

GREEN COLLAR JOBS INITIATIVE COMMITTEE

Report on Quantifying Iowa's Green Collar Jobs

OVERVIEW:

A team representing Iowa Workforce Development, the Office of Energy Independence, the Department of Natural Resources, the Department of Public Safety, the Iowa Utilities Board, the Department of Economic Development and Iowa Community Colleges reviewed many reports on green jobs published by states, associations and private research companies with the purpose of determining whether the number of “green collar” jobs in Iowa’s economy can be quantified. The team found that there was no standard on definition, identifying jobs or occupations, or level of inclusion for counting green collar jobs. All reports were tailored to their own audiences, without regard to the ability to measure their results against findings made by other states or organizations. Green collar jobs can be found in construction, manufacturing, installation, maintenance, agriculture and many other sectors of the economy. While some of the green collar jobs are in new occupations and industries, most are existing jobs that demand new green collar skills. Some of the reports based their information on such measures as kilowatt hours saved, on occupations determined to be in certain industries (no matter the percentage of “green”) or on particular companies in certain areas. In a report issued by the Minnesota Department of Employment and Economic Development in March 2009, its authors conclude with an assessment concerning which our team is in agreement: “Once we decide on the definition of green jobs, we still must figure out a way to measure how many green jobs exist in the economy and in which industries or occupations. Taking this thinking to its logical conclusion would mean asking employers how many of the jobs in their firms fit the definition of a green job. Many employers may, in fact, be unable to determine this without substantial analysis of their workforce and production processes. Taken together, coming up with a definition of green jobs and then measuring the number of those jobs is difficult. Moreover, the authors have found very little research that does either of these tasks with any reliability.”

Notwithstanding these challenges, the federal Employment and Training Administration (ETA) and the federal Department of Labor will be conducting research on new occupations and industries to be coded specifically as “green”—a development which will provide some direction in the future to teams such as ours.

The following is a list of the individual industries identified by using NAICS (North American Industry Classification System) codes. The team decided that although there are a variety of ways to determine the definition of the green collar job classification for the purpose of quantifying its number in Iowa – either by industry, company name or occupation – the best way to be able to identify, track and compare our findings to those of other entities would be to use the NAICS codes.

There were many other industries considered for inclusion in our green collar jobs classification, but additional potential green collar jobs and industries will be considered for future analysis, and are not, now, so-classified. The main purpose of this Report was to put “pen to paper” and get a good start on a definition of green collar jobs in Iowa which could be used by state policymakers. While the reliance on NAICS codes adds clarity to the analysis provided in this Report, NAICS codes have not been developed for many green industries. For example, there is no NAICS code for recycling or repurposing industries included in this Report. Included in this Report are those industries the team determined to represent a significant percentage of employment in the “green collar” definition. For example, there could be environmental engineers or lawyers in this category, but the team was not able to glean just those specific persons out of the total employment in the engineering or legal industries. In any event, the team determined that the percentage of these specific types of industries represent a small portion of the total number of persons engaged in those professions.

Iowa defines “green jobs” as jobs created in four emerging sectors of Iowa’s economy.

These sectors include:

- **Renewable Energy Production**
- **Green Building Construction and Retrofitting**
- **Sustainable Agriculture and Natural Resource Conservation**
- **Energy Efficiency**

NAICS	Description
111998	All Other Miscellaneous Crop Farming
113210	Forest Nurseries and Gathering of Forest Products
115310	Support Activities for Forestry
221111	Hydroelectric Power Generation
221119	Other (Wind, Solar, Bio-fuel, Methane) Power Generation
325193	Ethyl Alcohol Manufacturing
325199	All Other Basic Organic Chemical Manufacturing
333611	Turbine and Turbine Generator Set Units Manufacturing
334413	Semiconductor and Related Device Manufacturing

334512	Automatic Environmental Control Manufacturing for Residential, Commercial and Appliance Use
334519	Other Measuring and Controlling Device Manufacturing
541360	Surveying and Mapping Services
541620	Environmental Consulting Services
541711	Research and Development in Biotechnology
541712	Research and Development in the Physical, Engineering and Life Sciences (except biotechnology)
562910	Remediation Services
562920	Materials Recovery Facilities
712190	Nature Parks and Other Similar Institutions
813312	Environment, Conservation and Wildlife Organizations
924110	Administration of Air, Water Resource and Solid Waste Management Programs
924120	Administration of Conservation Programs

TOTAL EMPLOYMENT for 2008

8,169

CONCLUSION:

The above-referenced NAICS codes provide 8,169 green collar jobs to Iowa's economy. At this time, this group of industries represent less than 1.0 percent of our total covered employment for 2008 (1,490,132). The team members believe that they have assembled a list of industries that can be monitored and added to on a regular basis and whose Iowa-based employees can be compared to comparably-employed persons in other states, in regions or in the nation, as a whole. The team members also realize that as more specific data becomes available as to the particular occupations within these specific industries, the team will be able to add more data to their future analyses and reports. The industries comprising the team's definition of "green collar jobs" are, therefore, what the team believes, to be a conservative estimate of the "core" of green collar jobs in Iowa, ones whose quantification can be used as a strategic framework to assist our policymakers to develop and embrace visionary initiatives that can respond to the realities of building sustainable local economies in Iowa. This Report represents a start of a dynamic and expanding definition of green collar jobs as these new clean technology businesses grow and develop in Iowa and around the nation.

Committee Members:

Debra Ostrem, IWD, Chair
Joan Conrad, IUB
Bill McAnally, ICC
Lane Palmer, IDED
Chris Van Gorp, DNR

Tom Anderson, DNR
Mike Coveyou, DPS
Paula Nissen, IWD
Jeff Rossate, IDED
Jennifer Wright, OEI

SCOPE AND TIMELINE

This committee met several times from December 2008 through March 2009 under the direction of the Enterprise Planning Team for Energy and Environment. Their mission was to define, benchmark, track and project “green collar jobs” in accordance with the EPT Strategic Plan (Strategy 1.1: Facilitate the integration of advanced energy technologies, Action Step D).