



Labs

# Frequently Asked Questions

## Quality Green Jobs Regional Challenge

### **What is Climate-Resilient Employees for a Sustainable Tomorrow (CREST)?**

CREST is a five-year, \$25 million grant-funded initiative of the Ares Charitable Foundation, whose goal is to train and prepare individuals for climate-resilient jobs in the United States and India. While philanthropy frequently funds workforce readiness initiatives, there isn't yet a strong focus on preparing people with the skills necessary for the expanding number of green sector jobs. To build an inclusive and resilient economy, more workers—including individuals from low-income households, people of color, women of all backgrounds, and members of other populations that are underrepresented in fields that offer opportunities for economic advancement—will need to be equipped with the skills necessary to navigate the growing green economy.

Jobs for the Future (JFF) will deploy the Ares Foundation's grant to conduct field-defining research; develop, expand, and amplify regional green workforce solutions; and support climate innovators.

## What is a quality green job?

It is our belief that all jobs, spanning all industries, have the potential and urgency to become green through the integration of green knowledge and skills and a shift in traditional worker roles. In fact, a universal green transformation of the economy will enable emerging intersectional green skills and knowledge to improve job quality and help create more quality jobs across our workforce. A quality job provides not just a living wage and benefits but also stability, flexibility, autonomy, and equitable economic advancement.

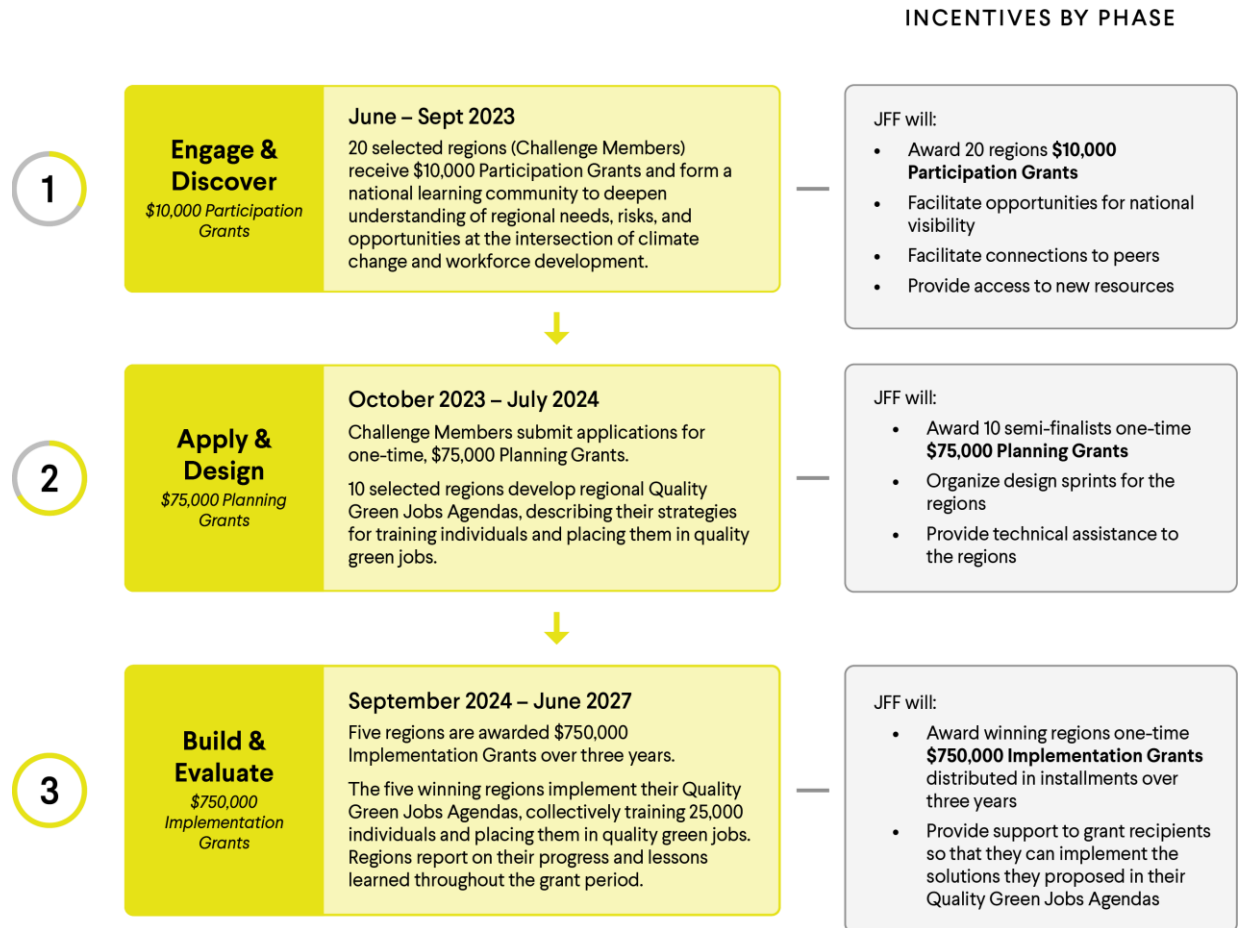
## What is the Quality Green Jobs Regional Challenge?

