

MINUTES

Meeting theme: “The next normal: the green economy - opportunities and implications for jobs and work now, and in the future”.

1. Welcome, Introductions and apologies

Carolyn Parry welcomed people to the forum and introduced the speakers. She congratulated partners on Wales having lower unemployment than the rest of the UK and rounded up some current priorities in relation to the green agenda.

Attending

1. David Morgan, The CDI
2. Carolyn Parry, The CDI
3. Ciara Bomford, Careers Wales, CDI PSC and minutes
4. Dr Lyn Barham, The CDI and NICEC
5. Rob Murphy, Energy and Utility Skills
6. Bronwen Raine, Antur Cymru
7. Kathryn Northey, Crunch Digital Media
8. Hade Turkmen, Chwarae Teg
9. Ffion Jones, Careers Wales
10. Suzanne Owen, Careers Wales
11. Angela West, HEFCW
12. Michele Harris-Cocker, Coleg y Cymoedd
13. Lorraine Davies, JCP
14. Andy Jones, Gower College
15. Judith Lyle, Gower College
16. Karen-Ann Doleman, Welsh Government
17. Elisa Vigna, Cardiff University
18. Sam Evans, Welsh Government
19. Janet Davies, Careers Wales
20. Michelle Lewis, Older People’s Commissioner for Wales
21. Mark Owen, Careers Wales
22. Steve Jones, Bridgend College
23. Emma Hughes, Welsh Government
24. Anne Tanner, Call of the Wild
25. Michelle Gunn, Prince’s Trust Cymru
26. Professor Wendy Dearing, WIDI and UWSTD
27. Charlotte Leese, Estyn
28. Martyn Reed, ALW
29. Mary Morris, ALW
30. Warren Perry, WWD

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<https://us02web.zoom.us/j/83085697827?pwd=UkhYaFRLQ0ZlL3pTb1A2UTFRaWQzd09>

Apologies

1. Felicitie Walls, WCVA
2. Steven Pringle, Estyn
3. Sarah Hughes, Creative and Cultural Skills
4. Tim Opie, WLGA
5. Jane Lewis, South-West Wales RSLP
6. Emma Blandon, Careers Wales
7. Mark Hoban, Careers Wales
8. Natalie Zhivkova, WCVA
9. Sharon Evans, HEIW, NHS Cymru,
10. Manon Maragakis, Welsh Government
11. Oliver Stacey, University of South Wales
12. Ann Rees, ACT Training
13. Emma Verrier, WISC
14. Jane Morris, Governors Wales

2. **Every career can be green! The pressure for green careers and the need for ‘green’ workers complement each other to create a significant shift in the landscape of work.**

Dr Lyn Barham, Research Associate, The Career Development Institute

All resources and links are in the presentation, and people are welcome to contact Lyn for further information.

She is using career in the sense of a path through life. There is an important question around how climate activism is impacting on some people’s career choices and this needs to be researched. The ONS survey found climate change was a higher priority for children than careers. Many young people appear to be prepared to accept lower salaries to work for socially responsible organisations. 70% of people of all generations are very concerned about climate change and feel it justifies significant changes.

Employers vary in their levels of commitment. Few are “deep green” and fully committed (Patagonia an exception). Others, such as Unilever, commit to sustainable practices and work hard to reduce waste. Some are just becoming aware or engaging in greenwash marketing without any real change. At the other end, are companies actively lobbying against change or denying climate change.

Employers rarely forefront their green credentials to potential applicants, despite the interest from people in the labour market. There is missed opportunity to include this in the employer’s brand.

Some jobs are obviously green e.g. solar panel technicians, but most jobs can be green e.g. banking in an ethical bank, creative jobs raising awareness of environmental issues. Green skills are not necessarily different – most of the transferable skills are the same. Green jobs on average have higher salaries.

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Green guidance links to social guidance, and could range from “light green” where we help people who are already environmentally minded to find jobs in line with their interest, to “dark green” where people are helped to recognise the challenges facing humanity and how they can contribute.

3. The skills and workforce implications of a greener energy sector

Rob Murphy, Workforce Planning Consultant, Energy and Utility Skills

The National Grid estimate there will be 260000 new roles in order to reach net zero by 2050. This requires a more robust talent pipeline of young people and more diverse applicants. There is a real challenge to make the sector more attractive to a wider range of people. Some groups are under-represented in apprenticeships e.g. women, Indian, disabilities.

177000 Green jobs advertised in the last twelve months in UK, with slightly lower proportion and salaries in Wales. Typical jobs are in engineering, project management, technician and management.

Strong demand for workers in North Wales, Aberystwyth and around Hinkley Point.

Likely to be strong demand for electrical installation workers to install EV charging point – mix of specialists and generalists, with low carbon skills cards. Also support roles in auditing, customer service, repairs and fault finding.

