Purpose-Led Careers: Fact or Fiction?

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Agenda

Sustainability Overview

The Pulse of Millennials/Gen Z

What About Job Opportunities?

Sustainability Careers Matrix

How to Move Forward

Resources
Sustainability Buzzwords

EcoSystemServices Organic
Socially Responsible Investing Emerging Markets Microfinance
Stakeholder Engagement BOP Biofuels Economic Development
Inequality Social Justice CSR
Emissions Corporate Governance Renewable Energy
Green Building Eco-efficiency Climate Change
Environmental Footprint Energy Efficiency
Human Rights Natural Capitalism
Triple Bottom Line Eco-effectiveness
Accountability Transparency Migration
Social Entrepreneurship ESG Biodiversity
Impact Investing Biomimicry
Sustainable Development
“Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs”

• UN Millennium Declaration and Brundtland Commission, 1987
Purpose-Led Career

= Sustainability-oriented career
= Environmental or social impact
= Creates a positive impact
= Aligns with core values
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Wallets do the talking (and walking)

The Deloitte Global Millennial Survey 2019
Societal discord and technological transformation create a “generation disrupted”
The Pulse of Millennials/Gen Z

Priorities & aspirations

46%
47%

Make positive impacts on community/society

Millennials
Gen Zs
The Pulse of Millennials/Gen Z

Top Concerns

**Climate/environment** is both generations’ top concern

Percent personally concerned about:

- Climate change/protecting the environment/natural disasters: 29% (Millennials), 22% (Gen Zs)
- Income inequality/distribution of wealth: 21% (Millennials), 20% (Gen Zs)
- Unemployment: 20% (Millennials), 19% (Gen Zs)
- Crime/personal safety: 20% (Millennials), 19% (Gen Zs)
- Corruption within business or politics: 18% (Millennials), 19% (Gen Zs)
- Terrorism: 19% (Millennials), 19% (Gen Zs)
- Political instability/wars/conflicts between countries: 19% (Millennials), 19% (Gen Zs)
- Climate change/protecting the environment/natural disasters: 29% (Millennials), 17% (Gen Zs)
- Terrorism: 17% (Millennials), 17% (Gen Zs)
- Unemployment: 16% (Millennials), 16% (Gen Zs)
- Income inequality/distribution of wealth: 16% (Millennials), 16% (Gen Zs)
- Diversity/equality of opportunity/discrimination based on personal characteristics: 16% (Millennials), 16% (Gen Zs)
- Crime/personal safety: 16% (Millennials), 16% (Gen Zs)
- Education, skills, and training: 16% (Millennials), 16% (Gen Zs)
The Pulse of Millennials/Gen Z

Society & planet over profits

Percent of millennials who believe that business should try to improve society and protect the environment

- Improve society (e.g., education, reducing inequality, diversity initiatives)
- Improve/protect the environment

- What they think businesses should try to achieve
- What they think businesses actually achieve
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Certified B Corporations

A new kind of business that balances purpose and profit. A private certification issued to for-profit companies by B Lab, a global nonprofit organization. They are required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment. This is a community of leaders, driving a global movement of people using business as a force for good.
What About Job Opportunities?

Renewable Energy

According to Forbes, renewable energy industry is a major US employer and renewable energy is the fastest growing job sector in some states.

E2’s recent [Clean Jobs America report](https://www.e2.org/clean-jobs-america) found nearly 3.3 million Americans working in clean energy – outnumbering fossil fuel workers by 3-to-1.
What About Job Opportunities?

Congressional districts with online wind projects & wind-related manufacturing facilities

Source: American Wind Energy Association
What About Job Opportunities?

Solar jobs are increasing

Source: The Solar Foundation
What About Job Opportunities?

Sustainability-marketed products are responsible for half the category growth in consumer packaged goods (CPG).

**Stern CSB Sustainable Share Index: Key Findings**

Sustainability-Marketed Products grew 5.6x faster than conventionally-marketed products, and 3.3x faster than the CPG market.

- **Sustainable**
  - 5-YR CAGR: 4.45%

- **Total Market**
  - 5-YR CAGR: 1.35%

- **Conventional**
  - 5-YR CAGR: 0.80%

Based on 36 product categories examined.
What About Job Opportunities?

Organic food

Source: https://www.farm-equipment.com
What About Job Opportunities?

Impact investing

More than one out of every four dollars under professional management in the United States today is involved in Socially Responsible Investing.

- Forum for Sustainable and Responsible Investment
What About Job Opportunities?

Purpose-led careers exist!
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Sustainability Careers Matrix

Company/Organization

Traditional

• Accelerated Leadership Program, Intel
• Consultant, McKinsey
• Pathways Operations Manager, Amazon
• Associate Brand Manager – Nerf Brand, Hasbro

Sustainability-Oriented

• Project Development Analyst, SunPower
• Portfolio Manager, Calvert Investments
• Brand Manager, Danone North America
• Manager Finance & Operations, Patagonia

Job/Role

Traditional

• Director, Sustainability Sourcing Strategy, Gap
• Global Commodities Associate – Energy Desk, JP Morgan
• CSR Communications Manager, IBM
• Senior Manager: Sustainability, Strategy & Operations, Deloitte

Sustainability-Oriented

• Lending & Innovation Officer, Root Capital
• Enterprise Development Specialist, USAID
• Acumen Fellow, Acumen Fund
• Director of Responsible Sourcing of Materials, Brilliant Earth

Sustainability Impacts All Functional Areas

Finance  |  Marketing  |  Operations  |  Strategy  |  Consulting  |  General Management  |  Entrepreneurship

Sustainability
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How to Move Forward

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How to Move Forward

Students who have been successful achieving their career goals…

- Have a vision
- Can articulate their unique value proposition
- Commit time to the process and are persistent
How to Move Forward

Career Development Process

- Self assessment
- Exploration
- Narrowing and goal setting
- Executing strategy

Starts HERE!
How to Move Forward

• Career Self Assessment – What is it?

- What are my skills?
- What do I enjoy doing?
- What’s important to me?
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Resources

• **Websites**
  - Corporate Eco Forum (weekly briefing)
  - Green Biz
  - Triple Pundit

• **Industry reports**
  - 2018 Best Global Brands Report

• **Podcasts**
  - The Energy Gang

• **Twitter**
  - @Katie_Kross
  - @SustainableJobs
Resources

Job Boards

- B-Work - https://www.bwork.com/
- DevEx International Development - https://www.devex.com/jobs
- Ed's Clean Energy & Sustainability Jobs List (weekly email) - sign up at: edsjobslist.com
- Global Impact Investing Network (GIIN) - http://jobs.thegin.org/
- Net Impact - https://netimpact.org/jobs
- Sustainable Food Jobs: https://sustainablefoodjobs.wordpress.com/
Help Each Other
Thanks!

Q&A