

**By Sallie A. Glickman**

When it comes to jobs, green is red hot.

The Obama administration and Congress are banking on green jobs – and the emerging green collar workforce – as the backbone for our country’s economic recovery, so it naturally follows that public money targets this emerging sector of our economy.

What does this mean for businesses? If you are a business that has anything resembling a “green” agenda, you are going to find your services in demand. Tax incentives for weatherization and energy efficiency will open new markets. Plus, there are valuable incentives for companies that green their work.

What does this mean for workers and job seekers? As green changes the way we do business this country, workers need to become more green savvy and there is a world of new opportunity for people looking for work. Fortunately, government investments in the green economy include new dollars to support training and retraining for in-demand jobs such as solar panel installers, weatherization technicians, and energy auditors, as well developing “green” competencies for property managers, carpenters, and electricians.

What does this mean for our regional economy? Forces are aligning that – if leveraged correctly – have the potential to transform Philadelphia to a major green hub, with the ability to attract new businesses, new talent and renewed economic output.

How are we leveraging this opportunity? First, hats off to Mayor Nutter, who boldly challenged Philadelphia to become America’s greenest city. That action infused nascent green efforts with a new sense of vigor and motivated the kind of creativity and innovation that has been the hallmark of Philadelphia’s success throughout its history.

Earlier this year, the Knight Foundation announced more than \$1 million in new grants to support these efforts, establishing the Green Economy Task Force to be overseen by the Sustainable Business Network and the John S. & James L. Knight Green Jobs Training Center to be operated by the Energy Coordinating Agency. The center will focus on moving lower-skilled workers into higher-paying careers and is the first of its kind in the Mid-Atlantic region.

The Philadelphia Workforce Investment Board is a proud partner in this movement. We track and project green job activity so we can collectively make the most strategic investments with new dollars, providing expertise in the talent development process to inform new training program development, and connecting players eager to contribute to the green jobs movement.

We are doing this in close collaboration with leaders within the city administration, and also working across Southeastern Pennsylvania through the Smart Energy Initiative, which has engaged more than 300 of our region’s energy-related employers to quantify their workforce needs and build training and education models to meet those needs.

What role will you play in our green revolution?

**Sallie Glickman is the founder and CEO of the Philadelphia Workforce Investment Board.** Founded in 1999, the Philadelphia Workforce Investment Board is a volunteer commission appointed by the Mayor of Philadelphia with the legislated responsibility to govern the public workforce system in the city, including the CareerLink Centers. **For more information, visit [www.pwib.org](http://www.pwib.org).**