



Let's Set the Record Straight on Good, Green Jobs

In today's fast-changing world, good, green jobs are at the heart of creating a more sustainable and fair future. Yet, young people often face confusing messages and fake news about what these jobs are, who can access them, how to get involved, and often they are not even aware of the opportunities that exist for them in the green economy. This document is here to cut through the noise—debunking fake news, answering common questions, and helping young urban residents understand how they can take part in the green and just transition.

Good, green jobs in the age of misinformation and disinformation: Why do you need the facts?

Misinformation and disinformation are distorting how good, green jobs are understood.

Misleading claims about their accessibility, cost, and skill requirements can discourage young people from pursuing careers in this space¹. With the rise of AI and user-generated content, it's increasingly difficult to separate fact from fiction, especially for young people already facing barriers such as low wages and limited training opportunities^{2 3 4}.

This FAQ responds to these challenges by correcting common myths and equipping young people with reliable, evidence-based information. It also underscores the importance of equitable access, fair working conditions, and labour standards—empowering the next generation to confidently participate in building a sustainable, just future^{5 6}.

1. What are good, green jobs?

C40 defines good green jobs as jobs that help reduce greenhouse gas emissions (GHG), protect nature, and improve well-being^{7 8 9}.

They provide fair wages, safe working conditions, and stable employment. These jobs can vary across regions due to cities' unique economic conditions; what works for one city may not be suitable for another. Good, green jobs are found in various sectors such as construction, transportation, energy, waste management, healthcare, and other emerging industries¹⁰.

However, we know that not all green jobs are good jobs, nor are they accessible to everyone. **Cities are taking action to address this by assessing their local economies and conducting projects to better understand and meet their specific workforce and training needs¹⁰.** The goal is to ensure that everyone benefits from the transition to an inclusive, fair and sustainable economy with good, green jobs opportunities^{10 11}.

Watch C40's explainer video on [‘What is a Good, Green Job?’](#)

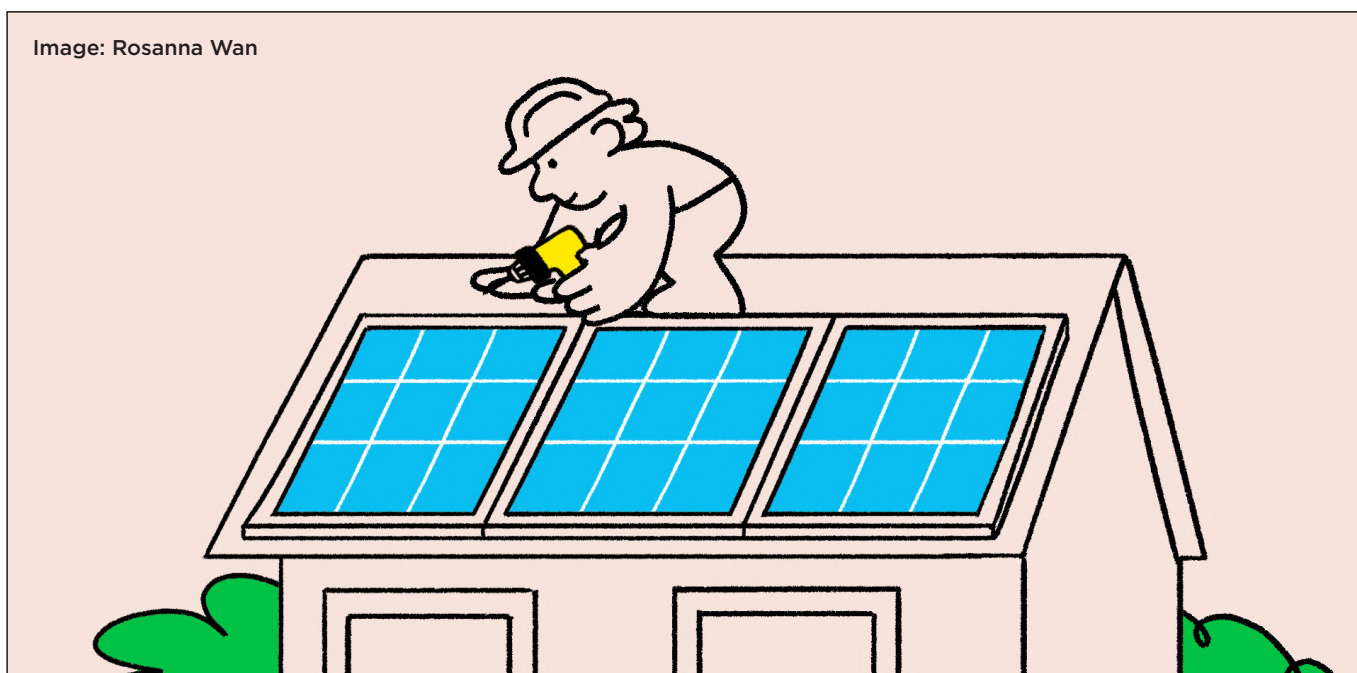
2. What is a green and just transition?

