

Green Careers Internship

Week 1

We attended the LJMU Volunteer Fair to gather information on sustainability. As a group we took photos looking at the different stalls and the overall event. Collectively we came up with a series of questions which we asked three different stalls. The questions we came up with were:

1. Does your company value sustainability?
2. Do you know of any environmental policies?
3. How does your company show its support for sustainability?
4. Do you promote sustainability on social media?
5. What does Green mean to you?
6. How would you improve sustainability?

Interview 1:

Does your company value sustainability? *"Yes, we specialise in sustainability, a lot of our work focuses on diverse projects that help improve the environment."*

Do you promote sustainability on social media? *"We are currently trying to improve our social media, the staff need training on posts and content. We could definitely improve promoting sustainability on social media."*

How would you improve sustainability? *"Going global would be the key for our charity to spread our sustainability message."*

Interview 2:

Does your company value sustainability? *"It depends who is running the classes as the leader will pick the topic. Sometimes sustainability is picked as a topic."*

How does your company show its support for sustainability? *"We don't allow plastic bottles into the building, we try and promote sustainable cups only. We also have our own green house which grows fresh produce."*

Interview 3:

Does your company value sustainability? *"Yes, we specialise in planting and gardening as well as health and well-being."*

Do you know of any environmental policies? *"We always try to deliver tasks in the most green way possible, all staff are encouraged to travel green when possible."*

Do you promote sustainability on social media? "Yes, we promote tree planting and biodiversity."

How would you improve sustainability? "It would be good if staff would receive green certificates for training on sustainability. We all need to get better at recycling."



1 - Artificial plants



2 - Some of the stalls



3 - Stall graphics



4 - Sweets in plastic wrappers



5 - Paper cutlery



6 - Half meat /half vegan food



7 - Food



8 - Stall layout



9 - Stall layout



10 - Stall layout



11 - Plastic bands



12 - Plastic pens



13 - Paper stickers



14 - Green theme

Our Ideas

Go plastic-free

Create a plastic free policy at events. As a university we could replace all plastic cups for reusable glasses or compostable disposable cups / swap cutlery to greener wooden cutlery and biodegradable plates. John Moores has excelled in this regard, as wooden cutlery was used in the volunteering fair, and has been in previous fairs. In the past John Moores has also given out reusable water bottles and reusable tote bags, which helps massively with reducing waste.

Lower Co2 emissions

Travel is one of the biggest contributors of Co2 emissions. We could prioritise local businesses and charities that are nearest to the university. For businesses / charities that are further away we could investigate more eco-friendly long-distance travel options like a car-share scheme or promote public transport.

Recycling

Make sure at events there are recycling stations readily available / implement a water-saving policy. This was done well at the volunteering fair, as recycle bins are always readily available in the student life building.

Go paperless

Limiting paper would be beneficial. Some ideas include:

Digital tickets, digital menus and flyers. We did notice at the volunteering fair that there was lots of paper leaflets, sweets in wrappers and plastic pens being handed out. It is unlikely that these items will have been put completely to good use, and we were worried that many of these items would be wasted.

Make catering greener

Encourage locally sourced food, cut down on food waste, try to source only fair trade or organic produce, go vegan or meat-free.

Source sustainable merchandise

Merchandise or gifts to be from green suppliers to reduce carbon footprint.

This could include: No plastic gifts or only natural based gifts. This builds on the earlier point that there should be a reduction in plastic-based gifts, and that companies should be giving out sustainable gifts where possible. The Conservation Group, for example, were giving out wooden keyrings and paper stickers- as opposed to plastic. If companies do insist on physical copies of leaflets, they should adhere to sustainable methods such as FSC paper leaflets.

Provide sustainable energy to power the event where possible

Encourage renewable source of energy at events.

Implement green inspired artwork and signage

At events it would be good to see recycling signs and posters. This was done well at the careers fair, as the student life building encourages recycling heavily. There could be more signs around the entire building detailing the importance of sustainability and helping the environment- in general, not just at events.

Make green spaces

Make a dedicated green space whether its outdoors or indoors. It would be nice to see real plants, this also helps create a calming space, perfect for mindfulness. The only plants we did see were fake ones, and we think that having real plants dotted around the building would be more in line with the goals of John Moores to make fairs greener and help with CO2 levels.

Use LED Lighting

LED lights are significantly more environmentally friendly than regular fluorescent lighting.

Promote sustainability

Weave sustainability messages at non green events to show support to being environmentally friendly. This would be beneficial as it could help encourage students to be greener.

Opt for sustainably designed meeting spaces

Make venues furnished with sustainable materials, this includes handcrafted, recycled or up cycled furniture. We understand this is a hard task, but it is something that could be included into a long-term plan in the future.

Other thoughts:

Training would be beneficial for staff running events – (gain some sort of sustainable certificate).

Have a dedicated green staff at events who is point of contact.

Make sure all stalls before coming to events have a list of do's/don'ts that apply to green policy.

Week 2

Global Green Skills Report 2022 notes:

Since the Covid 19 pandemic there has been a transition in how the world views how they work, where they work and how they work. There has been an increase in people starting new businesses, changing career paths and going on training courses.

At the same time we are facing a global climate crisis and there needs to be a big change in how people work including where they work and how they work. Governments, universities, businesses and individuals all need to come together to implement change. The green skills report is a tool to help implement the change.

LinkedIn can analyse data relating to work and provide information of how businesses how transitioning to work more environmentally friendly and sustainably globally. It is key to learn from one another whilst we are all adapting and changing how we work.

Governments need to provide new policy's to regulate how companies run. There is also a surge in appointing new roles into work places that are to promote sustainability. Right now it is estimated that the green sector needs upskilling and improving as it is no where near where it needs to be. As a result there is a lack of green skilled jobs and there needs to be further training and focus on this sector.

To improve this, companies are hiring green workers into the work place and steadily there has been an increase in jobs in the green sector. In order for us to make a positive difference to the world and help global warming the green sector needs more investments and green workers. "While job postings requiring green skills grew at 8% annually over the past five years, the share of green talent has grown at roughly 6% annually in the same period".

Statistics for current new jobs are growing:

Sustainability Manager (30%)

Wind Turbine Technician (24%)

Solar Consultant (23%)

Ecologist (22%)

Environmental Health and Safety Specialist (20%)

Compliance Manager (19%)

Facilities Manager (11%)

Technical Sales Representative (8%)

The report is seeing early trends in how green skilling is playing out, especially within industries that have traditionally focused on high-emission jobs. Indications are that workers are already starting to upskill to greener jobs. Green skills vary by country and statistics show in general most sectors are improving with a small percentage making a negative difference.

