



## For Guidance Counselors

*The transition to a sustainable economy is the most challenging issue facing us.  
Imagine what the 10 million new jobs in the sustainable economy  
could mean for your students, your community and for our country.*

### It's a whole new world!

Young people are concerned about the planet and want to help. As a guidance counselor, you could be the one to expand your students awareness of how they can navigate this whole new world. Just imagine...your students could be the next engineers who invent new products to clean up the planet. Imagine if your students could be inspired by, learn from and be mentored by those pioneers of the sustainable economy.

Today's companies are increasingly hiring students who are ready for these green careers. These jobs represent the opportunity for them to have meaningful careers, while helping to rebuild our planet. For over 25 years, the Institute has been a leader in developing dynamic educational tools, trainings, and leadership and workforce development initiatives that empower students to help build a more sustainable world.

**The Sustainability Education Toolkit** features practical information to help guide students toward the green jobs that will help rebuild the planet. We offer students real-world examples of careers in sustainability that they can explore.

**The Sustainable Career Pathways Section** features over 200 green jobs in ten sectors: water, energy, agriculture, business, and education. From engineers and scientists; to eco-entrepreneurs, green business managers and policy advisors, from marine biologists to wildlife veterinarians, and conservationists.

### Professional Development Training Module

- ***SustainWDN™*** is an digital ecosystem that builds bridges between guidance counselors, students and companies to build a sustainable workforce development pipeline. It offers guidance counselors the tools to guide students toward sustainable career pathways, and an economic planning tool for communities to transition to sustainable economy.

- ***The SustainWDN™ Facilitators Certificate Program*** offers guidance counselors the tools they need to prepare and guide their students for this sustainability economy of the 21st century.

*We have a great opportunity for schools to work with schools to engage in this educational career and workforce development outreach program. Students have high aspirations - helping them recognize and identify paths knowing what local industry and government incentive programs can offer will ultimately ignite local communities with much needed solutions to local challenges.*

**Anthony Baro, PowerDocks LLC**

*The emerging Blue Economy has a place for everyone. We are engaging students early to help them pursue STEM careers. Bringing together the many players in this Blue Economy is very important so that we can work together, as a team, to bring a bright future to our region and the nation as a whole.*

**Robert Rak, Bristol Community College's Blue Center**

*The biggest issue facing the blue economy is companies aren't able to hire enough educated students to scale-up their efforts. Companies are interested in what you're doing around workforce development and developing that pipeline of talent. Stone Soup for a Sustainable World is full of inspirational stories about the next generation of leaders who are passionate about our environment and oceans. Protecting our oceans, and in turn our planet, is going to require passionate leaders like these who are willing to take action.*

**Dr. Tobias Stapleton, Blue Innovation Symposium**