A green just transition means greening the economy in a fair and inclusive way, creating and safeguarding decent work and career pathways, and leaving no one behind.

It involves maximising the social and economic opportunities of climate action while minimising and carefully managing challenges – including through social dialogue among all groups impacted, respect for fundamental labour principles and rights, and social protection²¹.

Watch C40's explainer video on [‘What does a just transition mean for cities?’](#), and read more in [Just Transition Toolkit](#) and the [Issue Brief: An Urban Just Transition](#) for detailed guidance on how cities can achieve this.

Image: Rosanna Wan



3. What are green skills?

Skills for green jobs are a combination of knowledge, competencies, and attitudes needed to thrive in sustainable economies.

They are very wide and may include technical skills for which qualifications and training are needed along with transversal skills like problem-solving, innovative thinking and digital competencies. Skills for green jobs are essential in all sectors: the primary sector (such as urban agriculture), the secondary sector (like manufacturing and construction), and the tertiary sector (including education and health, care and community engagement sectors)¹¹.



Did you know that

- **7.7% of all LinkedIn job** postings in 2024 require a green skill.
- **Only 1 in 20 Gen Z workers have green skills**, which means that we need to double the size of the green talent pool by 2050—at a bare minimum—to keep pace with projected demand.
- **Global demand for green talent grew twice as quickly as supply between 2023 and 2024**—with demand increasing by 11.6% and supply by 5.6%.
- **By 2030 one in five jobs will lack the green talent to fill it.** By 2050, this gap will balloon to one in two jobs.
- **Job seekers with green skills or titles see a 54.6% higher hiring rate** than the workforce overall.
- The number of fossil fuel workers gaining green skills — such as renewable energy, energy efficiency, and carbon management — **has grown by 3.5% over the past three years, with a 5% increase between 2023 and 2024 alone.**
- **Green skills are growing in the fossil fuel industry.** The share of fossil fuel workers with green skills grew 3.5% over the past 3 years, and 5% between 2023 and 2024 alone.
- **Employers expect 39% of key skills required** in the job market will change by 2030.
- **About 170 million new jobs will be created this decade.** The jobs created are equivalent to 14% of today's employment.
- **Alongside, 92 million roles will be displaced by these same trends.** This means there will be a net employment increase of 78 million jobs.
- **Skill gaps are categorically considered the biggest barrier to business transformation** by Future of Jobs Survey respondents, with 63% of employers identifying them as a major barrier over the 2025-2030 period.

For more information, look at [LinkedIn's Global Green Skills Report 2024](#), and the World Economics Forum's [Future of Jobs Report 2025](#).

