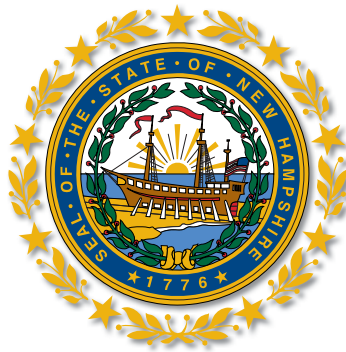


# **New Hampshire Green Jobs Survey**



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**November 2011**

**New Hampshire Green Jobs Survey**

New Hampshire Employment Security, Economic and Labor Market Information Bureau

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## Green Jobs Survey Highlights

The Green Jobs Survey was designed to gather information on job posting methods and worker qualifications and training needs at New Hampshire businesses involved in renewable energy, energy efficiency, or environmental protection and sustainability.

- The survey was targeted to presumed green private business entities in New Hampshire. 85 percent of respondents indicated that they did consider themselves a green business.
- The most frequently selected lines of work were *Renewable Energy/Energy Efficiency* (81 respondents) and *Trade of Products and Services* (70 respondents). Among those selecting *Renewable Energy/Energy Efficiency* (RE/EE), two-thirds selected at least one additional line of work. *Construction* and *Trade of Products and Services* were the business activities most frequently selected in combination with RE/EE.
- Among respondents who considered their business green, one-third of workers (31.4 percent) at these businesses were considered green workers. Some industries had more green workers than others.
  - One out of eight manufacturing workers were considered green
  - Three out of ten RE/EE workers were considered green
  - Seven out of ten construction workers were considered green.
- 67 percent of green survey respondents anticipate hiring new workers over the next two years. On average, these businesses expect to hire between four and six new workers.
- Green survey respondents selected *word of mouth referral* as the preferred job advertising method. The majority of respondents use *word of mouth referrals* in combination with some other job advertising method.
- One in three green businesses surveyed require green workers to have specific certifications or training courses. The most frequently listed certifications were related to green building.
- More than three-fourths of respondents have workers that required specific training in green knowledge or skills. Out of those respondents, 84 percent preferred on-the-job training (OJT) to provide worker training.
- Three out of every five survey respondents that considered themselves a green business cited the *lack of financing/cost of implementation* as the most significant challenge to New Hampshire's future green economy.

## Introduction

The Green Jobs Survey was designed to gather information on job posting methods and worker qualifications and training needs at New Hampshire businesses involved in renewable energy, energy efficiency, or environmental protection and sustainability. To meet this goal, a list of over 900 presumably green businesses in New Hampshire was developed from a variety of public information sources. The survey was targeted specifically to these businesses that were identified as either producing a green product or service, or using green practices or green processes. The New Hampshire Employment Security Economic and Labor Market Information Bureau defined green as follows: <sup>1</sup>

<b>Green Products and Services</b>	Businesses whose end products support renewable energy, energy efficiency, and environmental sustainability; but might not use a green production process. Examples: wind turbine manufacturers, energy efficient light bulb retailers, energy efficiency consultant.
<b>Green Process</b>	Businesses utilizing environmental management, a significantly environmentally safe or energy efficient method, regardless of whether or not the actual end product is green. Examples: lean manufacturing processes, LEED building architects and contractors, or ISO 14001 certification.
<b>Green Practice</b>	Businesses engaged in environmentally sustainable activities and environmental stewardship but that otherwise do not produce a green product or utilize a green process. Examples: a restaurant that uses recycled cooking oil to heat their building, a business using solar or wind for electric power.

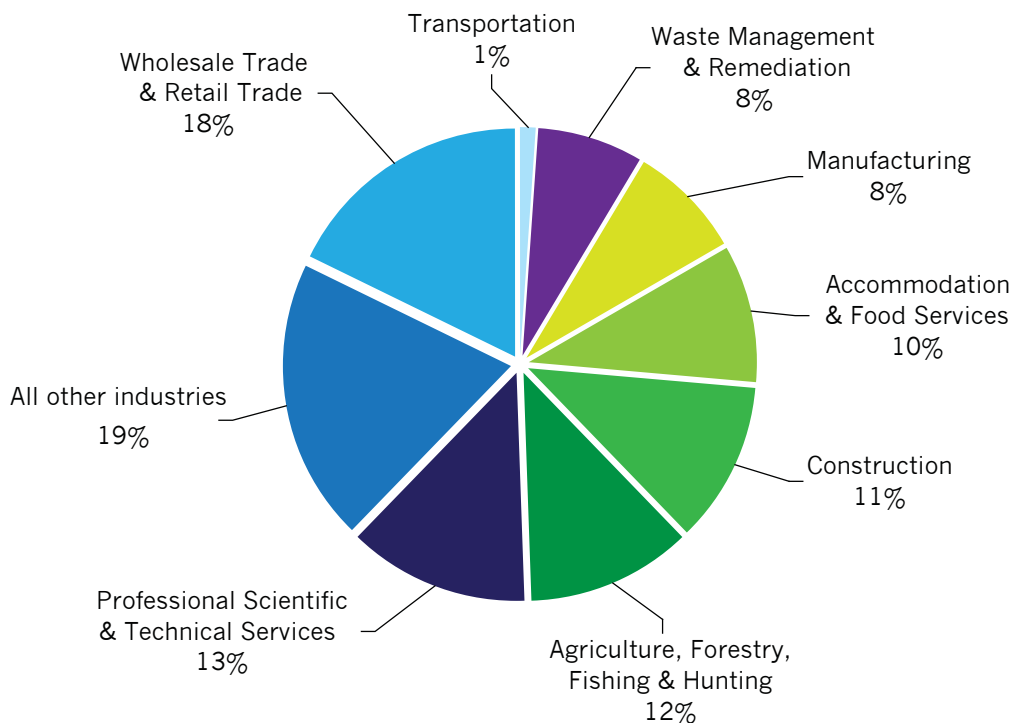
1. New Hampshire Employment Security Economic and Labor Market Information Bureau began with the Employment and Training Administration's (ETA) framework for green jobs. This is a broad framework identifying areas of the economy that could potentially include green economic activities. This framework does not include a definition of what constitutes a green business nor does it include a definition of a green job. Since this initial attempt by ETA to identify a green framework, the Bureau of Labor Statistics has defined green industries using two different approaches; one is based on the business output, the other is based on the production method. The output approach identifies businesses by the green product or service they provide. At present, BLS is conducting a survey of businesses in order to identify establishments that use environmentally friendly production processes and practices ([www.bls.gov/green/#overview](http://www.bls.gov/green/#overview)). Some of the green activities by which businesses in New Hampshire had been identified would not be captured by either an output or a process approach. From a business standpoint, there are generally three main reasons for going green; green product demand, efficiency (reduce energy and material consumption and waste), and environmental stewardship (reduce and reuse waste). In order to capture green activities from several different perspectives, a third category focusing on green practices was developed. Businesses were found to evaluate processes and practices separately, and over time might engage in additional green initiatives related to either their business process or practice.

