


Making 'green jobs' accessible for everyone

Employer action plan



James Somerville, NPC
Andy Harrison, Groundwork



April 2026



Employer action plan

This action plan is based on our research aiming to understand what government, employers, training providers, and charities that support young people into work can do to make opportunities in the green workforce more accessible. This action plan highlights the steps that employers can take to make opportunities in the green economy accessible to more young people.

[Read the full report: *Making 'green jobs' accessible for everyone*](#)

1. Don't lead with 'green': Focus on telling young people about good jobs, not green jobs


Young people from low-income backgrounds want secure, well-paid jobs, and are sceptical of greenwashing. We heard that young people from low-income backgrounds feel pressure to focus on careers in traditional professions, and that their parents are concerned about levels of pay and jobs security in the green economy. When discussing opportunities in the green economy, careers advisors and employers should focus on the quality of the role, rather than solely its "green" aspects.

You should provide detail about what roles involve, and the benefits they deliver in terms of benefits to employees, as well as social and environmental benefits. Where there are social and environmental benefits, you should highlight these but not in isolation from the wider benefits of the role.



While you might have an understanding of what you mean by green jobs and the green economy, this should not shape engagement with young people. To make a wider pool of young people aware of the opportunities in the green economy, you need to meet young people where they are. This means that a shift in the way that we communicate about green jobs needs to be applied through all these actions.

2. Take the lead in closing the skills gap: Work with schools to deliver awareness raising activities, and promote training opportunities



We consistently heard from young people that they do not hear about opportunities in the green economy in education settings. The recent curriculum reforms, and the inclusion of the core enrichment entitlement, present an opportunity to include education on careers in the green economy beyond Geography and Science lessons.

To do this, you could:

- Get in touch with your local Careers Hub and local charities that already work with schools to provide careers support.
- Offer to engage in opportunities that these services already offer and support them to be better able to talk about green jobs and the green economy.
- Review your own approach to recruitment:
 - Are you creating entry level roles and offering on-the-job training and development?
 - Is your recruitment process inclusive and accessible?
 - Are you requiring the qualifications that are necessary for the job role, or are you requiring degree-level qualifications by default?
 - Are you asking for experience for entry level roles? This is often gained by volunteering, which favours applicants from higher income backgrounds.

3. Build a link between training and development opportunities, and the local labour market

It is important that employment support reflects the local labour market and the needs of young people. The key factors for effective interventions are the connection between the intervention and the local labour market and how adaptable it is to the specific needs of young people.

To help build this link, which will improve the local pipeline of young people with the skills you need, you could:

- Speak to local training providers and charities about what they offer, and how it could better connect to the skills needs of local employers.
- Think about whether there are any specific barriers to young people accessing entry-level roles that you offer.



4. Open up routes into green jobs: Capitalise on new apprenticeships and training pathways

Upcoming changes to apprenticeship funding, and the Growth and Skills Levy, are a promising start, but further work is needed to create a broad-based entry point to the green economy. Foundation apprenticeships create a new, employment-based training pathway for young people, and could be a key pathway for young people to enter the green economy. More broadly, models that lower the risk of taking on an apprentice for SMEs in or connected to the green economy should be expanded. As these developments roll out, employers should be prepared to capitalise on the opportunities they should present.

To help, you could:

- Explore whether you can offer relevant apprenticeships.
- Embed green modules in any training and apprenticeships that you offer.
- Work with local partners to explore whether shared apprenticeships, or an “employ and place” scheme could work for you.



Acknowledgements

This **Employer action plan** is part of [*Making 'green jobs' accessible for everyone*](#), a report written by Andy Harrison, Head of Delivery and Learning, Groundwork UK, and James Sommerville, Head of Policy, NPC.

This research would not have been possible without the children, young people and professionals who attended deliberation groups and roundtables. We would like to thank everyone who took part for sharing their thoughts, insights and experiences so openly.

We are also grateful to colleagues at the EY Foundation for their support, in particular Lynne Peabody, Ewan Bennie and Asad Iqbal; to the team at Groundwork, particularly John Swallow, Frankie Casimir and James O'Neill, for supporting our engagement with young people; and to Graham Duxbury and Garry Campbell for their insights during the production of this report.

We are grateful to the EY Foundation for funding this report and for their ongoing partnership and support throughout the project.

Funded by:



EY Foundation

The EY Foundation is a UK registered charity that works directly with young people and employers to create or support pathways to education, employment or enterprise.

www.eyfoundation.com

Image acknowledgements

Page 3: Photo by Robert Kneschke via Canva

Page 5: Photo by kotijelly from Getty Images Signature via Canva

Page 6: Photo by AleksandarGeorgiev from Getty Images Signature via Canva

Report partners



Everyone's Environment

Everyone's Environment is an alliance of social purpose and environmental groups championing community voices and life experiences. Together with communities experiencing inequalities, we are changing who is included in decisions about the climate, nature and our futures. NPC enables the alliance, working alongside more than 80 ambitious organisations.

www.thinknpc.org/everyones-environment



NPC

New Philanthropy Capital is a think tank and consultancy working with individuals and organisations to maximise their impact. Established in 2003 by far-sighted philanthropists, we have spent over 20 years at the heart of the impact economy, helping funders, practitioners and policymakers identify promising initiatives, measure and evaluate impact, design effective philanthropic structures, and direct hundreds of millions of pounds towards lasting social and environmental outcomes.

www.thinknpc.org



Groundwork

Groundwork is a national charity supporting practical action to create a fair and green future where people, places and nature thrive. We work with local communities and businesses to build capacity and resilience, tackle hardship and support a just transition to net zero that helps nature recover, reduces inequality, and leads to better work and healthier lives.

www.groundwork.org.uk

About Everyone's Environment

Everyone's Environment is an alliance of social purpose and environmental groups championing community voices and life experiences. Together with communities experiencing inequalities, we are changing who is included in decisions about the climate, nature and our futures. NPC enables the alliance, working alongside more than 80 ambitious organisations.

www.thinknpc.org/everyones-environment

NPC

93 Great Suffolk Street,

London SE1 0BX, UK

020 7620 4850

info@thinkNPC.org

Registered charity No 1091450

A company limited by guarantee

Registered in England



**EVERYONE'S
ENVIRONMENT**
from NPC