Sustainable Fashion, while still a niche skill, was one of the fastest growing green skills globally in 2016–2020, with an average annual growth rate of 90.6%. This new trend demonstrates how an industry that has been around for thousands of years can make the shift to green.

In the last five years, the number of Renewables & Environment jobs in the U.S. has increased by 237% in stark contrast to the 19% increase for Oil & Gas jobs.

Green Entrepreneurship is nascent but growing at a faster rate than overall entrepreneurship.

In India, for every 100 entrepreneurs, two are highly skilled in green

Mexico is driving green innovation across multiple sectors

The United States is the country with the highest green skill intensity and is showing that a historic shift towards green talent is underway.

The need for innovation to cut emissions has influenced a sustained technological change in the European automotive industry. LinkedIn data shows that the share of green talent has been increasing by 11.3% annually for the past five years — exhibiting one of the highest growth rates in green talent amongst all manufacturing sectors.

The shift to green is happening across the entire EU. The countries benefiting from the highest share of green talent (with figures taken from June 2021) are Austria (21.4%) and Germany (20.4%).

Green skilling trends vary across country-income levels. However, while high, upper-middle and lower-middle income countries are showing growth in more niche skills — such as Sustainable Fashion, Photovoltaics and Lithium-ion Batteries — low-income countries are behind in Environmental Issues and Environmental Awareness.

There is a green gender gap, and it hasn't improved since 2015.

Despite global trends, half of the countries examined have shown some reduction in their gender gaps, as female talent is rising faster than male green talent.

The share of green talent has grown among workers at all levels of education but is growing faster among workers holding a bachelor's degree or higher.

Action plan

Governments, companies and individuals have to come together to address the urgent climate crisis. Policymakers, business leaders and the global workforce have a shared opportunity and responsibility.

APAC Addendum:

Five Countries:

Singapore, New Zealand, Australia- highest income countries

India and China- most populous countries

Green Careers in Global Economy

Compared to the US they fall short in hiring for green jobs

Green hiring in India has declined since 2016/ grown in China

Pipeline for Green Jobs:

Greening jobs likely to transition into fully green jobs in the future.

Greening jobs at 9% of global hiring/ green jobs at 1%.

Greening jobs in general have declined since 2016- both globally and in the APAC, pandemic further caused a decrease in hiring.

Hiring Trends and Green Transformation

Australia:

Green hiring accelerating rapidly in Australian economy, only country in APAC where green jobs hiring has increased every year since 2016.

The share of hiring into greening jobs was flat between 2016 and 2021- Companies should think about equipping their employees with green skills.

Green Power and Construction are central to Australia's greening- Renewables accounted for more than ¼ of Australia's total electricity generation in 2020.

China:

Finance is driving China's green transformation- government provide support for green lending and investment activity, China's jobseekers are acquiring skills in clean energy as the government drives a renewable energy transition.

Hiring patterns and skills acquisition suggest companies are adopting holistic green policies across teams and functions.

India:

Green transformation in India needs to improve- 2021 over half of all jobs were non-green.

Government backing of clean energy is reflected in skills- in employee profiles, renewable energy and solar energy are among top green skills listed by individuals.

New Zealand:

Only country in APAC where hiring for green, greening, and greening potential jobs all overtook others.

Government is leading New Zealand's green transformation- adopts ambitious environmental policies (Climate Emergency Response Fund)

Singapore:

The Finance Sector is a major recruiter of green talent in Singapore.

Singapore is becoming a centre for innovation in green technology.

Government backing for environmental research is reflected in hiring- The education sector has the highest share of green talent.

Week 3

Interview questions:

About their job

1. What is your job?
2. What do you do on a day-to-day basis?
3. What do you like the most about your job?
4. Have you held any other jobs in the environmental field?
5. What made you choose to go into the green sector?
6. Do you find the green industry competitive?
7. Do you use any skills from university in the job that you have?
8. How has working within the green sector impacted on your knowledge of environmental issues?
9. What would you like to improve as a whole within the green sector?
10. How do you stay ahead of the latest developments in the environment sector?
11. Do you have any advice for students thinking about going for a job in the Green Sector?

About their degree

1. What degree did you do?
2. What work experience did you do during studying? (If any)
3. Did your course cover any environmental issues?
4. Did your degree teach you about the green sector/careers in the green sector?
5. During your degree were you taught any of the transferrable skills that you may have obtained during your time studying?
6. What pathway did you intend to go into after your degree?
7. Do you feel a different degree would have been beneficial?

Ideas for Student Survey Questions

Student Survey Questions

- What do you identify as?
 - Male
 - Female
 - Non-binary
 - Not listed
 - Prefer not to answer
- What age are you?
 - 18-21
 - 21-25
 - 25-30
 - 30+
- Are you staff or student?
 - Staff
 - Student
- What degree do you study/have you studied?
 - ‘Comment option’
- What level is your study currently?
 - Undergraduate
 - Postgraduate
 - Neither

A short paragraph/quote about what the green sector is?

- Have you heard of the Green Sector before?
 - Yes
 - No
- If ‘Yes’, where have you heard of the Green Sector?
 - Comment box
- Do you know what a ‘green job’ is?
 - Yes
 - No

- Have you considered a career in the Green Sector?
 - Yes
 - No
 - Not sure
- Which of these green jobs would you consider a career in:
 - Construction
 - Agriculture
 - Environmental and animal conservation
 - Forestry
 - Fishing
 - Utilities (renewable energy, water and waste management)
 - Transport
 - Sustainability in fashion
 - Tourism
 - Environmental charities/education
 - None of the above
 - Other not listed
- Do you think the generation of university students now, can have an impact of tackling issues of the environment and climate change?
 - Yes
 - No
 - Not sure
- Do you take action in your daily lives to reduce your environmental impact? Yes No
- Give examples of what you do
- Have you learnt about climate change, sustainability, and environmental concerns in your degree?
 - Yes
 - No
 - Not sure
- Do you think that you learn enough about climate, sustainability, and the environment in your degree?
 - Yes

- No
 - Not sure
- Would you like to learn more about these topics in your degree/university?
 - Yes
 - No
 - Not sure
- Do you think there needs to be more degrees/modules about environmental concerns?
 - Yes
 - No
 - Not sure
- Do you think there is enough information from the university about careers in the Green Sector? Yes No Not sure
- Have you been informed about the transferable skills you have developed during your degree? Yes No Not sure Not enough
- Do you think sustainability should be a key consideration for all universities in the UK?
 - Yes
 - No
 - Not sure
- Do you think LJMU is a 'green' university?
 - Yes
 - No
 - Not sure
- Do you know of any environmental policies LJMU implements?
 - Yes
 - No
 - Not sure
- Do you think LJMU could improve its sustainability?
 - Yes
 - No
 - Not sure
- Give reason for your answer.