The businesses selected for the survey were classified into eight specific industry sectors and one residual category:

- Agriculture, forestry, fishing, and hunting
- Construction
- Manufacturing
- Wholesale trade and Retail trade (combined)
- Transportation
- Professional, scientific and technical services
- Administrative, waste management and remediation services
- Accommodation and food services
- All other industries

The Green Jobs Survey was conducted by mail in the spring of 2011. A total of 971 businesses that met the survey definition of a green business were identified. Out of those surveyed, 69 firms were no longer in business. As of July 2011, 311 usable responses were received, a response rate of 34.5 percent, based on the adjusted sample size of 902 surveys.

**Figure 1. Industry Mix of Businesses Selected for Green Jobs Survey**



## Survey Results

### Section A: Green Industry

Most businesses do not identify their line of work in terms of an industrial classification, nor does the definition of green conveniently fit this structure. To more accurately reflect green business activities, businesses were asked to select one or more primary lines of work from a specific list to identify their industry or indicate if they did not view the company as green.

#### Question 1

Your company has been identified as potentially producing a green product, offering a green service or using a green practice or green process in one or more of the following industries. (multiple selections allowed)

- Renewable Energy or Energy Efficiency
- Construction
- Manufacturing
- Transportation
- Trade of products and services (retail/wholesale)
- Materials, water and waste management
- Agriculture and natural resource conservation
- Pollution prevention and environmental cleanup
- Other industry

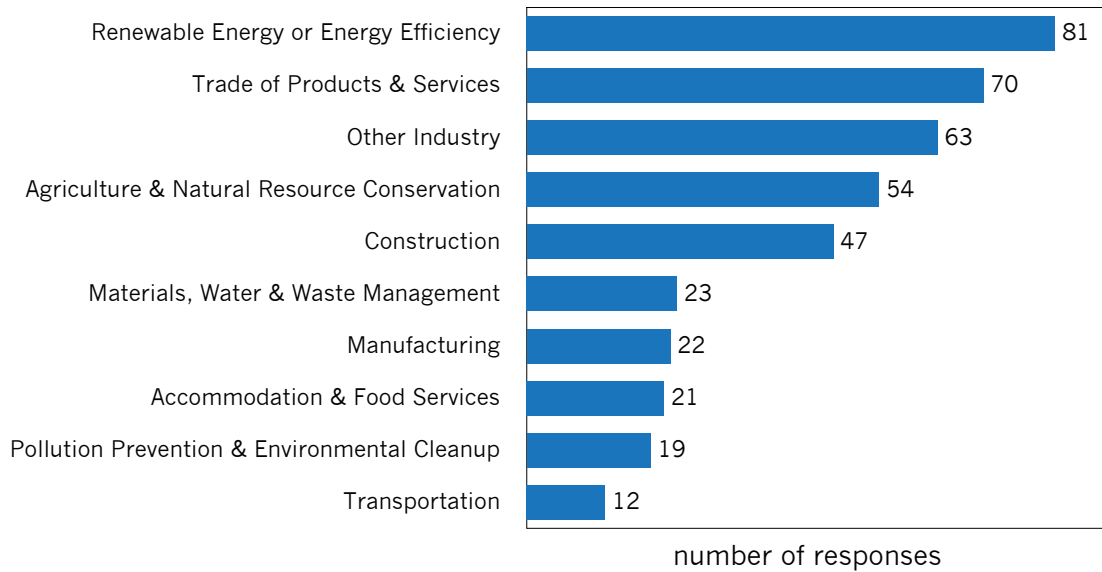
Targeted survey recipients were presumed to be in some type of green business. Eighty-five percent of respondents chose one or more green industries as their primary line of work, confirming that surveyed businesses offer a green product or service or used a green practice or process.

Of the responding 265 green businesses, 168 firms, or 63 percent, selected a single line of work; 62 respondents, or 23 percent, selected two lines of work; and 35 respondents, or 13 percent, selected three or more lines of work.

Among all respondents, *Renewable energy and energy efficiency (RE/EE)* was the primary line of work most often selected, followed by *Trade of products and services*. For the *Other industry* category, respondents were asked to provide a specific line of work. The responses for hospitality-related work, such as restaurants, hotels, and lodging, were substantial enough to be classified into a separate industry called *Accommodation and food services*. Among the remaining *Other industry* responses, the largest number of respondents reported a primary line of work in *environmental education* and *environmental advocacy* (These, however, were not tallied as a separate category).



