

## **What does the 'green economy' mean for you?**

***As a young person growing up in Norfolk, you may think what has the green economy got to with me? The answer is everything.***

The green economy is where making money is combined with continued reductions of greenhouse gases and the reduction of other environmental impacts. The green economy is the only part of the economy that is growing in these times of economic crisis. Why is it important – because your future career could be in this area!

The green economy could hold the key to your future, your jobs and in fact your whole livelihood. It doesn't just mean careers in engineering,

renewables and energy (although these do make up a large area), but working in, or for, a business that is as sustainable as possible. People may not hold much to the global warming or climate change argument, but working sustainably and efficiently is both a better use of time and resources!

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So how could you get involved with the green economy? Well, you could work for a business in this sector. Just last week, the Sheringham Shoal Windfarm was officially opened, which has so far provided 60 new jobs in the local area, as well as bringing an exciting international perspective to renewable energy in Norfolk.

Another way you could get involved is by setting up in business, underpinned by a sustainable and green ethos. This might sound daunting to you, but now is such a good time to do this. Why, you may ask? In times when organisations are making cuts, working as a consultant is a great alternative way to earn money - whether that be a short-term solution in a gap year or in fact the start of your career.

For example, in my role as a Young Person Consultant, I am contracted by a number of businesses to undertake work. For me, this could be evaluating educational programmes for one business whilst making a website for another. I really enjoy my work because I have the freedom to determine who my customers are and where and when I want to work - arguably a greater degree of flexibility than some of the jobs out on the market today.

Young people, like yourselves, working in schools on eco-related activities have a huge amount of skills and experiences which could



rival those seen in business and industry. You might know how to cut your schools' energy consumption, which in fact saved your school a certain amount of money that could then be spent somewhere else. Why couldn't you go into a business and do exactly the same thing, using your school experiences to influence a business to save money and make them more sustainable?

Norfolk and Suffolk are already leading the way on something called the Green Economy Pathfinder Manifesto. This document looks at the opportunities and barriers to sustainable growth and brings together case studies of a range of different businesses and organisations to look at how they are leading the way in the green economy in our region.

On the last page of this manifesto is the young people's case-study on how you can be a part of it.

**“A much more holistic approach is needed which is better for everyone and lessens our impact on the planet.”**

Resources need to be used intelligently, practices need to be sustainable and time used efficiently. A much more holistic approach is needed which is better for everyone and lessens our impact on the planet.

**You are the next generation, and you could show how it can be done, from small actions in school to laying the foundation of a business in principles of sustainability and efficiency. It is true what they say: the future is bright, the future is green...**

### **Find out more**

- Green Economy Pathfinder Manifesto [www.newanglia.co.uk/Page.aspx?ID=7](http://www.newanglia.co.uk/Page.aspx?ID=7) (see pages 60-61 to see the young people & energy case-study)
- Sheringham Shoal Windfarm [www.scira.co.uk](http://www.scira.co.uk)
- Low Carbon Norfolk Schools [www.lowcarbonnorfolk.co.uk/schools](http://www.lowcarbonnorfolk.co.uk/schools)

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