Greenovation 101, Are There Green Jobs Within Transportation?

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Objectives

- What Are Those Jobs
- Opportunities
- Team Building
- Infrastructure
- Certifications to Consider
- Greenopia
List of Potential Opportunities

- Planning
- Vehicle
- Biofuels
- Infrastructure
- Non-Technical
- Storage & Transportation
Green Job List

Biofuel
Hydrogen
Biodiesel
Ethanol
Methanol

Storage & Transportation
Vehicle Storage
Compressed Gases
Liquid Fuels
Hydrogen
Fuel safety
Batteries

Vehicle
Internal Combustion
Fuel Cells
Hybrids
Electric
Compressed Air

Non Technical
Sales
Communications
Marketing
Public Relations
Human Resources

Planning
Strategic Policy
Urban Planning
Environmental Monitoring
Planning Regulations

Infrastructure
Fueling Stations
Pipelines
Storage
Installations
Team Building

- Unique set of skills for each member
- Great communication
- Task mastering
- Gathering of information
- Analyze data prior to meetings
- Provide solutions
Steps that Create Green Jobs

- Green Government
- Green Policies
- Green Companies
- Green Jobs
- Green Communities
Certifications

- Green Lodging
  [www.ct.gov/dep/greenlodging](http://www.ct.gov/dep/greenlodging)
- Connecticut Green Building Council
  [www.ctgbc.org/connecticut.htm](http://www.ctgbc.org/connecticut.htm)
- At eastern Connecticut State University
  [www.sustainenergy.org](http://www.sustainenergy.org)
- Green Business Certification Program
  [www.converanet.com/energy/results/green-business-certification-program/0](http://www.converanet.com/energy/results/green-business-certification-program/0)
- Connecticut GreenScene (finding green jobs)
  [www.ctgreenscene.com](http://www.ctgreenscene.com)
Greenopia Ranks 50 State Governors For Environmental

- Connecticut Gov. Jodi Rell comes is at #10 as greenest governor
- Citizens are lagging a bit in the renewable department a bit, stated by Greenopia
- Gov. Rell plans to reduce green house gasses 10% by 2020
- Gov. Rell has signed clean fuel bills for transportation
Educational Opportunities

- To stay ahead in your field continue to educate yourself.
- Look for networking green events, those attending will likely share info, and may help you locate team members.
- Be innovative/creative whenever possible, this will make you stand out.
- Be selective, be sure the information is credible.
- Free is a Key word, look for these educational benefits within your green certification network.
Pitfalls

- Be careful to obtain the proper certifications for your industry
- Watch out for greenwashing
- Make sure you “Brand” your efforts
- Follow green guides to marketing
- Back up your claims
Contact Us

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