



# The Greening of Louisiana's Economy

## *Initial Research Findings*



## Typical Reaction to Economics Lecture



# Collaboration Across Universities

- Dr. Mike McDaniel – LSU Center for Energy Studies
- Dr. Rich Vlosky – LSU School of Renewable Natural Resources
- Dr. Kirby Goidel – LSU Public Policy Research Lab
- Dr. Craig Freeman – LSU Manship School
- Dr. Glenn Hughes – MS State Extension Service
- Dr. Becky Smith – MS State College of Business

# Defining “Green”

- The consortium has adopted the **U.S. Department of Labor** definition of a green job
  - *“Jobs involved in economic activities that help protect or restore the environment or conserve natural resources.”*
- **Breadth:** Definition based on 7 core areas of green activity
- **Depth:** Supply of *unique* parts and business practices included
- **Intensity:** A green job requires a worker to spend more than 50% of their time on a green activity

# Green Activity Categories

1. Renewable Energy
2. Energy Efficiency
3. Greenhouse Gas Reduction
4. Pollution Reduction and Cleanup
5. Recycling and Waste Reduction
6. Agricultural and Natural Resource Conservation
7. Education, Compliance and Public Awareness  
supporting categories 1-6

# LSU Research Products

Deliverable	Staff
Green Jobs Survey	Vivian McWilliams / Devin Depascal
Economic Impact Studies	Ryan Bilbo / Devin Depascal
Industry Profiles	Charles Sutcliffe / Paul Darby
Policy Overview	Lauren Stuart
R&D Activity Report	Corey Rohrbach
Focus Group Report	Craig Freeman
Training Provider Database	Ashley Braquet
Competency Models / Career Paths	Ashley Braquet
Green Employment Projections	Stephen Barnes



# LA Survey Overview

- Conducted in the fourth quarter of 2010
- 12,882 business locations sampled across all industries
- Survey Results:
  - Number of Green Jobs
  - Number of Support Jobs
  - Jobs by region/industry/occupation
  - Skill requirements
  - Wages
  - Business Practices

# Economic Impact Studies

- Impact studies focused on green ARRA spending and coastal restoration activities
- All LA and MS ARRA grants, contracts and loans were reviewed to determine if they were green
- Interviewed staff with the Governor's Office of Coastal Activities about current and future restoration spending
- Used Input/Output approach to determine the direct and indirect impacts on employment, output and wages



# Industry Profiles

- Describes the “greening” of each industry sector
- Identifies major economic factors, technologies, and policies that are driving green activity
- Information was compiled through staff research, subject matter experts, and interviews with over 100 stakeholders across business and government
- Provides context for survey results

# Policy Overview

- Describes the types of policy vehicles used to encourage or mandate green activity
- Distinguishes between financial vehicles and regulatory vehicles
- Provides high-level overview of current state and federal policies
- Discusses major policy developments that will impact future green activity

# R&D Activity

- Review of efforts by scientists and businesses to develop and commercialize green technologies in Louisiana
- Description of emerging green technologies
- Provides a background on public and private institutions supporting R & D efforts
  - LSU Ag Center Biofuels Institute
  - Center for Bioenvironmental Research (Riversphere)
  - Water Institute

# Focus Groups

- Moderated discussion between stakeholders from key segments of the green economy
  - New Orleans Green Sector
  - LA Coastal Restoration Firms
- Discussions included:
  - Opportunities and challenges
  - Future workforce and training needs
  - Campaign to promote the state's strengths in the green economy

# Training Provider Database

- Identified training programs with a focus on providing the skills and knowledge necessary to work in the green economy
- Reviewed programs at all public and private post-secondary institutions across the state
- Identified 235 individual programs in Louisiana
- Programs range from 30 hour certifications to Ph.D.'s

# Careers in Coastal Restoration

- Focus on coastal restoration because of its uniqueness and importance to Louisiana and the Gulf Coast
- Produced industry competency models to help the industry better communicate workforce needs
- Created career pathways to educate job seekers on the job opportunities available in coastal restoration
- Competency models and career pathways are being reviewed by industry experts

# Green Employment Projections

- Producing statewide industry and occupational employment projections through 2020
- Projections will be provided for 1, 2, 5 and 10 year periods
- Survey results are being merged with the state's long-term projections data
- Projections and survey data will be supplemented with information on employment growth opportunities obtained throughout the projects

# Additional LWC Products

- Monthly tracking of online green job advertisements
- Creating a green job bank
- Produce a green jobs portal for dissemination of research products
- Other dissemination activities



# Insights

- Overall Scope of LA Green Economy
- Growth rate of LA Green Economy
- Quickly Evolving Technologies
- Unique skills/training
- More to come!!!