**Figure 2. Primary line of work (multiple selections allowed)**



46 respondents did not view their company as green. These businesses included environmental consultants, biofuels sellers, organic produce growers and retailers; and recycling centers.

All businesses that self-identified as not green were asked to stop and return the survey at this point. Yet, several businesses completed the survey anyway, indicating that their primary line of work was green and that the business had green workers. These surveys were not included in the analysis, but are mentioned to illustrate the point that identification of green companies and green workers is subject to interpretation.

## Section B: Employment

In this section of the survey, respondents were asked for information on the potential to hire in the near future, and what methods of advertising was used. Firms were also asked to provide the number of employees at their establishment and, how many of those employees are considered green workers.

### Question 2

How many workers does your company currently employ in New Hampshire?

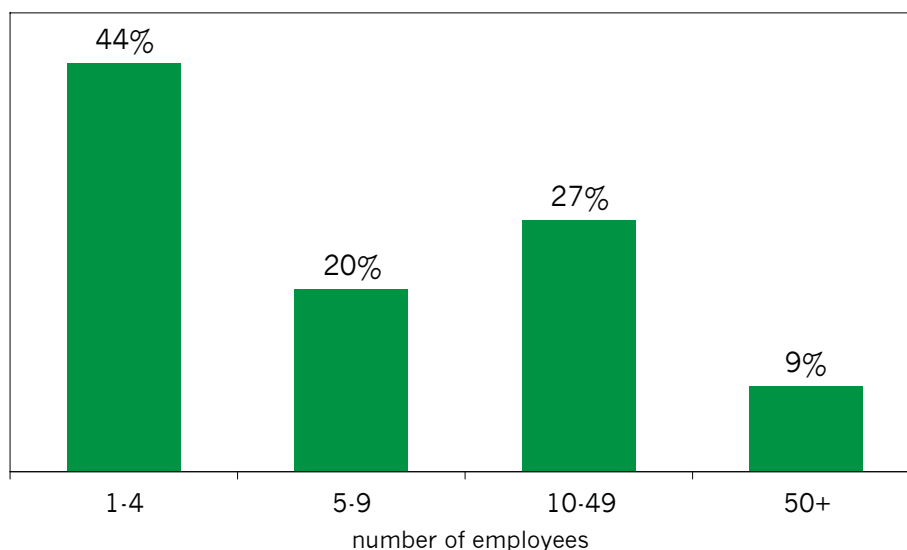
A total of 260 green businesses responded, reporting that they employed a total of 6,003 workers in New Hampshire, both year-round and seasonal. 24 green businesses had no employees at the time of the survey.

Overall, businesses in New Hampshire considering themselves *green* reported the following:

- 215 green businesses had fewer than 50 employees (1-49)
- 21 green businesses employed 50 people or more

Among the firms employing fewer than 50 workers, a little less than half employ at least one but fewer than five workers. About 20 percent reported employing between 5 and 9 workers, and 27 percent reported employing between 10 and 49 workers. However, the eight percent of green businesses with 50 or more workers accounted for two-thirds of the reported workforce. (All counts include seasonal workers.)

**Figure 3. Share of firms by reported employment (including seasonal workers)**



**Question 3**

Do you anticipate hiring within the next two years? If yes, about how many workers?

Two-thirds of the responding green businesses were optimistic about hiring, indicating an intention to hire new workers. Together, these employers anticipate hiring between 710 and 924 workers over the next two years. On average, this would create four to five new jobs among firms that indicated intent to hire over the next two years. The remaining one-third of respondents did not anticipate hiring new workers over the next two years.

**Question 4**

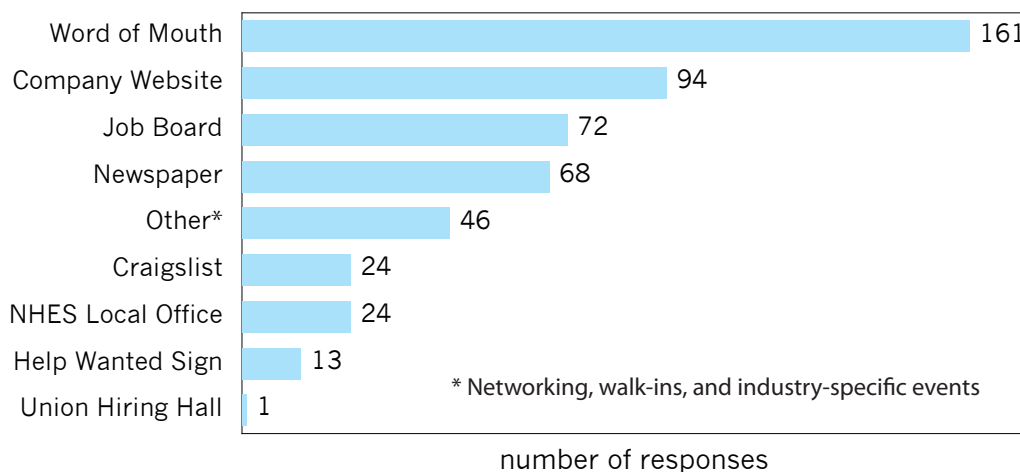
How do you advertise jobs? (Check all that apply.)

Over two-thirds of respondents (161 out of 236 responding businesses) reported advertising jobs by *word of mouth referral*. Ninety-four businesses selected posting jobs to a *company web site*, 72 businesses post jobs to some other *on-line job board*, and 68 businesses advertise their jobs in *newspapers*.

Among those selecting multiple (two or more) job advertising methods *word of mouth referral* and *company web site* was the most common combination, followed by *word of mouth* and *newspaper ads*, then *word of mouth* and *on-line job board*.

