

THE NEED FOR GREEN GUIDANCE

Presentation to **New Scenes for Career Guidance – A European lifelong guidance conference**

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Where we are with green guidance

The ideas are gradually growing and developing.

But we don't have robust theories in this area

There is a growing body of practice on the Career Guidance and Social Justice website at <https://careerguidancesocialjustice.wordpress.com/tag/green-guidance/>

In this presentation I'm going to try and offer some thoughts for practice.

Can we make it real?



Home Practices Resources News Books About this site

Tag: green guidance



The environment, ethics and careers – NICEC seminar



Green careers and impartiality: Framing the debate with socio-political ideologies



Birkbeck, University of London becomes first higher education institution to adopt Fossil Free Careers



Green guidance: Why career development needs to pay



A Discussion on Green Guidance with Dr Peter Plant



Calling for contributions on #COP26 and

SEARCH Search

tristt

[Brazil](#) [Canada](#) [careers](#) [career development](#) [career education](#) [career guidance](#) [career information](#) [community](#) [coronavirus](#) [COVID-19](#) [decent work](#) [democracy](#) [ecadoc2019](#) [employability](#) [Eostand](#) [environment](#) [ethics](#) [five signposts](#)

What are your concerns about the environment?

Break into four groups and identify a rapporteur

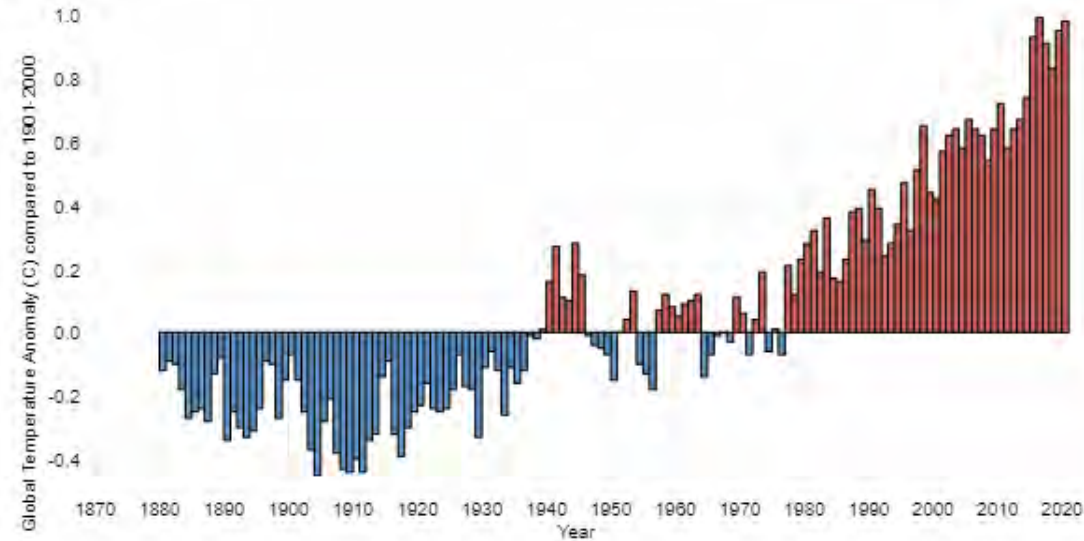
- What are you worried about?
- How big an issue will it be?
- How will it impact on your career?
- How will it impact on the careers of others?



**CAREER IS HOW WE RELATE TO THE
WORLD AROUND US**



**CLIMATE CHANGE IS THE DEFINING
ISSUE OF OUR TIMES**



**GLOBAL SURFACE TEMPERATURE SINCE
1880 (COMPARED TO AVERAGE 1901-2000)**

So what does this mean?



Rising prices



Shortages of goods



Growing inequality



Health issues



Increasing volumes of migration



And critically for us, shifts in the skills needed, the jobs available and the nature of those jobs.

The environment is where we live

- The big picture matters because it impacts on the conditions in which people live and work.
- Our environment is also shaped by numerous small decisions and policies around us.



What jobs and careers are 'green'?

In groups...

- Make a list of jobs that you think are the most positive for the environment?
- Is the job of career guidance to engage people in those jobs?

