



GIMME SHELTER: DELIVERING EQUITY THROUGH GREEN PARTNERSHIPS

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National Energy and Utility Affordability Conference

San Antonio, Texas – 16 June 2010



CENTER ON WISCONSIN STRATEGY (COWS)

National research & policy center at the University of Wisconsin - Madison

“Think-and-do tank” for high-road economic development

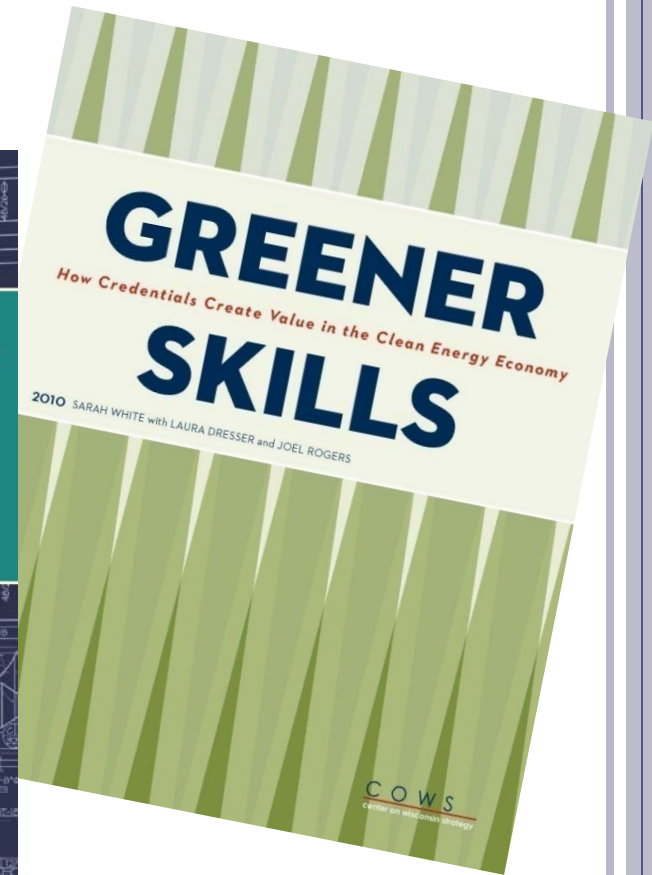
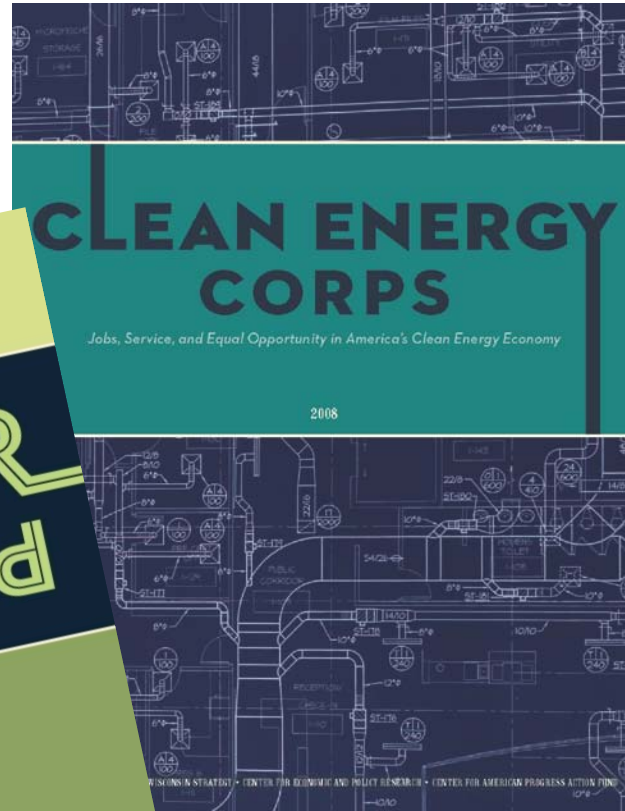
Focus on good jobs and clean energy, particularly in energy-efficiency, renewable energy, and transportation

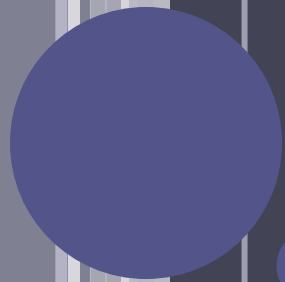
Co-founder, Apollo Alliance & Emerald Cities Collaborative