There is a need for digital, data and cyber security skills across green job roles. AI and automation is being used across energy companies, and demand for data scientists has gone up considerably. Automation may start to replace jobs by the late 2020s, especially in more female dominated roles such as finance and customer care.

For the coming years, there will be heavy demand for technical and digital roles, and we need to work out how to help people understand these roles.

4. Crossing the Generational Divide: understanding what young people in the workplace want (and yes that includes a commitment to green!)

Bronwen Raine, Managing Director, Antur Cymru

There are concerns about the interaction between the generations. Employers perceive younger generations as unrealistic and lacking commitment, whilst younger workers perceive employers as being outdated, lacking digital skills and not interested in developing their young employees. Employers need to develop work that is meaningful and create cultures that are open to new solutions and give young people the opportunity to balance pay and other life priorities. Millennials are disillusioned with the lack of purpose and value in their work.

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There is an increase in interest in sustainability from new small businesses, but with COVID they are struggling to survive, which is impacting in engagement with this agenda.

Businesses need very clear mission, vision and value statements and translating them into strategy and culture. Close coupling with HR strategy is also needed. Young employees want regular feedback and development opportunities, as well as meaningful work. Remote working is also impacting negatively on young people especially with loneliness and lack of career development.

Support is available for businesses through Business Wales.

Short Break

5. **Combining hybrid working and career development for young employees - an employer case study**

Kathryn Northey, Head of Delivery at Crunch Digital Media

Kathryn manages a team of 12 where everyone is under the age of 24 and started work remotely during the pandemic. They needed tech solutions including Zoom, Amazon, Slack and Outlook. Recruitment was done online. Assessments were done for employees with disabilities and equipment purchased.

There is six months intense training for new starters. A challenge was to find out how people were feeling and create situations where people could chat without their managers present. Regular manager check-ins and a buddy rota system are important. Getting feedback from employees meant that company wide meetings have been reduced to once a week. Long hours and not taking breaks were identified as problems, so staff were asked to log a recurring break. All staff have been given paid time off to complete qualifications in digital marketing.

Hybrid working has allowed the company to expand without securing more office space. Health and safety still apply to home workers. All employees were given portable devices to be used at home and in the office, and an office schedule was introduced to ensure there were not too many people in the office on any given day. A welcome video is available for new staff.

They worked with a wellness support service, and staff are given paid time off to attend wellbeing activities. Young workers were often in their bedrooms for home working, and feel anxious about forming relationships. Young employees are also career focused and want to progress, and to be mentored as well as managed.

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6. Networking/discussions

Break out groups were used for further networking.

7. AOB and final thoughts

David Morgan thanked the speakers and reinforced how important this topic is.

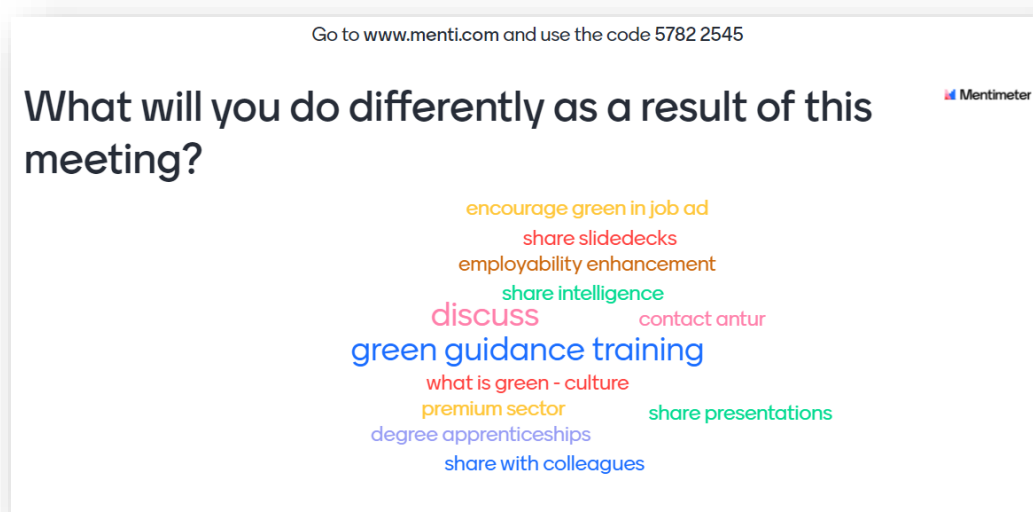
December 9th and 10th, The CDI National Conference has the environment and sustainability very much on the agenda, and Lyn is a speaker

<https://www.thecdi.net/CDI-National-Conference-2021>

Advance notification of the CDI Career Development Awards, March 2022 (December closing date) likely to be a live event. Wales did very well last year, so Carolyn encouraged people to apply again.

8. Word cloud feedback on new style meeting, thanks and close

Word cloud suggested people would share the presentations and discuss with colleagues:



9 Date of next meeting: Monday 14th February 2022, 2 – 4.30pm

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