- Do you think there is enough promotion of environmental concerns/LJMU's sustainability aims? If yes, how have you seen this demonstrated?
 - No
 - Posters/infographics around university
 - Online
 - Social media posts
 - Other
- Is there enough 'green spaces' at LJMU (outdoor social areas, gardens, natural areas)
 - Yes
 - No
 - Not sure
- Are you aware of any extra course you can take to earn sustainability badges/micro-credentials?
 - Yes
 - No
 - Not sure
- Are you aware of LJMU's Climate Action Plan?
 - Yes
 - No
- Have you visited the Climate Action Plan section on the LJMU website?
 - Yes
 - No
 - Did know there was one but have not looked
 - Did not know there was one
- Any suggestions or comments on what the university could do to improve its sustainability, carbon footprint, education of environmental concerns, education on the green sector, or anything else.

Link to Student Survey

<https://forms.office.com/Pages/ResponsePage.aspx?id=YfTDWCHI90KLLiRZnP2LNpFPQUEIhwhHve3ibdXK1b9UMIJGTThUUTFZnJEwQk9HRFdIUIVSNFM0NC4u>

Alfie

Infographic notes:

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Action plan

Governments, companies and individuals have to come together to address the urgent climate crisis. Policymakers, business leaders and the global workforce have a shared opportunity and responsibility.

My individual infographics will be focusing on Business sustainability, and these will incorporate what has been learnt within LinkedIn training. The idea is for the infographics to be short and punchy relays of information for the reader to take in at quick glance.

6 FUN FACTS GREEN CHANGES



OCEANS

For the first time in History, 30% of the high seas are now regulated and protected in a UN treaty.

The EU is drafting a new law to crack down on greenwashing and misleading sustainability claims to customers.

FOUR DAY WORK WEEK

The biggest ever four day work week trial took place in the UK last year, with huge success. Research has shown that a four day work week could reduce the UK's carbon footprint by 20%.

ANIMALS

The Brazilian government has banned the use of animals in cosmetic research.

ANIMALS

A rare Peruvian seabird is making a comeback thanks to strong conservation efforts.

The Valonji Womens group has been vital in conserving and protecting Kenya's last rainforest.

EASY WAYS TO BE MORE GREEN



Be water wise

Skip the bottled water. Bottled water create a large amount of waste, and will cost you more in the long run. Buy a reusable bottle.



Drive less, drive green

Changing your driving habits can dramatically reduce your carbon footprint. Walk, bike, carpool or use public transportation whenever possible

Go plastic free

Kick out the plastic bottles, Kick out the plastic bags. Avoid buying pointless plastics. This will help you male a personal difference.



Cut down on meat

The meat industry contributes massively to global warming. Any reduction will decrease your carbon footprint.

Join the fight against food waste

Throwing out food is not only a waste of produce and your money. It's actually harmful to the environment. That's because when food breaks down, it creates methane gas.



Do what you can to reduce food waste.

28,930 tons

Insert a compelling statistic about food waste here.

30% of all food

Insert a compelling statistic about food waste here.



This week's tip: Buy ugly.

If you pick ugly fruits and vegetables at the supermarket, they won't spoil and end up in the bin!

Learn how you can adopt more sustainable food habits at reallygreatsite.com

Alfie infographic

Ilaria

Infographic notes

Green Infographic Facts from LinkedIn

Most jobs requiring green skills are not traditional green jobs: Sustainability Manager (30%), Wind Turbine Technician (24%), Solar Consultant (23%), Ecologist (22%), and Environmental Health and Safety Specialist (20%). The fastest-growing greening jobs, moreover, are less specialised and are found in a variety of sectors — including roles that range from Compliance Manager (19%) to Facilities Manager (11%) and Technical Sales Representative (8%).

In 2019, the hiring balance tipped towards green talent, as the green hiring rate accelerated ahead of the overall hiring rate in most economies around the world (Chart 4). This means that, **globally, green workers were hired at a higher rate than non-green workers**

Sectors that employ green skills: Arts, Legal, Entertainment, Wellness & Fitness, Media & Communications, Hardware & Networking, Retail, Finance, Public Safety, Software & IT Services, Recreation & Travel, Transportation & Logistics, Real Estate, Healthcare, Consumer Goods, Nonprofit, Education, Agriculture, Design, Construction, Public Administration, Energy & Mining, Manufacturing, Corporate Services

There is a **green gender gap**, and it hasn't improved since 2015. Globally, in 2021 there are **only 62 women for every 100 men considered green talent** — a number that has been stagnant since 2015.

Moreover, **men are transitioning into greener jobs faster than women:** in 2015–2021, 66% of transitions into green jobs, and 63% of transitions into greening jobs were made by men

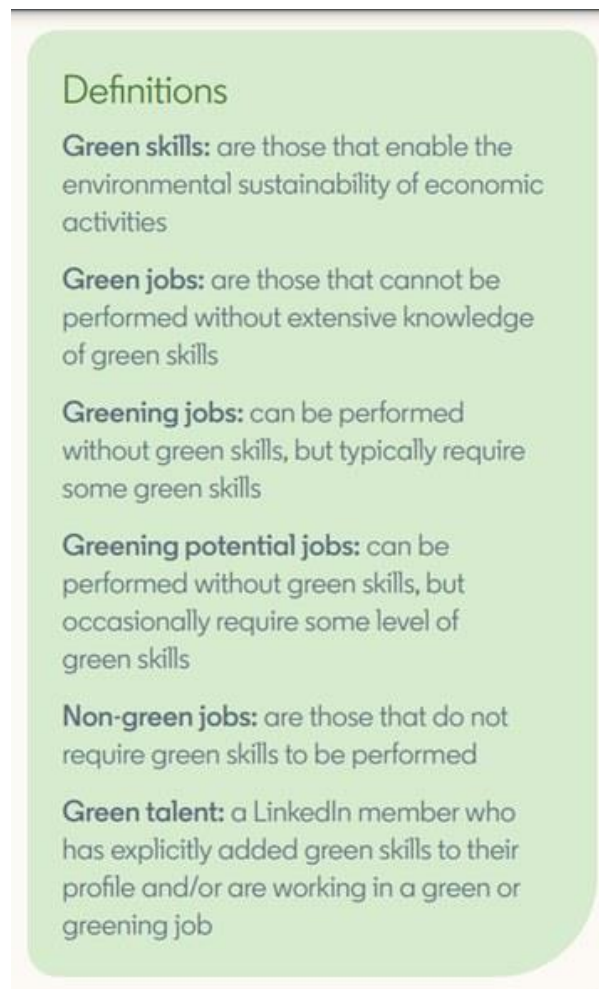
Younger green talent are in pole position. Our data shows that there is growth in green talent across all age groups in almost every country, but **younger generations are showing the largest growth across the world**. Globally, Millennials are leading with 13% compounded annual growth in green talent between 2015 and 2021

