

Green Jobs for Nature (GJfN) Partnership Prospectus

About GJfN

Green Jobs for Nature is a communications and outreach campaign to promote nature-focused careers to 13-23 year olds across the UK and Ireland. The campaign is centred around our bespoke website www.greenjobsfornature.org, which showcases the breadth of green jobs for nature available, the different employment sectors offering such career opportunities and how to find out more information about and get those jobs. The initial 2-year project is funded by CIEEM, the Esmée Fairbairn Foundation and corporate partners representing employers in the sector.

Green Jobs For Nature is aimed at all young people but we have a specific target audience of young people from backgrounds currently under-represented in the nature-focused careers sector, namely people of colour, people who are differently abled/live with disability and people from lower socio-economic households. A 2017 report by the Policy Exchange¹ highlighted that the environmental professions in the UK were the second least diverse occupation of the 202 occupations measured (agriculture was the least diverse) and in the intervening 6 years very little appears to have changed. This should also be set in the context of a high level of environmental awareness, anxiety and activism amongst young people generally, including our target audiences. We want to show young people (and potential career changers) that by choosing an exciting green job for nature they can really make a difference to all our futures.

Over the past 12-18 months there has been a gentle groundswell of collaboration and commitment between environmental organisations and employers to create change. Closely related to this work, but outside the direct scope of this project, are initiatives to promote access to and engagement with nature for our target audiences, initiatives to raise awareness of diversity and inclusion issues amongst employers and promote action to resolve these and activities to promote the creation of more accessible routes into the profession.

There is currently a shortage of applicants for nature-related job vacancies with many employers citing the difficulties of recruiting. The demand and opportunities are expected to grow as the UK and Ireland transition to a greener economy as a means of mitigating the effects of climate change and the biodiversity crisis. The lack of diversity amongst those who do apply means that we are not attracting the widest pool of talent, creativity and perspective into the sector. We are also at risk of perpetuating a socially unjust employment market where not everyone has access to the opportunities that are available.

Recent research has identified a number of real and perceived barriers to accessing nature-related roles: These are:

- Low awareness /understanding of the range career opportunities within the sector, including those that do not require a degree-level education
- Perceived low pay/low status jobs
- A lack of role models from under-represented audiences
- A feeling that it was not a 'welcoming' profession for people of colour or with disabilities
- The physical nature of some roles, including periods of lone working

¹ Policy Exchange (2017) The Two Sides of Diversity – see <https://policyexchange.org.uk/>

This project specifically focuses on raising awareness of the range of career opportunities available, providing an insight into the types of employers offering these opportunities, the realities of different nature-related jobs and careers advice on how to get them.

Why CIEEM

CIEEM is the professional membership body for ecologists and environmental managers working in the UK and Ireland. We are very active in the green skills agenda across the UK and Ireland, sit on the UK Government's Green Jobs Delivery Group and chair Defra's Nature-skills Working Group. As part of our Championing Change agenda we are keen to promote a more diverse and inclusive ecology and environmental management profession.

Through our membership we have access to employers and practitioners who are performing these nature-focused roles. We also have strong relationships with other organisations and charities working in this space. Our approach is one of collaboration rather than competition – we need to work together if we are to make change happen.

The Plan

Essentially this is a communications project with much of the activity being delivered digitally. Over the next two years we will be working with partners to deliver the following outputs as a minimum:

Goal	How
Raise awareness amongst the target audiences of career opportunities involving green jobs for nature	Further develop content on the green jobs for nature website, showcasing not only a wide range of roles but a wide range of people in those roles and increasing the amount of dynamic content.
	Recruit Environmental Champions from sport, art, music, tv, fashion etc. who are representative of the backgrounds of our target audiences and each with a minimum 10000 social media followers and engage them in social media activity linked to the GJFN website.
	Organise activities or initiatives with national or country-specific careers / jobs support agencies promoting green jobs for nature activities.
Engage groups and organisations representing our target audience in actively promoting career opportunities involving green jobs for nature.	Support these partner groups and organisations to signpost information about green jobs for nature to their own audiences.
	Plan and organise joint events and activities with partner organisations that are bespoke to their audiences.
Increased promotion of green jobs for nature careers through direct engagement with schools in areas of lower socio-economic backgrounds.	Produce a new suite of green jobs for nature learning resources and careers information using appropriate language, role model case studies and imagery and make available to STEM ambassadors and other career champions.
	Recruit more STEM Ambassadors with nature-related backgrounds and support them to go into schools in target areas in collaboration with STEM Learning.

To deliver this project the in-house team is being supported by a specialist communications agency with experience of our target audiences.

How you can get involved

We would love it if you and your organisation shared our ambition to drive change in this area and got involved in this project. Here's how.....

Become an Engagement Partner

If your organisation would be interested in planning some joint outreach activities of relevance to your audience to promote interest in and access to nature-related green jobs we would love to share some ideas with you. We would be looking to maximise reach with the limited funding we have available.

We can add your logo to our Supporters and Partners page on the GJFN website and we would also supply you with GJFN Supporter logo to use on your website and relevant communications activity.

Become a Content Partner

You can contribute your exciting nature-related careers content to the website. This could be in the form of job profiles and video profiles, podcasts, blogs, relevant careers resources and/or supplying us with social media content including photos showcasing great nature-related careers. We would also expect you to signpost to the Green Jobs for Nature website and allow us to signpost back to the relevant pages of yours.

We can add your logo to our Supporters and Partners page on the GJFN website and we would also supply you with GJFN Supporter logo to use on your website and relevant social media activity.

Become a Supporter

If you don't have any content to share but think Green Jobs for Nature is a great idea and relevant to your audience why not link to the website and promote it through your own communications channels from time to time? We would keep you up to date with GJFN activity and ideas for promotional content.

We can add your logo to our Supporters and Partners page on the GJFN website

Get in touch

If you would like to get involved through all or any of the above please do get in touch with Sally, Craig or Natarnya at info@greenjobsfornature.org

We look forward to hearing from you!