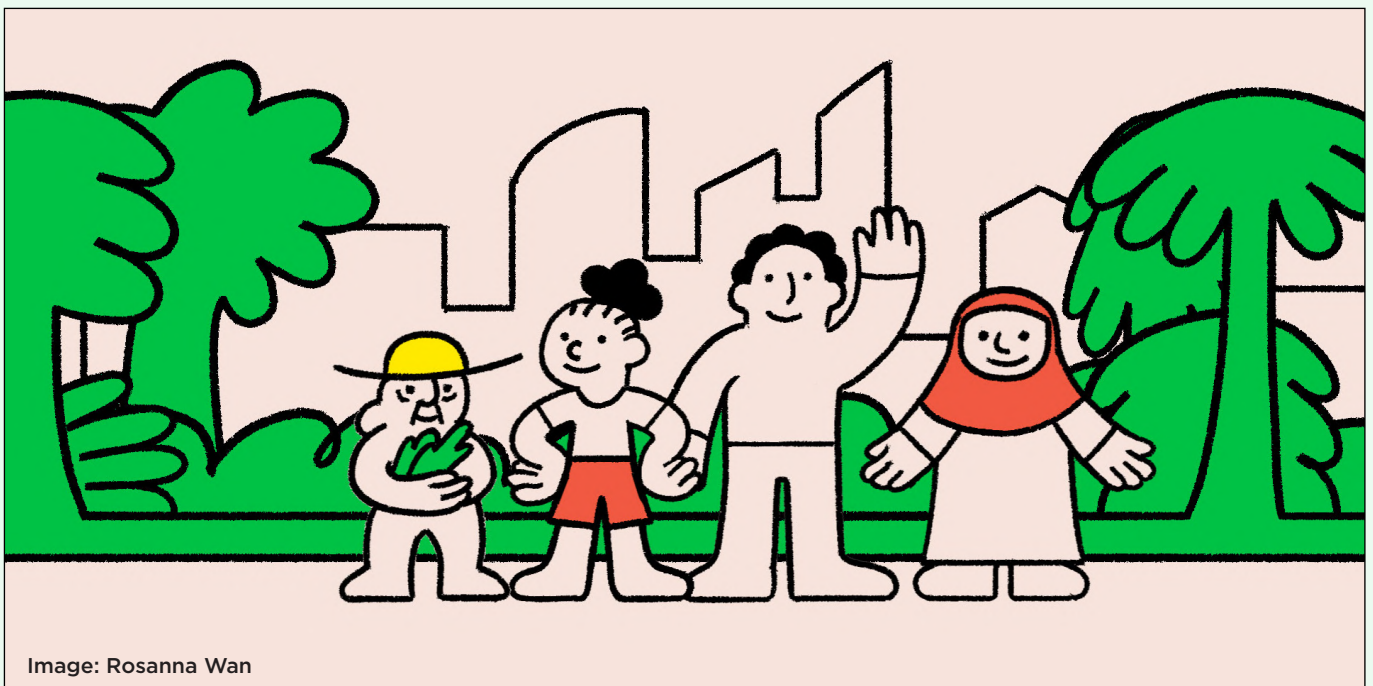


Image: Rosanna Wan

4. Do I need a university degree to get a green job?

No. Green jobs span various skill levels, and many do not require a university degree.

Around 80% of green jobs are accessible with vocational training, apprenticeships, and certifications. Policies should support equal access to green skills training for all, regardless of background or gender^{12 13}.

Did you know that these are some of the sectors with good, green jobs?

- **The utilities industry** — driven by the rapid expansion in renewable energy — **leads all industries in green talent demand**, with nearly a quarter of job postings (23.1%) requiring green skills and the supply to match it (28.1%)
- **Construction** has the **second-highest demand for green talent** — one in five job postings (20.6%) require green skills and 26% of workers have green skills, up 3.1% in the past year.
- Over the past year, the share of green talent hired into **manufacturing** increased by 7%.
- Within the **automotive industry**, 4.4% of workers have skills related to **EVs**.
- The **sharpest green talent demand spike** between 2023 and 2024 was in the **technology, information, & media industry** — where the share of jobs requiring green skills surged 60% as **AI gains further traction** and companies add datacenter capacity.

For more information, look at [LinkedIn's Global Green Skills Report 2024](#).

