

Why Green is Your Color: Realities and Resources for a Sustainable Career

Presented by
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U. S. Department of Labor, Women's Bureau

Women's Bureau Overview

Established by Congress in 1920.

Mandated to represent the needs of wage-earning women in the public policy process.

Develop policies and standards and conduct inquiries to:

- safeguard the interests of working women,
- advocates for their equality and economic security for themselves and their families, and
- promote quality work environments.

Work to empower all working women to achieve economic security.

Women's Bureau Top Priorities

1. Helping Women Veterans Experiencing Homelessness Reintegrate into the Workforce
2. Preparing Women for Higher Paying Jobs
3. Promoting Workplace Flexibility
4. Ensuring Equal Pay for Women

Role of the Women's Bureau

- The Women's Bureau is taking the lead to ensure women are aware of and prepared to succeed in the green economy
- Working with employers, unions, education and training providers, green industry organizations, and other government agencies to:
 - raise awareness
 - expand training options
 - promote the recruitment and retention of women in green career paths

Why is Green Good for Women?

- A green job can provide women the chance to earn more.
- Women can start with any skill level and move along a career path.
- There are a variety of jobs available for different interests.
- There are multiple ways to get started in a green job.
- Women of any age can work in a green job.
- Green jobs can give women greater satisfaction.
- Green employers are looking to hire.

Women's Bureau Green Job Strategies

- Women and Green Jobs Roundtables
- Green Jobs Pilot Training Projects
- Tools and Resources:
 - *Why Green Is Your Color: A Woman's Guide to a Sustainable Career*
 - Pilot Project Lessons Learned
 - Poster Series
 - Mini documentary on women succeeding in green jobs

Roundtable Outcomes

- Raised awareness of the need and opportunity for women's participation in the emerging green economy.
- Created a diverse national network of professionals for future events and activities.
- Engaged over 1,200 participants representing diverse organizations.

Green Jobs Pilot Training Project

- 9 projects developed with local practitioners in green industries.
- Served as models for engaging and preparing women for high-growth and emerging green jobs.
- Taught technical skills and basic skills such as resume writing, interview preparation, computer skills, and financial education.
- Findings compiled into lessons learned document.

Key Findings

- Market Directly to Women
- Understand the Needs of Participants
- Provide Information on the Occupational Outlook and Working Conditions of Green Jobs Beginning with Recruitment
- Use Female Role Models
- Deliver Industry-Informed Training
- Consider the Entrepreneurship Option
- Collaborate and Leverage Resources

Why *Green* is Your Color:

A Woman's Guide to a Sustainable Career

- Is designed to give women the information and resources they need to succeed in the developing green economy
- Provides an overview of the types of green jobs, the skills needed to get them, how to identify training opportunities, how to find a green job, and how to start a green business
- Addresses common barriers and showcases success stories of women who are making a “green” living

Topics of the **GREEN** Guide

1. What Are Green Jobs?
2. Why is Green Good for Women?
3. Green Occupations: A Look at What's Out There
4. Educating Yourself for A Green Career
5. Finding Your Green Job
6. Green Entrepreneurship
7. Women Succeeding in Green Jobs
8. Overcoming Challenges on Your Career Path
9. Planning Your Green Career: Tools and Worksheets

How Can You be Involved?

- Encourage your colleagues to gain knowledge about green jobs training, so they can help women and girls pursue green careers.
- Work with apprenticeship programs, community colleges, and other training organizations to strengthen their outreach to women in preparing them for green jobs.
- Download copies for students, counselors, workforce development staff
- Link to the Women's Bureau website: www.dol.gov/wb
- Display poster series
- Use mini documentary in career planning

Related career and green websites

<http://www.dol.gov/wb>

<http://www.careeronestop.org/>

<http://www.myskillsmyfuture.org/>

<http://www.mynextmove.org/>

<http://www.careeronestop.org/ReEmployment/veterans/default.aspx>

<http://www.greenforall.org>

<http://www.onetcenter.org/>

<http://employment.challenge.gov/submissions/4595-where-are-the-jobs>

<http://www.greenjobs.net/>

<http://www.thesolarfoundation.org/>

<http://www.nrel.gov/>

<http://www.echoinggreen.org/fellowship>

<http://www.e2.org/jsp/controller?cmd=liqmain>

<http://www.nvca.org/>

<http://www.greenpostcards.com/>

<http://www.smartgridtoday.com/>

<http://www.ice-energy.com/>

<http://www.greenfestivals.org/>

<http://www.oregongreenpathways.org/>

<http://www.pge.com/about/careers/powerpathway/>

<http://www.wowonline.org/>

<http://www.bluegreenalliance.org/>

<http://www.awwee.org/>

<http://www.bizjournals.com/sanfrancisco/print-edition/2011/11/18/facebook-other-tech-firms-plug-into.html>

http://www.mercurynews.com/breaking-news/ci_19416754

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