

January 2024

“ green
alliance...”

Green shoots

Growing the green workforce of the future



Introduction

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The net zero transition will create demand for new jobs and skills across all sectors of the UK economy. Up to one in five jobs are likely to be affected, and the Climate Change Committee (CCC) estimates that between 135,000 and 725,000 new jobs could be created in low carbon industries by 2030.^{1,2}

New entrants to the green jobs market will be needed to meet this demand. But the UK workforce is already extremely tight and existing government policies are failing to fill skills gaps already emerging.

According to the Office for National Statistics’ (ONS) latest estimates, there are currently 794,000 young people between the ages of 16 and 24 not in education, employment or training (NEET).³ This is bad for the economy and bad for young people: research shows that those who are NEET for longer periods are at higher risk of poor physical and mental health, unemployment and low pay in the long term.

Young people are also suffering from high levels of ‘eco-anxiety’: almost one in three 16 to 24 year olds surveyed by Woodland Trust reported that they were ‘very worried’ about climate change.⁴

Numerous surveys have shown that young people are enthusiastic about working in green jobs, viewing them as modern, high skilled and interesting. But they are being held back by poor knowledge and awareness of the green economy. There are few opportunities for young people to develop the skills for this work both within and outside the mainstream educational curriculum. Those from marginalised communities face additional barriers to accessing training

opportunities and entry level jobs, such as low educational attainment and high costs. This has resulted in the environmental sector being the second least diverse in the UK.⁵

Providing accessible pathways for young people to gain skills and employment in green sectors will be vital to address skill shortages and tackle youth unemployment. We have mapped the expected demand for entry level jobs across the UK, exploring the benefits of expanding green jobs and skill provision. We also outline current pathways available for young people to gain skills and employment in the green economy. Drawing on case studies from both within and outside the UK, we show that there are alternative models of supporting young people from diverse backgrounds to enter the environmental sector, develop skills and address economic inequalities.

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Young people not in education, employment or training harms the economy

“Reducing the number of youth who are NEET can help tackle a range of social and economic problems.”

There were 794,000 young people aged 16 to 24 not in employment, education or training (NEET) from April to June 2023, according to the ONS; that is 11.6 per cent of all 16 to 24 year olds. Of these, 327,000 were unemployed, meaning that they were actively seeking work.⁶ While the UK’s level of youth who are NEET has dropped from a post-financial crisis high, it remains above the OECD country average for 15 to 24 years old, based on 2019 data.⁷ The North East, Yorkshire and the Humber, and East of England are experiencing particularly high levels of youth who are NEET.⁸

This comes at a cost to the government’s finances and the economy. The lifetime cost of 16 to 18 year olds who are NEET to the Treasury is estimated at £85,900 per person. If total costs to the economy, welfare loss to the individual and family, and the opportunity cost to the rest of society are taken into account, the figure grows to £159,000 per person.⁹ But, if the UK’s rate of 20 to 24 year olds who are NEET was reduced by five percentage points, UK GDP could increase by 1.8 per cent in the long term, adding £38 billion to the economy.¹⁰

Being NEET for a period longer than six months also comes at a cost to the individual. Research shows that spending time unemployed under the age of 23 lowers life satisfaction, health status, job satisfaction and wages over twenty years later.¹¹ There is also evidence that a significant period of unemployment at a young age is more likely to persist at a later stage in life, and that many who are NEET and then enter employment tend to be in low paid jobs with limited opportunities for training and professional development.^{12,13} Young men who are NEET are also five times more likely to have a criminal record than their peers.¹⁴

Reducing the number of youth who are NEET can help tackle a range of social and economic problems while improving the life chances of individuals. But this requires targeted government intervention to overcome the barriers to entering the workforce faced by young people.

