

A stylized green landscape graphic on the left side of the page. It features a dark green circular area containing several overlapping light green circles and a white plant with two leaves. The background of the entire page is a light green color with a dark green curved shape at the bottom right.

Green Jobs for Nature

Partnership Prospectus

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About Green Jobs for Nature

Green Jobs for Nature (GJfN) 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 GJfN project was funded by CIEEM and was aimed at all young people but with 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.

Since the project started there has been a 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, raise awareness of diversity and inclusion issues amongst employers, and support the creation of more accessible routes into the profession. CIEEM has been at the forefront of much of this work, advocating for change across the sector and helping to shape national conversations around equity, access, and skills.

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. Young people today are more environmentally aware than ever, but for too long, careers in nature have felt out of reach for many. The reasons are familiar: lack of visibility about green jobs, few relatable role models, and perceptions of who 'belongs' in the sector.

Join the Movement Bringing Nature Careers to the Next Generation

About Green Jobs for Nature

GJfN is a communications and outreach campaign inspiring 13 to 23 year-olds across the UK and Ireland to pursue careers that protect and restore the natural world.

Through our dedicated website, we showcase the diversity of green jobs for nature, the sectors offering them, and the practical steps people can take to get started.

Coordinated by CIEEM, GJfN is very much a partnership project. Although aimed at all young people and career changes we want to open doors for underrepresented people, including those from lower-income backgrounds, people of colour, and individuals who are differently abled/live with disability.

Why do we need Green Jobs for Nature?

The need is urgent. Employers across the environmental sector are struggling to fill roles. The green economy is growing fast, but without a diverse talent pipeline, we risk falling short - on climate action, biodiversity goals, and social justice. Young people today are more environmentally aware than ever, but for too long, careers in nature have felt out of reach for many. The reasons are familiar: lack of visibility about green jobs, few relatable role models, and perceptions of who 'belongs' in the sector.

With your help there is so much more we can do. We're now looking for partners and investors who share our vision: a fairer, greener future powered by young people from every background.

Let's build that future together.



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Why CIEEM

CIEEM is the professional membership body for ecologists and environmental managers in the UK and Ireland. We are active in the green skills agenda, 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 committed to building a more diverse and inclusive profession. We have direct access to employers and practitioners across the sector, and strong partnerships with other organisations doing this work. We believe in collaboration over competition. We want to work with others to make change happen.

Why You

The organisations supporting this campaign are architects of the future environmental workforce. As industry leaders, you create the careers, offer the training opportunities, and cultivate the inclusive culture that will define our sector for generations.

By joining this growing coalition of forward-thinking organisations, you:

- Show what's possible to a wider range of young people
- Highlight the breadth of opportunity across your organisation and the sector
- Build a more skilled and inclusive workforce