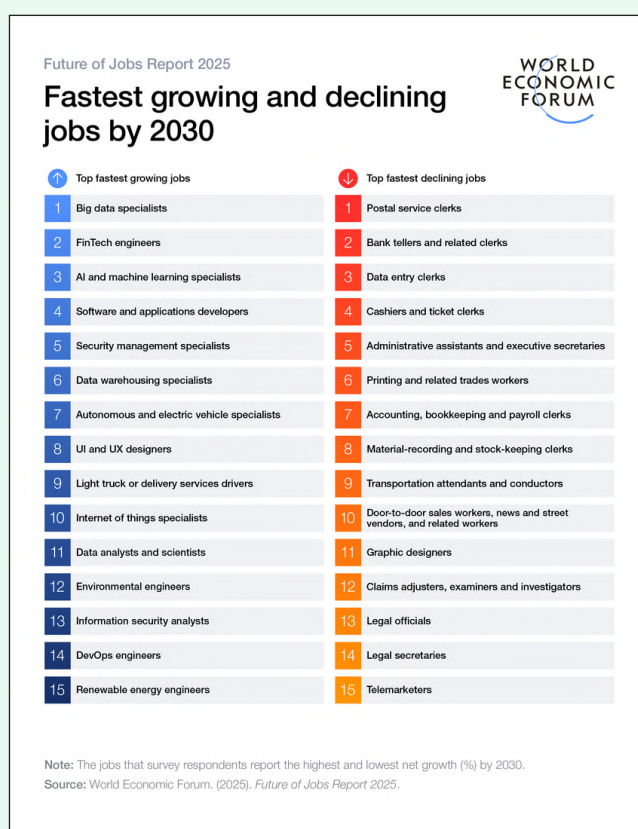


Image: [World Economics Forum's Future of Jobs Report 2025](#)

See examples of the types of good, green jobs, and how a life in a green worker can be.

- [City Stories on Good, Green Jobs](#)
- [A Day in the Life of an EV bus driver in Lisbon](#)
- [A Day in the Life of an Energy Advisor in Warsaw](#)
- [A Day in the Life of a Sustainable Construction Trainee in Madrid.](#)

5. Are green jobs only available in new industries?

No. Approximately 10% of all existing jobs are already green, with some sectors like transportation, waste management or construction already having over 25% of green employment, and this will continue to grow¹⁴.

Many traditional jobs are evolving to be cleaner/more sustainable and include green skills¹⁵. And many skills from traditional occupations (e.g. electricians) can be applicable and very valuable in the green economy. Construction workers, mass transit drivers, fleet managers, and educators are integrating sustainability practices into their existing roles. Governments and businesses must prioritize reskilling and upskilling to prepare the current workforce for a green just transition¹¹.

6. “Learning green skills is too expensive”

While education can be costly for some more specialised occupations, investing in green skills brings significant long-term economic benefits.

Closing the green skills gap could boost the global economy by US\$6.5 trillion over the next decade¹⁶. Some policymakers are already working towards this, ensuring that low-income youth and marginalized communities have affordable access to training opportunities¹⁷. This should be done in partnership with workers, unions, civil society and, of course, young people to make this transition as smooth as possible and ensure, at the same time, that the transition towards a cleaner, sustainable economy is not further delayed.

Success stories

The Visible/Tandem project in Madrid

C40’s “VISIBLE” project aims to create a cities-focused roadmap for a just and inclusive transition to a low-carbon built environment. It addresses the interconnected challenges of climate impact, housing affordability, and job insecurity within the built environment. The project focuses on mainstreaming affordable, low-carbon housing, mandating whole-life cycle carbon measurement, scaling up retrofitting, and reusing materials in a socially equitable and economically viable manner.



Success stories



Image: Abdel Assis Lizarazo

La Rolita in Bogotá

Addressing Gender Disparities in the Transport Sector in Bogotá,

Colombia. Bogotá's La Rolita, the city's first electric bus operator, has deployed 195 e-buses on 11 routes, serving over 35,000 users. To support the continued rollout, Bogotá focuses on empowering women drivers, traditionally underrepresented in transport. The initiative includes recruiting and training disadvantaged women, providing psychosocial support, finance and self-care training. Over 92 women workers have received 222 psychosocial sessions, resulting in improved mental health, workplace performance and increased job retention.