The Quality Green Jobs Regional Challenge is a multiyear CREST initiative led by JFF that will directly invest nearly \$5 million in U.S. communities to develop regional quality green job strategies.

### I. Key Goals of the Challenge

- **Offer green job training and placement in quality jobs to 25,000 individuals in diverse regions** across the United States and U.S. Territories
- **Pilot strategies intended to disrupt occupational segregation** in the green economy with a focus on racial, gender, and systemic inequities
- **Help 100,000 people gain a deeper understanding of regional climate-related challenges** and opportunities in the labor market

## II. Key Phases of the Challenge



## III. Incentives for Regions

- **Visibility:** The 20 regions selected to participate in the Quality Green Jobs Regional Challenge will gain national visibility and awareness for regional work.
- **Learning Community:** The selected regions will become part of a national learning community and will have access to private webinars, tools, and peer learning experiences.
- **Technical Assistance:** JFF will provide technical assistance and access to capacity-building resources.
- **Financial Support:** JFF will select 20 regions from Expression of Interest submissions to receive \$10,000 participation grants. 10 semi-finalists will receive \$75,000 in planning grants to develop Quality Green Jobs Agendas in 2024. 5

winning regions will receive a \$750,000 grant over three-years to implement their Quality Green Jobs Agendas.

- **Implementation Support:** National subject matter experts will support the five winning regions as they implement their quality green jobs strategies.

## What is a 'region'?

At this stage of the Challenge, a region is defined as a community or cluster of communities invested in designing “regional” strategies to train individuals for quality green jobs and place them in those jobs. A region should 1) experience similar climate impacts and risks, such as drought, wildfires, flooding, and 2) be an economically integrated area where individuals can live and work within a reasonable distance. A region can be a town, city, county, cluster of cities and/or counties, metropolitan area, Functional Urban Area, state, or multiple states. We especially encourage rural and indigenous communities to submit their interest. The Quality Green Jobs Regional Challenge may refine the definition of a region through the Engage and Discover Phase.

## Who should submit an Expression of Interest?

Any region that is in need of a coordinated green workforce solution, is planning to implement such a solution, or is in the process of refining, implementing, or scaling such a solution is invited to submit an Expression of Interest. Grant funds can be used to pilot new initiatives or to expand or scale existing initiatives that train individuals and place them in quality green jobs.

Expressions of Interest must identify an Anchor Partner and prospective partners, which will collectively comprise a region’s team. The Anchor Partner will 1) strategically identify and convene regional partners, 2) provide accountability for ongoing engagement, communications, and reporting, and 3) receive grant funding from JFF and regrant the funds to regional partners as appropriate. Anchor Partners are likely neutral conveners in their regions with connections across sectors.

# What types of entities should be included in a region’s team for the Quality Green Jobs Regional Challenge?

The most competitive projects will include at least one prospective partner from each category in the table below. Firm partnership commitments are not needed at this stage. An Anchor Partner can be any type of entity.

Category	EXAMPLE ENTITIES (not an exhaustive list)
<b>Business</b>	<ul style="list-style-type: none"> <li>• Major Employer</li> <li>• Chamber of Commerce</li> <li>• Business Association</li> <li>• Startup or Entrepreneur</li> </ul>
<b>Training Provider</b>	<ul style="list-style-type: none"> <li>• Community College (2-year college)</li> <li>• University (4-year college)</li> <li>• K-12 school system</li> </ul>
<b>Government</b>	<ul style="list-style-type: none"> <li>• Local or Regional Government</li> <li>• State Government</li> <li>• Tribal Government</li> <li>• Sustainability Office or Department of Natural Resources</li> </ul>
<b>Nonprofit</b>	<ul style="list-style-type: none"> <li>• National Nonprofit</li> <li>• Community-based Nonprofit</li> </ul>
<b>Workforce + Economic Development</b>	<ul style="list-style-type: none"> <li>• Workforce Board</li> <li>• Regional Economic Development Organization</li> <li>• Regional Workforce Network</li> </ul>

## How will Expressions of Interest be evaluated?

The Quality Green Jobs Regional Challenge seeks to assemble a diverse portfolio of regions. Regions will be selected to participate in the Quality Green Jobs Regional Challenge based on the degree to which they meet the following criteria:

- **Clearly defined problem(s) and opportunity(ies)** related to preparing people for climate resilient jobs
- **Project's priority population** is inclusive of groups that have been underserved by public and private institutions
- **Application demonstrates strong regional capacity**, or a plan to build capacity, to address the challenges detailed in the proposal
- **Project proposes engagement across sectors**, including employers, training providers, nonprofits, and the public sector
- **Geographic diversity across Challenge Members.** We are seeking Members that represent a diverse range of geographic locations across the United States, including rural, urban, and Indigenous communities facing a range of climate risks