



Powering Opportunity Across the UK



A LinkedIn UK Green Skills Report

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Introduction

The state of green skills in 2026

The UK government has made making Britain a clean energy superpower a core mission of its strategy to drive growth and competitiveness, enhance national security, and secure better lives and livelihoods for its citizens.

For the UK, the potential of a successful net zero transition in the energy sector and across the wider economy is immense. Already, in 2024, [renewables accounted for 50.8% of the UK's electricity generation](#), marking the first time this figure exceeded 50%. New contracts [awarded in 2025 and 2026](#) will see 14.7 GW of capacity added over the next few years, while creating up to 10,000 jobs and significantly reducing household and commercial energy bills, according to research from Ember.

The push toward electrification, driven in part by the rise of AI and its [contributions to energy demand](#), are bringing energy systems and climate consideration into sharper focus in the UK and globally. As demand for compute and digital infrastructure grows, so too does the need to manage energy use, improve system efficiency, and accelerate the development of skills that support both sustainability and digital innovation. This is increasing demand for green skills across industries like technology and utilities.

Green skills are the engine of the UK's climate and energy transition. Without the workforce to deliver them, the UK risks missing not only its energy and emissions targets, but the growth and security they enable. What's more, the green transition presents one of the clearest pathways to economic opportunity up and down the UK and across all four nations.

Green skills are increasingly not confined to specialist roles in energy or heavy industry. They are spreading across the economy, with workers in finance, professional services, and procurement becoming responsible for climate—and energy-related outcomes. From engineers building and maintaining low-emissions and electrified technologies, to architects and construction workers grappling with the implications of increasingly frequent extreme weather, to supply chain professionals maximizing resilience and circularity, or financial analysts assessing climate risk, building green skills brings opportunities for the breadth of the British population.

At the same time, the nature of work is changing. LinkedIn data show that jobs are increasingly defined by evolving skill requirements rather than fixed ones: around 38% of job skills changed globally between 2016 and 2023, and by 2030 this could rise to as much as 70%. As climate and energy priorities become embedded across the economy, green skills are becoming a core part of this broader shift.

The UK and devolved governments recognise this fundamental role for skills. Already, [estimates](#) from the Office of National Statistics show that the number of full-time jobs provided by the UK's "green" industries increased by 27.8% between 2015 and the end of 2024; up from ~500,000 to over 650,000. Looking forward, under the [Clean Power 2030 Action Plan](#) and the [Clean Energy Jobs Plan](#) announced in October 2025, the UK government has set targets to create an additional 650,000 green jobs by 2035 in the energy sector alone, enabled by £2.5 billion investment in green skills and workforce transition.

The opportunity is clear, making the workforce challenge even more urgent. As far back as 2021, the UK Government Energy Audit Committee [warned](#) that shortages of green skills in the current workforce, lack of clarity around priorities and existing availability of key skills, and a limited pipeline of qualified professionals entering the workforce in critical industries, put UK government targets at risk. While significant investment has been announced to address this bottleneck, more is still needed to avoid a widening green skills gap in the UK. Addressing such shortages takes time; skills gaps that could impact projects starting in 2030 need to be identified and mitigated now to avoid delays and missed opportunities.

The purpose of this report

At LinkedIn, we gather and analyse actionable insights on skills that inform policies, programmes and investment decisions. This report leverages anonymised and aggregated data from the LinkedIn platform in 2025, used by more than a billion members worldwide and more than 40 million in the UK to explore how green skills are evolving in the context of wider skills and job market trends.

This report outlines shifts in green skills development and hiring across the UK, including the value that green skills are providing to individual workers through in-demand, meaningful, and futureproof roles; some you might expect, others less so. It dives deeper into skills transitions taking place in the Energy and Utilities sector and explores how green skills are being combined with other new and valuable skills in domains including AI and resilience, to create value for UK businesses and citizens. Lastly, the report highlights more granular data and implications; examining how green skills are spread across the regions of the UK, and how green skills are distributed between genders and generations.

Definitions

For more details and definitions, see the Methodology section at the end of this report.



Green skills are those that directly combat the effects of climate change. Fastest growing green skills are those that are most commonly added by LinkedIn members in a given year.



Green jobs are those that have sustainability at their core and cannot be performed without extensive knowledge of green skills.



Key Insights and Recommendations

Key insights

Demand is outpacing supply in the UK by

1.8x

Between 2021-2025, the average annual growth of green hires was 7.8%, while the average annual growth in LinkedIn members with green skills was only 4.2%.

The LinkedIn Hiring Rate for green talent in the UK is

38.1% higher

than the overall workforce.

This signals high demand for workers with green skills and an advantage in the labor market.

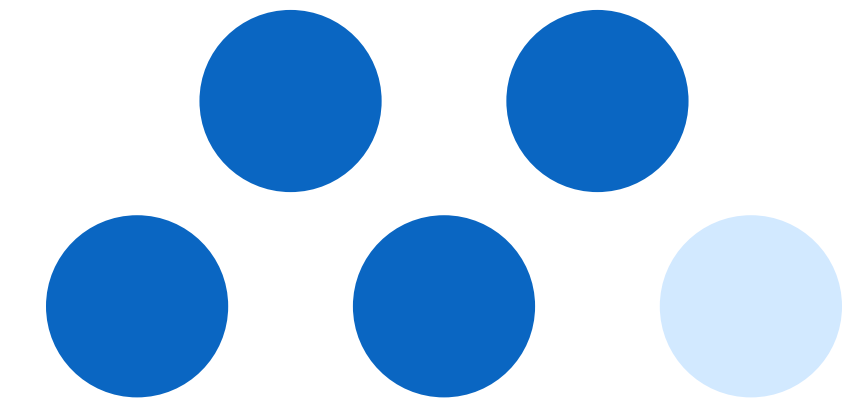
The energy transition

is reshaping employment

Over the past decade, jobs in Solar (+76%) and Wind (+42%) have surged in the UK, while oil & gas employment has declined by 29%.

