



A Green Economy is a Growth Economy: How Green Building Supports Job Creation, Workforce Transformation and Economic Recovery

The Facts:

In an economy where construction activity is at an all time low, green building construction has maintained its market share of non-residential buildings and has even grown in several sectors.¹ Green building accounts for more than one-third of all non-residential design and construction and will grow to more than one-half of all construction within the next five years.² **By 2013, green buildings will support nearly 8 million workers in a range of occupations including construction managers, carpenters, electricians, architects, truck drivers and cost estimators, among many others.**³

The increased demand for green building construction has created an increased need for a skilled and trained workforce. According to a forthcoming report on the green building industry by McGraw-Hill Construction, "training is essential for getting and maintaining green jobs; 30 percent of green job workers say they needed additional training when they started and most report that formal education and training programs will continue to be needed. Hiring firms agree; 71 percent of hiring decision makers maintain that being credentialed increases competitiveness."⁴

The Opportunities:

The Pew Charitable Trust reports that the clean energy and green economy sector is the fastest growing job sector, producing twice as many jobs as the sectoral average between 1998 and 2007.⁵ By 2013, green building construction will add \$554 billion in GDP.⁶ It is difficult to navigate the projected jobs creation figures for the green construction sector as they vary by study and depend upon the scope of the research. However, despite any disparity between numbers, the underlying message is the same – **Green buildings provide for jobs at every professional level and skill set, and the number of jobs is only likely to increase over time.**⁷

Green Design and Construction Figures:

McGraw-Hill Construction estimates that the green building market currently supports **661,000 jobs** in the United States, which represents one-third of the design and construction workforce.⁸ This figure is limited to workers who spend more than 50 percent of their time on green projects or designing and installing green systems, this excludes administrative professionals and manufacturing, production or transportation-related services.

Booz Allen Hamilton's study estimates that green construction contributed to **2.4 million jobs** between 2000 and 2008. This figure encompassed all jobs that contribute to green buildings. By 2013 it is predicted that green construction will support over **7.9 million jobs.**⁹





Commercial Retrofit Figures:

A prominent report from McKinsey & Company (2009) reveals that energy efficiency improvements in the residential and commercial sectors could create **600,000 to 900,000 stable and on-going jobs**.¹⁰ The job creation potential of building energy efficiency could be increased by **114,000 jobs** through the President's Better Buildings Initiative, with the greatest proportion of jobs (over 77,000) coming from a revised tax incentive for commercial retrofits, also known as 179D.¹¹

What USGBC is Doing to Support Green Jobs:

Education

The LEED (Leadership in Energy and Environment Design) green building rating system is leading the market for the integrated and sustainable design, construction, maintenance and operations of buildings, with 1.6 million square feet certified to the LEED program each day.¹² Booz Allen Hamilton estimates that "LEED-related spending has already generated **15,000 jobs** since 2000 and by 2013...an additional **230,000 jobs** will be created."¹³

Training

With nearly **175,000 LEED credentialed professionals worldwide**, USGBC prepares professionals to compete within a tough job market.¹⁴ Approximately 85 percent of LEED credentialed professionals believe that their credential gives them a competitive edge in the job market and that their accreditation provides their organization a competitive advantage.¹⁵

The U.S. Department of Veterans Affairs (VA), in accordance with the G.I. Bill, is reimbursing veterans, eligible dependents and reservists for the cost of any of the LEED Professional Exams. For more information, please visit http://www.gibill.va.gov/pamphlets/LC_brochure.pdf.

Advocacy

LEED-based green building policies have been adopted by 34 states and more than 450 local governments. These policies include requirements for government-owned and -operated buildings to achieve levels of LEED certification, helping governments to lead by example. Market-based policy incentives for the private sector are transforming the marketplace by making green design and construction the new norm.

USGBC supports the Administration's Better Buildings Initiative through its Coalition for Better Buildings (C4BB). To learn more about the Coalition or to join as a member, please visit www.c4bb.org.

For more information on USGBC's work on green jobs, please contact Maggie Comstock, Policy Associate, at mcomstock@usgbc.org.

¹ McGraw-Hill Construction. (Forthcoming) "Workforce and Green Jobs Study 2011."

² McGraw-Hill Construction. (Forthcoming)

³ SEED – Sustainability Education & Economic Development. American Association of Community Colleges. (2011) "Green Building Resource Center." Available at: <http://www.theseedcenter.org/Resources/Resource-Center-Description/How-Are-the-Resources-Organized-#greenbuilding>. [Accessed 30 November 2011].

⁴ McGraw-Hill Construction. (Forthcoming)

⁵ The Pew Charitable Trusts. (2009) "The Clean Energy Economy: Repowering Jobs, Businesses and Investments Across America." Available at: http://www.pewcenteronthestates.org/uploadedFiles/Clean_Economy_Report_Web.pdf. [Accessed 30 November 2011].

⁶ Booz Allen Hamilton. (2009) "U.S. Green Building Council Green Jobs Study." Available at: <http://www.usgbc.org/ShowFile.aspx?DocumentID=6435>. [Accessed 30 November 2011].

⁷ Booz Allen Hamilton. (2009)

⁸ McGraw-Hill Construction. (Forthcoming)

⁹ Booz Allen Hamilton. (2009)

¹⁰ McKinsey & Company, "Unlocking Energy Efficiency in the U.S. Economy", 2009

¹¹ Burt, L., Duane, D., Waltner, M. and Zeidenberg, D. (2011) "A New Retrofit Industry: An analysis of the job creation potential of tax incentives for energy efficiency in commercial buildings and other components of the Better Buildings Initiative." Available at: <http://www.usgbc.org/ShowFile.aspx?DocumentID=9531>. [Accessed 30 November 2011].

¹² As of October 2011

¹³ Booz Allen Hamilton. (2009) p. ii.

¹⁴ As of October 2011

¹⁵ According to a survey of LEED professionals renewing their credentials [Accessed 1 December 2011. Based on 1243 respondents].