Demand for Green Skills Grows as Companies Strive to Achieve Sustainability Goals

January 18, 2024 at 9:01 AM EST

New ManpowerGroup report reveals 70% of employers are recruiting green talent

MILWAUKEE, Jan. 18, 2024 /PRNewswire/ -- The accelerating pace of the global green transition is intensifying the competition for talent, according to new research from ManpowerGroup (NYSE: MAN). "Building Competitive Advantage with A People-First Green Business Transformation," reveals demand for green skills significantly outstripping supply as employers work to recruit and retain qualified talent critical to achieving ambitious sustainability targets.



Based on surveys of nearly 39,000 employers and over 5,000 workers worldwide, the findings spotlight an unprecedented convergence of talent scarcity, climate urgency, and technological disruption hindering sustainability progress. With 2023 now the hottest year ever recorded, this report underscores the urgency for organizations to deliver on their environmental goals and commitments.

"As companies accelerate their sustainability efforts, it's critical we bring people along on the journey," said Riccardo Barberis, President, ManpowerGroup Northern Europe Region. "Investments in green technology will only get us halfway if employers fail to properly skill and reskill workers to operate in a greener future. Prioritizing workforce development must be a core pillar of net-zero strategies."

Key findings:

- **Unprecedented Demand**: 70% of employers are urgently recruiting or planning to recruit green talent and people with sustainability skills, with the highest demand in renewable energy, manufacturing, operations, and IT.
- **Widening Global Skills Gap**: Despite demand, only 1 in 8 workers currently have more than one green skill, sparking an exponential shortage as companies compete for limited talent.
- **High Industry Demand**: Energy & Utilities (81%), Information Technology (77%), Financials & Real Estate (75%), Industrials & Materials (74%), and Transport, Logistics & Automotive (73%) top the leaderboard with the highest intentions to hire green talent to meet sustainability targets.
- **Roadblocks Slowing Progress**: Talent leaders cited finding qualified candidates (44%), creating effective reskilling programs (39%), and identifying transferable skills (36%) as the top barriers to execute green transitions.
- **Workforce Skepticism:** While 70% of white-collar workers say they are ready to embrace the green transition, only 57% of their blue-collar peers say the same.
- **Gen Z Calls for Accountability**: Three-quarters (75%) of Gen Z candidates research a prospective employer's green reputation and nearly half (46%) say it will impact their likelihood of choosing a particular employer.
- **Generational Divide**: 66% of Gen Z and 64% of Millennials believe sustainability efforts will enhance their work, compared

to just 44% of Baby Boomers.

Given these results, creating a roadmap for workers to transition into high-demand green roles remains a pressing priority.

For more details on the green jobs landscape, workforce readiness perceptions, and recommendations for planning for the greening world of work, download the complete report here.

ABOUT MANPOWERGROUP
ManpowerGroup® (NYSE: MAN), the leading global workforce solutions company, helps organizations transform in a fast-changing world of work by sourcing, assessing, developing, and managing the talent that enables them to win. We develop innovative solutions for hundreds of thousands of organizations every year, providing them with skilled talent while finding meaningful, sustainable employment for millions of people across a wide range of industries and skills. Our expert family of brands – Manpower, Experis, and Talent Solutions – creates substantially more value for candidates and clients across more than 70 countries and territories and has done so for more than 75 years. We are recognized consistently for our diversity – as a best place to work for Women, Inclusion, Equality, and Disability, and in 2023 ManpowerGroup was named one of the World's Most Ethical Companies for the 14th time – all confirming our position as the brand of choice for in-demand talent.

For more information, visit www.manpowergroup.com, or follow us on LinkedIn, X (formerly Twitter), Facebook, and Instagram.

Cautionary Statement Regarding Forward-Looking Statements
This press release, and the related report "Building Competitive Advantage with A People-First Green Business Transformation", contain forward-looking statements, including statements regarding the impact of the green transition, the limited availability of labor that has green skills, and the impact of such shortages. Actual events or results may differ materially from those contained in the forward-looking statements due to risks, uncertainties and assumptions. These factors include those found in the Company's reports filed with the SEC, including the information under the heading "Risk Factors" in its Annual Report on Form 10-K for the year ended December 31, 2022, which information is incorporated herein by reference. ManpowerGroup disclaims any obligation to update any forward-looking or other statements in this release, except as required by law.



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