Green talent is unevenly distributed across the UK

Aberdeen, a region on the frontlines of the energy transition, leads with a 19.4% green talent concentration — 1.3x London's rate (14.4%) and 1.7x more than the region with the lowest concentration.



Green skills remain male-dominated

Men are more likely to hold green skills in every UK region. In Middlesbrough and Stockton, the UK's second-ranked region by green talent concentration, men represent a 4x higher share of green skills holders than women (79.5% vs 20.5%), the largest regional green skills gender in the UK.

Key Insights and Recommendations

Recommendations

Teach **Build green skills into how the UK learns**

1

Treat green skills as core economic skills, not a niche transition issue. Green hiring is increasingly flowing into non-green roles, and green skills now rank among the fastest-growing skills categories across multiple sectors. They are economic infrastructure: essential to competitiveness, productivity and resilience, not just net zero delivery. Education providers should audit qualifications to embed green literacy as a core competency in priority sectors beyond energy – in technology, construction, manufacturing, professional services and finance – while ensuring incentives exist to bring experienced practitioners into teaching and instruction roles. Employers should make green skills development visible to existing workforces and connect it clearly to business objectives.

2

Teach AI and green skills as a single capability. The overlap between green and AI skills is nascent but accelerating, particularly in energy systems, manufacturing and operational optimisation. The UK's competitiveness increasingly depends on this combination. The opportunity is to treat the twin transitions as one strategic capability within priority sectors, rather than managing them as parallel challenges.



Train

Equip the workforce that will deliver 2030

3

Prioritise modular, mid-career reskilling, delivered through places and supply chains. The majority of the 2030 workforce is already in employment, and most priority occupations need incremental rather than wholesale retraining — green skills are increasingly layered onto existing roles. That means modular, stackable, employer-endorsed training, particularly for heat, retrofit, networks, hydrogen, CCUS and supply chain roles where time-to-productivity is critical; recent Growth and Skills Levy reforms support this direction. Delivery should be tailored to regional industrial profiles through Local Skills Improvement Plans and Net Zero Hubs, with deliberate routes for the SMEs that face the greatest barriers to engaging with training systems.

4

Normalise skills-based hiring to close the gender gap in green jobs. Green skills remain heavily male-dominated in every UK region, and at the current rate of progress it would take 30 years just to halve the gap. Skills-based hiring can increase the representation of women in qualified talent pools by over 25% in relevant industries. Governments and employers — particularly in energy, construction and utilities — should set representation targets and embed skills-based hiring into public procurement and levy-funded training.

Measure

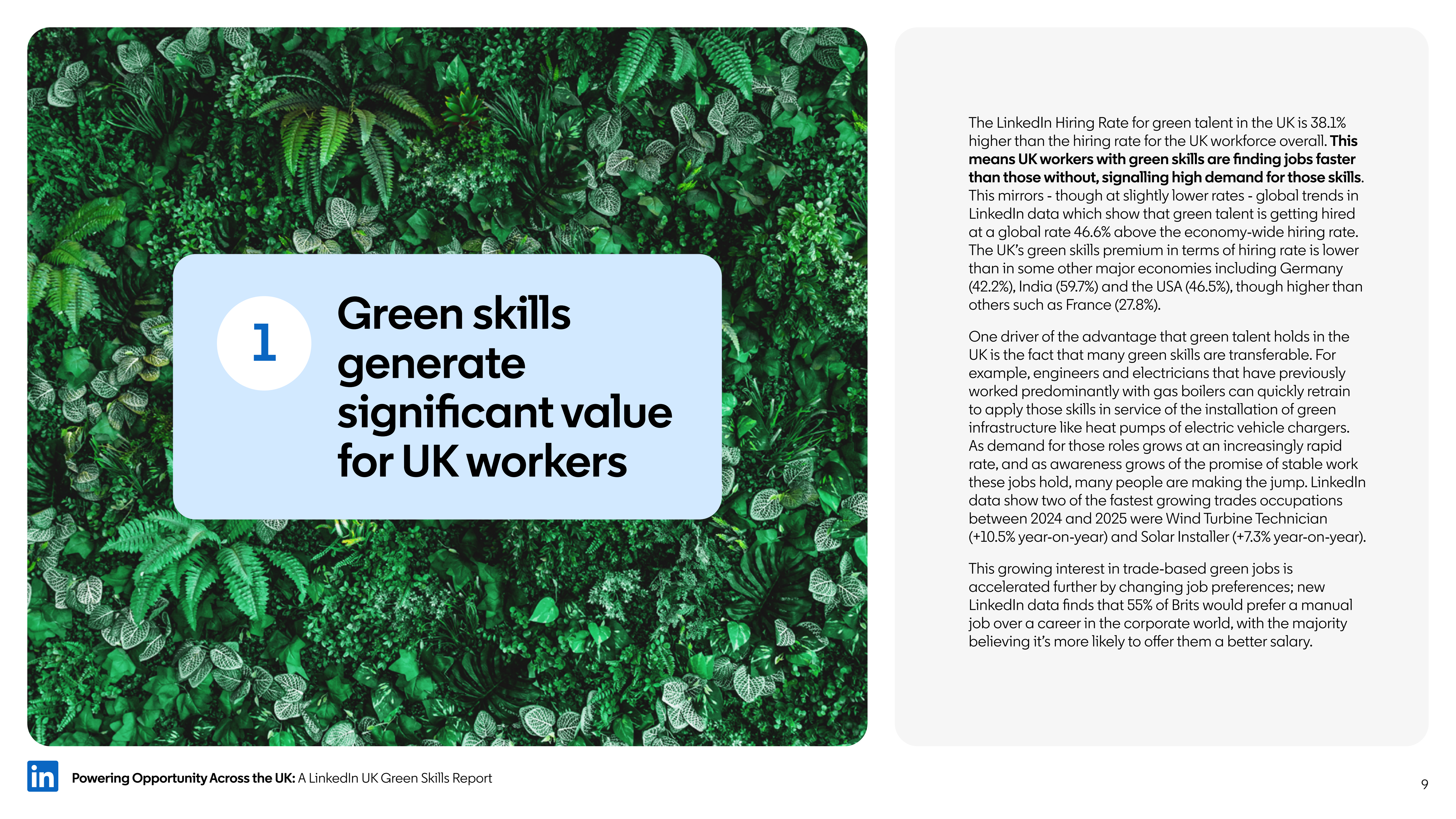
Track what matters and provide the certainty to invest

