

An Introduction to Green Careers

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Kirsty Peck AIEMA



An Introduction to Green Careers

- We have already seen the creation of new roles, in areas that didn't previously exist.
- In the UK, up to 480,000 green jobs will be created and supported by 2030.
- We will see new roles develop, with the emergence of the green economy and clean technologies.
- Many roles will require enhanced green skills.



Before we start...



Questions

- Please send your questions through to us via the chat function.
- We will answer as many as we can at the end of the session.



Watch Again

- The slides and recording from this session will be made available to IEMA members within 48 hours.
- You will be able to find these on the 'Watch Again' section of the website.



Feedback

- There is a feedback form that you can fill in after this webinar.
- Please fill this in and tell us what you'd like to see next time.

Your speakers:



Ben Goodwin

Head of Policy
IEMA



Bianca Drotleff

Project Manager
Cambridge
Institute for
Sustainability
Leadership



Richard Carter

Non-executive
director
Lecturer in finance
and sustainability



Jenny Merriman

Technical Director
WSP

Today's agenda:

1. Introduction
2. Green skills & jobs overview – Ben Goodwin
3. Career profile 1 – Bianca Drotleff
4. Career profile 2 – Richard Carter
5. Career Profile 3 – Jenny Merriman
6. Q&A



What is IEMA?

We are the professional membership body for everyone working or studying in environment and sustainability.

We provide members with:

- Resources
- Knowledge & insight
- Community & networking
- Formal training and qualifications
- Professional recognition & Chartership



An introduction to green skills and jobs

Ben Goodwin, Head of Policy, IEMA



Overview

- Context
- A blueprint for green workforce transformation
- Definitions
- Findings
- Project deliverables
- YouGov survey on green jobs and skills
- Questions

Context

- UK long-term net zero and environmental targets
- Economy-wide effort required to achieve them
- This includes the labour market in terms of more green jobs, but also green skills so that all jobs across the economy are a bit greener
- IEMA and Deloitte have collaborated to produce *A blueprint for green workforce transformation* – a report and set of tools for ‘greening’ all jobs



A blueprint for green workforce transformation

An IEMA and Deloitte collaboration

www.iema.net/all-jobs-greener



What do we mean by 'green skills' and 'green jobs'?

The skills and jobs that will enable us to tackle the environmental challenges and realise the opportunities that a green economy will bring.



Green Skills

An umbrella term to refer to the technical skills, knowledge, behaviours, and capabilities required to tackle the environmental challenges we face, and to unlock new opportunities for growth.



Green Jobs

Specialist roles that directly focus on specific domains or initiatives dedicated to improving environmental outcomes for an organisation or for the economy.



Green Economy

Growth will continue to be the essential motif of our economy, but its measurement will be more holistic, more consistently factoring in people and planet alongside profit.

Findings



Project deliverables



Report

Current state of green skills and jobs and unlocking the future state.



Maturity matrix

An organisations' maturity of capabilities may influence the green skills and jobs required.



Model organisation

Green skills and jobs across an organisations' full range of job families.