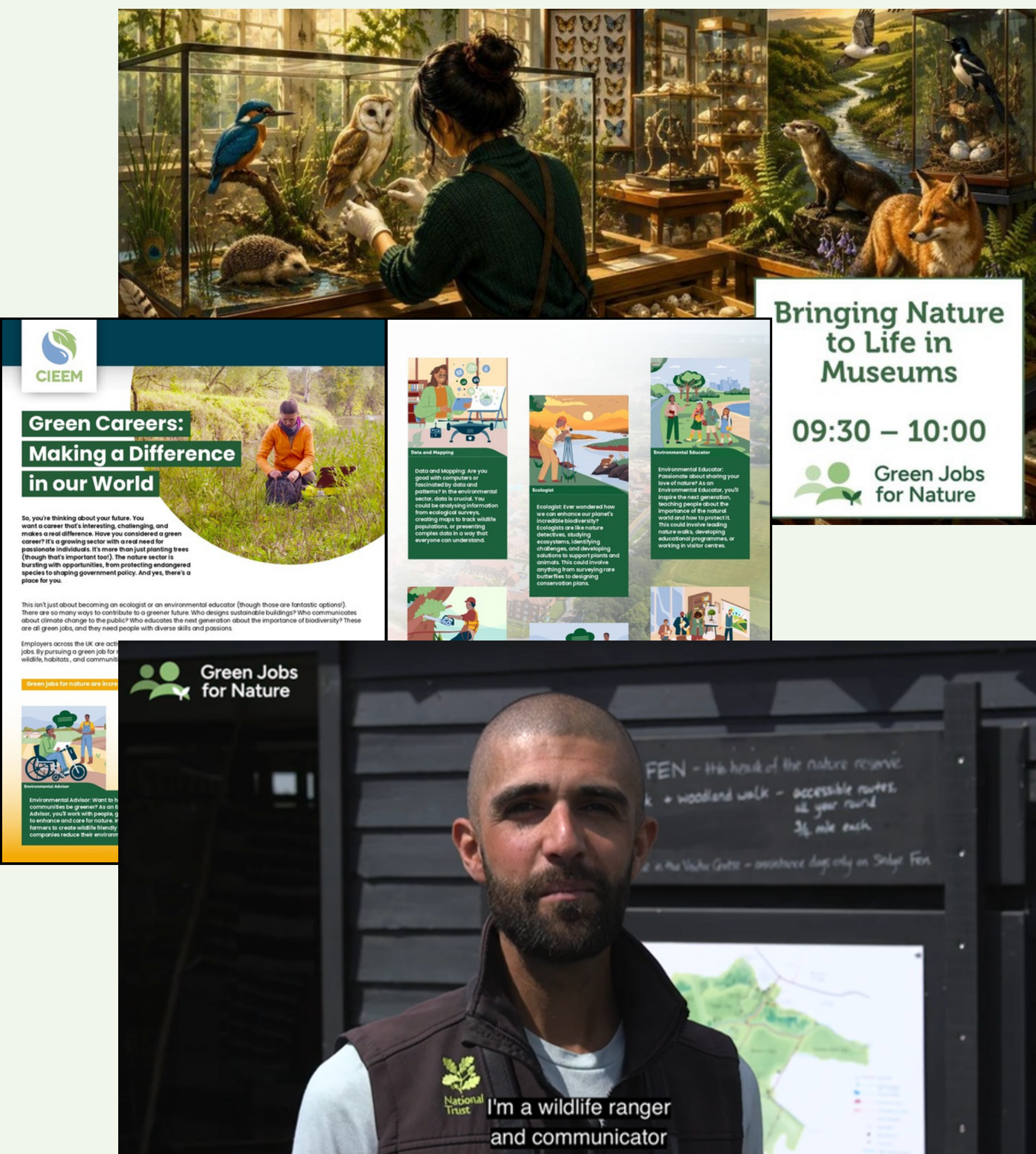
Green Jobs for Nature: How far we’ve come and where we’re going next

Over the past two years, we’ve proven change is possible. Through Green Jobs for Nature, we’ve:

- Engaged 14,000+ young people through 100+ events—from schools to national careers fairs, sparking interest in green careers.
- Steadily growing engagement during key weeks in Schools Calendars around careers, averaging >500 students per live (online) session
- Through steering group - united 18 cross-sector leaders, NGOs, government, and businesses to drive systemic change.
- Demystified green careers with 250+ Role Profiles and 15 original videos, showcasing diverse professionals in the field.
- Curating free careers resources, from CV writing to LinkedIn tips, to help break down barriers to entry.

The environmental sector needs diverse talent to tackle the climate and biodiversity crisis and we’ve built the playbook to make it happen. Now, we need your help to turn momentum into movement.

“We know the issues, we know what needs to be done and now we’re looking for partners ready to help scale this change and build a truly inclusive environmental sector.”
Sally Hayns, CEO of CIEEM



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 are a few ways how.....

Join the Steering Group

We are looking for representatives of national and regional organisations who connect with our target audiences to help make sure we can maximise the impact of our funding and make this project our success. We would benefit from your ideas, advice and guidance through your attendance at no more than 3x 2hr online steering group meetings per year. But we want this project to benefit your organisation as well so, if helpful to you, we will be looking for ideas to add value to your work through joint activities and engagement. If your time to attend steering group meetings cannot be paid for by your employer we can potentially cover your costs.

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



Become a Supporter

As a supporter of Green Jobs for Nature, you can help us raise awareness and inspire more people to explore nature-related careers.

Ways to get involved:

- Co-host outreach activities
- Share careers content (blogs, videos, podcasts, photos)
- Promote our resources or simply link to our website

In return, we'll:

- Feature your logo on our Supporters page
- Provide the GJFN Supporter badge
- Share updates, resources, and highlight your organisation



Become an Investor

As an investor in Green Jobs for Nature, your organisation plays a pivotal role in shaping the future environmental workforce. Your investment powers the scaling up of careers events and outreach, the amplification of youth-led campaigns and role models, and the acceleration of our digital hub and resources.

Investors are not simply funders – they are Green Jobs for Nature Champions. A commitment of £5,000 per year (for a minimum of three years) is an investment in:

- A fairer, greener future: strengthening the talent pipeline,
- Driving diversity, equity and inclusion across the sector
- Create real lasting impact where it matters most

In return, your organisation will:

- Be recognised as a key partner in this movement, with prominent visibility on our Partners Page, campaign content and to CIEEM's membership
- Receive quarterly impact updates showcasing your return on investment
- Opportunities for staff to engage directly with future talent



Get in touch

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

We look forward to hearing from you!



**Green Jobs
for Nature**