The share of green talent has grown among workers at all levels of education, but is growing faster among workers holding a bachelor's degree or higher. Globally, **the share of green talent among workers with a bachelor's degree or higher has grown** at an average rate of 11% annually in 2015–2021, compared to 9% among workers without. However, some countries showed the opposite trend — these include some European countries such as Iceland, Slovakia, Estonia, Norway and Croatia, along with China and Peru

Green Skills: Green skills are those that enable the environmental sustainability of economic activities, such as skills in pollution mitigation and waste prevention, environmental remediation, sustainable procurement, energy generation and management, etc. 'Core' green skills (such as

recycling) are most directly related to these sustainability-promoting activities; ‘ambivalent’ green skills (such as fleet management) may or may not be used for sustainability and ‘adjacent’ green skills (such as biology) can support acquisition of core and ambivalent green skills.

This will help you understand how your job will likely transition to become greener- plus any training you may need in the future.



15 - Definitions

Sam

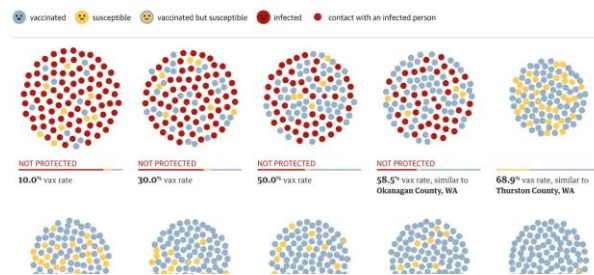
Infographics notes:

Infographics should be engaging to allow the public to stop and take notice of the posters message. Visual communication is key in infographics. The writing should be limited to short easy sensitives or phrases and matching illustrations should be used for visual aid. An infographic can be defined as “visual representation of information that can be grasped easily and quickly”. Infographic is communicating complex information that is comprehensible and beautiful at the same time and is not adding icons or an illustration to a paragraph of text.

A good infographic starts and ends with the concept and data strong enough to support the content. Adding valuable data is the first step when making an infographic and how it is presented is

secondary. Infographics has the capacity to share other links of knowledge and contact details but data is the key thing to focus on when producing infographics.

Art In Science Examples



16 - How the Measles Outbreak Spreads

How the Measles Outbreak Spreads is an infographic that shows how the measles vaccine is a contentious issue with a lot of misinformation. This infographic cuts right through the misinformation and makes its case by presenting facts. Such a basic graphic instantly conveys what the impact of a vaccine on society and makes its case for vaccination better than any argument could.

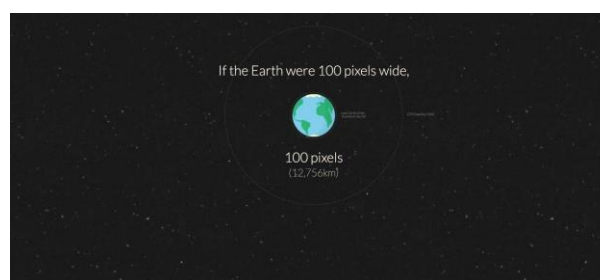
(Backlinks 461 – Referring Domains 138 – Authority Page Score n/a)



17 - How to Be Happy

How to Be happy was published in 2013 and is a simple and minimalistic infographic. How To Be Happy could be considered a meme combined with an infographic.

(Created by Gustavo Vieira Dias)

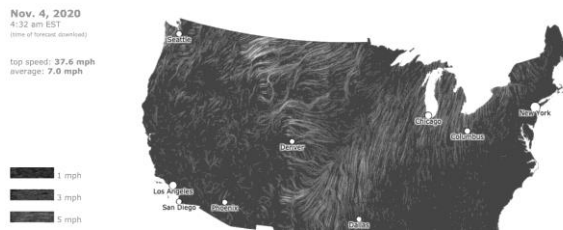


18 - Distance to Mars

Distance to Mars was published in 2013, using a simple concept of using scrolling/movement and the context of distance to pixel, to communicate just how far Mars is from the Earth. This infographic clearly shows how putting information into context is the fastest way for a reader to fully grasp and understand. When presenting information, this always should be the aim.

(Backlinks 48.6k – Referring Domains 1.2k – Authority Page Score 42)

wind map



19 - Wind Map

The Wind Map was published in 2012, the map shows live data of the direction and speed of winds across America. This infographic is a prime example of how a simple concept - to visualize wind - can be so powerful.

(Backlinks 127k – Referring Domains 3.5k – Authority Page Score 79)

My ideas

Looking at the examples I think the most effective designs are the simplest. I personally prefer the designs which have lots of colour and have a “fun” element to them. To get started I have planned some messages to focus my infographics on, these include:

05 Tips to be sustainable, Recycle, Sustainability at home, The world is in our hands, What is sustainability, Join the Green Sector, Green jobs are growing.

To keep the set of posters cohesive I have decided on the following colours:

#b8e849 #7865e5 #d4d2f9 #ffffff #ffda8c #60c6cb

To me these colours are fun and engaging and have a modern look to them. I think this will be a good way to share environmental messages without the posters looking like the traditional green poster style.

