interpersonal Skills** Be ready to work on teams focusing on green policies by fostering good social interaction ability and learning how to work with different types of people



10

Embracing your role in the green sectors can help you build an inclusive perspective for your company

Mindfully working toward this is important. It is your chance to help shape the workforce of the future significantly. According to the LinkedIn green skills report, it is an opportunity to ensure an equitable and resilient future for the workforce.



It is your duty to contribute toward a more sustainable future.

It is the responsibility of everyone to take steps to mitigate climate change. The United Nations' 13th sustainable development goal is "take urgent action to combat climate change and its impacts". The "Financing Climate Action" piece states, "Responding to the climate crisis requires collective action from all countries, cities, financial actors, businesses, and private citizens."

Businesses like yours have the unique chance to aid in making the changes for the brighter future we all want. The LinkedIn report indicates, "Achieving our collective global climate targets is a monumental task and it is going to take a whole-of-economy effort to make it happen." Each of us must contribute, so together we will secure a greener, healthier and better world.

NEXT STEPS

Preparing your business for the green economy will not only benefit your bottom line but will lead towards a brighter, more sustainable future.

The LinkedIn green skills report gives some advice on some of the steps you will need to take to help your business firmly take its place within the green sector.

- Prioritize a skills based approach within your company policy.
- Develop a plan that invests in green upskilling and reskilling
- Encourage equity According to the report, "Ensure new policies create opportunities for the equal development of green skills across all groups, supported by significant investment to ensure green skilling opportunities are accessible to diverse groups."
- Look for green skills in the staff you hire
- Rethink the roles green skills will play in your company in the future
- Support entrepreneurial programmes that are striving to make a difference by helping individuals who are exploring green business opportunities and working to expand economies and increase green skills intensity.

Set up an appointment now to access some of the leading green skills industry experts .

GLEAC GREEN SKILLS INDUSTRY TALK SHOWS

75 min. curated sessions with leading data and cross domain experts with your teams to unpack problems, learn and innovate together.

Meet some of our GLEAC Green Skills Industry Experts to help transform your business.

Mentors



Kishen Maharaj

*Director, Strategy and Transformation
at Valaris*



Najla Baeshen, PE, MSc

*Circular Economy
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NFT Industry Experts



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