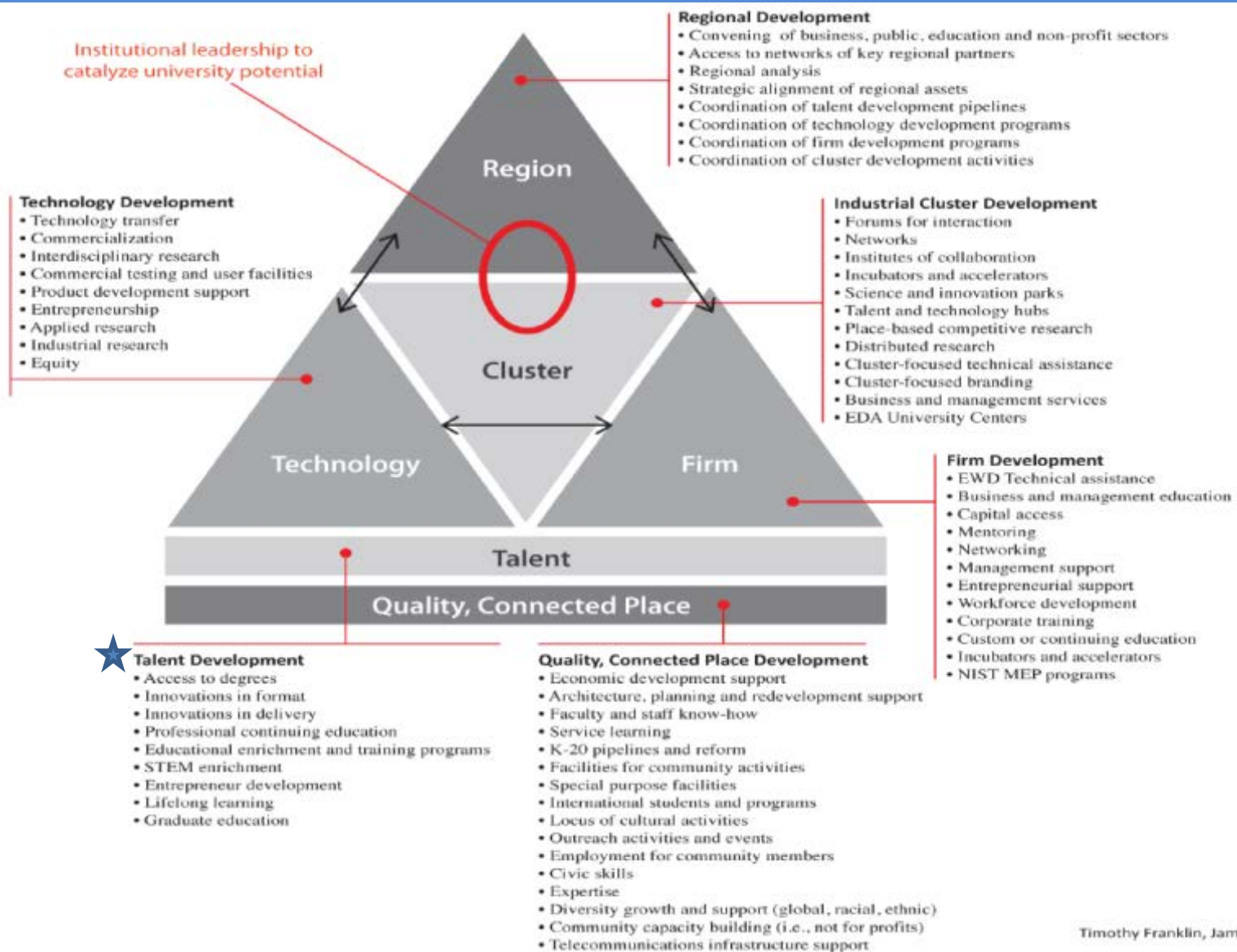


ESD + Sustainability Skillsets = Jobs for the New Economy!