My designs

05 TIPS TO BE SUSTAINABLE



01
recycle correctly



02
reduce plastic



03
limit food waste



04
buy less buy better

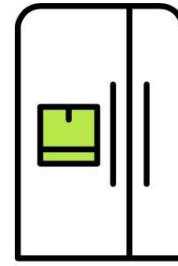
05
grow a sustainable garden



RECYCLE
RECYCLE
RECYCLE
RECYCLE
RECYCLE

60

gallons of water is needed to makes one bath

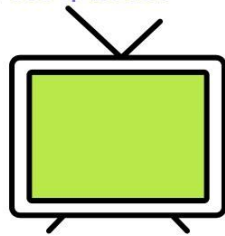


30%

of cold air escapes a fridge when opened

500 ml

recycled drink can will provide enough energy to power a tv for 4 hours

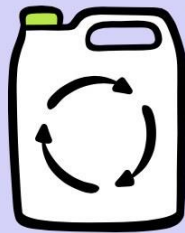


830

tonnes of carbon dioxide is released annually from the internet

12.7

million tonnes of single use plastic ends up in the ocean every year



40%

of UK emissions come from households

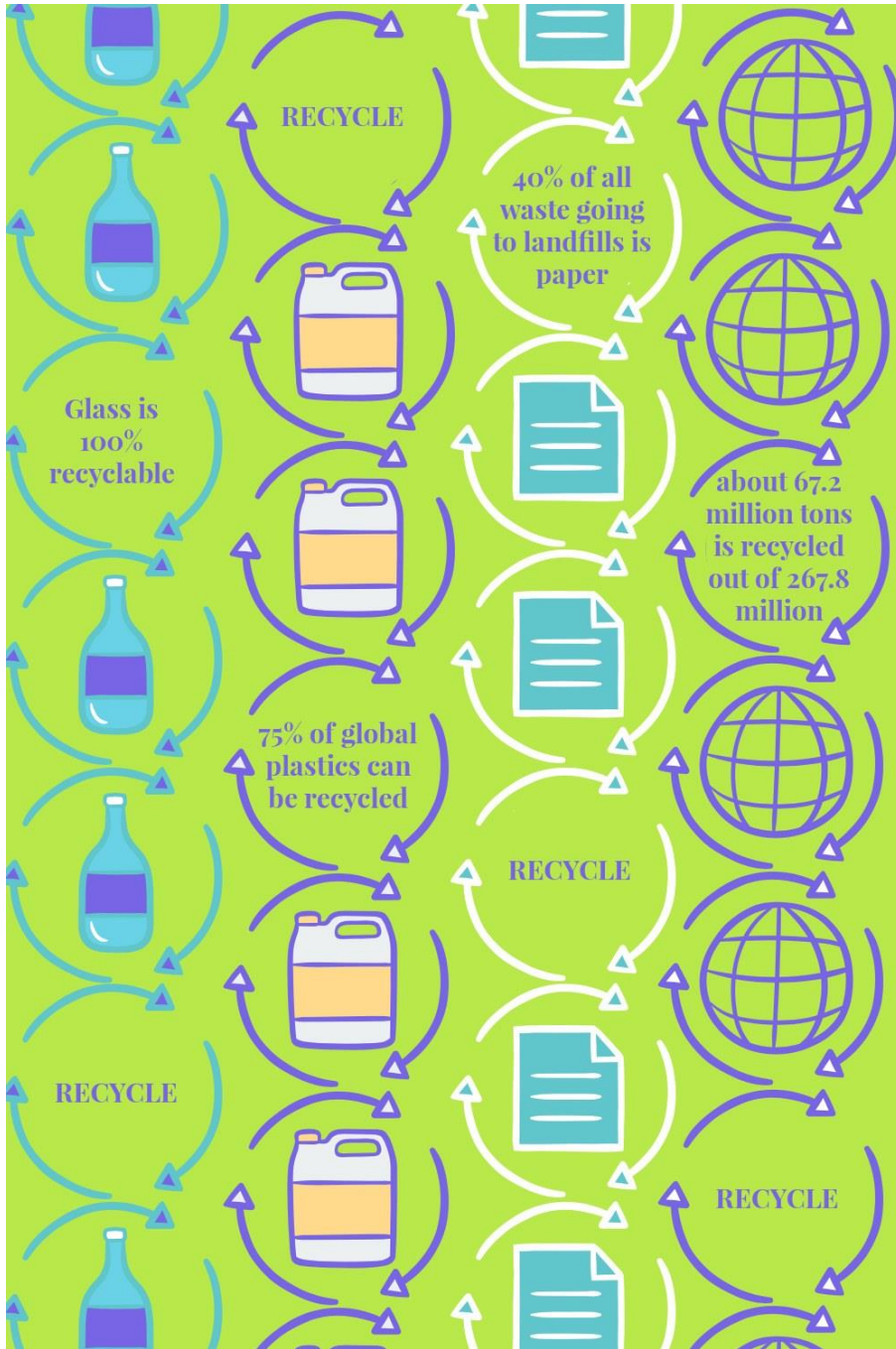
the world is
in our hands



SUSTAINABILITY



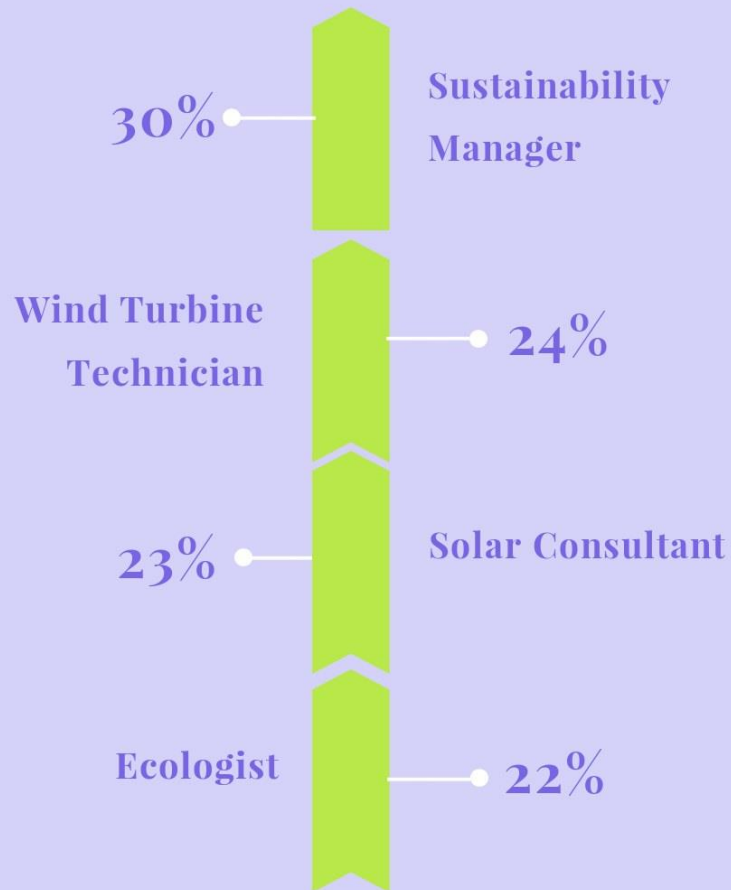
**is meeting our own needs without
compromising the ability of future
generations to meet their own needs**



JOIN THE GREEN SECTOR

globally, green workers are hired at a
higher rate than non-green workers

GREEN JOBS ARE GROWING



27 - Green jobs are growing

Collaborative Infographic Designs

Linkedin report facts

Interview style prep

Alfie:

I am going to approach my interview with Simone with an open ended style of questioning. I am hoping that the baseline questions I ask will progress into a free flowing conversation style interview, which i think will help in order for me to get the best possible information that I can.