Young people want green jobs

94%

of respondents who are currently job seeking reported that they were looking for green jobs

Young people are generally enthusiastic about the prospect of green jobs. Polling commissioned by British Gas of 1,000 15 to 25 year olds found that almost three quarters are seeking career paths that would allow them to have a positive impact on the environment. A staggering 94 per cent of respondents currently job seeking reported they were looking for green jobs.¹⁵

Research conducted by Public First for Green Alliance in 2021 supports this. The young graduates interviewed expressed enthusiasm for green jobs, viewing them as high skilled, interesting and jobs of the future. Doing something that felt worthwhile through work was an important motivator for them. However, the research found that knowledge of the green economy was very low across the population as a whole and that many did not understand what green jobs involve.¹⁶ Increasing understanding of the green economy will be important to attract young people to work in it: more recent research by Public First found that those with a better knowledge of the green job options were much more likely to be interested in having such employment at some point in their careers.¹⁷

However, young people from lower income families and those who are NEET were found to be slightly less interested in green jobs. 41 per cent of young people polled by Public First who were NEET reported that they would be interested in green jobs training, compared to 58 per cent overall. This is likely to be because green jobs are generally considered to be poorly paid and have unclear routes for progression. Young people who were NEET were also more likely to see lack of experience and skills as their biggest barrier to getting these jobs.¹⁸

Developing pathways for young people to gain green skills and employment is likely to be politically popular, allowing more young people to access meaningful employment in the sectors they are drawn to. This could also help to reduce the rate of youth unemployment and those who are NEET but, to be attractive, these pathways need to clearly lead to well paid, secure, long term work.

Defining entry level green jobs

- According to the Green Jobs Task Force, green jobs are “employment in an activity that directly contributes to, or indirectly supports, the achievement of the UK’s net zero emission target and helps mitigate climate risks”.¹⁹
- An entry level role is “one that can be performed with minimal prior education or experience, which acts as an entry point to higher skilled, higher paid work”.²⁰



Marginalised communities face more barriers to green jobs and skills training

“**Job security is a main concern for many individuals from working class backgrounds, when thinking about green jobs.**”

While knowledge of the green economy, training and job opportunities is limited across all sectors of society, we found that young people from historically marginalised communities face additional barriers to accessing training in green jobs.²¹ These include:

- **Low educational attainment:** many apprenticeships still have minimum English and maths requirements of level 2 and above. Many individuals from underrepresented backgrounds lack the basic digital skills needed to identify and participate in work and training opportunities.
- **Cost:** training can involve costs, such as gaining a driving licence, buying suitable work clothes and access to a digital device and stable internet connection.
- **Concerns about job security:** our polling highlighted that job security is a main concern for many individuals from working class backgrounds, when thinking about green jobs.²² Jobseekers may be discouraged by the fact that a proportion of entry level green jobs, such as electric vehicle charge point installers, will be time limited or they may be put off by the tendency for organisations in the nature sector to offer short term, temporary contracts.
- **Lack of diversity:** the environmental sector is one of the least diverse in the UK, followed only by farming.²³ Other green occupations, including those in the manufacturing and construction sectors, face similar diversity issues, with just 14 per cent of construction industry professionals identifying as women.²⁴ This can be off-putting for many young people who do not see themselves represented in these sectors or those from represented groups concerned about working in a less diverse sector.
- **Physical access challenges:** this especially applies to those with disabilities or from inner city urban areas.
- **Expectation of volunteering experience:** this has been a route to qualify for some green jobs which can be a financial barrier to many.

The jobs of the future are green and spread across the country

The government's Net Zero Strategy has an ambition to support

440,000

green jobs by 2030.

As it is economy-wide, the net zero transition will have an impact on many areas of work across the country. Modelling has shown that a well managed transition has the potential to create a significant number of new jobs. The government's Net Zero Strategy has an ambition to support 440,000 green jobs by 2030.²⁵ The CCC notes that anywhere between 135,000 to 725,000 new jobs could be created by this date.

Previous Green Alliance research found that an additional 120,000 entry level jobs will be needed in three sectors to reach the government's 2035 climate targets: power, the circular economy and nature restoration. This could rise to 160,000 under a more ambitious decarbonisation scenario.²⁶ With the right pathway to gain access, these entry level jobs could drastically reduce levels of youth who are NEET.