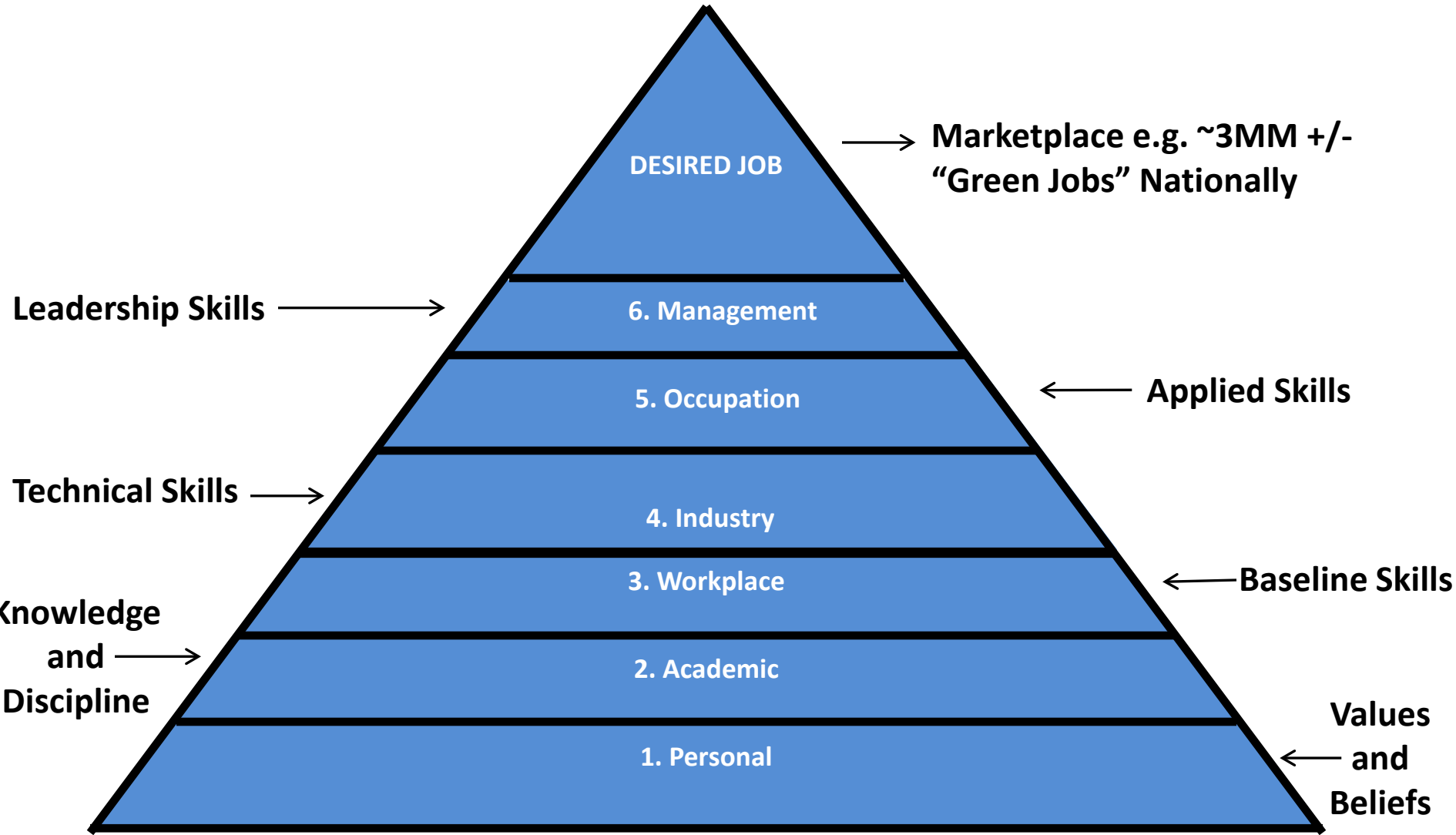


Norman Christopher
Grand Valley State University
9th Global RCE Conference
Okayama, Japan
November 6th, 2014

Colleges and Universities and the Innovation Economy



"New Economy" Competency and Skillset Requirements



New Economy Competency and Skill Set Models

1. Personal Skills (Individual)

- Integrity
- Professionalism
- Accountability
- Responsibility
- Reliability
- Willingness to learn