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A BOOMING GREEN INDUSTRY





REDEFINING SHELTER

Green housing, green jobs, green communities



GREEN JOBS NOW: THE VISION THING



FOR THE



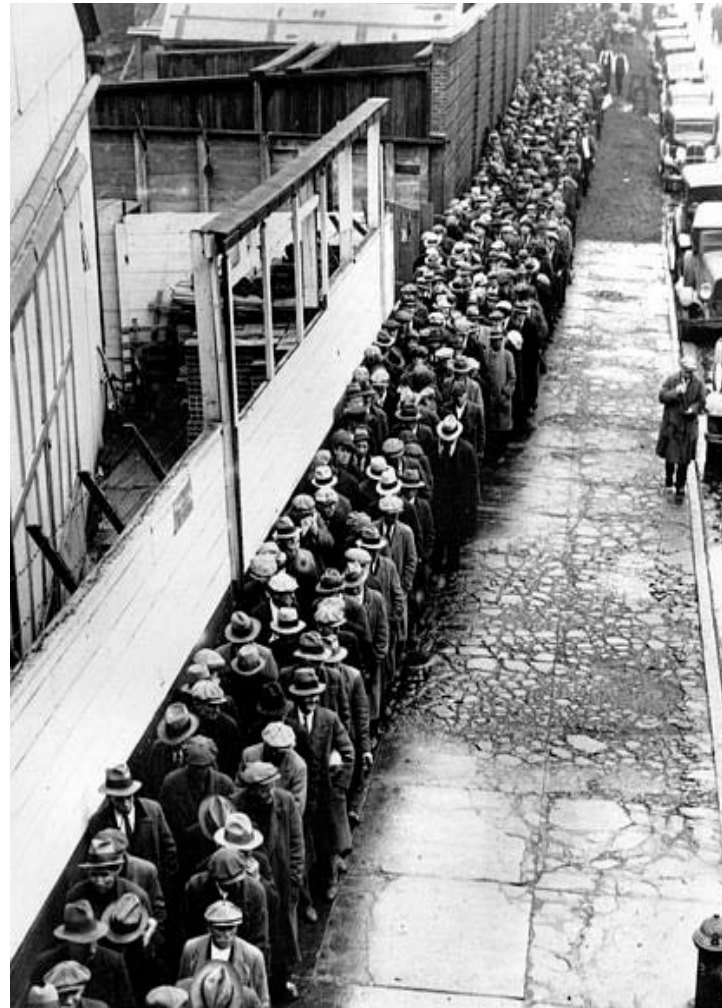


GREEN JOBS NOW: GIMME SHELTER

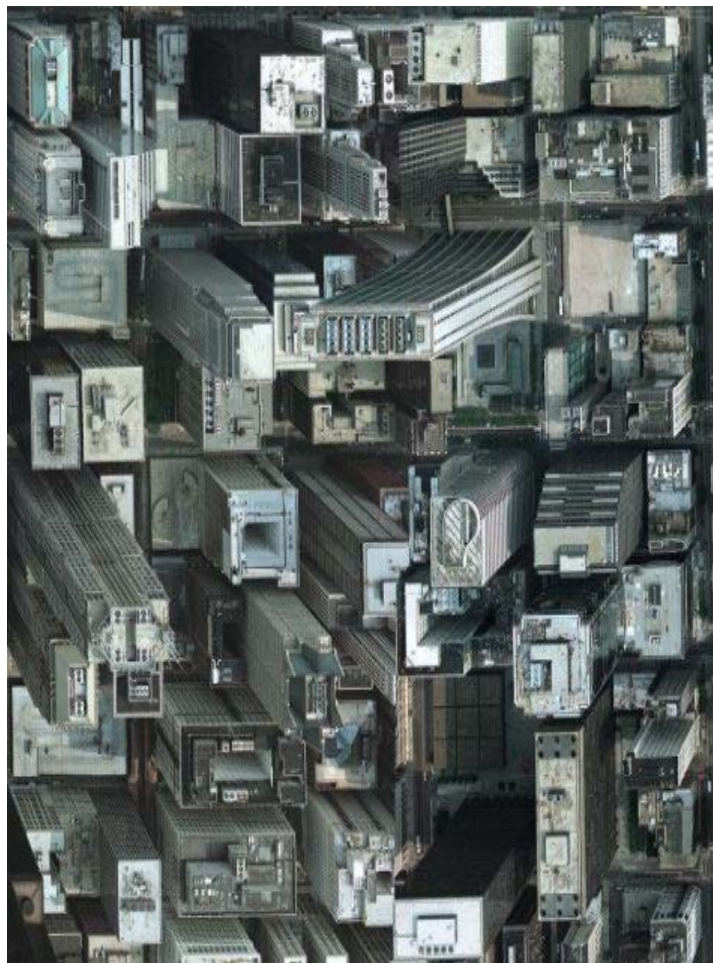


LET IT BLEED

- Spectacular political intransigence
- High rates of unemployment; long term joblessness
- American children living in poverty: one in three
- American adults not prepared for post-secondary education: 90 million
- Gulf oil disaster flow rate: 12-19,000 barrels per day
- Climate, Energy, Jobs Bills: None



