

Date of Product Submittal	September 30th, 2011	
Name of Your Organization	Louisiana Workforce Commission, Office of Occupational Information	
Grant Program Name	State Labor Market Information Improvement Grant – Green Jobs	
ETA Issued Grant Number (this can be found on the first page of your Grant Agreement)	GJ-19850-10-60-A-22	
The Industry focus of your project	Green Jobs in the 22 Industry Sectors of Louisiana and Mississippi	
Grant End Date	September 30th, 2011	
Name of your Federal Project Officer	Edgar Garcia	
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Product Name of Product Package	The Greening of Louisiana's Economy: the Finance and Insurance Sector	

Product Number	GJ-19850-LA-03-007
Product Type (Refer to the Product Category List and Definitions – pages 11-12 - to identify the appropriate product type for your product. You are welcome to assign more than one product type. Product types include competency models and career ladders; curriculum and course materials; outreach materials; program management and implementation tools; and reports and databases.)	Reports and Databases
Complete Product Description (The product description should thoroughly describe the product and use of the product.)	The report provides an overview of the environmentally beneficial activities of the Finance and Insurance Sector in Louisiana. Environmental efficiencies and green business practices being followed by this sector that help in developing sustainability plans are discussed. New activities like environmental sensitive investing and resource protection that gauge the risk and potential value of environmentally beneficial projects are outlined. Economic factors, technologies and policies driving this sector towards a greener economy are presented. Finally the report provides information on primary and support jobs projections for the next decade in this sector.
File and Folder Names that Correspond to the Product	The File is located at CD:\Growing Green Portfolio\ Industry Profiles\ NAICS_52_Insurance.pdf
Program and Product Context (Many grant products are developed as part of a larger project. What was this product's purpose or function in its original setting? This is a good time to write a short synopsis of the purpose of the grant, the grant activities, the objectives of the grant and the objectives of this particular product package.)	Purpose of the Grant To provide a baseline measurement of green jobs in the states of Louisiana and Mississippi and gauge the potential for growth of the green economy across various industry sectors of the two states. To disseminate the information collected through research, interviews, focus group activities and new tool development to diverse audience that each state workforce agency serves including but not limited to workforce investment boards, community and technical colleges, economic development agencies, policy makers, employers, job seekers and students. Grant Activities: As part of developing and disseminating products multiple grant activities were undertaken • Developed survey instruments to gauge the number and type of green jobs and occupations across different industries and regions in Louisiana. • Conducted focus group meetings with business leaders who promote green activities in leading industries of Louisiana. • Conduct and present economic impact analysis, estimate current green employment and develop projections of future green employment. • Compile skill requirements and wage data of occupations in the green economy.

	• Production of industry competency models and career pathways. • Develop customized green job banks and training provider lists and disseminate these products on the web. • Present results for the survey report at four regional conferences in Louisiana. • Present research reports, use of new interactive tools on the customized green economy websites of the two states and the use of “Green Works” mobile app (Louisiana). Objectives of the Grant • To understand occupational requirements for new and emerging green jobs that promote future growth potential in the two states. • To understand industry and occupational competencies in these new occupations • To develop and train the workforce that is needed to capitalize on these unique opportunities. • Understand and inform the statutes and regulations affecting green occupations and gather information on economic development initiatives aimed at creating green jobs in each of the state. • Disseminate findings and tools developed through research to the different audiences each of the state agency serves. Objective of the Product The Finance and Insurance sector profile developed as part of the project allows for a closer look at how the industry is contributing towards Louisiana’s Gross State Product and Green Economy. Further, it provides an overview of the industry’s contribution towards Green Jobs in the State. Case studies of key players, economic factors affecting growth in Green Jobs in the sector, good and services and business practices provided in each of the seven green activities, and policy initiatives that have helped the growth of Green Jobs provide a diverse audience including employers, state and federal policy makers, education institutes, training providers, students and job seekers decision tools while also developing transitional tools for a future Green Economy. Employment projections for Green jobs in the sector based on the Louisiana Green Jobs Survey provides information on the forecasted primary and support green jobs in the sector for the next decade.
Target Groups (Who are the end users of the product? For example, high school students, community college teachers, dislocated or incumbent workers, ESL trainees, businesses, local government officials, the general public, etc.)	General Public, Employers, State and Federal Policy Makers, Education and Training Institutes
Dissemination Audience (What key players in the workforce system are most likely to access these materials and work with them? College teachers, OJT coordinators, WIB members, marketing and	WIB members, regional workforce development business representatives, local workforce offices, other state agencies including economic development, and education, Non-Governmental Organizations (NGO’s)

dissemination staff, etc.)	
Other Information (What other information would another organization need to know in order to replicate this product? For example, what is the number of contact hours? Number of modules? Courses? Class sessions? Distribution size? Issues with implementing the product? etc.)	Number of Contact Hours Number of Modules One Distributions size Unlimited on the website Issues with implementing the product No issues identified with implementing the product