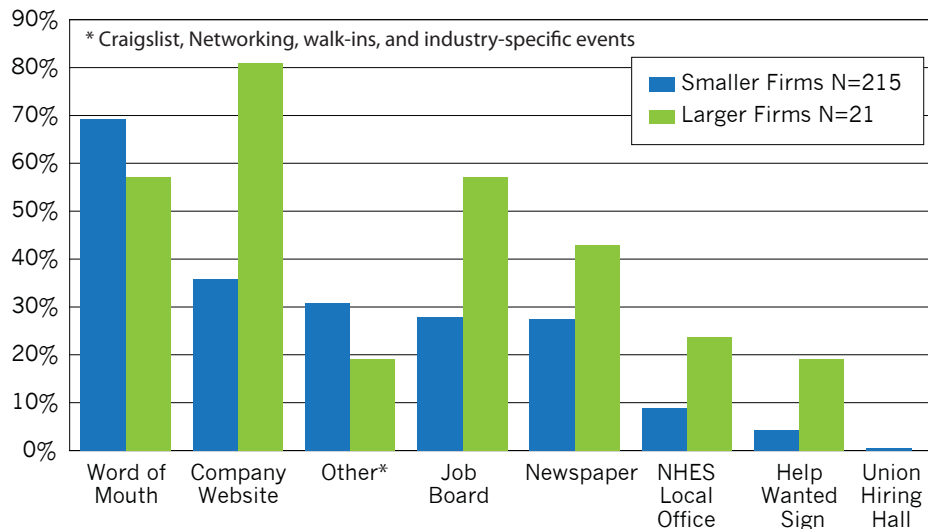
Among those selecting *other*, 24 respondents – about one-third – wrote in Craigslist. Additional responses included networking, walk-ins, industry-specific events, fairs, expos, and industry organization newsletters and member mailing lists.

**Figure 4. Job Advertising Methods (multiple selection allowed)**



There were some distinguishable differences in job advertisement between small and large firms. While smaller firms (49 employees or fewer) were more likely to advertise by *word of mouth* compared to larger firms (50 plus employees), large firms were more apt to advertise jobs by first posting to their *company website*. Posting to *job boards* and advertising by *word of mouth* were equally common among large firms.

**Figure 5. Smaller vs. larger Firms Advertising Methods**



### Question 5

How many of your New Hampshire employees are considered green workers\*? Please count yourself and partners if you perform green work and are a sole proprietor/partnership.

*\*A green worker is one whose primary function is related to environmental sustainability or energy efficiency. In many green jobs, specific green skills or knowledge are necessary to perform the required work. Examples of this include a weatherization technician who needs green building skills, or an organic farmer who uses knowledge of green farming practices.*

217 companies responded that they had 1,890 green workers. On average only about three out of ten workers in a green business are green workers.

The 81 respondents selecting *RE/EE* as an industry accounted for the largest amount of green workers, a total of 787 or 42 percent of all reported green workers. In fact, every responding green business selecting only *RE/EE* had one or more green workers. Among *RE/EE* businesses, three out of ten New Hampshire workers on average are green workers.

Count of Survey Respondents	Number of Workers*	Percent
236 green businesses with employment	6,003 (Total reported New Hampshire-based employees)	
217 green businesses reported that they have green workers in New Hampshire	1,890 (New Hampshire-based green workers)	31.4 percent of the total number of workers employed by green businesses are green workers

\* Not all green businesses employed green workers, and there are green workers in New Hampshire that were not captured by this survey. Because the survey targeted businesses anticipated to be green the resulting number of workers only reflects the employment of the responding businesses sampled.

Compared to the number of responding businesses in RE/EE, there were roughly half as many responding businesses in construction. Coincidentally, the construction category claimed only about half as many green workers: 478. Yet in contrast to RE/EE respondents construction businesses reported, seven out of ten workers on average were green workers.

Some responding businesses in certain industries indicated very few green workers. For example, only one in eight workers at responding *Manufacturing* businesses were considered green workers.

## Section C: Green Worker Training & Education

With the aim of identifying in-demand or emerging green skills, section C of the survey solicited green businesses about green workers and their respective certifications, trainings, qualifications, and skills.

### Question 6

Do you require green workers to have a particular certification or training course?

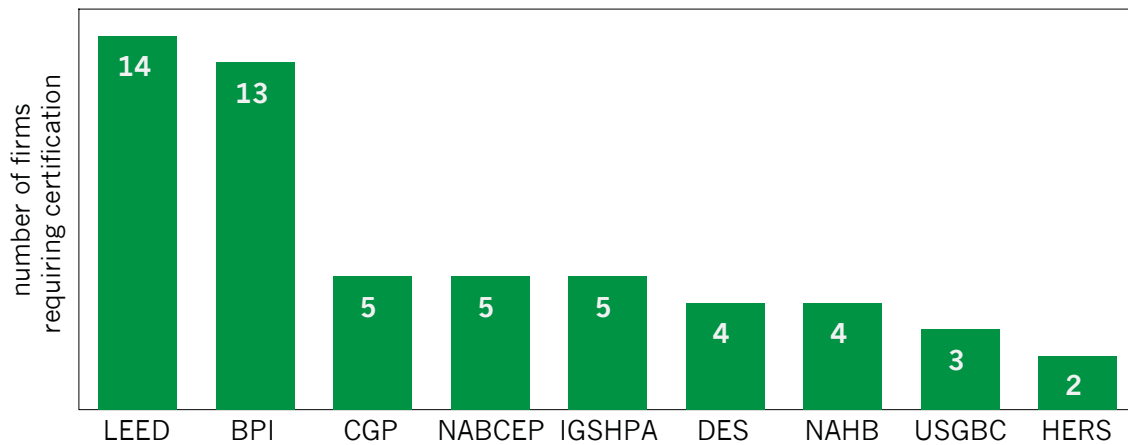
About one in three of 235 green businesses responding required their green workers to have a specific certification or training course.