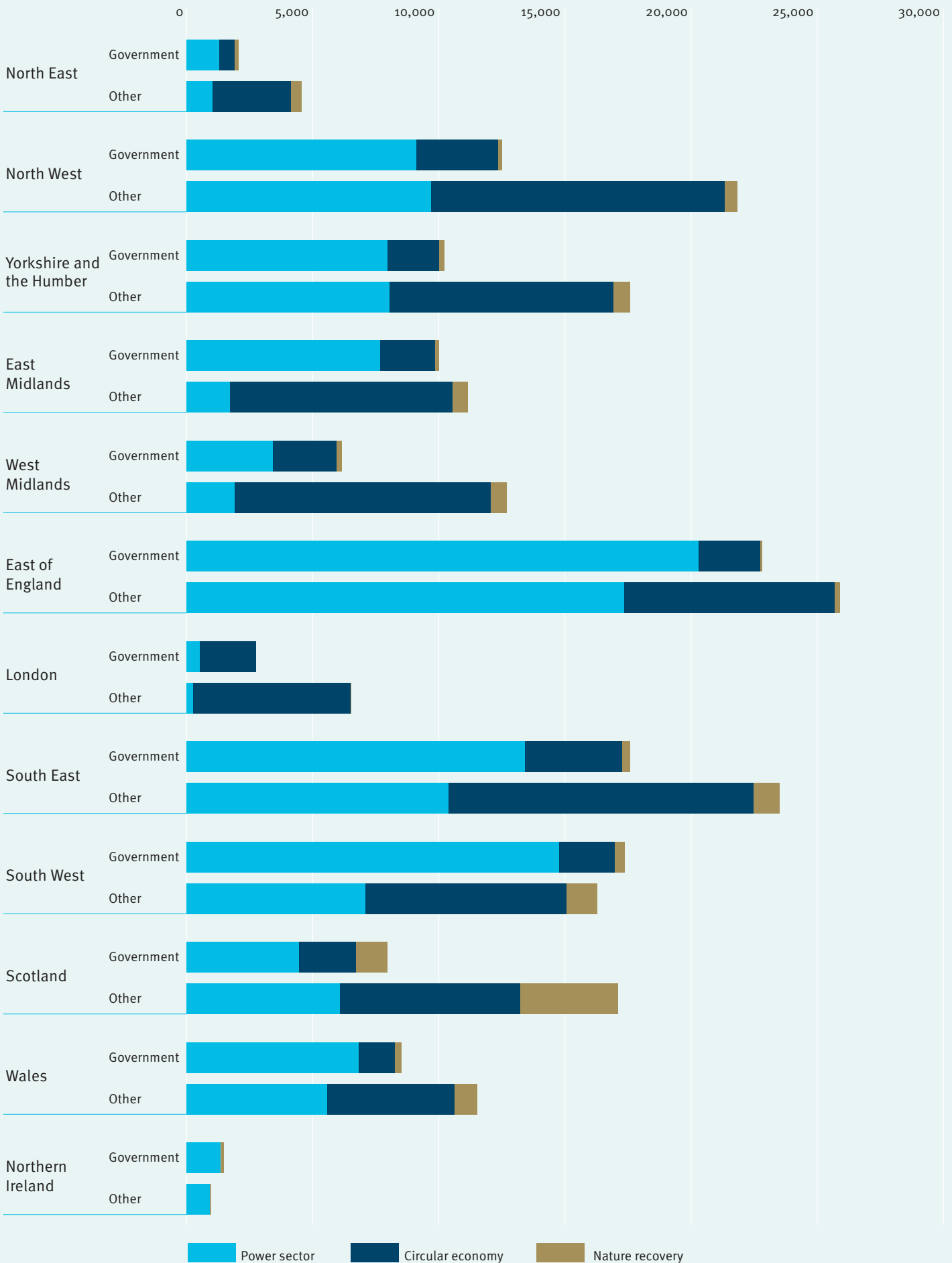
We chose to focus on these three sectors because they are fundamental to an economy-wide net zero transition and they provide many opportunities for entry level jobs, such as retail workers in second hand shops, nature restoration contractors and green energy customer service advisers.

Nature jobs

Our analysis found that areas of Britain with the greatest labour market challenges contain much of the land which has the most potential for habitat restoration.²⁷ Just three types of environmental enhancement: improving woodland, peatland and urban parks, could create 16,050 jobs across the 20 per cent of British constituencies experiencing the most severe employment challenges. This includes both entry level jobs with transferable skills, such as community engagement officers, as well as those that require long term development of high level academic qualifications and professional accreditation, such as Area of Outstanding Natural Beauty (AONB) research officers.²⁸

Our recent analysis found that investing in nature restoration would provide between 3,000 and 10,000 entry level jobs by 2035, depending on the pathway chosen.²⁹

Additional entry level green jobs that could be created by 2035, by region and by sector, in government and other scenarios