Image: Nur fandilah/Pixabay

London's Green Skills programmes

C40's London Green Skills programmes, like the Green Skills Academy, are helping to build a new generation of talent for London's growing green economy. Designed with young Londoners in mind, these programmes—such as the Mayor's Academies Programme (MAP)—create pathways into good, future-proof jobs, including apprenticeships in sectors like renewable energy and sustainable construction. By tackling skills gaps and supporting those most impacted by the pandemic, the programmes empower young people to lead London's transition to a net-zero future and play a vital role in the city's green recovery.

Salvador's training on renewable energy

C40's "Good, Green Jobs" programme includes initiatives like the Salvador Solar programme in Salvador, Brazil. This programme aims to create good green jobs, particularly for women, in the renewable energy sector, including solar energy. It helps individuals enter the workforce and encourages a just transition to a green economy. The programme also focuses on skills development and helping individuals transition to green jobs, while also focusing on issues like systemic social and economic inequities.



Image: C40 Cities

7. Do informal workers contribute to climate action?

Yes. Informal workers play a vital role in sustainability, particularly in the Global South¹⁸.

For example, in some cities, informal workers manage waste collection, provide sustainable transport, and support urban resilience. In some regions, up to 90% of waste collection is handled by informal workers¹⁹.

8. Will green jobs provide adequate labour standards?

Good, green jobs per se do not guarantee labour standards, but Good, Green Jobs can help improve these standards in many areas, but significant gaps remain.

For example, 3.8 billion people worldwide still lack social protection²¹, and young people in good, green jobs often face lower wages, precarious contracts, and limited career progression. Hence, strengthening labour rights, enforcing fair pay, and ensuring access to benefits like health insurance and job security are crucial for making good, green jobs fair for young workers. Without comprehensive and inclusive labour standards, workers in transport, construction, and other green sectors may continue to face poor working conditions and exploitation. A green and just transition requires ongoing efforts to strengthen fair wages, decent working environments, and social protections for all workers, regardless of employment status.



Image: UN Women/Ryan Brown

What is the informal workforce?

The informal economy comprises diverse economic activities, enterprises, jobs, and workers that are not regulated or protected by the state. Informal employment often emerges from scarce availability of – and accessibility to – formal job opportunities and does not provide individuals with legal or social protection.

The informal workforce accounts for 50% to 80% of urban employment across the Global South, generating between 25% to 50% of the (non-agricultural) gross domestic product of low-and middle-income countries and 15% of advanced economies. Informality has not diminished over time and is even increasing in many countries.

More than 1 billion people also live in informal settlements without access to basic services, facing increasing climate risks including floods, extreme heat and drought. This number could triple by 2050 without equitable and participatory approaches to upgrading and urban planning²⁰.

9. How can policymakers support a just transition for young workers?

Governments must ensure that good, green job policies include youth by:

- Offering affordable training and apprenticeships
- Strengthening labour protections
- Ensuring fair wages and stable contracts
- Promoting inclusive workplaces free from discrimination

Some C40 cities are already pursuing these actions locally to show what it looks like in practice for a just transition to meaningfully include young people. For example, Seattle, a city that, through the Green New Deal, invests in Black, Indigenous and people of colour, refugees and low-income communities to promote community health, wellbeing, and climate resilience.



Some city success examples are:



Johannesburg's Green Building Policy Training



Seattle's Green New Deal



City Stories: Growing Resilience in Quezon City

10. What can I do to secure a good, green job?

- Seek training programmes and apprenticeships in green sectors.
- Explore opportunities in traditional industries that are adopting sustainable practices.
- Advocate for fair labour rights and equal access to green jobs, consider joining a labour union or a local climate youth group.
- Connect with networks and mentors in green industries, or at good, green jobs fairs.