Most of the required certifications fell into these three categories:

- 38 percent of responding green businesses required certifications relating to green building, such as LEED and BPI.
- 37 percent of respondents required RE/EE related training, such as HERS.
- 9 percent specifically mentioned NH Department of Environmental Services (NH DES) certification programs.

### Green Certification Programs Most Commonly Required by NH Green Employers

Acronym	Certification	Type
LEED	Leadership in Energy and Environmental Design	Green Building
BPI	Building Performance Institute	Energy Efficiency
CGP	Certified Green Professionals	Green Building
NABCEP	North American Board of Certified Energy Practitioners	Renewable Energy- Solar
IGSHPA	International Ground Source Heat Pump Association	Renewable Energy - Geothermal
NH DES	NH department of Environmental Services	Water and Waste Management
NAHB	National Association of Home Builders	Green Building
USGBC	United States Green Building Council	Green Building
HERS	Home Energy Rater System	Energy Efficiency

**Figure 6. Green Worker: Required Certifications****Question 7**

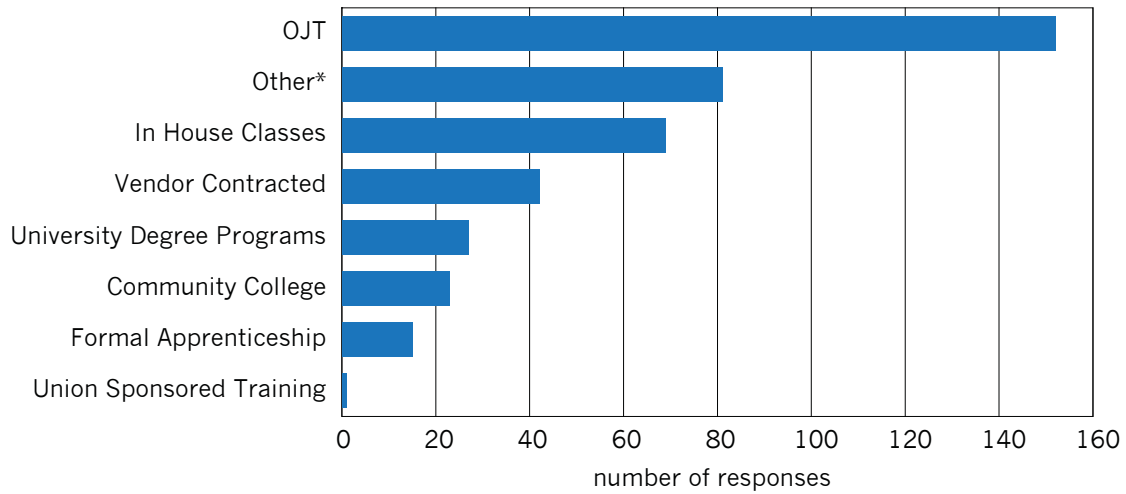
Have your current workers had any training needs related to green knowledge or skills?

77 percent of responding green businesses reported that their green workers have had training needs related to green knowledge or green skills.

Four out of the five businesses with green training needs preferred using On-the-Job (OJT) training methods, making OJT the top response. The category *Other* training method was selected by 44 percent of the respondents, who specified workshops, conferences, and webinars as training methods. Several companies specifically mentioned environmental training programs at the University of New Hampshire and the New Hampshire Department of Environmental Services.

The most commonly mentioned examples of green knowledge and green skills training topics given by respondents were green building, agriculture and horticulture, and solar installation.

**Figure 7. Business Provided Training for Green Workers**



\*Other includes workshops, conferences and webinars



## Section D: Green Workers Skills

While green workers typically require additional green knowledge or green skills training, having basic skills are still essential. Questions in section D sought to identify both the basic skills and specific qualifications that green workers need.

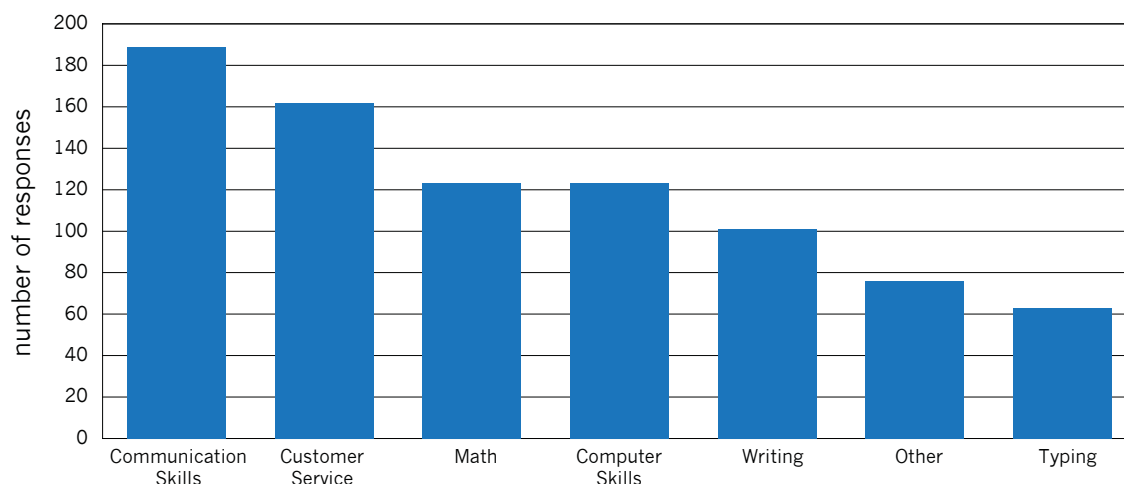
### Question 8

What basic skills are important for workers in green jobs at your company?

The two most important basic skills for workers selected by responding green companies were *communication* and *customer service*. These skills are important in nearly every occupation, making green jobs no exception.

