

# What's up with the “new green economy?”

## New reports find answers, help businesses green up

**SEATTLE**—Four new reports on the “green economy” of Seattle-King County and the Puget Sound were released today by the Workforce Development Council of Seattle-King County.

- **Outlook for Green Job Growth:** Based on an employer survey and interviews conducted by the Business and Economic Development Center at the University of Washington’s Foster School of Business, this report gauges green job growth Seattle-King County in the next year across five green economy sectors: green building, energy production and distribution, transportation, manufacturing, and environmental protection and remediation.  
**Findings include:** Green jobs will grow by 7.7 to 17%, especially in energy distribution. Most are expected to be entry-level positions.
- **Impact of Public Funding on Green Economy Jobs:** This report inventories public funding received or anticipated in the Puget Sound region in four green sectors (excluding manufacturing) and estimates how many jobs will be generated in the region for every \$1 million of investment.  
**Findings include:** Each \$1 million in expenditures will directly produce 4 to 10 new jobs.
- **Energy Efficiency Supply Chain Study:** The WDC and SkillUp Washington commissioned this report to explore the “supply chain” of parts that are installed during commercial-building retrofits and whether there are opportunities to create jobs in manufacturing these parts here in the Puget Sound.  
**Findings include:** The market is likely to need workers in building systems integration, with skills ranging from general engineering, software and programming, design, and energy auditing to more specialized skills in installation, building controls and energy system optimization.
- **Greening your Business: A Guide for Creating More Sustainable Organizations:** This guide gives pointers to small and medium-sized businesses on how to “green” their operations and business practices through Sustainability Coordinators or Green Teams.  
**Highlights include:** Tips on building a “green team” and bringing sustainable practices into purchasing, building management, meeting and events, and healthy indoor environments.

All were wholly or partly funded by the Workforce Development Council in partnership with other researchers and organizations, including Berk & Associates, O’Brien and Company and the UW Foster School of Business.

To learn more about the WDC’s efforts to identify green jobs and skills and train workers for today’s and tomorrow’s jobs, visit [www.seakingwdc.org/industry/greeneconomy.html](http://www.seakingwdc.org/industry/greeneconomy.html).

See also the WDC’s new green-jobs website at [www.MapYourCareer.org/green](http://www.MapYourCareer.org/green).

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The **Workforce Development Council of Seattle-King County** ([www.seakingwdc.org](http://www.seakingwdc.org)) is a nonprofit workforce “think tank” and grant-making organization that oversees employment-related programs for youth, the adult workforce and employers in King County, with the goal of a strong economy and self-sufficiency for every resident.