5

Measure skills diffusion, not job counts alone. Green hiring is growing almost twice as fast as green talent supply, and shortages will appear inside existing roles before they show up in job numbers. Tracking how green skills spread within priority occupations — electricians acquiring heat pump skills, project managers building carbon literacy — provides an earlier signal of bottlenecks, aligned to Clean Power 2030 and Clean Energy Jobs Plan timelines. Governments should work with data providers and industry bodies to build cross-economy, near-real-time visibility of skills gaps, which today remains partial, lagging and largely confined to energy.

The Green Skills Landscape in the UK





1

Green skills generate significant value for UK workers

The LinkedIn Hiring Rate for green talent in the UK is 38.1% higher than the hiring rate for the UK workforce overall. **This means UK workers with green skills are finding jobs faster than those without, signalling high demand for those skills.** This mirrors - though at slightly lower rates - global trends in LinkedIn data which show that green talent is getting hired at a global rate 46.6% above the economy-wide hiring rate. The UK's green skills premium in terms of hiring rate is lower than in some other major economies including Germany (42.2%), India (59.7%) and the USA (46.5%), though higher than others such as France (27.8%).

One driver of the advantage that green talent holds in the UK is the fact that many green skills are transferable. For example, engineers and electricians that have previously worked predominantly with gas boilers can quickly retrain to apply those skills in service of the installation of green infrastructure like heat pumps or electric vehicle chargers. As demand for those roles grows at an increasingly rapid rate, and as awareness grows of the promise of stable work these jobs hold, many people are making the jump. LinkedIn data show two of the fastest growing trades occupations between 2024 and 2025 were Wind Turbine Technician (+10.5% year-on-year) and Solar Installer (+7.3% year-on-year).

This growing interest in trade-based green jobs is accelerated further by changing job preferences; new LinkedIn data finds that 55% of Brits would prefer a manual job over a career in the corporate world, with the majority believing it's more likely to offer them a better salary.

Case study: Octopus Energy Services

Making renewable energy work for UK homes through a growing workforce



The mission of Octopus Energy Services (OES), part of Octopus Energy Group, is to help decarbonise the nation: this is powered by an investment in people, with 2,500 specialist engineers recruited between 2024 and 2025 alone.

Today, OES employs around 4,000 people in the UK, serving an average of 20,000 homes each week to install low-carbon technologies including heat pumps, solar panels, EV chargers and smart meters. This work connects customers to Octopus Energy's virtual power plant, reducing energy costs while supporting the UK's decarbonisation efforts and energy flexibility.

The Octopus workforce is drawn from two main sources: apprenticeships and the hiring and re-skilling of engineers with existing transferable skills.

Interest in working with Octopus is high. Apprentices are paid while completing their training and can expect to earn over £40,000 a year by the time they finish the 3-year program, with opportunities to progress into mentorship and management roles. When the company launched its heat pump apprenticeship programme in 2024, 2,000 people applied in the first three weeks.

Among already qualified workers, many people joining Octopus are plumbers and gas boiler engineers. Skills in pipework and central heating are transferable to heat pumps, allowing qualified plumbers or boiler installers to be retrained in as little as two to three weeks at one of Octopus' in-house training centres. To date, thousands have been reskilled in this way.

Octopus values interpersonal skills just as highly as engineering credentials: beyond their technical expertise, Octopus employees are educators, answering questions about sustainability and building public confidence in new technologies.

Case study: Octopus Energy Services

As Jamie, an apprentice, said: *“I see myself as an ambassador. I truly believe in the tech we’re installing: it reduces carbon emissions, it works in homes, and it will make energy bills cheaper for everyone”.*

Once inside the organisation, many employees gain new competencies. Smart meter installers can progress to installing EV chargers, while heat pump plumbers have expanded into solar roofing. By championing a multi-skilled workforce, Octopus is broadening the scope of green careers and helping balance seasonal demand.

The appeal of working at Octopus is driven by several factors, according to CEO John Szymik, with employees motivated by both the chance to contribute to climate solutions and the opportunity to secure in-demand skills and a well-paid future-proof job.

But the mission is far from complete. With 1,600 heat pump engineers at the company today, Octopus estimates the UK will need 100,000 in the coming years.

“There are so few apprenticeship opportunities around Leeds, especially when you have rent to pay and can’t take on minimum wage apprentice roles. This opportunity has changed the trajectory of my life... I’ll be able to become a homeowner and feel comfortable enough financially to start a family.”

OES apprentice

By investing in training academies across the country, Octopus recognises that scaling its workforce and training capacity is therefore critical and the company has invested in modular training academies that can be scaled, and even physically moved, quickly. Already today, they estimate they could deliver training to thousands of engineers per year.



