

## The Low Carbon or 'Green' Economy

By 2016 it is hoped that up to 12,000 more jobs can be created locally in renewable energy, environmental technologies and services, waste management, recycling and research and development. In addition lots of existing jobs - plumbers, electricians, builders, manufacturers - will need to change to meet the needs of a low carbon economy.

Many, but not all, jobs will require a degree level qualification, often in a STEM (Science, Technology, Engineering and Maths) subject. Employers will also be looking for the following skills and attributes:

- Being a good team worker
- Having a creative and enquiring mind
- Being a good problem solver
- Being a good communicator
- Having good ICT skills
- Taking an interest in the environment

'Green' jobs will appear in the Knowledge Economy and the SuperPort project too.



## What to do next?

If you feel you or your son and/or daughter have the skills, attributes, qualifications and potential to make a success in one of these growth areas you'll want to know more about each sector.

For more information on each sector including lists of useful websites, downloadable leaflets including case studies and the chance to watch videos of people working in these industries telling their stories go to: [www.connexionslive.com/jobsfortomorrow.aspx](http://www.connexionslive.com/jobsfortomorrow.aspx)



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**0800 0126 606**

# JOBS FOR TOMORROW

## Growth Sectors in Greater Merseyside



# INFORMATION FOR PARENTS AND CARERS

## Where are the jobs of tomorrow going to be?

We all want what's best for our children. Yet it seems that all we hear is bad news about the economy and unemployment.

What jobs will our sons or daughters do? This short leaflet aims to help you get more information on the four identified 'growth areas' here in Greater Merseyside (The Liverpool City Region)

It is thought these can provide economic growth and jobs in the next 20 years. The areas are:

- The Visitor Economy
- The Liverpool SuperPort
- The Low carbon or 'Green' Economy
- The Knowledge Economy

These are the industries that will be employing your sons and daughters in the years to come and maybe yourselves too.



This leaflet is the start but for more information and the chance to hear from people working in these industries please see the website

[www.connexionslive.com/jobsfortomorrow.aspx](http://www.connexionslive.com/jobsfortomorrow.aspx)

So welcome to the future!

## The Visitor Economy

Tourism is currently worth £1.3 billion a year to the local economy. By 2020 it is hoped that this will have risen to £2.0 billion.

It's thought that by 2020 more than 37,000 people will be employed locally in jobs associated with the Visitor Economy - an increase of over 14,000 jobs from the present day.

The main employers are in the tourism, retail and hospitality sectors, but the sector includes theatres, museums and art galleries too.

To compete for these jobs candidates need to have excellent 'soft skills' including team working, oral and written communication skills and in particular, customer handling and service skills. Literacy, numeracy and good ICT skills are also desirable.

## The Liverpool SuperPort

The SuperPort is part of the wider North West Atlantic Gateway Strategy. By integrating the Mersey Ports, Liverpool John Lennon Airport and the Mersey Multi Modal Gateway in Halton, it is expected that the SuperPort will create up to 28,000 new jobs - many in process, plant and machine operatives, but with significant opportunities for managers and senior officials too. Logistics is at the heart of the SuperPort project.

To make a success of a career in logistics you should have:

- Good interpersonal and negotiation skills.
- Organisational, numerical and analytical skills.
- Experience of using information technology.

## The Knowledge Economy

The four main areas of the Knowledge Economy are:

- Life Sciences (e.g. Biology, Biomedical Sciences, Pharmacology etc.)
- Creative and Digital Industries
- Advanced Manufacturing, Financial and Professional Services

It is hoped that 60,000 new jobs will be created locally in these sectors by 2020.

To succeed in many opportunities in the Knowledge Economy a high level of education, usually to at least degree level, is required. STEM (Science, Technology, Engineering and Maths) qualifications are particularly valuable.