Our analysis found that between 70,000 and

90,000

entry level jobs could be created in the power sector by 2035

Power sector jobs

Power sector decarbonisation could create a large number of new jobs, as low carbon power sources support at least three times more secure work per megawatt capacity than gas.³⁰ Our analysis found that between 70,000 and 90,000 entry level jobs could be created in the power sector by 2035.³¹

The areas where these jobs are distributed will depend on which strategy the government pursues. We found that new jobs created as a result of the plans announced under the government's Energy Security Strategy would predominantly be concentrated in the East, South West and South East of England. However, a more ambitious scenario, focused on greater deployment of renewables, would see jobs more evenly distributed across the UK, with the power sector labour force in Wales, Yorkshire and the Humber, the West Midlands, East of England, the North, South West and the South East increasing by 200 per cent. In the North West it could rise by over 300 per cent.³²

Circular economy jobs

Investing in the circular economy could create an additional 199,000 to 472,000 jobs across all skill levels by 2035, compared to 40,000 in a 'business-as-usual scenario'. These jobs could be spread evenly across the UK, with Wales and the East Midlands particularly benefitting. Thousands of new jobs can be created in occupations suffering higher rates of unemployment, such as elementary, process plant and machine operatives.³³

According to our more recent analysis, between 25,000 and 89,000 of these new jobs would be entry level.

Jobs in other sectors

New jobs will not only be limited to the three sectors we have outlined: our previous research highlighted that every sector in the UK needs to close significant skills gaps to reach net zero, with those sectors with the most pressing need for emissions reductions (in particular transport and buildings) facing the most immediate skills shortages.³⁴

Our analysis found that:

- The transport sector is estimated to need an additional 175,000 employees by 2035, with the main gaps being in chargepoint installers and operators, vehicle scrappage and recycling experts, battery manufacturers and operators and electrification engineers.
- Approximately 300,000 more skilled workers will be required to decarbonise the UK's housing stock, comprising of both new market entrants and unskilled existing workers.
- Close to half a million jobs could be created in heavy industry if the UK maximises its export capability through investment in green infrastructure.

The UK is already struggling with a tight labour market and pressing skills shortages. Pathways for those currently outside the labour market to gain skills and enter the green workforce will be crucial to addressing these challenges.

The economic benefits of creating green jobs

Natural England estimates that

£2.1 bn

per year could be saved in health costs if everyone in England had good access to green spaces

As we have highlighted, more ambitious pathways to net zero require greater levels of investment in green skills and employment. To put it another way: more green jobs mean net zero will be reached faster. And faster decarbonisation leads to better economic outcomes: the Office for Budget Responsibility assessed that public sector debt could be 23 per cent higher in a delayed action scenario than if early action is taken.³⁵

There are other reasons for investing in green job creation. Research by the Local Government Association has demonstrated that improving employment and skills outcomes by just 15 per cent across different local authorities could deliver a vast array of economic, fiscal and social benefits. Increasing employment or productivity through skills improvements could boost the local economy of a medium sized combined authority by £35 million per year, or £80 million for a large combined authority. This could save the taxpayer an extra £23 million per year in a medium sized combined authority (£52 million per year in a larger combined authority), by getting more people into work and reducing the universal credit bill. Increasing employment and, improving skills and learning can also lead to improvements in health and wellbeing and social integration which, if taken into account, triple the economic benefits of these policies.³⁶

New entry level jobs will provide direct benefit to individuals and communities. For example, training up more energy efficiency advisers can help households save on bills and improve the comfort of homes. Nature restoration officers are needed to improve green spaces, which have been widely shown to offer significant physical and mental health benefits. Natural England estimates that £2.1 billion per year could be saved in health costs if everyone in England had good access to green spaces, due to increased physical activity.³⁷

While much of the conversation around green jobs focuses on medium to high skilled roles, there is a strong economic rationale for investing in entry level jobs too. This could help reduce the number of young people who are NEET, boosting the economy and lessening demands on the Exchequer.

Existing jobs and skills pathways are incomplete

“There are limited opportunities for young people to develop green skills through mainstream education.”

Creating pathways for young people from all backgrounds to access environmental jobs has popular support and both social and economic benefits. However, there are limited opportunities for young people to develop green skills through mainstream education and the wider skills and learning sector. Where those opportunities exist, young people from marginalised and underrepresented backgrounds face additional barriers to accessing them.

Schools

The school system provides young people with much of the foundational knowledge and skills needed to participate in economic and civic life.