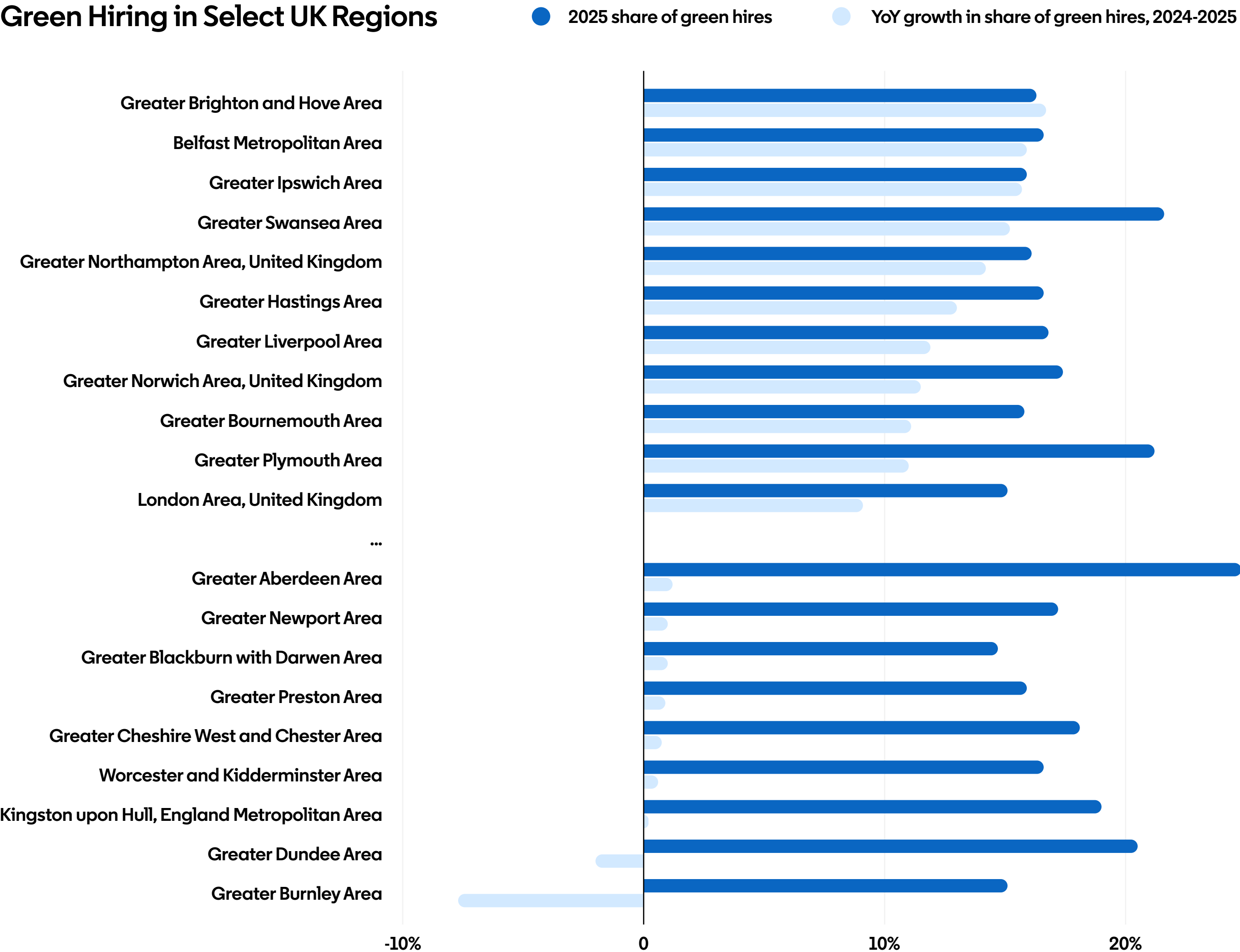
How the green skills advantage varies across the UK

The advantage of holding green skills is more pronounced in some areas of the UK than in others, reflected in differing levels of green hiring and year-on-year shifts in green hiring rates.

Regions like Swansea, Plymouth and Aberdeen stand out for their high overall green hiring rates, above 20% of all hires with green skills, reflecting the concentration of energy and industrial activity in some of these areas and the demand for green talent they generate. Recent green economy investments in Swansea and Plymouth have driven up hiring for workers with green skills, accelerating demand. Established energy centers like Aberdeen and Dundee are witnessing similarly high demand for workers with green skills though with slower growth in the share green hiring, reflecting the relative maturity of the energy industry in those regions.

Meanwhile, the fastest year-on-year growth in green hiring share is found in a more diverse set of regions including Brighton and Hove, Belfast and Ipswich. These figures suggest that green hiring is beginning to take hold in economies not historically associated with the energy transition, creating new opportunities for workers with the right skills.