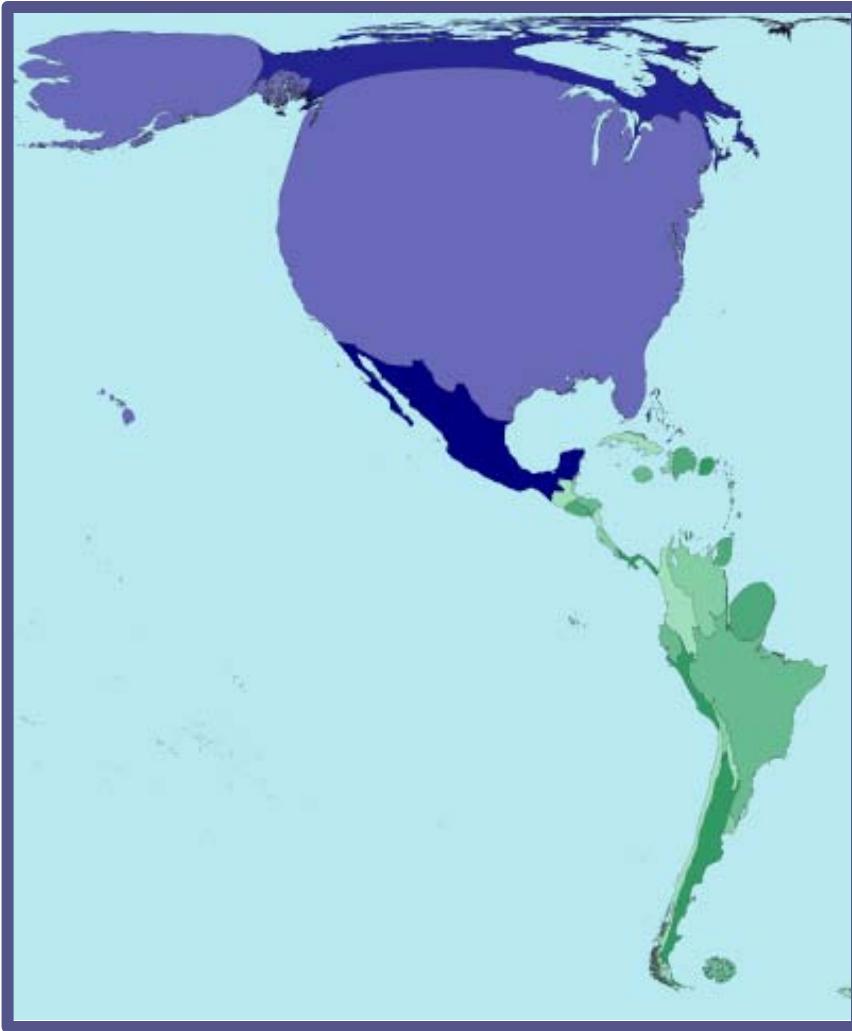
RETHINKING SHELTER



THE ROMANCE OF RENEWABLES

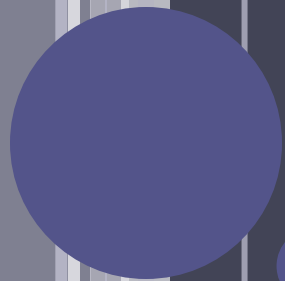


THE METRICS OF EFFICIENCY



- 40% of US energy use = heating, cooling, lighting buildings
- EE = greatest jobs multiplier of any energy sector
- Opportunity to bring immediate and proportionate benefit to poor communities and low-income workers





HOW IT WORKS

Partnerships, policy, training





GREEN COMMUNITIES DON'T JUST HAPPEN!



GREEN ECONOMY BASICS

Do No Harm

- Avoid the insanity of business as usual:
- Dead-end jobs
- Inferior work
- Expensive energy
- Environmental redlining

Make Life Better

- Leverage green to the greater good by asking:
- Who makes stuff; and how
- Who does the work; and under what conditions
- Who has access to training; and of what sort



PARTNERSHIPS – GUESS WHO'S COMING TO DINNER?