The government’s 2022 sustainability and climate change strategy for education and children’s services aims for the “United Kingdom education sector to be world leading in sustainability and climate change by 2030”.³⁸ As most young people in school today will still be in secondary or tertiary education by 2030, mainstream education will play a medium to long term role in expanding awareness of green career opportunities and supporting the relevant skills development.

However, those who have just left or are about to leave school have had few opportunities to develop the skills or knowledge needed. Environmental education is still limited to a few subjects in school, with just 22 per cent of those aged between 16 and 23 polled by WSP and Savanta ComRes reporting that they were informed about the range of green jobs available to them.³⁹

Further education

The Further Education sector is expected to play an important role in upskilling and reskilling much of the existing and future workforce to meet green skills demands. This includes more entry level green skills, as the sector provides courses at levels 1, 2 and 3 (up to A level equivalent), as well as at higher levels.

According to the Net Zero Expert Advisory Group, many colleges are taking a leading role, creating new courses or enhancing existing ones to meet the sectoral specific or regional demands driven by decarbonisation.⁴⁰ The Association of Colleges has produced a Green College Commitment which lays out 15 recommendations to government, including making climate and

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environmental education a compulsory part of all courses, but these have yet to be implemented.⁴¹

In England, Local Skills Improvement Plans (LSIPs) bring together colleges, training providers and other stakeholders to identify the skills needed by local businesses to ensure training and skills provision reflect the challenges faced by the local labour market. They are required to consider net zero as part of their development but, in practice, there is a lot of variation and uncertainty regarding pathways to implementation. Due to funding restrictions, LSIPs can only target the most immediate skills shortages, and not future emerging ones, meaning that green skills are overlooked.

Expanding the provision of further education courses alone is not sufficient to reduce youth who are NEET. Continuing with classroom based learning may not be for everyone and some young people prefer the prospect of more practical on the job learning. Furthermore, education can incur additional costs such as access to a digital device and includes foregoing the opportunity to earn a salary which may pose a barrier to some.

Apprenticeships, government and business schemes

Apprenticeships are important in providing a pathway to entry level environmental jobs. There are now over 200 apprenticeships supporting environmental or climate targets and work is underway to bring them in line with what is necessary to meet the net zero by 2050 goal.⁴²

However, simply expanding the apprenticeship system will not solve the green jobs and skills gap. Changes over the past ten years have narrowed the apprenticeship focus to ‘occupational competence’: qualifying someone to do a specific job. Apprenticeships can be good training for a specific green job, but the lack of flexibility in the system means they are unlikely to be the best way to develop the broad transferable skills, knowledge and competencies needed for the net zero transition.

The government has tried to create training pathways to open up jobs to more people currently outside the labour market. These include skills bootcamps, Sector-based Work Academy Programmes (SWAPs) and the Lifetime Skills Guarantee. But these offer limited opportunities to develop green skills. Of the almost 400 qualifications available through the Lifetime Skills Guarantee, only nine courses are directly related to the environment. Only one per cent of the government’s Covid-19 Kickstart scheme placements were in the green sector.⁴³

Employer led schemes offer another important pathway for young people to gain entry level jobs and green skills, such as National Grid’s Grid for Good scheme. However, aside from these best practice examples, few schemes are tailored to provide opportunities for marginalised groups or focus explicitly on green jobs and skills. A solely employer led approach is unlikely to fill the green skills gap at the pace and scale required.⁴⁴

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Volunteering, work experience and internships

Many new entrants must undertake significant amounts of unpaid voluntary work to gain access to the environmental sector.⁴⁵ There are few paid early career jobs which often require at least graduate level qualifications, and there is a lack of established non-degree vocational training.

While there are many documented benefits to volunteering, especially in green spaces, its unpaid nature and tendency to be located in remote areas without access to public transport are both barriers to access.

Organisations in the sector are increasingly turning to internships and paid traineeships to try and address some of these issues. The All Parliamentary Report on Social Mobility also highlighted how the often unpaid or low paid nature of internships effectively filtered out those from low socioeconomic backgrounds, resulting in those taking up these opportunities often being middle class and Russell group university educated.⁴⁶ Traineeships, such as those offered under the London Wildlife Trust’s three month Keeping it Wild Programme, can be a good way for young people with limited prior work experience to develop transferable skills and knowledge but, again, the costs and short term nature of these opportunities can be a barrier to those from marginalised communities.⁴⁷

Green skills and employment pathways

“A work placement scheme can be structured to create pathways for young people from marginalised and underrepresented backgrounds.”