Simone Greyling is a carbon and sustainability executive at the 2030hub. She graduated from LJMU with a degree in international business and tourism.

Ilaria:

Sam:

Different interview Styles:

Open-ended

The open-ended interview style focuses on asking a few broad questions that the candidate answers openly and in-depth. This allows you to control the conversation and be strategic in referencing and mentioning any skills, abilities and experiences that relate to the position. When answering open-ended questions, talk about how you can contribute to the organisation, why you want the role and how your knowledge and experience match the position.

Close-ended

The close-ended interview style focuses on asking a predetermined list of questions with a set of answers that the applicant chooses from. This limits your response to the choices provided, such as 'Yes' or 'No'. Ensure that you're honest when answering close-ended questions, as the interviewer may ask you to clarify a given answer in a follow-up interview.

Situational

The situational interview style focuses on giving a candidate a real-world scenario and asking them to solve the problem or evaluate how to approach it. When answering questions that use this style, keep your response clear and ensure that it relates to the role. Additionally, avoid giving lengthy and unnecessary explanations. Instead, provide specific examples of how you've handled a similar scenario in the past or how you think you can ideally approach it when given the opportunity.

Behavioural

The behavioural interview style focuses solely on your behaviour in previous personal and professional situations. For this style, the hiring manager asks you questions regarding your actions in specific situations in the past to gauge whether you possess leadership, communication, teamwork and interpersonal skills. When answering behavioural questions, try to focus on your strengths and main abilities to increase your chances of securing the role.

Informal

The informal interview style involves a conversational approach between the recruiter and interviewee. For this style, there's no predetermined list of questions and the hiring manager tries to conduct the interview as naturally as possible by asking the candidate broad questions. They may then ask follow-up questions in between your responses to gain more insight.

Interview

Tom Strodtbeck Jr

Cooper, Samantha

I am going to ask a few interview questions that I already prepared. I have so made them open-ended, so if you want to expand from any of them, feel free to do so.

As a startup enterprise consultant, could you describe what you do on a day-to-day basis?

Strodtbeck Jr, Tom

Sure.

Over at John Moores, me and my team, work with students, alumni and sometimes faculty who want to start their own business. Our team helps

people to understand where they should begin that process. What are the kind of the key questions that they need to answer about their business, about the customers, about the things they want to make or the service they want to create and then how they would move forward on a pathway to launching it. So ultimately we'd like to see people who get to the point where they start.

The businesses we work with are really wide-ranging. So there are a couple of technology companies including one that does performance diets for athletes and it's really, really good. We also have a student who's a poet that we help. So we're helping him understand contract law and how he might think about getting an agent. He does really well. He's really good at it. So that's really the kind of stuff that we do, we help anybody with an idea - it could be a small business, it could be something big, it could be a side hustle. We were pretty open to working with any student that wants to explore entrepreneurship.

Cooper, Samantha

That sounds really interesting and very rewarding!

So in terms of the environmental shift, have you noticed any kind of environmental shifts that have altered the way you currently work in recent years?

Strodtbeck Jr, Tom

The biggest environmental shift is COVID because people don't commute like they used to. And I think that's probably something that's going to hang around for a while. I'm at home today and I like having that one day home and I think a lot of people have come to really kind of like working that way.

People seem more interested in sustainability over the past maybe 6-7 years. Including environmental technologies or services to help reduce carbon emissions, waste, things like that. There's some really interesting ones, actually, that I've not worked with, but have interviewed. One is a company called Willow and they're really good. What they do is they have a device that they put in restaurants. And so after the plate is taken away the food is scraped into this bin and they have a camera with artificial intelligence. The technology behind it, will tell you at the end of a shift what people threw away. (4 kilos of chicken and five kilos of sprouts) and it can help you reduce the amount that you serve, so you're trying to match up. It gives restaurants better understanding of what people are eating in order to eliminate waste. It's been adopted in a bunch of hotels and primarily in the Middle East, but other places too. I think it called Window.

Cooper, Samantha

That sounds so interesting. I've not heard of that technology before, but that that's such a good way of measuring food waste. Do you feel the university should be doing more to help with sustainability with how you and students work?

Strodtbeck Jr, Tom

You know, I think the university takes it really seriously.

I work in the student Life building and Student Life Building is a pretty green building. I think when you look at, this is a broader UK question. All the buildings like the John Foster building, that's a really old, really leaky building. And then you have to ask what do you do with something like John Foster Building as it is historic and protected. I think there's probably a conversation to be had at the national level as to what you do with all these old protected buildings, where there's limits as to what you can do.

A lot of the students still do a fair amount of course work on teams, which is a greener way than having them travel.

Cooper, Samantha

Yeah, that's a great point.

Do you provide any kind of advice for business startups in terms of how they can make their business more environmentally friendly or is that not something that you touch on us so much?

Strodtbeck Jr, Tom

Some yes and no. So it normally isn't a part of our initial conversation unless they want it to be part of the initial conversation. So for instance, we'll have students who worked with students that have come in and said, look, what we really want to do is reduce the waste and fashion because the fashion industry is is not an environmentally friendly industry, particularly in fast fashion. So we have a lot of students, if that's their focus. And in that case, yes, because that's kind of one of the outcomes are working for.

Cooper, Samantha

Do you feel maybe it could be a priority for someone to consider the environmental impacts of their business and to put sustainability into their business plan?

Strodtbeck Jr, Tom

It is so dependent on what the company wants to do so. I think the more important thing because it's so risky to start a business anyway. And you know lots of business starts fail. We want to de-risk that from the very beginning and not to say that we don't want to think about environmentally friendly stuff at the beginning. We do, but we're more focused on: we don't want them to waste time and money on a business idea, that's not going to be successful. But there's a company we're working with right now that's thinking about services, Family Services and that will be built into their sustainability to be built into the business model, because it going to be running a facility and the energy cost of facility cost, those can be mitigated pretty significantly with a really strong environmental strategy.

Cooper, Samantha

Do you feel students that come to see you seem interested in sustainability, even if the green sector is not their specific career path? If not, why do you think they might be disconnected to the global crisis?

