

Green Trends and Sustainability

Glen Taylor

Director of the MBA for Global Innovators

CSUEB

A little about me

- BBA, MES, MBA, PhD
- Innovation via Global Supply Chains
- The Impact of Global Environmental Standards on MNEs
- Worked with the World Resources Institute on Environmental Education for MBA students in China
- Represented the US on Innovation and Human Resource Development for APEC

Green Jobs Reports

- 1. U.S. Metro Economies: Current and Potential Green Jobs in the U.S. Economy:**
Global Insight - October 2008
- 2. The Clean Energy Economy:**
The Pew Charitable Trusts - June 2009
- 3. Low Carbon Jobs For Europe: Current Opportunities and Future Prospects:**
WWF – June 2009
- 4. Wind Energy and Green Jobs:**
Governors' Wind Energy Coalition - February 2009

Green Jobs Books

- 1. Green Careers for Dummies:**
Carol L. McClelland – For Dummies, 2010
- 2. Green Careers: Choosing Work for a Sustainable Future:**
Jim Cassio – New Society Publisher, 2009
- 3. The Complete Idiot's Guide to Green Careers:**
Barbara Parks, Jodi Helmer – Alpha, 2009

Job Boards

- [Careers in Wind \(AWEA\)](#)
- [Grist Jobs](#)
- [Clean Edge Jobs](#)
- [Green Job Spider](#)
- [CleanLoop](#)
- [RenewableEnergyWorld.com](#)
- [CleanTechies](#)
- [SolarJobs.com](#)
- [CleanTechRecruits](#)
- [StartUpHire.com](#)
- [Low Carbon Jobs](#)
- [Green Dream Jobs](#)
- [TreeHugger: Job Board](#)
- [GreenBiz.com](#)
- [U.S. Green Building Council](#)
- [GreenJobs.com](#)
- [ECO Canada](#)
- [GreenJobsSearch.org](#)
- [RenewableEnergyJobs.com](#)
- [Going Green Jobs](#)

Conferences/Career Fairs

- 1. Good Jobs, Green Jobs**
- 2. Green Professionals' Conference**
- 3. Intersolar North America – Job & Career Forum**
- 4. Massachusetts Green Career Conference**
- 5. WINDPOWER Job Fair**

Source: CLEAN TECH JOB TRENDS: 2010

What is a 'Green Job' ???



Does 'Green' Mean Cleantech?

Cleantech includes the most dynamic sectors in the technology landscape, including electric vehicles (cars, trucks, and rail), energy storage, green-building materials, advanced lighting, solar power, wind energy, and the smart grid.

Examples of Clean-Tech Job Sectors

Energy

Renewable Energy (e.g., Solar, Wind)
Energy Storage
Energy Conservation and Efficiency
Smart Grid Devices and Networks
Electric Transmission and Grid
Infrastructure
Biomass and Sustainable Biofuels

Transportation

Hybrid-Electric Vehicles
All-Electric Vehicles
Electric Rail
Hydrogen Fuel Cells for Transport
Advanced Transportation Infrastructure
Advanced Batteries for Vehicles

Water

Energy-Efficient Desalination
UV and Reverse-Osmosis Filtration
Membranes
Drip & Smart Irrigation Systems
Automated Metering and Controls
Water Recovery and Capture

Materials

Biomimicry
Bio-Based Materials
Reuse and Recycling
Green Building Materials
Cradle-to-Cradle Systems
Green Chemistry

Source: CLEAN TECH JOB TRENDS: 2010

Green in Global Supply Chains

Wal-Mart's Sustainability Purchasing Index

The goal is to have a universal eco-labeling system for products based on everything that makes up sustainability

'Green' Means Global

	China	USA
Domestic Content Rules*	Aggressive	Very Limited
Feed-in Tariffs (FIT)*	Yes	No
Financial Commitments*	\$34 billion in 2009	40 percent decline to \$18.6 billion in 2009
Fuel Economy Standards*	42 MPG by 2015	35.5 by 2016
Federal Renewable Portfolio Standards*	Yes	No Federal Standards 24 State Targets
Electric Vehicles on the Road Today	30 million	A few thousand

* Source: CLEAN TECH JOB TRENDS: 2010

Green Means Making the World a Better Place in which to Live

Healthy

Efficient

Ecologically Responsible

Fair

Prosperous

Inclusive