We have demonstrated that several pathways exist for young people to develop green jobs and skills. However, these are already failing to meet demand in many sectors and young people from marginalised backgrounds face additional barriers to accessing them. A new pathway is needed.

Alternative pathways that support young people from all backgrounds to gain green skills and employment have been trialled in both the UK and abroad. These tend to fall into two categories: semi-funded work placements or civic service.

While the two approaches have similarities, there are a few important differences:

Private or public employment

The most immediate difference between the scheme types is who the employer is. In a workplace scheme, the trainee is typically employed by the private or third sector, while the state is a direct employer in a civic service scheme. However, a workplace scheme may have some of the employment cost covered by the state, while civic service schemes may receive some sponsorship from private or third sector funders for certain projects.

Targeted or non-targeted approach to recruitment

A work placement scheme can be structured to create pathways for young people from marginalised and underrepresented backgrounds to access green jobs, while the civic service model will be open to all young people of qualifying age, regardless of background. With this targeting, the work placement scheme could offer greater value for money by targeting young people who were NEET and are most at risk of long term unemployment.

Skills development focus

Workplace schemes have a focus on developing job specific and transferable skills relevant to environmental jobs while civic service schemes tend to have a wider focus on personal development, alongside some job specific and transferable skills for environmental jobs.

Pay Level

In the workplace model young people are employed, meaning they would be entitled to be paid at the National Minimum Wage or

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National Living Wage level if over the age of 23. However, exceptions have been made in the past for workers on government employment programmes, such as the Work Programme.⁴⁸ As cost and low wages can be a major barrier to young people from marginalised communities participating in training and employment schemes, we recommend young people receive the real Living Wage, a rate paid voluntarily by charities and businesses based on the cost of living, as a minimum.⁴⁹

Those participating in civic service are not required by law to receive financial compensation. However, best practice examples from abroad highlight the importance of paying young people engaging in the service a stipend to help remove barriers to participation.

Who schemes attract

The semi-funded work placement model would mostly attract young people specifically interested in working in green jobs but who might face barriers to participation. The stability of a real job and the opportunity this provides to break into a competitive sector will be more attractive than civic service.

Young people may be attracted to the civic service model for broader reasons, including the opportunity to work with other young people and benefit communities. This is an opportunity for those who may not have an explicit interest in the environment or sustainability to learn about the issues. It could influence their future decision making, making a green career more attractive and, at a personal level, inciting them to adopt more sustainable behaviours.

Scheme length

The length of a placement or scheme could be decided by employers or the government. However, we recommend placements are for a minimum for a year, as this helps to address some of the concerns young people from marginalised backgrounds may have about job security.

Combining the best of both schemes

Despite their differences, the semi-funded work placement and civic service schemes are not mutually exclusive.

An optimal model could incorporate the wider personal and skills development components of a civic service scheme, which appeal to young people who may not be specifically targeting a green job, into a semi-funded work placement scheme. This would broaden the scheme's appeal while retaining the attraction of secure, paid employment and clear pathways into higher skill, higher wage jobs that a semi-funded scheme can offer.

A combined scheme could, therefore, address the green skills gaps, reducing high rates of youth who are NEET, and providing young people from all backgrounds with opportunities to develop green skills, equipping them with transferable skills that could be applied to any future role, whether in green jobs or otherwise. It can also offer tailored support for young people who face significant barriers to employment.

New to Nature: a semi-funded work placement approach

“Support offered to trainees is more tailored and aimed at addressing the barriers previously preventing them from accessing green jobs.”

The New to Nature pilot programme is delivered by a partnership of organisations including Groundwork and the Youth Environmental Service. It has created 97 one year entry level work placements in the UK environmental sector for young people who do not traditionally have access to careers in green jobs: those with disabilities, from low income households and ethnic minority backgrounds. Host organisations are reimbursed 80 to 95 per cent of the trainees’ wages depending on need, reducing any perceived risks of hiring a more diverse cohort and bringing the benefits of increased diversity to the organisation. The placements focus on biodiversity and nature recovery, urban green spaces, education and nature conservation.

Both host organisations and trainees receive support over the course of the programme. This includes advice on inclusive recruitment practices and connections with other organisations with access to target audiences, such as Disability Rights UK. As a result, 86 per cent of the 2023 cohort are from the three target groups mentioned.

