

Proforma for Responses

Question 1. Do you think that our aims and commitments are clear and realistic, particularly in view of the current economic situation?

We welcome this strategy, its aims and commitments. In particular we welcome the close working between Assembly Government departments that has helped develop this draft strategy.

The aims and commitments are seen as realistic, but challenging, as any economic aims might be to achieve in the current situation. More importantly, the mainstreaming of sustainable development principles within economic policy and the preferenced support of 'green' objectives was strongly felt to be the right move, given the current economic and ecological situation.

In our recently published 'Defining a Sustainable Economic Future for Wales' essay series, authors advocated the support of drivers for sustainability within economic policy. In America and in Europe, Governments have sought to respond with 'green' investment and support tied to 'green' objectives. It is felt that via the Green Jobs Strategy, strong consideration should be given to concepts such as the job creation and investment approaches set out within the NEF's 'New Green Deal'. For example:

- Executing a bold new vision for a low-carbon energy system that will include making every-building a power station. Involving thousands of properties, their energy efficiency will be maximised, as well the use of renewables to generate electricity;
- Creating and training a carbon army of workers to provide the human resources for an environmental reconstruction programme. We want to see thousands of these new high- and lower skilled jobs created in Wales. It will be a wider shift from an economy focused on financial services and shopping to one that is an engine of environmental transformation;
- Ensuring that investments being made now are focused on energy efficient infrastructure and reduce the demand for energy in the long-term, particularly in low-income groups, for example improving home energy insulation."

Investment now on skills, education, training and enabling infrastructure (e.g. home energy efficiency, feed-in infrastructure, community renewable grants, local food production and agriculture) was seen to offer both short and longer term environmental, social and economic benefits.

Just as the Assembly Government has enshrined Sustainable Development as its central organising principle, the Green Jobs Strategy must be positioned so as to be the central organising strategy for the economy in Wales. More explicit linking to the "One Planet:One Wales" SD Scheme was felt to be needed, making clear how the GJS will ensure the economy delivers against the aspirations of that overarching strategic document.

Finally, it is felt that details of how the aims and commitments will be achieved were underdeveloped. Greater clarity on how the Assembly Government will ensure delivery, is needed.

About you

Question 2. Are you responding on behalf of an organisation or as an individual?			
Business representative organisation	<input type="checkbox"/>	Private/commercial organisation	<input checked="" type="checkbox"/>
Social enterprise etc	<input type="checkbox"/>	Public sector	<input type="checkbox"/>
Environmental NGO	<input type="checkbox"/>	Private individual	<input type="checkbox"/>

Question 3. Are you currently greening your organisation? (For example, energy management, water management, environmental policy, energy efficient lighting etc)	
Yes <input checked="" type="checkbox"/>	No <input type="checkbox"/>
If so, please list the main activities are you undertaking:	
Energy efficiency	
Full recycling and use of recycled materials (e.g. office furniture)	
Use Green Tariff energy	
Transport - use of public/walk/cycle as preferred option	
Monitor impact of events, conferences etc	

Question 4. Please list any environmental support organisations that you are aware of. Please mark those that you have received advice from.
Arena Network Green Dragon advisers.

Question 5. What action(s) (by the Welsh Assembly Government) might convince, or enable, your organisation to improve your 'green' credentials?
As an organisation the following would enable further 'greening' of our activities: Better public transport and cycling provision across Wales Establishment of video-conferencing hubs Rapid switch to renewable energy self sufficiency in Wales Public procurement to drive economies of scale in environmentally appropriate products, services (e.g. recycled paper, green energy, lowest emission vehicles) Energy efficiency retrofit grants for commercial premises/landlords
In addition Cynnal Cymru-Sustain Wales can support the Green Jobs Strategy by: (1) Contributing towards WAG's desire to "bring together all of the good work already being done by businesses in Wales, and within the wider public sector and the Welsh Assembly Government" via our website and monthly newsletter. (2) Raising awareness of the GJS (e.g. via sector-specific webpages, events) and amongst Members and Network Partners.

(3) Reflecting the experiences and needs of those working in or seeking to develop green jobs and exploring the value of practical actions, such as those proposed Green New Deal, in the Welsh context.