Knowledge, technical skills, behaviors and competencies

- Executive board and non executive
- HR / People
- IT, digital & data

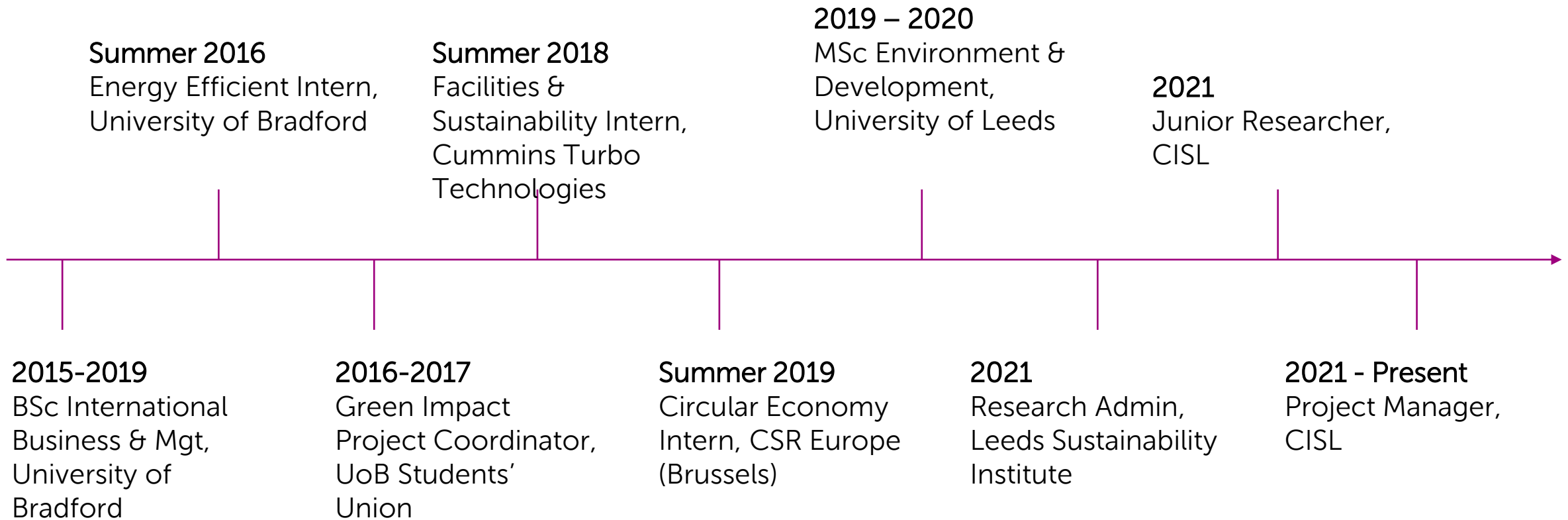
YouGov green jobs and skills survey



A recent YouGov survey that IEMA commissioned found that:

- 56% of British adults say they have never heard of the term 'green job'
- 64% don't understand the term 'green skills'
- 65% say they don't have access to green skills training through their employer

My green career journey



Working at CISL



- ✓ Building foresight
- ✓ Enabling collaboration for sustainable solutions
- ✓ Unlocking organisational and individual leadership

Top hints and tips

- Get to know yourself** – What are your areas of interest? What are your skills? What skills can you develop/ improve? What is the ideal job/ organisation to work for?
- Be proactive** – Jobs, voluntary work, summer schools (UoB - International Masters Summer School, Climate-Kic), learning programmes (IEMA, CISL, EMF)
- Expand your network** – IEMA, LinkedIn, University mentoring programmes
- Stay up to date** – Sign up to newsletters, listen to podcasts

Richard Carter

Non-executive director

Lecturer in finance and sustainability

Former head of sustainability and finance





IEMA

Transforming the world to sustainability



**W
S
C** | WEST
SUFFOLK
COLLEGE



Get good at data...



Be able to tell the story



Learn from everyone



What do you want to achieve?



The business case matters





2000-2003

University of Cambridge - undergrad

BA(Hons) Natural Sciences - Zoology

2004-2006

Frontier – UK & Tanzania

R&D Intern (London); Assistant Researcher (Eastern Arc Mountains / Selous Game Reserve); Country Coordinator (Tanzania)

2007-2008

Bournemouth University - Masters

MSc Environmental Practice – Biodiversity Conservation. *Thesis: Cost-effectiveness of dryland forest restoration in Latin America*

2008 - 2011

Bournemouth University

Researcher / Project Manager (Darwin project - Participatory Forest Management - Kyrgyzstan, EU-LIFE project on ecosystem services - UK)

2010 - 2018

BirdLife International

Ecosystem Services Lead; development of ecosystem services toolkit - TESSA; capacity development across regions/countries; collaborative projects on natural capital / conservation impact assessment

2018 - present

WSP UK

Technical Director; Natural capital technical lead and team leader



TOOLKIT FOR ECOSYSTEM SERVICE SITE-BASED ASSESSMENT

Version 3.0

Kelvin S.-H. Peh, Andrew P. Balmford, Richard B. Bradbury, R. B. Claire Brown, Stuart H. M. Butchart, Francine M. R. Hughes, Lisa Ingwall-King, Michael A. MacDonald, Anne-Sophie Pellerin, Ali J. Stattersfeld, David H. L. Thomas, Rosie J. Trevelyan, Matt Walpole & Jenny C. Merriman.