Green Hiring in Select UK Regions

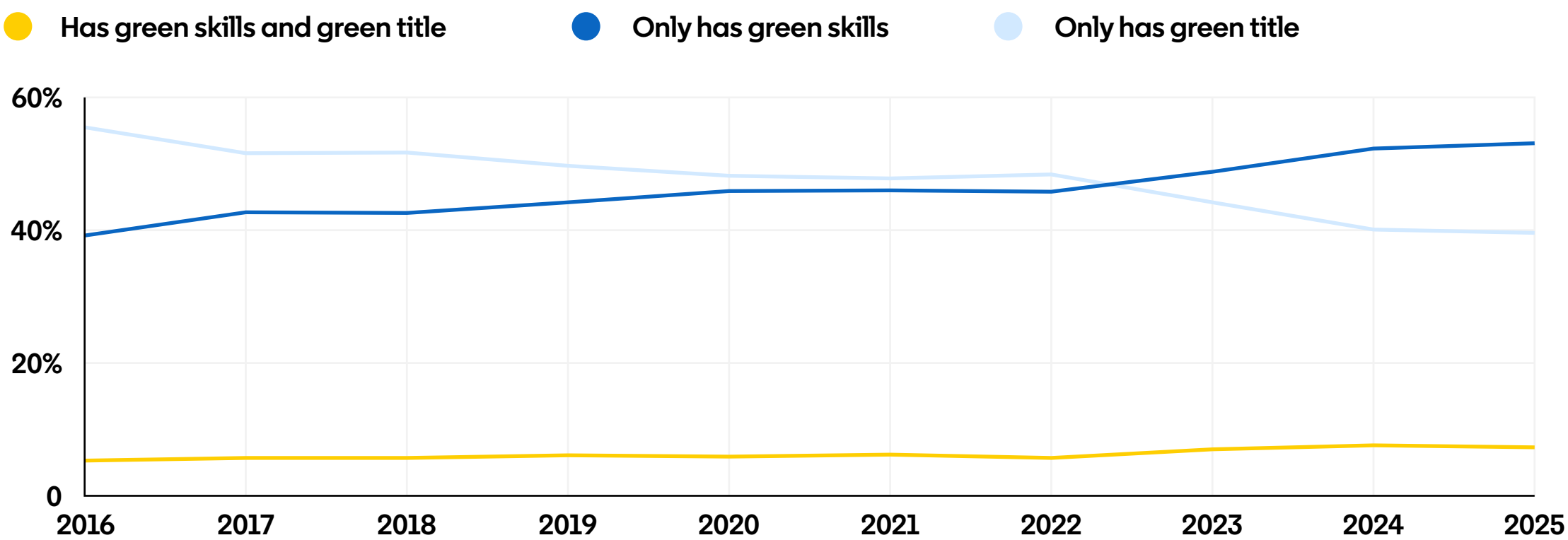


Green skills are relevant for a growing list of roles

The opportunity that green skills can offer to workers is relevant to a significant proportion of UK workers, not just engineers and those working in energy. Research commissioned by [Business in the Community \(BitC\)](#) in 2024 found that one in four working-age adults in the UK believed that their job will require new skills as a result of climate change.

Aspects of these predictions are coming true. LinkedIn data shows that individuals that have green skills but not green titles account for a growing proportion of green hires. Indeed, globally, 2024 was the first year in which the largest driver of green hires was workers with green skills in non-green roles: In the UK, this threshold was crossed earlier, and the proportion of hires with green skills only is growing slightly faster than the global average. Individuals with green skills but without green titles now account for 53.1% of all green hires in the UK in 2025.

Timeline of proportion of green hires in the UK with green skill and green title, green skill only or green title only



This shows green skills diffusing across organizations and roles, becoming a standard part of how work is done, particularly as mitigating risk, increasing resilience, and thinking systemically become fundamental aspects of more job titles. There are many examples of what this might look like, including insurance risk analysts who are now expected to consider environmental risks in their decision-making, architects and construction workers that are working to specific green building standards, and chief financial officers that now field questions related to ESG data and performance from investors. In other words, **green skills are now core business skills.**

For many workers, this diffusion of green considerations throughout businesses is likely to be met not through full retraining or career change, but through shorter, modular learning—whether employer-provided sustainability training, professional accreditations, or self-directed courses—that build green skills most relevant to the core responsibilities of their existing roles. In education, students and employers alike increasingly expect their studies to connect to relevant implications of the green transition and climate change. A [recent survey](#) of students by Students Organising for Sustainability found that 77% of university attendees felt that all courses should include sustainability considerations.



Recommendations

Treat green skills as core economic capabilities across sectors, embedding them within workforce strategies in areas such as technology, construction, finance and professional services, rather than confining them to “green jobs”.

Track the diffusion of green skills across occupations and roles to identify emerging bottlenecks early, rather than relying on job creation metrics alone.

What is and isn't a green job, who wants them, and what's getting in the way?

Green jobs are highly desirable for many workers in the UK. In a 2025 survey by LinkedIn, 36% of UK workers said they were interested in roles that contribute to the energy transition or climate adaptation. This rises to 49% for UK Gen Z and 55% for Millennials. When asked what was getting in the way of making such a move, the most commonly cited barriers were lack of experience (47%), lack of green skills (41%), lack of available job opportunities (38%), lack of transferable skills (30%), and high competition for these roles (26%). A separate [2025 survey](#) also found that nearly half of the respondents (40%) said that a “lack of green jobs in general” was the main barrier they faced, while 38% cited a lack of green job opportunities that were local to where they lived.

One reason for this mismatch is perception that most green jobs are highly technical (for example, involving new skills associated with technologies like wind or solar renewables) or desk-based. In reality, however, many core trades roles in industry like welders, electricians, and builders, as well as community services such as waste management, are vital to the energy and climate transition even if they don't fit within many definitions of green jobs. For example, waste-related jobs account for 18% of all “green jobs” in the UK [according to government statistics](#), and skills belonging to the Waste Prevention category of green skills were the fastest growing in all but one examined UK region. This growth is likely driven by increased attention towards circularity in product design and use, and by more volatile markets for many important resources.

Organisations like [Energy UK](#) are investing in communications campaigns and engaging with educators to dispel such myths and misconceptions about green jobs, and to regenerate interest in trades roles and job pipelines that currently face shortages that threaten the ambitions of companies and governments to decarbonise and realize economic benefit along the way. Green skills are increasingly relevant among a growing array of job titles as the jobs themselves change, and these campaigns seek to highlight that the transition will create demand for roles as varied as drone operators, engineers and construction workers alongside the newer, more visible green job titles that tend to dominate public awareness.