After *communication* and *customer service skills*, green businesses ranked *math* and *computer skills* as equally important skills, followed by *writing*. These skills have been found to be important almost ubiquitously throughout the larger economy.<sup>2</sup> The *Other* category allowed green businesses to write in other basic skills. These answers included a variety of responses that are not typically considered “basic skills.” Rather, the skills listed corresponded to a basic level of knowledge for specific occupations, including basic construction, green building, mechanical, basic electrical, basic solar, and knowledge of horticulture and agriculture.

**Figure 8. Basic Skills required by green businesses (multiple selection allowed)**



<sup>2</sup>. New Hampshire Economic and Labor Market Information Bureau. Road to Recovery New Hampshire’s Economy 2010. Pg 43-46.

**Question 9**

Do you find workers often lack basic skills?

31 percent of responding green businesses indicated that workers lacked basic skills. Specifically, responding green businesses reported that a large share of their green workers lack math, writing, computer, and communication skills. Notably, a small number of green businesses also mentioned that green workers lacked work ethic.

**Question 10**

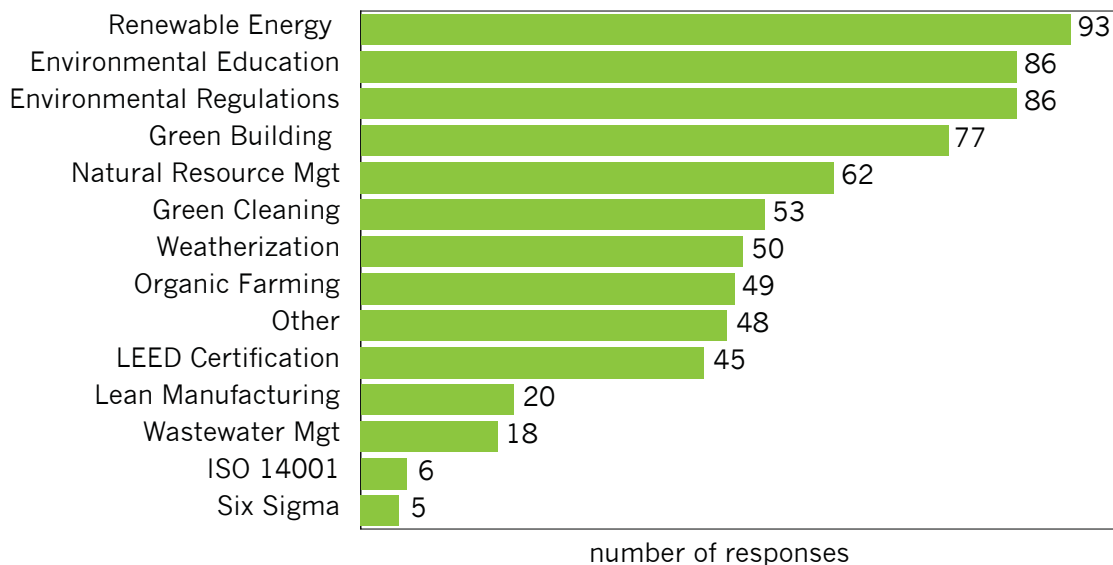
What qualifications are important for green workers at your company?

(Check all that apply)

More than half (55 percent) of green businesses indicated that specific qualifications were important for green workers at their company.

The majority of responding green businesses selected *renewable energy knowledge*, *environmental education*, and *environmental regulations*. Not surprisingly, these three qualifications apply to green workers throughout numerous green economic activities. In fact, green businesses from all nine green industries in the survey selected *renewable energy knowledge* as an important qualification for green workers. Conversely, some of the qualifications presented in the survey were industry-specific and accordingly were selected less often, such as *wastewater management* and *Six Sigma*.<sup>3</sup>

**Figure 9. Important qualifications for green workers**



<sup>3</sup>. Six Sigma is a manufacturing certification that uses statistical methods to analyze a manufacturer's processes to improve control and reduce process variation, scrap, and rejects.

Although renewable energy and environmental knowledge are good background preparation for green workers, it might not always be a prerequisite as this knowledge can be acquired through on-the-job training.

Survey respondent were not asked to provide the number of green workers with these qualifications. Some green workers may need multiple qualifications, while others may need none or only one.

## Section E: Future of the Green Economy in New Hampshire

The last section of the survey asked respondents to identify challenges that could hinder the future growth of New Hampshire's emerging green economy.

### Question 11

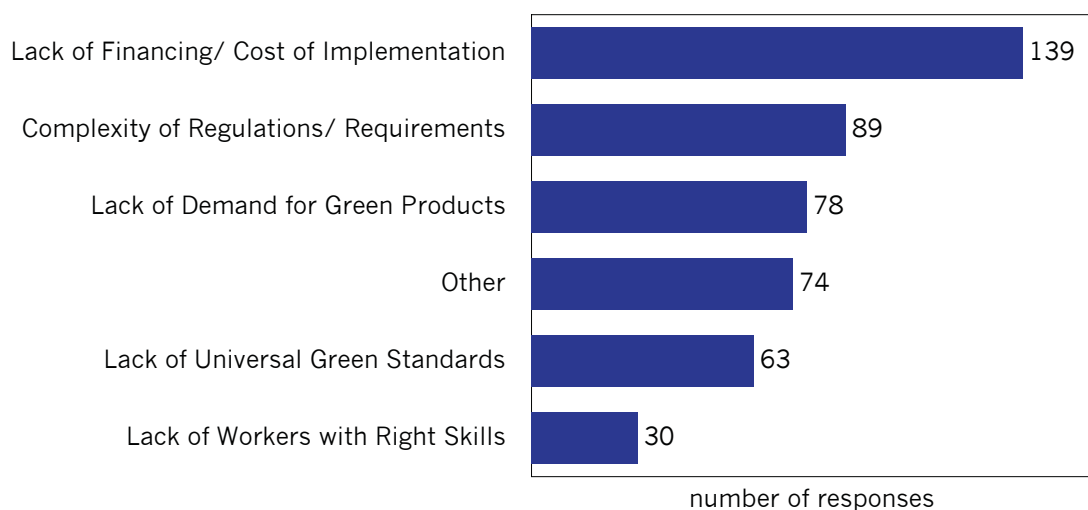
While the green economy is considered to have potential for growth, there are also challenges. What do you view as significant challenges for green businesses?  
(Check all that apply)

Three out of five responding green businesses cited *lack of financing/cost of implementation* as the most significant challenge.