The economic consequences of conserving or restoring sites for nature

Richard B. Bradbury^{1,2,3}, Stuart H. M. Butchart^{1,2,3}, Brendan Fisher⁴, Francine M. R. Hughes⁵, Lisa Ingwall-King¹, Michael A. MacDonald⁶, Jennifer C. Merriman⁷, Kelvin S.-H. Peh^{8,9}, Anne-Sophie Pellerin¹, David H. L. Thomas¹⁰, Rosie Trevelyan¹¹ and Andrew Balmford¹²

Nature provides many benefits for people, yet there are few data on how changes at individual sites impact the net value of ecosystem service provision. A 2002 review found only five analyses comparing the net economic benefits of conserving nature versus pursuing an alternative, more intensive human use. Here we revisit this crucial comparison, synthesizing recent data from 62 sites worldwide. In 24 cases with economic estimates of services, conservation or restoration benefits (for example, greenhouse gas regulation, flood protection) tend to outweigh those private benefits (for example, profits from agriculture or logging) driving change to the alternative state. Net benefits rise rapidly with increasing social cost of carbon. Qualitative data from all 62 sites suggest that monetization of additional services would further increase the difference. Although conservation and restoration did not universally provide greater net value than the alternative state, across a large, geographically and contextually diverse sample, our findings indicate that at current levels of habitat conversion, conserving and restoring sites typically benefits human prosperity.

Recent decades have seen increasing recognition of the economic and human well-being consequences of degradation of nature¹. However, the degradation continues, perhaps in part because inadequate steps are taken to ensure that planning and management decisions are informed by estimates of their net consequences for benefits (ecosystem services) to different stakeholders². Although criticisms of valuation are well rehearsed, from the ethical to the analytical³, cost-benefit and cost-effectiveness analyses are demanded in many regulatory contexts and provide a useful, if partial, lens on the impacts of decisions on human prosperity. An earlier review⁴ found only five site-level studies worldwide comparing the aggregate economic value of flows of ecosystem services delivered by the site when relatively intact with its potential economic value when converted to more human-dominated forms of use. Although time, this sample suggested retention of (or sustainably managing) areas of natural habitat typically delivered net economic benefits to people. While striking, this result was almost certainly conservative, given that assessments of service flows at one point in time tend to fail to consider whether those flows can be maintained sustainably into the future⁵. Despite growing understanding of the economic consequences of conserving or restoring nature^{6–8} and development of new tools for ecosystem service assessment⁹, remarkably few additional studies^{10–12} have investigated this key question of the net economic value of conserving (or restoring) individual sites.

A new data synthesis on the net benefits of conservation
We addressed this lack of evidence by synthesizing data from a relatively large sample of published and unpublished studies that

used the framework of the Toolkit for Ecosystem Service Site-Based Assessment (TESSA; <http://tessa.toolkit.org>) to develop the earlier review⁴, evaluating the net consequences of plausible changes in habitat state on the benefits provided by particular sites. TESSA provides relatively simple methods, within a consistent framework, for evaluating the difference in ecosystem service flows, in biophysical and (where possible) economic terms, provided by a site under contrasting states. The resulting analyses do not claim to be full economic valuations but do aspire to cover as many of the main services provided by a site as possible, in either state, and always include the services driving state change. The toolkit emphasizes broad stakeholder participation—including those benefiting most from the change in state—to identify the main ecosystem services and plausible alternative land uses and to facilitate local data collection. Our literature review yielded information on 15 sites (13 in International Scientific, Indenting (ISI) journal papers) that met our criteria (Methods) for analysis. Unpublished studies provided information from 47 additional sites (Supplementary Data). The combined set of 62 sites spanned six continents (Supplementary Table 1), contrasting (1) a nature conservation state with a more human-modified state (for example, protected area versus conversion to agriculture; 44 sites) or (2) an ecological restoration state with the pre-restoration (human-modified) state (for example, restoration to intertidal habitat versus coastal area claimed for agriculture; 18 sites). Henceforth, we refer to nature conservation and ecological restoration states as ‘nature-focused’ and the contrasting states as ‘alternative’. These studies provided data on multiple services, including the most important private and toll (club) benefits