Support offered to trainees is more tailored and aimed at addressing the barriers previously preventing them from accessing green jobs. For example, they are allocated a coach who works with them to draw up personalised development plans and who helps to identify relevant training opportunities, such as driving lessons, which are fully funded. Trainees are also provided with numerous networking opportunities and workshops to learn more about career pathways in the sector and develop the personal skills and connections needed to thrive in their future careers, regardless of which pathway they follow.

While the costs of the programme are relatively high due to its tailored approach, amounting to about £30,000 per trainee, this is likely to decrease as the programme scales up, as a broader range of organisations across the public, private and third sectors would be brought in, many able to pay trainees’ salaries upfront. It is also significantly lower than the £85,000 lifetime cost to the Treasury arising from a high level of young people who are NEET.

The California Conservation Corps: a civic service approach

“Corps members are seen as attractive hires by companies due to the extensive training they receive and their strong work ethic.”

The California Conservation Corps (CCC) offers young adults between 18 and 25 the opportunity to provide a year of paid service to the state. The work undertaken by Corps members supports the activities of various state departments, local communities and non-profits. It includes fire and emergency response, resource conservation and enhancement, and energy decarbonisation and efficiency. In exchange for their service, Corps members receive a monthly stipend of around \$2,800 (£2,200). The CCC is partially funded by the state general fund and partially through contracted work with project sponsors. Corps members also receive numerous training and development opportunities. A limited number of residential facilities are available, allowing those experiencing housing and food insecurity to participate.

All Corps members participate in a standard orientation programme and receive job specific training. Personalised support is provided in the form of meetings with a ‘navigator’ to identify relevant training opportunities and address any barriers to participation, such as poor mental health. Corps members are encouraged to pursue education and volunteering outside of their service, including working towards a high school diploma if they do not already have one.

Many graduated Corps members find employment in state agencies as the CCC has strong links to these. In addition, the CCC provides network opportunities in the form of job fairs attended by employers from across the public, private and third sector. Corps members are seen as attractive hires by companies due to the extensive training they receive and their strong work ethic: on average, over the past three years, 45 per cent of graduated Corps members left to pursue employment, and a further ten per cent pursued educational opportunities.

A new route to the jobs of the future

“A national oversight body should be funded to identify relevant placements and provide personalised support.”

The UK has a problem with youth who are NEET. Getting these young people onto an employment path is important for increasing their life chances, while reducing the cost to the Exchequer and growing the economy.

Young people want to work in green jobs and see them as the jobs of the future. These jobs will be spread across the country, including in areas with a higher rate of youth who are NEET such as the North East and East of England.

Creating pathways for young people of all backgrounds to access these jobs is crucially important, but they are currently underserved by education and training schemes. As we have shown, there are existing models the government could adopt.

To improve the prospects of young people, we recommend that the government should:

1. Create a nationwide green jobs work placement scheme for 16-24 year olds

This could initially be targeted at regions with higher proportions of young people who are NEET and where there are projected high levels of demand for entry level green jobs, such as the North East and East of England, before being scaled up to cover the whole of the UK. To ensure supply and demand are well matched, the Office for National Statistics (ONS) should collect data on the level of young people who are NEET, disaggregated by region across the UK (currently disaggregated data is collected by the Department for Education for England, and separately for Scotland, Wales and Northern Ireland). Funding for trainees' wages should be provided according to the needs of individual organisations: charities may need roles to be fully funded while private sector organisations may need no additional support.

The programme should receive dedicated funding for outreach activities in schools, colleges and higher education institutions in target locations. A national oversight body should be funded to identify relevant placements and provide personalised support for those young people that need it, particularly those from marginalised and underrepresented backgrounds.

2. Launch a national entry level green jobs campaign and information platform

This should be run by the Department for Work and Pensions, in collaboration with the Department for Environment, Food and Rural Affairs, the Department for Energy Security and Net Zero, the Department for Business and Trade and the Department for Education.

It should highlight the wide range of career opportunities in the green economy and include advertising across video-on-demand platforms, digital audio channels and social media, as well as more traditional forms of advertisement and school outreach. In addition, the government should run a green jobs board, providing easy to access information about different job and training opportunities in the sector, with an emphasis on those at entry level.

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Green shoots

Growing the green workforce of the future

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