Case study: Harbour Energy and CATCH

Building a skills pipeline to deliver Viking CCS



The Humber region is one of the UK's most industrialised areas and a major source of national emissions, but also an area facing economic transition. Here, the [Viking CCS](#) (carbon capture and storage) project, led by Harbour Energy with support from skills and training organisation [CATCH](#), illustrates how large-scale decarbonisation infrastructure can be aligned with workforce planning to deliver a sustainable economic future for highly industrialised areas.

The project will transport and permanently store CO₂ from industrial emitters using existing infrastructure and depleted North Sea gas fields, while building a local pipeline of skills to support delivery. Harbour Energy estimates that up to 18,000 jobs will be created at peak construction by Viking CCS Cluster projects. The initial construction phase will require about 8,000 jobs to build capture-site infrastructure—such as buildings, welding, painting, and scaffolding—and the onshore pipeline involving underground piping and welding, rising in number in the next phase as more emitters connect and the same roles scale up. But there are challenges; that workforce doesn't exist at scale yet, and ensuring it is in place in time to meet the moment of demand for the project demands significant investment today.

Harbour Energy is working with CATCH to address this gap and harness the opportunity for people in the region. A central feature is early engagement with education and training providers to develop future talent. This has revealed strong local demand for industrial careers linked to the energy transition. As Lisa Buck of CATCH notes, “we have 600 or 700 applications to be an apprentice every year for around 120 jobs... there's a real appetite in the region to make sure those industrial jobs are still there”. These roles mainly cover Mechanical, Electrical, Control & Instrumentation, Process Operations, Maintenance, and Welding, Pipefitting and Fabrication—the core skills needed across the Humber's process, energy and manufacturing sectors. Ongoing government investment in major energy and industrial projects, such as Viking CCS, boosts confidence in the supply chain and encourages businesses to invest in their workforce, including taking on more apprentices. These skills are in demand in other sectors once these decarbonisation projects are complete.

Case study: Harbour Energy and CATCH

The project also focuses on redeploying and upskilling workers from carbon-intensive sectors. Many required capabilities such as offshore operations and subsurface expertise are transferable from oil and gas, enabling faster deployment while reducing displacement. At the same time, foundational construction roles will be a big part of the project's needs: *"initially, it's all about construction: welders, pipefitters... we compete with other industries"* says Tanisha Beebee, Harbour Energy Head of CCS Policy and Advocacy.



Coordination across industry, training providers and local authorities has helped align training provision with anticipated demand: Harbour's investment, alongside other industry partners, enabled CATCH to open England's largest Welding, Pipefitting and Fabrication Training Centre, which has already enrolled 130 learners since September 2024 to train the next generation of construction craftspeople through apprenticeships, bootcamps and adult-skills programmes. This is critical given the scale of the opportunity: the Humber cluster accounts for around 35–40% of UK industrial emissions, and national ambitions to capture 20–30 million tonnes of CO₂ annually by 2030 will require a significant expansion of engineering, construction and operational roles.

While still in development, Viking CCS demonstrates how embedding skills planning into project design can support both decarbonisation and regional economic resilience—provided sustained coordination and clear project pipelines enable training systems to scale in step with demand.

Priority roles in the UK’s transition

LinkedIn data show that certain roles and related skills are in high demand across the industries critical to the UK’s net zero transition. Industries like Construction, Manufacturing, Utilities, Professional Services, and Government Administration each play their own unique role in the UK’s energy and climate transition, but they share a few key employment and talent development patterns, shedding light on the roles and skills most critical to the UK’s environmental and economic goals.

Roles associated with safety make up as many as 3 out of 5 of the fastest growing roles in some industries, reflecting the fact that much of the green transition is being driven by large infrastructure and engineering projects that require effective management of health and safety concerns, including compliance with environmental regulations and standards and careful deployment of hazardous materials including chemicals and batteries. Demand for such roles will continue, given [more than half](#) of the projected £718bn investment in UK infrastructure over the next decade will be spent on energy projects, including £136bn for wind farms.

Beyond the technical and trade roles that often dominate discussions of green jobs, LinkedIn data points to a growing layer of analytical and coordination work that is easy to overlook but fundamental to delivering the transition at scale. Roles like Sustainability Analyst, Environmental Coordinator and Ecologist appear among the fastest growing green job titles in these critical industries for the energy and climate transition, reflecting how nature-related skills and environmental oversight are becoming embedded across the economy.

Among a range of drivers including economic opportunity and increased resilience, regulatory compliance is another factor creating demand for new green skills. Environmental impact assessments and evolving sustainability reporting standards are creating sustained, policy-backed demand for workers who can monitor, measure and report on environmental performance. Some of these skills are currently specialised and in short supply, requiring early and sustained investment in education and training to scale them to the levels at which they are needed.

Top 5 fastest growing green job titles in industries driving the green and climate transition in the UK

	Construction	Manufacturing	Professional Services	Government Administration	Utilities
1	Sustainability Coordinator	Sustainability Analyst	Wind Turbine Technician	Safety Coordinator	Head of Environment, Health and Safety
2	Wind Turbine Technician	Environmental Coordinator	Head of Environment, Health, and Safety	Sustainability Consultant	Environmental scientist
3	Safety Consultant	Director of Sustainability	Health, and Safety Coordinator	Environmental Health Specialist	Ecologist
4	Environmental Specialist	Arborist	Director Environment, Health, and Safety	Environment, Health, and Safety Manager	Solar Installer
5	Safety Director	Health, Safety, Environment Engineer	Environmental Technician	Health and Safety Coordinator	Safety Advisor



Recommendations

Prioritise the development of green skills within critical occupations, focusing on how these capabilities are integrated into existing roles across supply chains.

Accelerate modular, role-specific training pathways that enable workers to build relevant green skills without requiring full career transitions.

