

# HOW **2** guide: “Green” Careers

How would you like to be a Director of Wind Development? Or a Power Marketing Specialist? Or a Restoration Planner? These are examples of possible “green” careers that may be possible as our economy moves toward initiatives related to renewable energy and environmental sustainability. But what specifically constitutes a green career? Good question. The term “green” has yet to be officially, or legally, defined. And it is still evolving, making precise definitions difficult. However, in their report “A Growing Green Economy: Opportunities of Tomorrow,” the Seattle Jobs Initiative categorized the green economy into the following eight sectors:

## Energy Efficiency

Using technology to get more use of the energy we already create.

## SmartGrid/Smart Energy

Improving power delivery systems to be more efficient and reliable

## Renewable Energy

Generating power through sunlight, wind, rain, tides, and geothermal heat

## Biofuels/Biomass

Generating power through the use of chemical and biological materials rather than fossil fuels

## Green Building

Improving design and construction of buildings to reduce environmental impact and increase energy efficiency

## Alternative Transportation

Creation of modes of transportation powered by alternative sources

## Recycling & Waste Management

Reduce effects on health and environment and recover resources

## Sustainable Agriculture & Horticulture

Utilizing sustainable practices in plant and animal production

(To access the full report, as well as other interesting resources about the green economy, go to: <http://www.greenforall.org/resources/reports-research>)

The kinds of job available related to the green economy may also fall into three areas: **existing, modified, or emerging**. As an example, let’s say you are a homeowner who wants to make your house more energy efficient. You may have an insulation company send out a technician to install the insulation. This type of position already **exists**.

But let’s say you would like a person to assess how energy efficient your house is and make recommendations for improvement. You may bring in a *Residential Energy Auditor*. This job may be a **modified** occupation since it may combine construction/installation expertise with specialized knowledge in energy efficiency practices.

Finally, unbeknownst to you, the city managers in your community have hired *Renewable Energy Consultants* to explore the use of Biomass Power Plants, which convert organic material into heat and electricity. These consultants may be considered to be in an emerging field, utilizing the latest research and technology in renewable power generation.

To view the other career planning and job search guides used by FGCU Career Services, go to: <http://studentservices.fgcu.edu/Careers/handouts.asp>)