¹WSPB Centre for Conservation Science, The Lodge, Sandy, UK; ²Conservation Science Group, Department of Zoology, The David Attenborough Building, Cambridge, UK; ³BirdLife International, The David Attenborough Building, Cambridge, UK; ⁴Environmental Program, Grand Institute for Environment—Rubenstein School of Environment and Natural Resources, University of Vermont, Burlington, VT, USA; ⁵Global Sustainability Institute, Anglia Ruskin University, Cambridge, UK; ⁶United Nations Environment Programme World Conservation Monitoring Centre (UNEP-WCMC), Cambridge, UK; ⁷WSPB Centre for Conservation Science, WSPB Centre, Cardiff, UK; ⁸WSPB Cambridge, UK; ⁹School of Biological Sciences, University of Southampton, Southampton, UK; ¹⁰The Cambridge Conservation Initiative, The David Attenborough Building, Cambridge, UK; ¹¹Tropical Biology Association, The David Attenborough Building, Cambridge, UK; ¹²We-mail: richard.bradbury@wspb.org.uk

My role

WSP

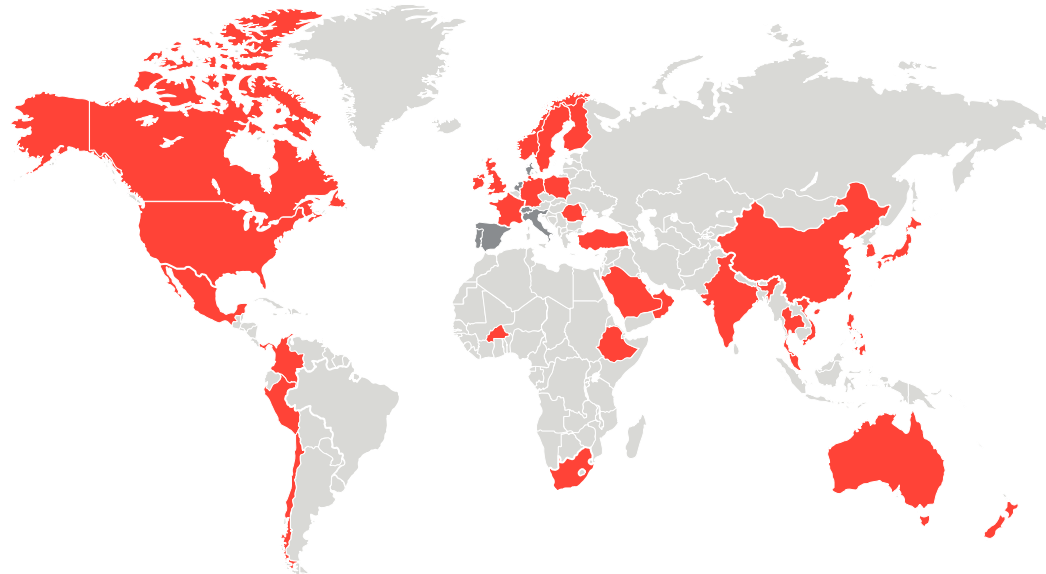
Who we are



Biodiversity loss directly impacts human livelihoods and economic prosperity. It's fundamental that organizations seeking to decarbonize and address wider sustainability challenges take biodiversity and natural capital into account.



Jenny Merriman
Associate Director, Natural Capital & Biodiversity, WSP UK



- Develop a natural capital team and advisory service at WSP
- Work on client projects to aid their understanding and incorporation of natural capital thinking
- Continue to drive forward innovation and work at the forefront of natural capital advice for our clients
- Provide leadership to the team - mentoring, training opportunities, progression, personal growth



60,000+
Employees



550+
Offices



40+
Countries



\$6.9B
Revenue

Why nature matters

1.6x

The number of Earth's needed to sustain our current living standards

\$44tn

Economic value at risk from nature loss

55%

Global GDP **directly** dependent on nature, **the rest indirectly**

3x

Annual investment required to safeguard against the triple planetary crisis

395m

Green jobs generated by the nature-positive transition by 2030

£10.1tn

Generating annual business opportunities from a nature-positive economy by 2030

Sources:

HM Treasury (2021) [The Economics of Biodiversity: The Dasgupta Review](#)

UNDP, WEF, ELD (2021) [State of Finance for Nature | UNEP - UN Environment Programme](#)

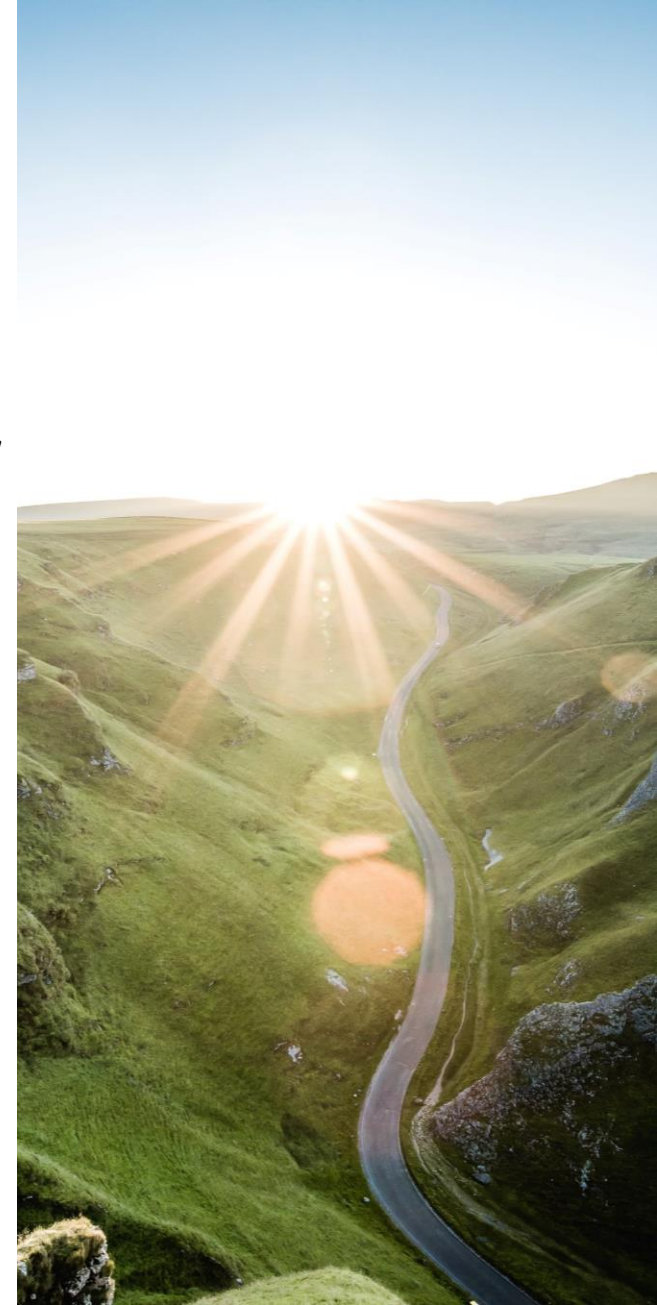
The World Economic Forum and PwC (2020) [Nature Risk Rising: Why the Crisis Engulfing Nature Matters for Business and the Economy](#)

WEF (2021) [Future of Nature and Business report](#)



Tips for a 'green' career

- 1 Consider integrated studies / experience that encompasses environmental, economic, social understanding
- 2 Think outside the box....this field is in an innovation space right now
- 3 Aim high and avoid silos – Become a leader
- 4 Access as many free resources as you can to keep up to date
- 5 Be collaborative
- 6 Get out there – explore nature and culture



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to sustainability

Any questions?

Join us again!

**Green Careers Hub; your
next step towards a
sustainable future**

Wednesday 23rd Nov 2022

12:30-13:15 GMT



**Green
Careers HUB**

Thank you!



Scan QR code to find out more about
membership

Share your feedback!

Join us again!

Contact me: k.peck@iema.net