

# Green is the new Red, White and Blue

Richard Eidlin  
January 5, 2009

# Clean energy is going to be a foundation for rebuilding the American economy!

- *Addressing Climate Change*
- *Putting Americans to Work*
  - *Improving Social Equity*
- *Increasing National Security*
- *Reducing our Reliance on Foreign Oil/Gas*
- *Rebuilding America's Manufacturing Base*



# Green Collar Jobs

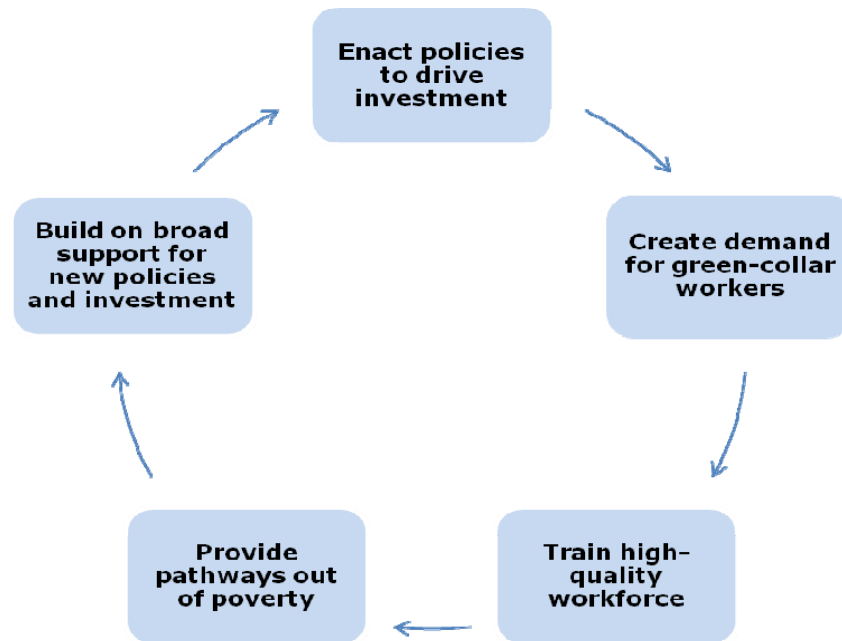
Well-paid, career track jobs that contribute directly to enhancing environmental quality. Help create sustainable local economies.

Definition has expanded to anyone working in environmentally-oriented, renewable industries.

# Green Jobs Throughout the Economy

- In 2006, U.S. renewable energy and energy efficiency industries generated 8.5 million new direct and indirect jobs, \$971 billion in industry revenue, and \$150 billion in increased federal, state, and local government tax revenues.
- Wind, solar, biomass, hydrogen fuel cells, green building, and energy efficiency products.
- It means building a sustainable economy, where environmental goals go hand in hand with social and economic goals.

# Creating Green-Collar Jobs and Opportunity in the New Energy Economy



# Green Jobs – New & Existing

- Construction
- High Perf Bldgs
- Infrastructure
- Solar Installation
- Energy Efficiency
- Grid Modernization
- Manufacturing
- Smart Growth – TOD
- Agriculture



# Green Jobs

- Rebuild a Strong Middle Class
- Provide Pathways Out of Poverty
- Require Some New Skills (and some new thinking about old skills)
- Tend to be Local Jobs
- Strengthen Urban and Rural Communities
- Protect Our Health and the Planet

# A New Era !



# Federal Action

- Green Jobs Act of 2007 – authorized \$125 Million w.in Energy Ind & Security Act (amends workforce investment act of 1998)
- Funding to be increased to \$250 M (Green Jobs & Infrastructure Act)
- Train 70,000 workers in 1<sup>st</sup> year
  - Job training/Retraining
  - Entry level and advanced skills

# Green Recovery Stimulus

## 2.5 Million Jobs in Two Yrs



- \$100 B Package
- \$25 B – Jobs/Growth Fund (Fix it First Infrastructure)
- Advanced Manuf Supports (hybrids, plug-ins, clean e)
- \$2 B - public transit
- \$5 B in renewable-energy bonds
- \$2.5 B to buy and scrap old polluting cars
- \$900 M to help weatherize a million homes.

RichEidlin:

# Greening the Stimulus Package

- 2.5 Million jobs in two years
- \$15 B per year over ten tears
- Energy Efficiency – Smart Bldg Loan Fund, Block Grants, Smart Grid,
- ‘Shovel ready Projects’ vs ‘Environmentally Sustainable Projects’

# Support for a Green Economy



# President Obama

- “... a two-year, nationwide effort to jumpstart job creation in America and lay the foundation for a strong and growing economy. We’ll put people back to work rebuilding our crumbling roads and bridges, modernizing schools that are failing our children, and building wind farms and solar panels, fuel-efficient cars and the alternative energy technologies that can free us from our dependence on foreign oil and keep our economy competitive in the years ahead.”

# Green Jobs ?



# Future Workforce



- Need for trained workers to operate, manufacture, design, install RE and EE products and systems.
- Shortage in workforce
- US, 18<sup>th</sup> in the world in graduating college trained engineers

# Partners and Providers

- Union Programs  
(IBEW, Carpenters,  
SEIU, Sheetmetal)
- Private Companies
- Community Colleges
- Vocational Schools
- CBO's



# State and Local Government Green Jobs Pledge



- **Focus on green-collar jobs as a central strategy for advancing environmental, economic, and climate protection goals.**
- Provide pathways to prosperity for all workers;
- Offer competitive salaries and lead to a lasting career-track, thereby strengthening the US middle class;
- Emphasize community-based investments that cannot be outsourced;
- Contribute directly to preserving or enhancing environmental quality.

# Resources

- [www.greencollarblog.org/green-job-events.html](http://www.greencollarblog.org/green-job-events.html)
- [www.apolloalliance.org](http://www.apolloalliance.org)
- [www.greenforall.org](http://www.greenforall.org)
- [www.bluegreenalliance.org](http://www.bluegreenalliance.org)