- Stakeholders:
Labor, Business,
Government,
Education,
Community
- Sectors:
Housing,
Transportation,
Workforce,
Education, Health,
Human Services



POLICY – SUPPLY & DEMAND DRIVERS



- Labor Standards
- Local hire
- Apprenticeship
- Income/Assistance measures
- Wage floors
- Certification/skill requirements
- Capital formation
- Green “strings”



TRAINING – GREENER SKILLS

- Basic skills & occupational bridges
- Career pathways & technical education
- The greening of apprenticeship
- Credentialing & certification

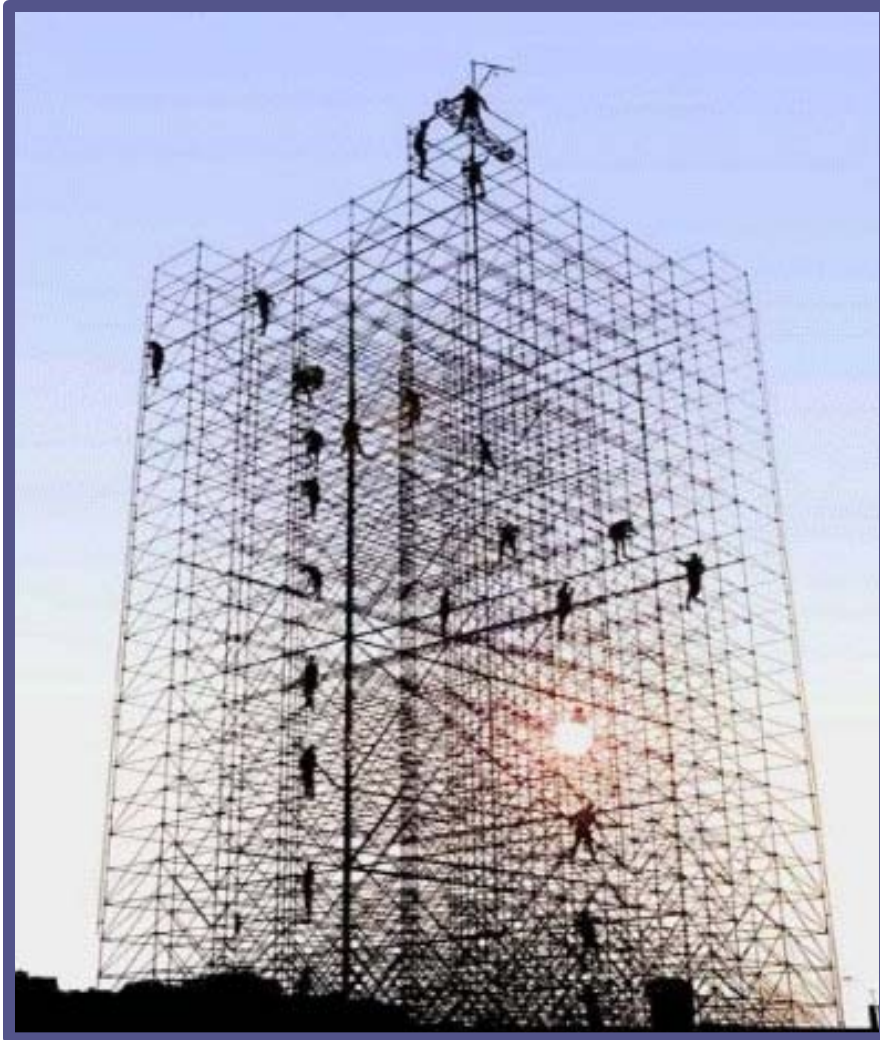


The left side of the slide features a series of vertical stripes in various shades of gray and blue. Overlaid on these stripes are several circles of different sizes and shades of blue, arranged in a vertical line that tapers towards the bottom.

RAISING THE BIG TENT

Some examples from the field

GREEN COMMUNITIES: BEYOND PILOTS



- Los Angeles
- Newark
- Oakland
- New York
- Detroit
- Milwaukee
- Chicago
- Portland
- Seattle



COMMUNITY PARTNERSHIPS: LOS ANGELES

- Workers from targeted zip codes worked 23% of all construction hours
- New apprentices from targeted zip codes worked over 10% of all hours
- Over 1500 new African American apprentices entered careers in the construction trades
- Workers from targeted zip codes earned over \$22 million in wages



GREEN PARTNERSHIPS: WISCONSIN

- WE2
- State Energy Training Partnership - SAGE
- WRTP/BIG STEP - ELCS
- Energy Advocates
- Shifting Gears - RISE
- WIP



A WISCONSIN SKILLS AGENDA: LADDERS, PATHWAYS, LATTICES



- Build more on-ramps to training, credentials and jobs for the workers who need opportunity most
- Focus on accessibility, affordability, and post-secondary transitions for low-income adults
- Upskill current workers to help them retain jobs, or move off the bench



BEYOND WISCONSIN, BEYOND GREEN JOBS, AND BEYOND MOVEMENT-BUILDING



- We are no longer building a green jobs movement. We are forging a new social contract, based on a more just and equitable economy, and driven by a vision of a greener, more inclusive, global community





WE'RE BUILDING AN EMERALD FUTURE

Will working families have access to its promise?

They can and will, but only if the promise of shelter is broad in conception and equitable in delivery.

If we invest in all workers and all communities, creating high quality, family-supporting, green(er) jobs; and constructing accessible pathways into them.





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