

# **The challenge of creating an integrated approach to green growth**

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# Integrated Approach to Green Growth

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- “Involving local institutions in the process of defining and implementing a green growth agenda has proven to be crucial in ensuring a more effective and smooth local transition to the green economy.” (*Enabling Local Green Growth*, OECD/LEED Report 2012)
- Discuss seven critical steps
- Use examples from Michigan’s local green initiatives, primarily the ***Detroit Area Green Sector Skills Alliance***

# Green Jobs Partnership

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- Detroit Area Green Sector Skills Alliance (DAGSSA) is a designated Michigan Skills Alliance, created to form ***long-term partnerships between employers and service providers and engage community-organizing efforts.***
- The Detroit Regional Workforce Fund (DRWF) was selected by the Workforce Development Agency – State of Michigan to create this needed alliance.
- The role of the DAGSSA is to focus on ***meeting employer needs and creating job opportunities and career pathways for workers*** in areas such as energy retrofitting, deconstruction and turning brownfields to greenfields.



Detroit Regional Workforce Fund

# 1. Recognize and articulate the need for the region to develop a green economy

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- State of Michigan: “A dynamic opportunity to rebuild the state’s job base, attract new investment, diversify state’s economy.” (Michigan’s Green Job Report, 2009)
- Detroit Area Green Sectors Skills Alliance: “the opportunity to reclaim their land and manufacturing legacies, and once again become a hub for the industry of the future while creating healthier and more sustainable communities.”



## 2. Involve all parties in defining and setting objectives toward a green regional economy

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- SER Metro-Detroit (community-based organization providing workforce development services; lead agency)
- Wayne County Community College District (education and training coordinator)
- Detroiters Working for Environmental Justice,
- IBEW
- Detroit Electrical Joint Apprenticeship Training Center
- National Electrical Contractors Association
- Laborers' International Union of North America
- Michigan Laborers Training and Apprenticeship Institute
- Detroit Workforce Development Department
- South Eastern Michigan Community Alliance
- Funds from several foundations, state and local government agencies.

### 3. Come up with a workable definition of a regional green economy and green jobs

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- Definition needs to meet the needs of all engaged
  - ***Economic development agencies need to see this as advancing the regional economy***, not simply rearranging (or redefining) the deck chairs, but identifying emerging sectors
  - ***Workforce development agencies need to know they are training workers for jobs in current demand*** and skills that lead to career advancement
  - ***Educational institutions need to know what skills are needed*** by emerging green sector businesses to design appropriate courses
  - ***Green sector businesses need to see themselves as part of the sector*** and not just tag along because they do something similar to a green economy business
- DAGSSA defines a green economy as a ***sustainable economy – or money-saving, health-promoting and natural resource conserving technologies***
  - Energy audits, deconstruction, regional food systems, advanced battery manufacturing

## 4. Coordination and Alignment

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- ***Coordinating the engagement of businesses*** involved in the emerging industries of the green economy is critical to ensure that their talent needs are being met
- ***Aligning resources*** across workforce development agencies, economic development agencies, and educational institutions
- **Coalitions of labor, environmental, business, faith and community groups** are working to promote inclusive economic development in Detroit
- ***DAGSSA partners with anchor institutions in neighborhoods*** to discover what supplies can be the basis for developing local, community-member owned and operated businesses

## 5. Strong awareness of challenges and opportunities of the local green economy

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- Challenges
  - ***Green markets are in their infancy*** and need government stimulation and support to create a viable marketplace that is self-perpetuating (Detroit Regional Workforce Fund).
  - ***Need local leadership to create credibility.*** Effective organizing and outreach to local communities can help to accelerate the viability of a new sustainability-driven practice. “ (Detroit Regional Workforce Fund)
- Opportunities
  - ***“With the support of innovative local partnerships, they can create economic opportunities and career paths*** for local residents of diverse backgrounds, and support a healthy environment that provides quality food, water and air and creates desirable places to live, work and do business.” (Detroit Regional Workforce Fund)
  - ***“If successful, state and local stakeholders can create a more resilient community, a more inclusive regional economy, and a healthier natural environment.*** It is a winning proposition.” (Detroit Regional Workforce Fund)



## 6. Create or Align Needed Capacities

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- State of Michigan Workforce Development Agency
- Detroit Workforce Development Department
- Detroit Economic Growth Corporation
- Wayne County Economic Development Growth Engine
- Funding from six large foundations
- Funding from the Michigan and Federal Governments
- Local community organizations

## 7. Monitoring progress of the green economy and green jobs

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- Through DAGSSA, community stakeholders are ***establishing a common set of metrics, benchmarks and goals***
- ***Creating dashboards*** to track these metrics to ensure that market-building and workforce development efforts are successful
- The state labor market information agency has developed ***definitions of green jobs and provides monthly statistics***
  - Green job growth, the current and projected skill requirements of green sector employers, the wage and benefits ranges, and the education and training requirements
- Establish ***protocols for communications and metrics around energy efficiency program goals and results***, along with metrics and standards for energy efficiency education and training programs in order to grow the energy efficiency industry and ensure a skilled labor pool in the region

# Challenges

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- “Green economy” not well defined—becomes a public relations effort and not a true identification of emerging or transforming sectors
- Markets too small and fragile—requires government support
- Workforce development out of sync with economic development—skills no jobs, or jobs no skills
- Lack of adequate funding
- Businesses not engaged—don’t understand why they are considered to be in the green sector
- Poor statistics and over-reaching expectations