Case study: BT Openreach and SSE

From telecoms to energy — transferring skills from BT Openreach to SSE



The UK energy sector faces a significant workforce expansion challenge as electrification accelerates. Rising demand from the net zero transition is driving the need for thousands of additional skilled workers in network construction, jointing, planning, and field operations. At the same time, BT Openreach's capital investment in fibre rollout is beginning to tail off, leaving experienced engineers, managers, and groundworkers questioning the long-term security of their roles. This presents a clear opportunity: a workforce with directly transferable technical, operational, and safety skills sits within an adjacent infrastructure sector that urgently needs them.

SSE—a leading developer and operator of low-carbon electricity in the UK—works with BT to identify suitable opportunities for their employees. This helps BT workers find opportunities in the energy sector, helping support transition from one sector to another as infrastructure investment evolves. Rather than retraining from scratch, the company leverages capabilities new recruits already hold such as resource planning, scheduling across large operational teams, leadership, cable work, plant operation, NRSWA accreditation, HGV licences, customer handling, and a strong safety culture. It then supplements those capabilities with sector-specific training on electrical systems and SSE's networks.

The approach has attracted recruits at multiple levels. For example, Jamie joined in 2022 as an Internal Resource Manager after sixteen years at Openreach and has since been promoted to Resource and Scheduling Manager for the East of the Patch, leading schedulers, resource managers, and frontline colleagues. Recruits report that the transition has been smoother than expected because the fundamentals, planning work, managing teams, working safely, supporting customers, carry across directly. As Jamie puts it: *"A lot of my experience from Openreach transfers directly into the work I do now... These skills helped me add value from day one."*

Case study: BT Openreach and SSE

For SSE, the model offers a fast route to filling critical roles with proven operators, while supplying clear progression paths: Jamie's promotion within two years being one example. For Openreach leavers, it provides long-term career security in a growth sector.

The wider lesson is that the green transition workforce gap can be partly closed by deliberately targeting adjacent infrastructure industries where capital cycles are turning down. Skills built on one network—copper, fibre, ducting—translate readily onto another, provided employers actively recognise transferability rather than insisting on prior sector experience.

“Unless it’s essential, we won’t ask for specific energy industry experience because we recognise the value of transferable skills, and we actively support retraining and skills-based qualifications. For SSE, creating opportunities for people to progress their career is a core part of a fair energy transition.”

