THE ROAD TO MARKET TRANSFORMATION

Preparing students for 21st century careers in sustainability

JAIMÉ VAN MOURIK
Director of Higher Education
U.S. Green Building Council
jvanmourik@usgbc.org
The U.S. Green Building Council (USGBC®) and its community are changing the way buildings and communities are designed, built and operated. We believe in better buildings; places that complement our environment and enhance our communities. Places that give people better, brighter, healthier places to live, work and play.
Green Business Certification Inc. (GBCI®) is the premier organization independently recognizing excellence in green business industry performance and practice globally. GBCI is the only certification and credentialing body within the green business and sustainability industry to exclusively administer project certifications and professional credentials and certificates of LEED, PEER, WELL, SITES, GRESB and now, Parksmart.
During this century, more than 60% of new jobs will require a background in Science, Technology, Engineering & Math.
More than 70% of college students and 50% of workers are looking for jobs with social impact.
Nearly 60% of students are even willing to take a pay cut in order to work for a company that represents their values.
As many as 80% of young professionals would like to work in a green job
jobs in businesses that produce goods or provide services that benefit the environment or conserve natural resources
3.3 MILLION JOBS
$190.3 BILLION IN LABOR EARNINGS
$303.5 BILLION TO GDP

By 2018, green construction will account for more than 3.3 million U.S. jobs—more than one-third of the entire U.S. construction sector—and generate $190.3 billion in labor earnings. The industry’s direct contribution to U.S. Gross Domestic Product (GDP) is also expected to reach $303.5 billion from 2015-2018.
By 2038, the U.S. will generate 4.2 million new green jobs, five times today’s total count.
EMPLOYABILITY AT A GLANCE
70% of organizations have permanently placed sustainability on their management agendas

MIT Sloan Management Review + Boston Consulting Group
76% of CEOs believe that embedding sustainability into their core business will drive revenue growth and new opportunities.

UN Global Compact-Accenture CEO Study on Sustainability 2013
65% of businesses value environmental and sustainability knowledge in job candidates and 78% said this knowledge would grow in importance as a hiring factor in the next five years.

National Environmental Education Foundation: Business & Environment Program
96% of Chief Academic Officers rate their institution as either very or somewhat effective at preparing students for the world of work skills & competencies that their business needs
WHAT ARE EMPLOYERS LOOKING FOR?
EMPLOYERS ARE LOOKING FOR GRADUATES WHO HAVE:

» Aptitude to learn
» Critical thinking skills
» Problem solving ability
» Leadership qualities
» Interpersonal skills
» Communication skills
» Demonstrated competency
The majority of hiring managers place the greatest value on a proficiency in critical soft skills. However, less than 38% of employers say that college grads are prepared in these skill areas/learning outcomes.
applying knowledge to practice
“GLY believes being a LEED Green Associate is important for our employees because it helps our team members think outside the box, create sustainable, healthy buildings, and support stewardship throughout our community.”

GLY Construction
Bellevue, WA

“With the continued pursuit of LEED Certification for the majority of our building projects, having our employees accredited with a LEED Green Associate and LEED AP credential helps them better understand how to effectively support each projects sustainability goals.”

Sellen Construction
Seattle, WA