Within the *Other* category, a significant number of responding green businesses wrote in *lack of consumer education/lack of knowledge* as a major challenge to the green economy. Green businesses also cited *government policies and politics* as an ongoing challenge to the green economy, specifically *lack of incentives for renewables compared to oil, coal, and nuclear*. Other common responses included higher costs related to green options or sometimes just a higher cost perception that prevents consumers from buying or exploring a green solution.

*Lack of workers with the right skills* was the challenge selected by the fewest responding green businesses. This indicates that even though green training needs are important to businesses, they are not an obstacle to growth.

**Figure 10. Significant Challenges for responding green businesses**



## Conclusion

As an emerging sector of the economy, the definitions of green and green workers remain fluid and still have ambiguous meanings to the general public and businesses, leading to subjectivity in self-identification of green businesses and green workers.

The goal of the Green Jobs Survey was to gain insight into the green economy by looking at job advertising practices, education and training needs, challenges finding workers and the overall outlook among green businesses.

Though measurement of the green economy was not a primary goal of the survey, respondents were asked to provide employment counts of all workers and those workers considered green workers. Among responding employers, about one-third of the workers in green businesses are considered green workers. Green construction businesses had the highest share of green workers, followed by renewable energy/energy efficiency businesses.

The survey showed that the largest share of green businesses identified themselves as being in the renewable energy and energy efficiency (RE/EE) industry. Survey results indicate that the certifications being sought after by green businesses were in line with RE/EE, specifically green building.

The vast majority of green businesses indicated they advertise jobs mainly via *word of mouth*. Small businesses reported relying more heavily on this method of advertising jobs than large businesses, who were likely to use corporate and on-line job sites to advertise jobs. The importance of *word of mouth* job advertising among green businesses underscores the importance of networking. Further research is needed to determine if this method of job advertising is similar among non-green businesses.

While 55 percent of green businesses indicated that some specific qualifications were important, these green employers ranked finding a worker with the right skills as the least of their concerns when thinking about the future of the green economy in New Hampshire. Instead, their most significant concerns regarding expansion are the *lack of financing*, *complexity of regulations* and *lack of demand* for green products. As indicated in the responses to questions about green worker training, *on-the-job training* is the most commonly utilized method of training green workers. This indicates that while workers may lack particular skills, businesses are able to overcome this challenge through in-house training programs. The most difficult challenge they anticipate is not being able to obtain the funds needed to expand their business.

Despite identification of issues that may affect the expansion of the green economy in New Hampshire, two-thirds of responding green businesses anticipated hiring workers within the next two years. This indicates a high level of confidence about this segment of the economy and identifies the green economy as a potential area of growth.

## Appendix A: Green Jobs Survey Methodology

### New Hampshire Green Jobs Project - Purpose and Funding

The American Recovery and Reinvestment Act (ARRA) of 2009 made funds available through grants for the purpose of collecting, analyzing and disseminating labor market information and to enhance labor exchange infrastructure for careers within the energy efficiency and renewable energy industries. New Hampshire Employment Security Economic and Labor Market Information Bureau, as part of the Northeast Consortium, received a Labor Market Information Improvement grant to study methods of identifying the green economy. The seven other states included in the Northeast Consortium are Vermont, Connecticut, Maine, Massachusetts, New Jersey, New York, and Rhode Island. In addition to the state partners, Georgetown University's Center on Education and the Workforce and the Direct Employers Association are members of the Consortium.

The goal of the Labor Market Improvement grant and green jobs research was to understand the extent of green jobs and emerging green jobs trends through analysis of real-time demand, as measured by on-line jobs posting data analysis. However, because not all companies post on-line and on-line postings frequently omit important details like necessary worker skills, required degrees, certifications, or training programs, the data did not produce a desired level of detail on green job demand for New Hampshire. Thus, to better understand the needs of existing businesses this targeted survey was developed.

### The Approach: Targeted Survey

A targeted survey was chosen as the most efficient use of resources. Based on findings from Green Jobs reports conducted in other states, it was surmised that green jobs claim less than five percent of statewide employment.<sup>4</sup> Based on that information, it was determined that a large random sample would ultimately yield few responses from green businesses in New Hampshire. A targeted survey to potentially green businesses in New Hampshire should result in more responses from green businesses, providing more information on skills, certifications and qualifications of green workers. The list of potentially green businesses surveyed was developed by the New Hampshire Employment Security Economic and Labor Market Information Bureau on behalf of the Northeast Consortium.

Two mailings were conducted. The first mailing went out on March 22, 2011 with a response date of April 12, 2011. The second mailing went out on April 15 with a response date of May 3, 2011. As of July 13, 2011, 311 active businesses responded, for a 34.5 percent response rate.


<sup>4</sup>. Measuring the Green Economy. April 2010. U.S. Department of Commerce, Economics and Statistics Administration p. 11. Accessed August 2, 2011 at [www.esa.doc.gov/sites/default/files/reports/documents/greeneconomyreport\\_0.pdf](http://www.esa.doc.gov/sites/default/files/reports/documents/greeneconomyreport_0.pdf)

## Creating the Green Firms List

The survey was targeted specifically to businesses that were identified as either likely to be producing a green product or service, or using green practices or green processes.

