



FEATURED COMMITMENT: The Greenforce Initiative - Advancing Green Careers

*National Wildlife Federation (NWF) and Jobs for the Future (JFF) have joined forces with generous support from the Bank of America Charitable Foundation and the Charles Stewart Mott Foundation. Together, they have launched **The Greenforce Initiative**.*

Problem: To prepare for the clean energy future, our education infrastructure must address climate change and rebuild the American economy with a high quality workforce bolstered by education, training, and re-skilling.

Solution: *The Greenforce Initiative* will strengthen the capacity of community colleges to implement or refine high quality green pathway programs. This commitment builds upon the combined experience of NWF and JFF in environmental sustainability and workforce development, and will provide high-quality assistance to community colleges in targeted regions of the United States.

The commitment, **highlighted at the 2010 Clinton Global Initiative University (CGI U) meeting** and to be implemented over the next two years, will meet emerging workforce needs, create opportunities for advancement, and promote a diverse green workforce that engages lower-skilled adults throughout their working lives.

Specifically, the Greenforce Initiative will:

1. Create 5 - 7 regional "Learning and Action Networks" with multiple community colleges in each;
2. Provide between 20 and 30 community colleges across the country with the capacity building and technical assistance needed to move into or strengthen their efforts in the green workforce space;
3. Increase nationwide recognition of the role U.S. community colleges play in green workforce development.

Why community colleges? These campuses can be a driver in the creation of local workforce partnerships—bringing together green-sector employers, workforce development organizations, unions, and other community stakeholders. Community colleges are often among the largest local employers, so school investments in campus greening projects directly create new jobs, provide hands-on training opportunities for students, and point to the skills that employers seek.

Who is NWF? National Wildlife Federation has a 20-year history of working with colleges and universities to green their operations, ensuring more sustainable campuses, and improving their overall green educational programming. Its student outreach programs, campus consulting, technology competitions, and educational events reach about 1,000 colleges each year.

Who is JFF? Jobs for the Future identifies, develops, and promotes new education and workforce strategies that help communities, states, and the nation compete in a global economy. In more than 200 communities in 41 states, JFF improves the pathways leading from high school to college to family-sustaining careers.

Who is Bank of America? Building on a long-standing tradition of investing in the communities it serves, last year Bank of America embarked on a 10 year goal to donate \$2 billion to nonprofit organizations engaged in improving the health and vitality of their neighborhoods. Bank of America approaches giving through a national strategy called "neighborhood excellence" under which it works with local leaders to identify and meet the most pressing needs of individual communities. Recognizing that climate change is a significant issue faced by the clients and communities it supports, Bank of America also has launched a ten-year, \$20 billion environmental initiative to address this issue through lending, investing, products and services, operations and philanthropy.

QUOTE SHEET:

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Kerry Sullivan, President, Bank of America Charitable Foundation said today:

"While community colleges have emerged as the leading provider of training for green jobs, for many of them it is uncharted territory. At Bank of America, we are focused on supporting efforts to increase the economic and social health of the communities we serve, and we are pleased to partner with the National Wildlife Federation and Jobs for the Future to help rebuild the capacity and competitiveness of America's workforce by connecting graduates of community colleges' green programs to the pipeline of available jobs."

Gloria Mwase, Program Director, Jobs for the Future said today:

"Post-secondary credentials are increasingly required for careers that pay family-sustaining wages. While the labor demand in key "green" sectors offer job growth opportunities in many communities, it is critical that we ensure that under-prepared adults can access and succeed in these careers."

"By strengthening programs within community colleges, the Greenforce Initiative continues JFF's commitment to creating and expanding pathways for lower-skilled adults. Our partnership with the National Wildlife Federation will also help us to link this workforce preparation to sustainability efforts on college campuses, giving these participants an additional leg up because they can apply some of the skills they are learning while in their education and training."

Lisa Madry, Campus Field Director, National Wildlife Federation said today:

"We face a major challenge to retool and rebuild our workforce and meet the challenges of the coming clean energy economy. The Greenforce commitment will help accelerate America's ability to tackle the climate crisis while creating economic opportunities and pathways out of poverty."



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