

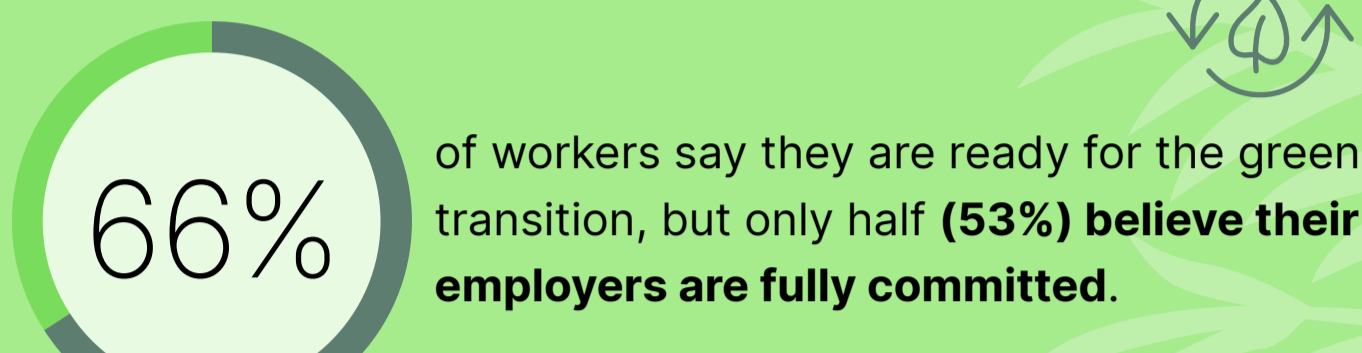
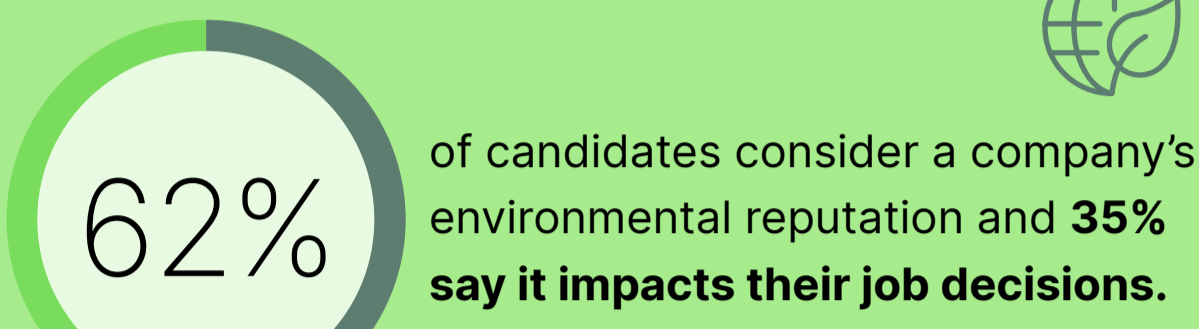
A People-First Green Business Transformation:

What Workers Want and What Employers Need to Know

Growing demand for action to address climate change from consumers, investors and government policymakers will increase the need for green business transformation. The accelerating green transition is already making a profound impact on the world of work.



Keen on Green¹



Green Jobs Growing Amid Persistent Global Talent Scarcity



By **2030**, the transition to a **green economy** will create up to **30 million** new jobs.²