- New Hampshire-specific business directories were used as a base for developing a green firms list. Firms from the directory lists were researched on-line to identify if the businesses might be green.
- Green search engines provided lists of potential green firms, which were vetted to confirm whether the potentially green firms met New Hampshire's green definition.
- Green organizations and advocacy groups such as Green Alliance, Green Concord, Sustainable Forest Futures, and the New Hampshire Sustainable Restaurant and Lodging Program were used to identify potentially green firms.
- Green certifications and green designations were used to identify individuals or firms using environmentally friendly and sustainable business practices. Green designations included Certified Organic Operations, CGP, LEED, LEED AP, BPI, HERS, RESNET, USGBC, Ecobrokers, Lean and Six Sigma.
- Additional potentially green businesses were identified through offline research, such as print articles about green businesses and telephone interviews with over 150 local businesses and municipalities. Lists of vendors from local green events were obtained when possible. Vendors were researched to confirm their environmentally friendly practices, processes or products. Green business awards such as "Lean and Green" awards helped to discern businesses that excelled at green business processes and practices
- On-line job postings including green skills were used as a filter to identify employers posting green jobs. Some of these employers were added to the list of green firms. The method of identifying green firms using green skills was developed by the Northeast Consortium.

## Appendix B: Green Jobs Survey Instrument



# Green Jobs Survey

<Survey ID number>

This survey is targeted to green businesses in New Hampshire and intends to gather information about employment and training needs. Please help us out by completing the survey by **April 12, 2011**. The completed survey can be mailed back in the enclosed postage paid envelope or faxed to 603-228-4172.

### Section A: Basic Information

Contact Person: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Email: \_\_\_\_\_

*(Contact information is requested in case clarification is needed about the responses to the survey)*

Check here if you would like to be notified when survey results are available on our website  
*(note: e-mail address must be provided above)*

1. Your company has been identified as potentially **producing a green product, offering a green service or using a green process or practice** in one of the following industries. Please check any that describe the primary work of your business:

- Renewable Energy or Energy Efficiency
- Construction
- Manufacturing
- Transportation
- Trade of Products and Services (Retail/Wholesale)
- Materials, Water and Waste Management
- Agriculture and Natural Resource Conservation
- Pollution Prevention and Environmental Cleanup
- Other Industry \_\_\_\_\_

Do not view company as green  
*If you do not consider your business green, please stop at this point and return the survey.*  
**Thank you.**

### Section B: Employment

2. How many workers does your company currently employ in New Hampshire? \_\_\_\_\_

3. Do you anticipate hiring within the next two years?

Yes    If Yes, about how many workers: \_\_\_\_\_  
 No

4. How do you advertise jobs? (check all that apply)

- Online job board (including NH Job Match System)
- Company web site
- Newspaper
- New Hampshire Employment Security Local Office
- Union Hiring Hall
- Word of mouth referral
- Help wanted sign in window or on marquee
- Other: \_\_\_\_\_

5. How many of your New Hampshire employees are considered **green workers**\*? \_\_\_\_\_  
*(Please count yourself and partners if you perform green work and are a sole proprietor/partnership)*

\* A green worker is one whose primary function is related to environmental sustainability or energy efficiency. In many green jobs, specific green skills or knowledge are necessary to perform the required work. Examples of this include a weatherization tech who needs green building skills, or an organic farmer who uses knowledge of green farming practices.

**Over →**

New Hampshire Employment Security, Economic and Labor Market Information Bureau





# Green Jobs Survey

## Section C: Green Worker Training & Education

6. Do you require **green workers** to have a particular certification or training course?

- Yes If Yes, which Certification/Training Course:  
 No
- \_\_\_\_\_
- \_\_\_\_\_

7. Have your current workers had any training needs related to **green knowledge or skills**?

- Yes  No

If YES, what providers are used to prepare current workers? (check all that apply)

- On-the-Job Training  
 In-House Classes  
 Vendor Contracted  
 Formal Apprenticeship  
 Union Sponsored Training  
 Community College  
 University Degree Programs  
 Other: \_\_\_\_\_

Please provide examples of employee training:

\_\_\_\_\_

\_\_\_\_\_

## Section D: Green Worker Skills

8. What basic skills are important for workers in **green jobs** at your company? (check all that apply)

- Math  
 Writing  
 Typing  
 Communication Skills  
 Customer Service  
 Computer Skills  
 Other: \_\_\_\_\_
- \_\_\_\_\_

9. Do you find workers lack basic skills?

- Yes If Yes, which basic skills:  
 No \_\_\_\_\_
- \_\_\_\_\_

10. What qualifications are important for **green workers** at your company? (check all that apply)

- Organic Farming  
 Lean Manufacturing  
 Six Sigma  
 Green Building Techniques  
 Weatherization Skills  
 LEED Certification  
 Wastewater Management  
 ISO 14001  
 Renewable Energy Knowledge  
 Green Cleaning  
 Natural Resource Management  
 Environmental Regulations  
 Environmental Education  
 Other: \_\_\_\_\_
- \_\_\_\_\_

## Section E: Future of the Green Economy in New Hampshire

11. While the **green economy** is considered to have potential for growth, there are also challenges. What do you view as significant challenges for **green businesses**? (check all that apply)

- Lack of Demand for Green Products  
 Lack of Workers with the Right Skills  
 Lack of Financing/Cost of Implementation  
 Lack of Universal Green Standards  
 Complexity of Regulations/Requirements  
 Other: \_\_\_\_\_
- \_\_\_\_\_

**Thank you for taking the time to complete this survey!**

Please make any additional comments or clarifications to specific survey responses on a separate sheet of paper.