



Department of  
Job and Family Services

# Defining Green Pathways


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Obstacles and Opportunities  
Keith Ewald

The Bureau of Labor Market Information

# Agenda

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- ❑ Social Movement Ahead of Research
  - ❑ Why the Green Movement
  - ❑ Definitional Issues
  - ❑ Measurement Approaches to Green
  - ❑ The Case of Ohio
  - ❑ Demand Driven
  - ❑ Grant Goals
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# Social Movement Ahead of Research

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- Momentum – Public Discourse, Media Coverage, Public Policy Development
- Research - Definition and Measurement Lags Public Policy Discourse – No Economic Coding of Green

# Why the Green Movement

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- Environment Protection
- Energy Sustainability
- National Security
- Economic Development and Job Creation

# Definitional Issues

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- ❑ Difficult to Isolate and Measure – Emergent
- ❑ What Qualifies as Green – Breadth vs. Depth, Content vs. Time
- ❑ Not Necessarily Pure
- ❑ Production vs. Application vs. Practice
- ❑ Industry vs. Occupation

# Measurement Approaches to Green

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- O\*NET – Increased Demand, Enhanced Skills, New and Emergent
- State Green Job Surveys
- BLS – Output vs. Process
- Documentation and Cataloging

# The Case of Ohio

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- American Solar Energy Society
- Global Insight
- National Governor's Association
- The Environment Ohio Research and Policy Center
- The Political Economy Research Institute
- Wide Variation – Up to a Factor of 30

# Demand Driven

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- Whether from Business, Consumer or Policy Demands, Green Programs Continue to Mount
- The Research Challenge is to Add Rigor to Concepts and Establish Definition and Robust Measures



# Grant Goals

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- ▣ Assessing the Potential of Green Jobs for Ohio
- ▣ Industry Green Skills and Training Needs
- ▣ Profiling Ohio's Green Education and Training Network

# Grant Goals (continued)

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- Identify Best Green Educational Practices
- Develop Web Database for Job Seekers and Employers to Search for Green Training Opportunities and Green Academic Organizations

# Grant Goals (continued)

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- Green Definition - Green Jobs are Primary Occupations Engaged in the Production of Green-Related Products or Services, and Support Jobs Created by Green-Related Revenue.

# Grant Goals (continued)

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## Core Green-Related Areas:

- ❑ Producing Renewable Energy, Renewable Energy Parts and Equipment, or Supplying Related Products or Services.
- ❑ Increasing Energy Efficiency
- ❑ Clean Transportation and Fuels
- ❑ Agriculture and Natural Resource Conservation
- ❑ Pollution Prevention and Environmental Cleanup

# Grant Goals (continued)

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- O\*NET Occupational Classifications of Green - <http://www.onetonline.org/>



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# For Green Jobs Report:

<http://ohiolmi.com/research/research.htm>

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QUESTIONS?

Keith Ewald

614-466-9820

[keith.ewald@jfs.ohio.gov](mailto:keith.ewald@jfs.ohio.gov)