



# Opportunities and Challenges within the Green Economy

Carol McClelland, PhD  
[www.GreenCareerCentral.com](http://www.GreenCareerCentral.com)

© 2009-2010 Transition Dynamics Enterprises, Inc.

## Industries in the Green Economy



© 2010 Transition Dynamics Enterprises, Inc.

## Challenge #1: Emerging Economy



- Early years of a major economic transformation
- New opportunities, new industries will unfold
- Different industries developing at different rates
- Hard to predict the future

## Challenge #2: Job Titles

All 1500 of them...and counting

**Solar Sales** LEED Project Manager **Naturalist** Event Planner  
Electrical Energy Storage Systems Engineer Ecological Economist  
Environmental Protection Specialist **Urban Housing Planner** Botanist  
Smart Grid Sales **Industrial Designer** Residential Energy Auditor  
**Green Interior Designer** Meteorologist **Oceanographer Engineer**  
**Geologist** Forester **Sustainability Manager** Buyer  
Environmental Affairs Specialist **High Capacity Transit Project Manager**  
**Coastal Resources Specialist** Water Rights Specialist **Biologist**  
Energy Regulatory Counsel **Lithium Battery Development Engineer**  
**Logistics Manager** Smart Grid Software Engineer **Organic Farmer**  
Natural Resource Planner **Carbon Accountant**  
**Environmental Engineer** Recycling Coordinator **Ecologist** Spa Owner  
Climate Legislative Director **Environmental Educator** Biochemist  
Freight Planner **Recycling Coordinator** Geoscientist

## Challenge #3: Researching Career Options

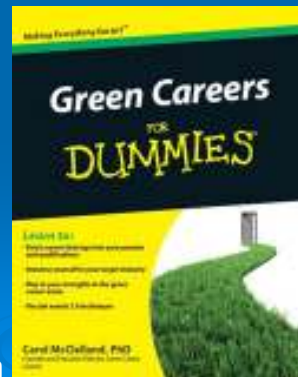


- Understanding how their target industry works
- Where to find occupation descriptions
- Where to network
- How to find green companies

## Additional Resources

[www.GreenCareerCentral.com/counselors](http://www.GreenCareerCentral.com/counselors)

Download your Green Career Toolkit – Includes PPT, audio explanation and Green Economy Map



[www.GreenCareersForDummies.com](http://www.GreenCareersForDummies.com)