Jobs currently advertised in Sweden

- Director of Sustainable Ecotourism
- Environmental Analyst (Gas exchange)
- Environmental Engineer
- Environmental, Health and Safety Coordinator
- Environmental Permitting Officer
- Environmental Scientist
- Environmental Systems Analyst
- Research Engineer (Environmental impact of buildings)
- Researcher (Environmental toxicology)
- Senior Field Teacher (Conservation Education)
- Sustainability Co-ordinator
- Sustainable Energy Manager
- Sustainability Project Manager
- Sustainability Specialist

Types of jobs

A solid green circle on the left side of a horizontal green bar with a white outline on the left edge.

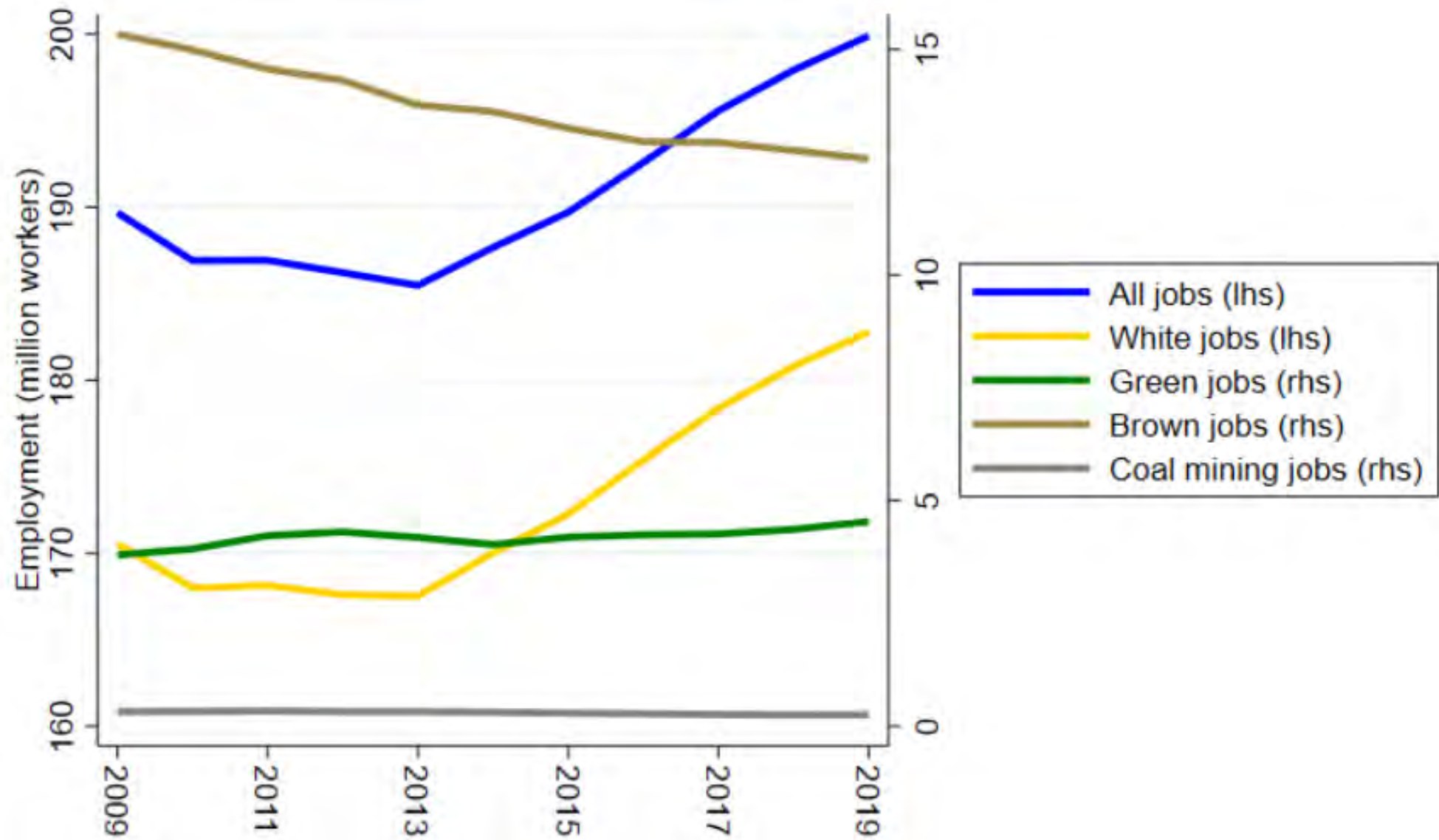
Green jobs

A white circle with a green outline on the left side of a horizontal green bar with a white outline on the left edge.

