



Moving from Red to Green: Working Women in the Green Economy

Business and Professional Women's (BPW) Foundation has launched the *Moving from Red to Green: Working Women in the Green Economy* initiative to connect women with green jobs and increase their participation in the emerging green economy. With generous support from the Walmart Foundation, BPW Foundation has established a pilot program and awarded \$60,000 grants to four organizations to expand their capacity to engage and train women for green jobs.

BPW Foundation is committed to creating successful workplaces and strengthening the U.S. workforce. To achieve this, the workforce must be inclusive. BPW Foundation strives to increase the number of women in better-paying, non-traditional fields and ensure that careers of the future are pursued equally by all genders. *Moving from Red to Green: Working Women in the Green Economy* explores women's demand for green jobs and how to ensure that they are recruited, trained and retained in sustainable jobs. The Red to Green project will support opportunities for women with specific needs and challenges, including low and moderate income women, displaced women workers, under-represented populations and women veterans.

Red to Green Pilot Sites

- **CLIMB Wyoming** is a nationally recognized training model that provides innovative and comprehensive services to economically disadvantaged single mothers and their families. As part of the *Red to Green* initiative, CLIMB Wyoming will research the wind energy industry for employment for low-income single mothers in Wyoming.
- **Philadelphia Veterans Multi-Service and Education Center (PVMSEC)** provides GI benefits counseling, job readiness and employment training, and educational services to honorably discharged veterans. As part of the *Red to Green* initiative, PVMSEC has partnered with JEVS Human Services for green jobs training in six construction trades and weatherization for female veterans seeking jobs in the green economy.
- **Vermont Works for Women** helps women and girls explore and pursue their full potential through education and training programs that lead to financial independence. As part of the *Red to Green* initiative, Vermont Works for Women will develop FRESH Energy, a social enterprise that will train and employ women in the fields of efficiency and renewable energy.
- **Women in Non-Traditional Employment Roles (WINTER)** provides training and services to transition low-income women and youth in Los Angeles, CA. As part of the *Red to Green* initiative, WINTER will expand its "WINTERgreen Careers for Women" curriculum to target green building careers.

The combined goal of the pilot sites is to train 250 women for green jobs, partner with prospective employers and secure employment for participants. As a result of *Red to Green*, BPW Foundation will develop program and service models that help women, companies, organizations and businesses understand and support women in the emerging green economy.

For more information about **Moving from Red to Green: Working Women in the Green Economy** and the Successful Workplaces Movement, visit BPW Foundation's website at www.BPWFoundation.org/redtogreen or email redtogreen@bpwfoundation.org.

About Business and Professional Women's Foundation

Business and Professional Women's Foundation is a 501(c)(3) organization that is creating successful workplaces by focusing on issues that impact women, families and employers. Successful Workplaces are those that embrace and practice diversity, equity and work-life balance. BPW Foundation supports workforce development programs and workplace policies that recognize the diverse needs of working women, communities and businesses.