(4) Driving behavioural change in Welsh society so as to support sectors, businesses and activities creating green jobs. Changing attitudes to consumption and travel, for instance will help build markets and knowledge of green products and services.

Greening of existing businesses

Question 6. Do you believe that the actions proposed in Chapter 3 will lead to a coherent network of support for organisations intending to future-proof their operations, products, services or premises?

Yes No

Question 7. Please list any areas or gaps that you are aware of in the existing direct support to organisations that the proposed actions do not address.

There are a wide range of Welsh businesses already delivering products and services fit for the future (e.g. solar panels/kingspan panels) that are often insufficiently supported by WAG policy and action on issues such as planning, procurement and funding (e.g. Sundance Renewables has been a case in point). The strategy therefore gives the impression that Government will drive innovation and improvement and that business will learn from government or third party specialists. Business and other forms of enterprise are best placed to innovate but require appropriate funding, policy context and training in order to remove barriers to success.

The success of implementing feed-in tariffs as infrastructure in Germany provides just one useful example of the strategic enabling role Government can play. The Assembly Government should identify such enabling legislative, bureaucratic and policy measures, seeking further powers and exploring pilot approaches where competence is not fully devolved.

Secondly, the strategy is narrow in its focus, and does not sufficiently acknowledge the role social enterprise and third sector providers can play in the future economy. The strategy should allow space for flexibility and creativity, recognise that green jobs may in no way relate to manufacture or industry (e.g. land management, planner, teacher, nurse or civil servant).

There is also a need for greater emphasis in the strategy to the relevant support and an enhanced role for sectoral skills councils, education and training providers. Ensuring that Wales has the skills to deliver the aspirations of this strategy (and the SD Scheme) is a critical issue, and we elaborate further on this in Question 12 below. The task is to ensure all jobs do whatever they can to deliver 'green' outcomes: From ordering recycled office paper to planning carbon sequestration on Welsh hillsides, or asking students to consider their studies in the context of a green economy.

Question 8. Please list the networks (such as professional or trade bodies, business clubs

etc) that you or your organisation are a member of. Please mark those that you believe could be used to reach a wider audience with advice or support on future proofing.

New green jobs

Question 9. Do you believe that the actions proposed in Chapter 4 will help to stimulate the creation of New Green Jobs in Wales?

Yes No Please state why:

The actions proposed will help begin a re-focusing of job creation policy towards green objectives. With further action and a wholesale refocus of economic policy, with clear links to other complementary key strategic WAG actions (transport, health, education, housing etc), this strategy could have real positive impact.

Question 10. What forms of market intelligence do you think that businesses will need in order to identify the new opportunities in a lower carbon economy?

There is a need for investment in futures research, futures trend analysis and behavioural change research. Wales already has leading centres in these fields (e.g. BRASS, Eco-design centre) , who must be funded and actively empowered to work more closely with business, job creating organisations and policy makers in Wales.

In addition, Government should seek to provide the market with clarity and certainty regarding longer term infrastructure trends (e.g. energy supply, transport routes/modes). Planning for a low carbon and post peak oil economy will require coordinated, evidence-based so as to ensure resilience in supply chains and within communities.

Question 11. What additional help do you believe that businesses need in order to increase the number of new Green Jobs in Wales?

(1) Support for more resilient local economies, in particular agriculture and food production/consumption. E.g. Trusting or allowing access to public capital resource, such as land; or seed funding cooperatives and social enterprise that deliver green and economic objectives (e.g. National Trust land for food growing scheme).

(2) Sectoral skills council support and focused funding for training and education providers, tied to an audit of existing skills capacity and future needs.

(3) Targeted grants to incentivise production/consumption of green products and services - e.g. home energy, bicycle/low emission vehicle, public transport.

(4) Greater awareness raising and training on local procurement and supply chain potentials. Refer to European procurement guidance and advisory documents supporting sustainable procurement (below):

<http://europa.eu/scadplus/leg/en/lvb/l22009.htm>

E.g. 'Buying Green, a Handbook on Environmental Public Procurement'
http://ec.europa.eu/environment/gpp/pdf/buying_green_handbook_en.pdf

and Procura+ Sustainable Procurement Project.

And WLGA 'Sustainable Development Framework, Procurement.'