Strodtbeck Jr, Tom

Yeah, that's a good question. I mean, I think students who are interested in Green Company. Obviously that's what they're doing. I think for us we were actually had a long conversation about this yesterday. I think what they really want to know is what I do and do I do next. You know, there's a lot of competition. It was true for me when I start my business too. You're not sure if it's going to work. You don't wanna fail and those overwhelming.

Cooper, Samantha

And do you know of any sustainable short course training certificates? I was just wondering from your experience, do you know any that you would recommend to other students?

Strodtbeck Jr, Tom

I don't. I think we should, shouldn't we? But we do not.

Cooper, Samantha

What would you think then? Should it be an essential training with your business startup perhaps?

Strodtbeck Jr, Tom

Yeah, I could see it being pretty important. The strategic decisions as a business owner that you can make that can really, really be impactful on your environment or footprint and what are the kind of things that are just kind of greenwashing?

Cooper, Samantha

Yeah, because I know a lot of business training tends to be around SEO and marketing and I think it could be a good idea to educate people about sustainability.

Strodtbeck Jr, Tom

I think you've you've made me really think about this because you know, I know when students bring sustainable issues to us, we are definitely supportive. Reducing carbon footprint can often lead to reducing your overall cost structure and increasing your your profit margins, which is always good for a company.

And how they can think more environmentally friendly. And they're offering. And for some they're just not a great environmental impact anyway. So we wouldn't spend a lot of time for others, particularly people would do packaged goods. As you mentioned. There's great ways in which you can you can reduce your environmental footprint. I've worked on projects in the past that were kind of funded by different organizations and they would really burden the entrepreneurs at the front end like when they entered into these, to working with us with all these environmental demands.

That's the way it should be, right? You don't really want to launch a bunch of companies out there. They're gonna be destroying the environment. And I would 100% agree with that. But I think there's a balance to be had and particularly at the early stage, I mean, the number one thing that we try to help students figure out is is there.

Cooper, Samantha

And how do you imagine the green sector developing in the future?

And do you think it will have any impact on your role?

Strodtbeck Jr, Tom

Kind of the big areas.

So the the big areas in the green sector that are the hard areas, so like things like plastic like we know there's too much plastic out. There's too much plastic in the ocean. We're concerned about microplastics and things like that. So you're in others or change in the way they package things to use less plastic. So all those things are really, really important.

We also know that plastic doesn't awful lot of good, right? The ability to make plastic and and you know design tools and healthcare as an example Healthcare is a big consumer plastic. Reduce or eliminate the use of plastic and packaging and things like that, or finding new and I think this is probably where you'll see a lot of activity in the green sector. Finding new ways to to create materials that have some of the positive qualities of plastic, but not the negative environmental impact. I think that's where you see and you actually don't know. You're not going to see it. You're seeing it now. Companies do that. You're also seeing companies like work in, like the food sector and looking for ways to reduce the environmental impact of food production.

And you know, I don't know how people feel about lab. grown meat. One of my friends is the CEO of a company in California. And what they do is create lab grown salmon sushi grade salmon, they say. So this really, really high end salmon that was grown in lab.

There's a lot of technologies related to farming and reducing the impact of things like fertilizers, herbicides, weed killers, and that's controversial too, because that that involves in times things like gene splicing and.

There is a some pushback against GMO foods, but GMO foods can be really beneficial at times and reducing the carbon footprint of food production. So there's like a lot going on, there's tons going on. There's all sorts of things around energy. One of the things about sustainable energy. And so if you think about wind energy or you think about some of the the conversations around generating energy in the Mersey. So the Mersey has a really, really big tidal surge, a 30 feet. You know, you got all this water rushing in all this water rushing out all the time and you can put turbines under the water and generate energy that way. It's pretty good way to do it actually. And I'm not sure why it. There's always been these proposals, but it's never moved forward. One of the problems with sustainable energy that that that still is the problem of when the energy, solar energy and things like that. There's no great way to store the excess. So when the wind's blowing and people using energy that's great and often with the winds blowing hard enough, you're creating more energy than you need, but there's no place to put it right. There's no batteries or anything like that that you can deploy at scale. And I suspect that will be an area of continued development and there's always been these kind of interesting things that people have done like like there was this idea once that you could have a wind farm turbines. Balloons like these and like absolutely massive balloons and what the turbine would do as is producing energy for us, it would fill the balloon with air and so when I say it's big, it's like gigantic underwater. And then when the wind wasn't blowing, it would. That big balloon would release the air into a different turbine and would create energy. So you're creating this latent energy. There's another one where they made this train and they put up a hill, so they had this really long. Really, really really, really long, like miles long railroad track. And when there was excess energy, we

reduced and by turbines or solar or whatever, it would push the train up to the top of the hill. And when all that stopped or night or whatever, it would go down the hill. It's really, really slowly. So like, it's really hard. Like it's, I mean, those are a few years old actually, but it's not easy to store energy. And I suspect that will be the area or, you know, doing something that's smaller, scale things that you're deploying to people's homes that help them reduce the carbon footprint. I think that will happen too. It's already happening actually.

That's one thing I think is really encouraging. If you're concerned about the environment, there are lots of entrepreneurs all over the world working on it like that is what their business model is. As to how to reduce carbon footprint, how to reduce waste, how to reduce plastics, how to mitigate some of the worst things about global warming. All this, there's so many people working on it that always makes me feel pretty good.

Cooper, Samantha

Thanks Tom, that was fascinating to hear about, I was not aware of some of these points !

Strodtbeck Jr, Tom

I mean, sometimes the news can be pretty dire. But there's an awful lot of smart folks out there.

They wanna see see things get better.

Cooper, Samantha

Yeah, that's a really nice point! Thanks Tom for a great interview.

Strodtbeck Jr, Tom

Yeah, ended on a nice point.

Outstanding tasks list:

Add charity names next to week 1 fair write up

Give examples for how we could promote sustainability in week 1 point

Distribute Student Survey once we have all checked link and are happy with it

Alfie Interview Write Up

Interview write up

Simone Greyling:

Simone is a carbon and sustainability executive working for 2030Hub based in Liverpool. A focus within her job is carbon calculating to help business to manage their carbon emissions. It is currently B-Corp month and 2030hub have been organising events which like minded people or businesses are free to attend.

Simone earned a first-class degree in international tourism, but began carbon calculating in her current role, which she was taught when she joined the business. This current role is her first job within the green sector. She has however had internships within the green sector. Her first role was

with Think Pacific which was a policy making sustainable tourism role through Liverpool John Moores, which gave her experience within a sustainability focused role. Her second internship was with the foundation for environmental education, who are very big on all things sustainability. However, both these internships were hindered by the Covid-19 pandemic, which meant that Simone was not able to experience these properly and had to undertake them virtually.

