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**Green Building Alliance & GTECH Release a Southwestern Pennsylvania Green Jobs Report**

PITTSBURGH, PA (September 30, 2009) – Green Building Alliance (GBA) and Growth Through Energy & Community Health (GTECH) are pleased to announce the official release of the *Southwestern Pennsylvania Green Jobs Analysis and Action Plan*. This document specifically outlines the current opportunity for Southwestern Pennsylvania in relation to green jobs and includes a forecast for potential growth areas. Primary research for the report was conducted by GSP Consulting and The Three Rivers Workforce Investment Board.

As the first attempt in the region to quantify, define and qualify local green job opportunities, the report focuses on four green sectors—Environmental Conservation, Green Products, Green Services, and Renewable Energy—as well as the top five industries within each sector. The report’s prescribed model for prosperity centers around not only understanding what a green job or green product actually is, but also the pathways individuals can use to access green jobs and how community resource needs can be identified in order to ensure a robust and tangible green economy.

“This groundbreaking report solidifies Southwestern Pennsylvania’s role in the green economy,” stated GBA’s executive director, Holly Childs. “The Pittsburgh region has long been a leader in innovation, education and green development. Now, we are merely quantifying the resulting impacts of those efforts and providing key recommendations to move forward. We believe that this progressive strategy will both spur further green job growth and assist local manufacturers and service providers in reinventing themselves during this critical time of continued economic downturn.”

The *Southwestern Pennsylvania Green Jobs Analysis and Action Plan* is the first phase in creating a focused regional plan. A second phase, currently underway, will produce an in-depth labor market analysis and action plan for regional communities. “We need to know where and how to focus our efforts,” stated Andrew Butcher, CEO at GTECH. “Concentrating on how to adequately educate, train and employ a workforce steeped in the principles of sustainability is perhaps the single-most important step to ensure a vibrant green economy.”

This document will only be available in electronic format. For more information or to download a copy, visit [www.pa-greenbuildingproducts.org](http://www.pa-greenbuildingproducts.org), [www.gtechstrategies.org](http://www.gtechstrategies.org), or call (412) 431-0709.

**About GBA:** Green Building Alliance is a nonprofit organization that advances economic prosperity and human wellbeing in Western Pennsylvania by driving market demand for green buildings and green building products across every aspect of the built environment. GBA’s Green Building Products Initiative serves the entire state of Pennsylvania with funding provided by the Commonwealth of Pennsylvania, Ben Franklin Technology Development Authority; The Heinz Endowments; and Richard King Mellon Foundation.

**About GTECH:** Growth Through Energy and Community Health (GTECH) is a nonprofit social enterprise that works to transition environmental liabilities into community-based economic opportunities in the green economy. Funding support for GTECH’s Green Economy Initiatives is provided by The Heinz Endowments.

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