White jobs

A solid brown circle on the left side of a horizontal green bar with a white outline on the left edge.

Brown jobs





**GREEN
JOBS**

**SO, THIS IS NOT (JUST) ABOUT
CHOOSING A GREEN JOB**



**NOR IS IT JUST ABOUT A CHANGE TO
CONSUMPTION PRACTICES**

Increasingly the focus is on systems and on work, employment and production

The Green New Deal (or similar initiatives in different countries)

- A political approach
- Which foregrounds a system approach.
- But also the politics of production
- This (re)engages us with ideas around work and career

This raises a range of questions that people need to address in their careers

Moral questions

- What kind of work should I do (and not do)?
- Do I understand the environmental implications of my work?
- Do I have a responsibility to try and change the environmental impact of my work and my organisation?

Skills questions

- Do I have the skills to make a positive contribution to the environment?
- How are my skills going to have to change as my organisation and work changes?
- Do I have the skills to influence environmental change within my organisation?

So what do we advise people...



In green jobs?



In white jobs?



In brown jobs?



In no jobs?

The background is a vibrant green with a complex, abstract pattern of concentric circles and geometric shapes, creating a sense of depth and movement. The text is centered in a bold, white, sans-serif font.

THE INTERFACE WITH SOCIAL JUSTICE



WE ARE ALL IN IT TOGETHER, BUT...

Image from São Paulo Brazil



CORPORATE INFLUENCE

**"NO ONE IS
TOO SMALL TO
MAKE A
DIFFERENCE,
EVERYONE CAN
DO SOMETHING.
IF EVERYONE DID
SOMETHING
THEN HUGE
DIFFERENCES
CAN HAPPEN."**



**CAREER IS HOW
WE CAN MAKE A
DIFFERENCE TO
OUR WORLD**

We have proposed the 5 signposts for socially just career guidance



Build critical consciousness

- Help people to understand the situation, not just to react to it on a personal level.



Name oppression

- Help people see injustice and organise in solidarity to access a decent career.



Question what is normal

- Spend time discussing what normal means and whether it is something desirable.



Encourage people to work together

- Facilitate social interaction and collaboration



Work at a range of levels

- Intervene into individual, group, organisational, social and political systems.



Build critical consciousness	Help people to understand the what is happening to the environment, what it means for their career and the career of others and think about how they might react to it.
Name oppression	Help people see where climate injustice exists and to notice where it is shaping their career. Support them to organise in solidarity with others experiencing similar issues.
Question what is normal	The idea of 'normal life' and 'normal politics' have become very challenging. Career guidance should include talking to people about how the concept of normal life and career is changing under pressure from the climate crisis.
Encourage people to work together	Help people to recognize the limits to individual action. Support them to consider how they can come together with others to access support and enact change.
Work at a range of levels	As a professional you should raise these issues at an individual, group, organisational, social and political level. Also encourage your clients to recognise that they also need to act on various levels as they drive their careers forward.

So if we put our green glasses on



SO WHAT
MIGHT
THIS LOOK
LIKE IN
SCHOOLS?