And Value Wales activity, case studies. .

Question 12. Do you think that schools, colleges and/or Universities in Wales will need to provide additional training or skills in order to support the desired increase in Green Jobs?

Yes

No

If yes, please list any key skills or training provision that you believe to be missing.

Increasing the capacity and skills of workers and decision-makers in Wales will be key if we are to take advantage of this opportunity. We recommend that an audit is undertaken to find out what skills will be needed to meet the objectives of this strategy (and the SD Scheme in general) and what areas to we therefore need to upskill into. We also suggest that:

- Efforts should be made to ensure links and synergy with the Science Strategy, academic skills development, R&D funding;
- We build on existing clusters of specialist knowledge and encourage innovation and exchange through subsidised networks, establishment of centres of excellence;
- Management, green-economic and futures training – to help businesses and the public sector to understand the different mindsets they will need to embrace;
- We don't neglect support for existing solutions / products that are already 'fit for the future', rather than focusing only on funding new design and technologies, e.g. sheep wool insulation, PV;
- Partner and learn with companies and bodies internationally who are already leading their fields and identify potential niche markets for Welsh specialism.
- Mass development of skills in e.g. microgeneration installation, home energy efficiency assessment and remedy. Note success of Germany in mainstreaming home efficiency skill set across 'trades'. Federation of Master builders have stated desire to see major upskilling towards 'green trades'.

Question 13. We believe that we will be able to influence the creation of New Green Jobs in Wales by working with organisations through their supply chains and networks. Do you agree?

Yes

No

Question 14. Please use this opportunity to state the three most important issues that you would like to see addressed or given higher priority in the proposed Green Jobs Strategy.

(1) Stronger acknowledgement of economic and ecological context:

- The strategy should identify opportunities and challenges faced, with a sense of honesty (using evidence base) and urgency;

- We welcome the acknowledgement that, given the current economic situation, the Welsh Assembly Government has a “responsibility to the people of Wales to direct economic growth in a way that will meet the needs of their future”;
- We welcome the recognition that “there will be new opportunities for existing businesses and new jobs as a result”;
- However, now is the time to make a fundamental change in basic policies and priorities, to restructure, future-proof and build resilience. A sense of positive opportunism is seen as lacking at present.

(2) Economic sectors identified:

- The strategy needs to speak to a broader range of stakeholders;
- We welcome the recognition that “Green Jobs are not restricted to businesses in the private sector” and definition of organisations as being any employer, but we don’t think that this broad definition is reflected throughout the rest of the document;
- There is currently too much emphasis on large, technological, urban industry in Wales. Public sector and third-sector roles should be more explicitly included, with an appreciation of alternative employment models (e.g. voluntary, co-operative, social enterprise);
- There is inadequate reference given to agriculture and horticulture and land use, management of environmental assets and infrastructure, eco-systems good and services, transport, tourism;
- The Assembly Government and its partners should focus on those sectors that are crucial to achieving a sustainable Wales and well-being of population, rather than for example defence and aerospace, unless it can be evidenced these sectors are contributing to One Planet Wales aspirations;
- In line with this, the case-studies referenced in the document should reflect a broader range of stakeholders.

(3) Coherent vision:

- The scope of what the Strategy is trying to achieve should also be broadened, i.e. it is not just about playing its part in “improving energy efficiency and combating climate change”, but driving Wales towards being a sustainable, one planet nation;
- A coherent vision statement is needed of what the Assembly Government is trying to achieve via this Strategy (e.g. the final SD Scheme vision / or climate change Strategy vision / de-carbonisation of the economy);
- It is crucial that this Strategy is not regarded as presenting a ‘niche’ of the economy, but as the overarching employment and economic strategy supporting the now central organising principle of SD;
- The vision needs to provide a strong sense of purpose; with focus initially being on the most deprived areas, e.g. in terms of unemployment, poverty, vulnerability / resilience;
- The document needs to impart a greater sense of importance and urgency: As a timely and appropriate approach to creating new jobs given the economic and ecological

crisis faced;

- It should stress the exciting potential for new kind of economy, and Wales as a leader on this: Should seek to encourage and seed green entrepreneurial mindset;
- Extra detail is required on how it will “contribute to social justice and well-being through improved health and quality of living”.