

UCLA Extension

The Transportation/Land Use/Environment Connection

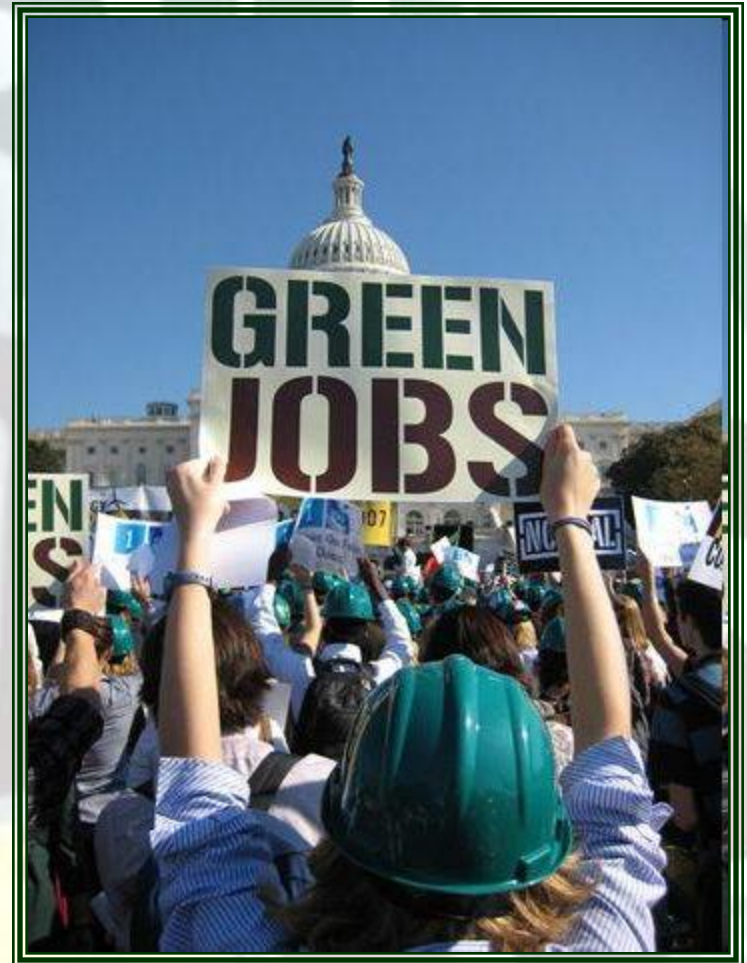
Economic Crisis as Opportunity for Reform

Jobs vs. the Environment or Jobs and the Environment? Planning for Green Jobs in the New Millennium

October 18, 2009

UCLA Extension Introduction

- What is the role of the private sector in responding to public environmental mandates?
- How are firms responding to the increasing market demand for green practices and industries?
- Are green jobs feasible as a business strategy during this time of economic distress?



What is the role of the private sector in responding to public environmental mandates?

- Private sector is conflicted – Good corporate citizenship vs. maximizing shareholder wealth
 - Regulatory uncertainty is the greatest constraint on private sector action
 - Need strong federal/state leadership and regulation
- Private sector is becoming bifurcated:
 - Young business leaders believe and want to act
 - Older business leaders generally stuck in old models and/or do not believe

How are firms responding to the increasing market demand for green practices and industries?

- Much 'talking' across numerous industries:
 - Autos – Electric Cars
 - Energy – Renewables, Nuclear
 - Real Estate – Green Buildings
 - Green Internet – News, Shopping, Education
- Action hard to measure
- Risk of unintended consequences



Are green jobs feasible as a business strategy during this time of economic distress?

- Need for clear direction from Washington
- Cost vs. bottom line
- What exactly is a “green job”?