70% of employers are currently or planning to recruit for green jobs.³



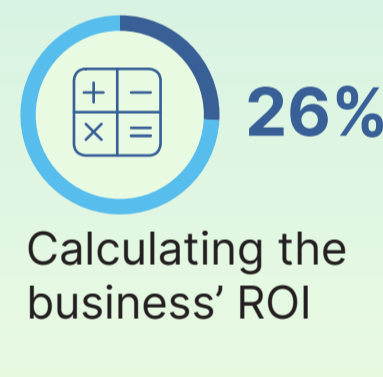
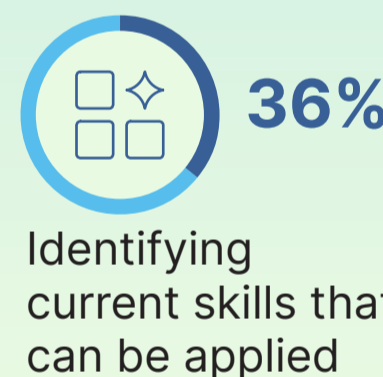
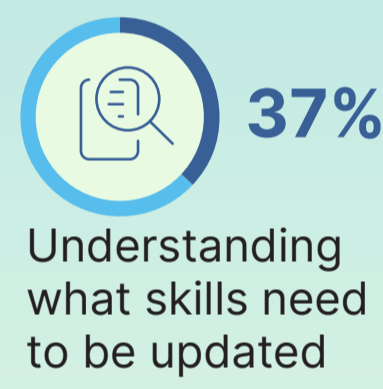
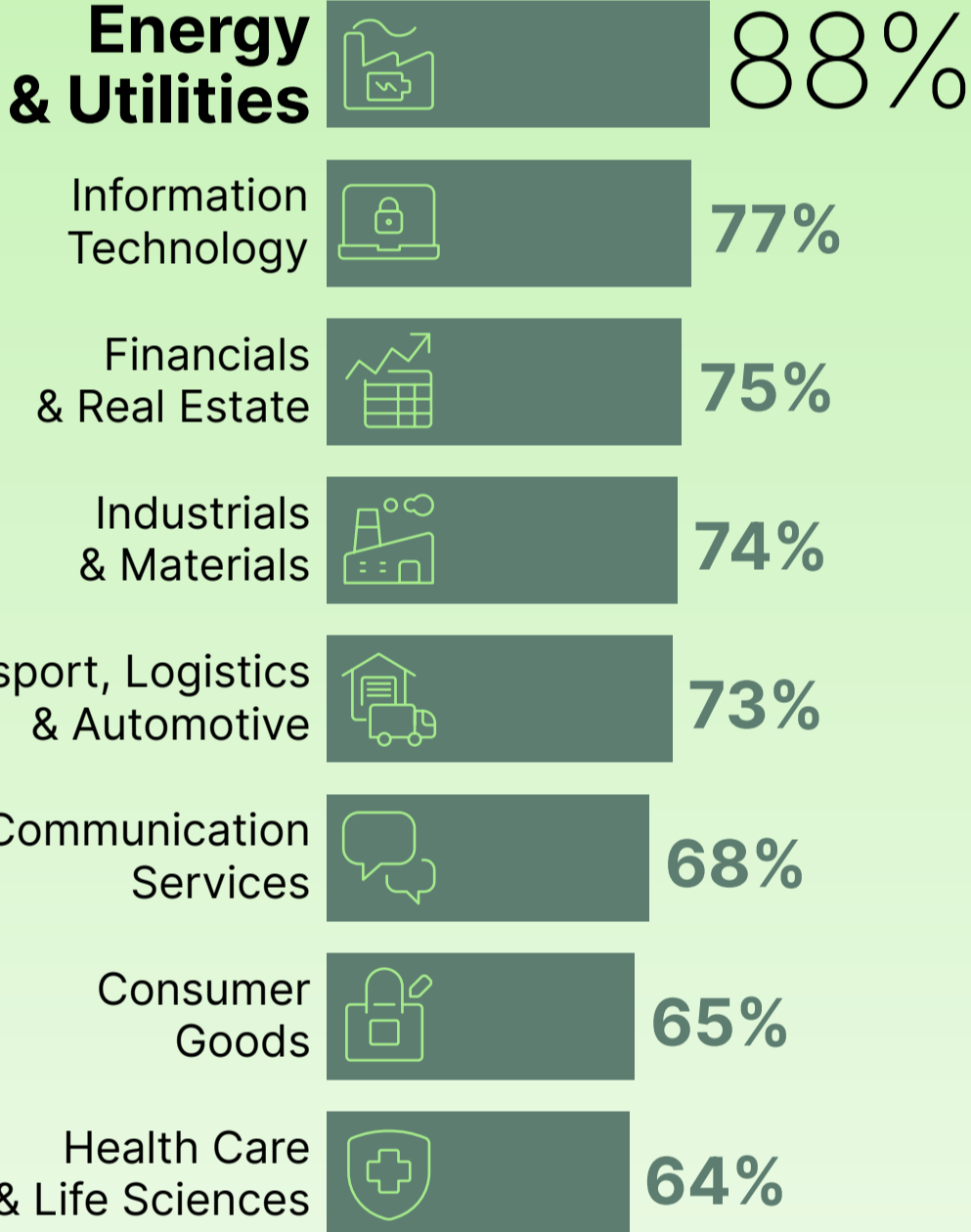
75% of employers are struggling to find the skilled talent they need.⁴



Where is the Green Future of Work?

Green recruiting demand by industry³

Green recruiting challenges³



Five Key Takeaways for Employers

01 Bring workers along

Many green industries are still new. Our research shows **some workers are concerned by the accelerating pace of change and may not understand how their current skills could translate into more lucrative careers in emerging growth industries.** Employers need to clearly communicate this to current and prospective workers.

02 Share your green story

Many organisations have compelling sustainability stories, but they will not support their Employer Value Proposition (EVP) if candidates never see them. In recent workforce sentiment research, **a significant portion of candidates environmental leadership made a positive impact on their consideration of job opportunities.**

03 Build a skills foundation

The World Economic Forum (WEF) estimates 60% of the global workforce will need upskilling and reskilling before 2027. A skilled and innovative workforce is critical to accelerate the adoption and commercialisation of green technology. Consequently, **upskilling and reskilling at scale in a time of increasing talent scarcity will ultimately drive differentiation and boost your business' bottom line.**

04 Leverage the power of data

There are more sources of workforce data, machine learning support and artificial intelligence (AI) tools than ever before. Organisations risk a missed opportunity if they do not apply them to their green strategic workforce planning.

05 The time is now

The green transition will create up to 30 million new jobs at the same time talent scarcity is increasing due to the demographic reality of growing population growth and an aging workforce in most advanced economies.

To learn more, read our latest ["Building Competitive Advantage with A People-First Green Business Transformation"](#) white paper or visit manpowergroup.co.uk.

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