2. Academic Skills (Knowledge)

- Environmental
 - Natural Resource Management
 - Tourism and Hospitality
 - Environmental Studies
- Economic
 - Sustainable Business
 - Social Entrepreneurship
- Social
 - Public and Non-Profit Administration
 - Social Work
 - ESD

New Economy Competency and Skill Set Models

3. Workplace (Basic)

- **Communications**
- **Strong work ethic**
- **Teamwork**
- **Initiative**
- **Analytical**
- **Computer**
- **Flexibility and adaptability**
- **Interpersonal**
- **Problem solving**
- **Technical**



4. Industry (Technical)

- **Sustainable Supply Chain Management**
- **Green chemistry**
- **Design for the Environment (DfE)**
- **Environmental impact analysis**
- **Sustainability assessment and reporting**
- **Life Cycle Analysis (LCA)**
- **Energy and water management**
- **Value creation & collective impact**
- **Sustainability certifications and standards**
- **Resiliency and emergency preparedness**

New Economy Competency and Skill Set Models

5. Occupation (Applied)

- Green cleaning
- Energy audits
- Green office procedures
- Sustainable procurement
- Eco-tourism
- Sustainable supply chain efficiencies
- Green and sustainability training and education
- Urban and neighborhood revitalization
- CSR reporting

6. Management (Leadership)

- Clarifying
- “Immersive Learning”
- Transparency
- Mob organizing
- Dilemma Flipping
- Constructive Depolarizing
- Entrepreneurial
- Life Cycle thinking
- Common creating
- Design thinking



Desired “Green Jobs” in the United States

- 3.1MM Green Goods and Service (GGS) jobs
- Major segments: Renewable energy; energy efficiency; pollution prevention; GHG reduction; recycling; natural resources; environmental compliance; education; training
- GGS jobs accounted for 2.4% GDP
- Private sector accounted for 2.3MM GGS jobs and the public sector 860,000 GGS jobs
- Annual GGS survey includes ~120,000 business and government establishments within 333 industries.

West Michigan Employer Interest in Sustainability Skillsets

- Interest in sustainability
 - Yes: ~36%; Somewhat: ~57%; No: ~7%
 - ~59% already employ one or more with expertise in sustainability
- Desired sustainability skill sets:
 - Environmental Impact and Assessment: ~80%
 - Economic Impact Assessment: ~59%
 - Alternative and Renewable Energy: ~54%
 - Environmental Law and Policy: ~49%
 - Social Impact and Assessment: ~46%
 - Neighborhood and Community Sustainability and Revitalization: ~44%
 - Climate Change Mitigation: ~39%
 - Sustainable Food Systems and Urban Agriculture: ~21%

Key “Management” Skillsets for Interdisciplinary Sustainability Graduates

- **Communications (~46%)**
 - Writing; Presentations; Media literacy
- **Organizational (~39%)**
- **Planning (~33%)**
 - Project Planning and Development; Budgeting
- **Leadership (~29%)**
 - Project Management; Supervisory; Ethical Behavior; Diversity and Inclusion
- **Research (~37%)**
 - Data Analysis; Detail Oriented; Data Reporting
- **Computer (~22%)**
 - Microsoft Excel; Microsoft Office; Microsoft PowerPoint; Microsoft Word
- **Problem Solving (~17%)**
 - Analytical, Critical, and holistic systems thinking; Strategic implications; Reflective; Consensus Decision Making
- **Relationship Building (~14%)**
- **Creativity and Innovation (~10%)**

Entry Level Sustainability Job Positions

Examples

- **“Specialist”**
 - Environmental; Safety; Sales; Environmental and Health and Safety (EHS); Healthcare Sustainability ; Corporate Social Responsibility (CSR)
- **“Analyst”**
 - Energy; Financial; Business; Policy; Environmental Sustainability
- **“Coordinator”**
 - Safety; Sustainability
- **“Planning”**
 - Environmental
- **“Manager”**
 - EHS; Account; Assistant; Security; Training; Safety; Facilities; Production; Plant; Project; Program; Environmental and Sustainability
- **“Engineers”**
 - Sustainability
- Other

Thank you

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