A green and just future depends on making good, green jobs accessible to all. By addressing myths and barriers, we can build a workforce that is skilled, protected, and empowered to drive sustainability.

You can find more information and resources on good, green jobs on this [link](#).

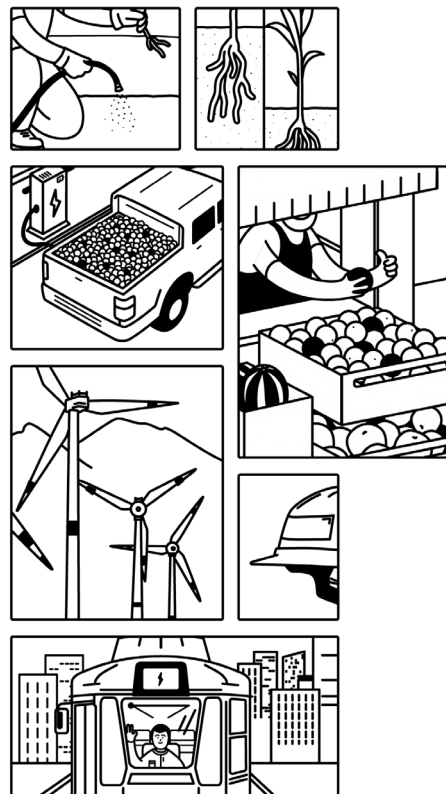


Image: Epigrama Studio



A good, green jobs fair could help you secure a good, green job and also could help you access training programmes, connect with your city, and the businesses.

For more information, read our [Good, Green Jobs Fair Guidance](#).

Endnotes

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| 1 | <u>World Economic Forum, The Global Risks Report 2025 20th Edition, 2025.</u> | 13 | <u>LinkedIn, Green gender gap revealed, 2024.</u> |
| 2 | <u>The Tony Blair Institute for Global Change, Response to Full Fact- Consultation Response on Framework for Information Incidents, 2022.</u> | 14 | <u>Tracking global good green jobs in cities.</u> |
| 3 | <u>BBC, Artificial intelligence could lead to extinction, experts warn, 2023.</u> | 15 | <u>STEM Learning, Operation green skills - jobs for now, not just the future, 2023.</u> |
| 4 | <u>The Tony Blair Institute for Global Change, Trust in Technology: AI, Freedoms and Harms, 2022.</u> | 16 | <u>World Bank, Skills and Workforce Development, 2025.</u> |
| 5 | <u>LinkedIn, We need all workers for bold climate action. Is Gen Z ready?, 2024.</u> | 17 | <u>International Monetary Fund (IMF), Five Things to Know about the Informal Economy, 2021.</u> |
| 6 | <u>C40, Good green jobs fair guidance: Connecting residents to green jobs and skills development opportunities in your city, 2024.</u> | 18 | <u>World Resource Institute (WRI), From Minibuses to 'Boda Bodas,' Informal Transport Could Be an Untapped Climate Change Solution, 2023.</u> |
| 7 | <u>UNEP, What is an inclusive green economy?, 2008.</u> | 19 | <u>C40, Informality and green transition Issue Brief, 2024.</u> |
| 8 | <u>ILO, What is a green job?, 2016.</u> | 20 | <u>International Labour Organisation (ILO), More than 4 billion people still lack any social protection, ILO report finds, 2021.</u> |
| 9 | <u>ILO, Decent work, 2016.</u> | 21 | <u>C40, an urban just transition issue brief, 2024.</u> |
| 10 | <u>C40, Good, Green Jobs website.</u> | | |
| 11 | <u>Issue Brief, Skills for Green Jobs, 2024, C40.</u> | | |
| 12 | <u>European Training Foundation, Debunking Myths about Green Skills.</u> | | |



A stylized illustration of a person watering plants on a rooftop garden. The person is kneeling and using a watering can. Several potted plants of different shapes and colors (green, pink, and a bushy green one) are arranged in the foreground. In the background, there is a city skyline with various buildings and a large sun or moon. The sky is light blue with some clouds and birds.

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