Simone started working for the 2030hub in February 2022, and said that she joined the green sector because she thought the opportunity was a good one and that it was the right thing to do. The 2030hub is a small business, with just four employees, but Simone stated that she could definitely see the business growing, due to an increasing interest within business sustainability. Simone stated that her degree is not necessarily transferrable to the role she is currently in, and that the skills she has now could be learnt through progression within the role. 2030hub makes money through consulting businesses on carbon emissions and calculating their carbon footprint.

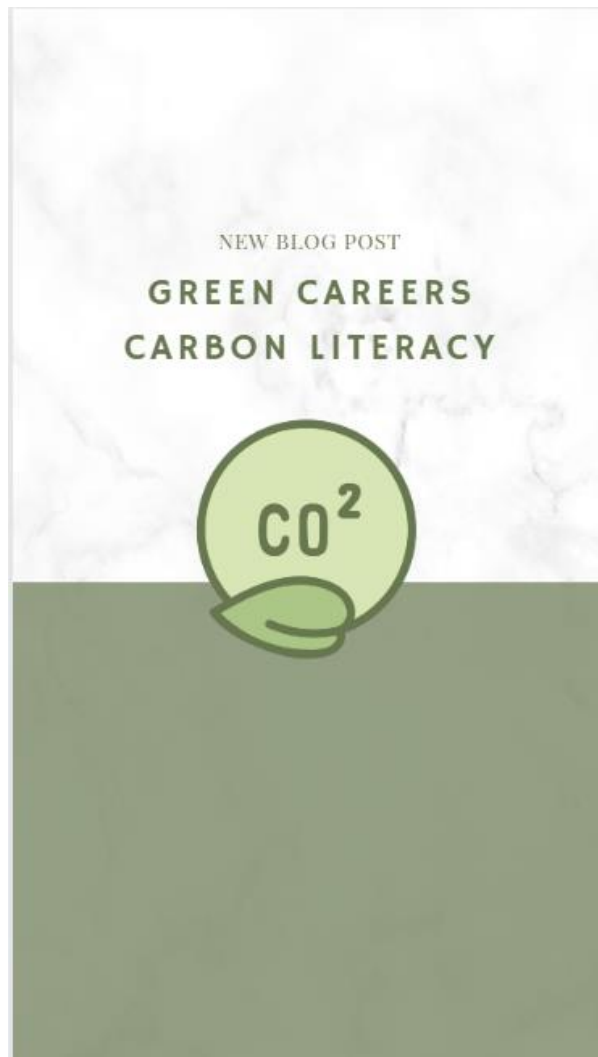
Working within the green sector has impacted her purchasing choices, as she says that she now makes informed decisions on whether she actually needs certain items. She sold her car as she doesn't have much of a need for it, and her company pays for her rail pass, which aligns with the eco-friendly nature of the company. Simone believes that the green sector could improve on communication, as she says there are lots of greenwashing issues and too much focus on the doom and gloom, which although true, if people could be inspired more rather than disheartened it might have better impacts upon the general public. Simone keeps updated on environmental issues using newsletters, LinkedIn and social media.

Simone undertook sustainable tourism modules within her international tourism degrees, but we both agreed upon the lack of masters degrees that Universities offer in relation to working within the green sector, specifically at LJMU. LJMU has improved its recently, with many sustainability focused modules being offered within undergraduate courses, however it is lacking in its green sector focused master's degrees, which is something I believe they should definitely start looking into offering.

Simone believes that the green sector, especially small businesses like the 2030hub, are slightly underfunded, but she believes that growth could occur quickly. The 2030hub are recognised by the UN, and both of Simone's managers have spoken to the United Nations.

It was a pleasure meeting and interviewing Simone, she provided me with great insight on what it is like working within the green sector and enlightened me on what I can do to help myself to have a future career within it.

Alfie Blog



Green Careers

GREEN JOBS ARE CONSIDERED TO BE ANY JOBS THAT HAVE A DIRECT, POSITIVE IMPACT ON THE PLANET AND THAT WILL FORM PART OF THE LOW CARBON ECONOMY OF THE FUTURE.

THE GREEN JOBS AGENDA IS RELEVANT BEYOND A NARROWLY DEFINED 'GREEN SECTOR': TO PROTECT OUR FUTURE, EVERY JOB MUST BE 'GREEN'.

GREEN JOBS HAVE THE POTENTIAL TO PROVIDE LONG-TERM EMPLOYMENT TO THOUSANDS OF PEOPLE IN THE UK AS WELL AS TO CREATE HEALTHIER, HAPPIER, AND GREENER COMMUNITIES FOR US ALL.

GREEN JOBS HAVE BEEN RISING UP THE AGENDA OF THE UK GOVERNMENT OVER RECENT YEARS.



The creation of green jobs is essential to tackling climate change, but it also has the potential to create wide reaching benefits for people and communities.

For the UK to meet its climate targets, deep decarbonisation is needed across every sector of the economy. Therefore, in the future every job must be a 'green job'

CARBON LITERACY

Carbon Literacy is an awareness of the carbon dioxide costs and impacts of everyday activities, and the ability and motivation to reduce emissions, on an individual, community and organisational basis.



Awareness of carbon emissions has become an increasingly important topic in recent years, and carbon literacy is becoming a sought after skill within many organisations.

Carbon Literacy Project

A Carbon Literate citizen understands how climate change will affect them and the people around them, both geographically and sectorally. A Carbon Literate citizen has acquired the knowledge and skills to develop their own responses to lowering their carbon footprint, and the carbon footprint of others, whilst having the confidence to share their Carbon Literacy.

Carbon Literacy is a desirable asset for any employer. A Carbon Literate citizen will display compassion for the environment, their health and the health of those around them. This makes them directly more employable.

Carbon Literacy Project

The Carbon Literacy Project works to provide you with access to this learning so that you can become certified as Carbon Literate.

The Carbon Literacy Project is based on the key aim that if we are to cut our carbon emissions by the kind of reductions demanded of us by science, then we will need to change culture alongside technology.

Carbon Literacy training is offered through workplaces, educational institutions and communities.

Carbon literacy courses are offered by the carbon literacy projects, and workshops are offered to individuals and organisations who want to become literate. In order to become literate, a days worth of training must be undertaken, after which a certificate will be awarded.

This certificate will outline carbon literacy skills, which employers will appreciate, as well as clients of organizations who are carbon literate.

**DO YOU WANT TO
BECOME CARBON LITERATE?**

Visit <https://carbonliteracy.com/> for more information!