

2014

The challenge of creating an integrated approach to green growth

Randall W. Eberts

W.E. Upjohn Institute, eberts@upjohn.org

Citation

Eberts, Randall W. 2014. "The challenge of creating an integrated approach to green growth." Presented at the OECD Green Growth and Sustainable Development Forum, Paris, France, November 13-14, 2014.

<https://research.upjohn.org/presentations/39>

This title is brought to you by the Upjohn Institute. For more information, please contact repository@upjohn.org.

The challenge of creating an integrated approach to green growth

Randall Eberts

W.E. Upjohn Institute for Employment Research, USA

*OECD Green Growth and Sustainable Development
Forum, November 13-14, 2014*

Integrated Approach to Green Growth

- “Involving local institutions in the process of defining and implementing a green growth agenda has proven to be crucial in ensuring a more effective and smooth local transition to the green economy.” (*Enabling Local Green Growth*, OECD/LEED Report 2012)
- Discuss seven critical steps
- Use examples from Michigan’s local green initiatives, primarily the ***Detroit Area Green Sector Skills Alliance***



Green Jobs Partnership

- Detroit Area Green Sector Skills Alliance (DAGSSA) is a designated Michigan Skills Alliance, created to form ***long-term partnerships between employers and service providers and engage community-organizing efforts.***
- The Detroit Regional Workforce Fund (DRWF) was selected by the Workforce Development Agency – State of Michigan to create this needed alliance.
- The role of the DAGSSA is to focus on ***meeting employer needs and creating job opportunities and career pathways for workers*** in areas such as energy retrofitting, deconstruction and turning brownfields to greenfields.



Detroit Regional Workforce Fund

Required Steps for Successful Local Integration

1. Recognize and articulate the need for the region to develop a green economy
2. Involve all parties in defining and setting objectives toward a green regional economy
3. Come up with a workable definition of a regional green economy and green jobs
4. Coordinate and align resources and key partners
5. Strong awareness of challenges and opportunities of the local green economy
6. Create or align needed capacities
7. Monitor progress of the green economy and green jobs

Challenges

- “Green economy” not well defined—becomes a public relations effort and not a true identification of emerging or transforming sectors
- Markets too small and fragile—requires government support
- Workforce development out of sync with economic development—skills no jobs, or jobs no skills
- Lack of adequate funding
- Businesses not engaged—don’t understand why they are considered to be in the green sector
- Poor statistics and over-reaching expectations