

LABOUR MARKET RESEARCH & OCCUPATIONAL PROFILING

Ensuring the Supply of Skilled and Qualified Workers Meets Demand



MAXIMIZING GREEN JOBS & SKILLSETS

The growing importance of sustainable development and the shift to a greener economy are increasing the pace of change in labour markets and skill needs. Economies moving towards greener production can seize this potential for job creation so long as they can deal effectively with the coming structural change and transformation of existing jobs.

Skills development is one of the keys to unlocking this job potential. The timely supply of relevant and quality skills is indispensable for successful transformations that boost productivity, employment growth, and development.

GLOBE's expertise in generating labour market information and conducting research in this area can help to identify gaps in terms of industry demand with respect to occupational standards and skill sets, as well as education and training.

GLOBE also has experience developing profiles for green economy occupations and identifying relevant and emerging knowledge, skills, and training requirements.

HOW GLOBE ADVISORS CAN HELP

GLOBE's suite of services in this area includes:

- Conducting in-depth quantitative and qualitative labour market research through targeted surveys, focus groups, and key informant interviews;
- Generating employment estimates for existing occupations within specific industries / sectors and across regions;
- Developing labour demand and supply projections and scenarios for specific industries / sectors;
- Identification of gaps in occupational standards, as well as in education and training programs, in-line with existing and emerging industry needs and requirements;
- Examination of existing human resource capacity with respect to realizing regional economic development initiatives and/or export potential for clean technology products and services;
- Developing occupational profiles in-line with National Occupational Standards (NOS) and National Occupational Classification (NOC) codes.

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BENEFITS OF LABOUR MARKET RESEARCH

- Ensures that labour supply meets demand in order to capitalize on domestic and international export opportunities in the green economy.
- Improves overall economic competitiveness, innovation, and productivity levels.
- Allows for planning and strategy development with respect to potential labour shortages, recruitment, and retention, and addresses existing gaps in skills, education, and training.
- Provides an assessment of a jurisdiction's labour market in terms of the skills and qualifications required for maximizing energy and resource efficiency and productivity, as well as for minimizing waste, pollution, and greenhouse gas emissions.

DELIVERABLES

- Professional reports summarizing key findings with respect to labour demand and supply gaps, opportunities, and challenges.
- Occupational profiles and/or reference guides on green economy occupations, qualifications, and skill sets.
- Labour demand and supply forecasts and scenarios.
- Consultative support for government looking to implement suggested recommendations.

THE GLOBE ADVANTAGE

With over 15 years of experience in the business of sustainability, you can trust GLOBE Advisors to help your organization prepare for and realize the wealth of opportunities in the rapidly expanding, global green economy.

Our professional consulting team is available at every step throughout the process to help your organization identify, measure, and realize the opportunities through this strategic, analytical approach.

SUCCESS STORY

In 2009-10, the provincial government in British Columbia commissioned GLOBE Advisors to undertake a 12-month study to examine workforce opportunities and challenges in the province's emerging green economy.

Work for this study included conducting extensive secondary and primary labour market research, including more than 70 interviews with key informants, an in-depth industry survey, and hosting 9 regional focus groups to uncover labour demand and supply issues in the province.

Outcomes from the study included a series of published reports and reference guides on "green jobs" and "green education and training" in British Columbia, as well as a comprehensive database of post-secondary education and training programs, based on quality labour market information gathered by GLOBE.

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