This is not news to many young people

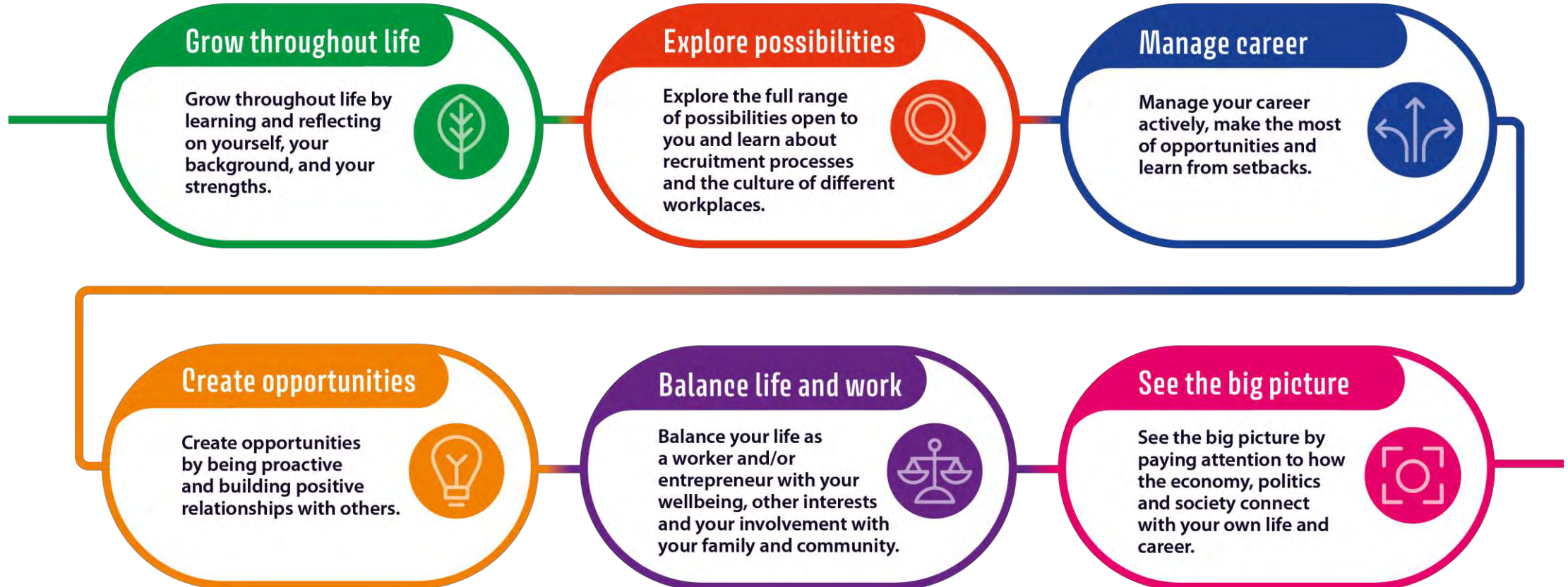
- Young people are already engaging with these issues.
- We cannot meaningfully talk about careers in schools without recognising this context.
- So, how can we bring this into the careers curriculum?

Auditing the curriculum

- Do you have a careers / guidance curriculum?
- Does it address the environment directly?
- Where can you actively make the connection?

The CDI framework (England)

What do you need to know and be able to do to have a positive career...





See the big picture

People need to see the big picture by paying attention to how the economy, politics and society connect with their own life and career. Careers practitioners should address this by engaging learners in:

- Evaluating different media, information sources and viewpoints
- Exploring and responding to local and national labour market trends
- Exploring and responding to trends in technology and science
- **Exploring and responding to the relationship between career and the environment**
- Exploring and responding to the relationship between career, community and society
- Exploring and responding to the relationship between career, politics and the economy



Using this in curriculum to address environmental issues in career

Grow throughout life

Reflecting on your own impact on the environment and challenging yourself to do more to challenge climate change.

Explore possibilities

Gathering information on the environmental policies and impact of occupations, sectors and organisations.

Manage career

Considering how different climate change scenarios might impact on your career and developing individual and collective responses.

Create opportunities

Exploring how environmental activists, NGOs and sustainable businesses got started and how they are resourced and operate.

Balance life and work

Explore different life and work balances and considering their environmental impacts. Reflecting on how the normative career pattern impacts on the environment.

See the big picture

Looking at the interaction between climate change, environmental policies and career.

An example activity

Divide students into small groups and encourage them to investigate different sectors of the economy.

Sector	Key companies	Typical jobs	How does this sector impact the climate	How will climate change impact on this sector

Resources might include:

All your usual LMI sources plus others like...

Corporate Watch <https://corporatewatch.org/> / How Climate Change Impacts the Economy <https://news.climate.columbia.edu/2019/06/20/climate-change-economy-impacts/> / Emissions by sector <https://ourworldindata.org/emissions-by-sector> / CNBC <https://www.cnbc.com/2014/10/22/7-industries-at-greatest-risk-from-climate-change.html> / Newspapers

Follow up questions and discussion

In groups...

- What conclusions, in relation to the development of guidance policy and/or practice can we make out of what we just heard?
- Does career guidance have a responsibility to address the green transition?
- What aspects of the green transition can guidance services address? (guidance towards green skills and jobs, guidance towards a more sustainable society etc)
- Are new guidance theories and practices needed to be able to offer green guidance services?

References and resources

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Summary

- Climate change and wider environmental issues are becoming increasingly important for our careers.
- It is not meaningful to talk to people about their careers without recognising the changing context of environmental change.
- A critical approach, linked to wider consideration of social justice, provides us with the best framework for considering these issue as part of career management.
- Career education provides an important space within which we can get individuals thinking about environmental issues.