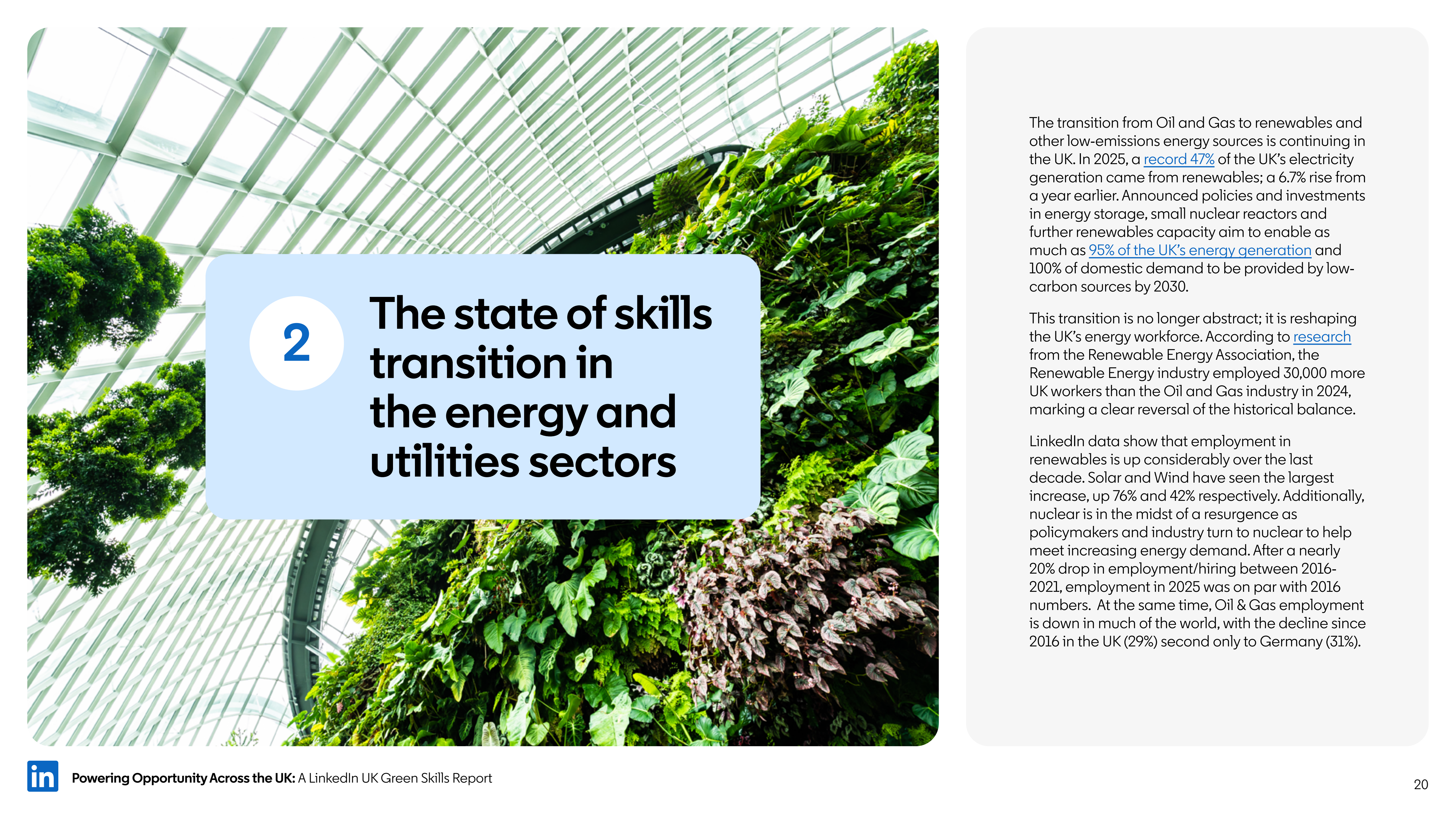


Gordon Macfarlane



SSE plc Head of Recruitment





2

The state of skills transition in the energy and utilities sectors

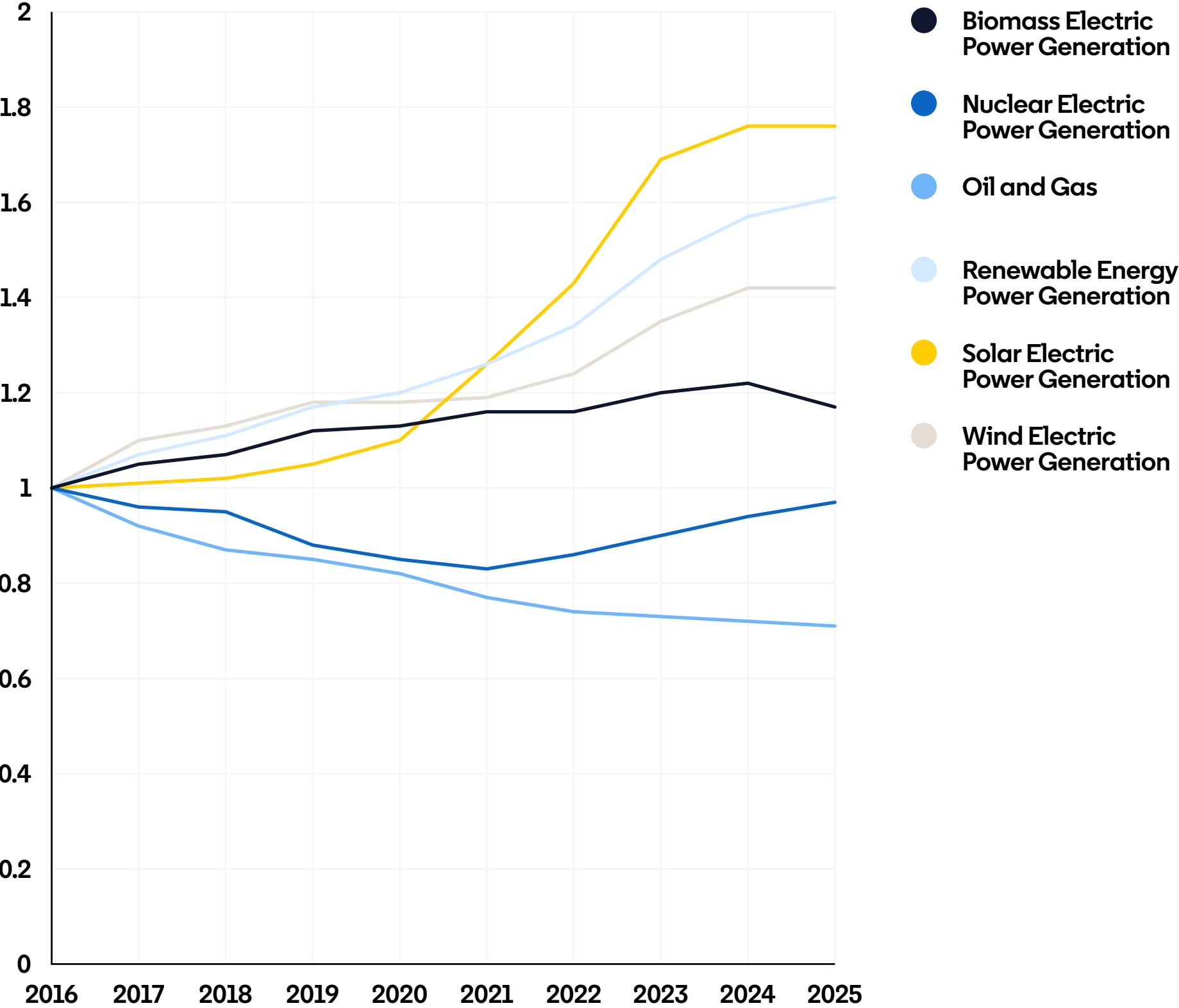
The transition from Oil and Gas to renewables and other low-emissions energy sources is continuing in the UK. In 2025, a [record 47%](#) of the UK's electricity generation came from renewables; a 6.7% rise from a year earlier. Announced policies and investments in energy storage, small nuclear reactors and further renewables capacity aim to enable as much as [95% of the UK's energy generation](#) and 100% of domestic demand to be provided by low-carbon sources by 2030.

This transition is no longer abstract; it is reshaping the UK's energy workforce. According to [research](#) from the Renewable Energy Association, the Renewable Energy industry employed 30,000 more UK workers than the Oil and Gas industry in 2024, marking a clear reversal of the historical balance.

LinkedIn data show that employment in renewables is up considerably over the last decade. Solar and Wind have seen the largest increase, up 76% and 42% respectively. Additionally, nuclear is in the midst of a resurgence as policymakers and industry turn to nuclear to help meet increasing energy demand. After a nearly 20% drop in employment/hiring between 2016-2021, employment in 2025 was on par with 2016 numbers. At the same time, Oil & Gas employment is down in much of the world, with the decline since 2016 in the UK (29%) second only to Germany (31%).

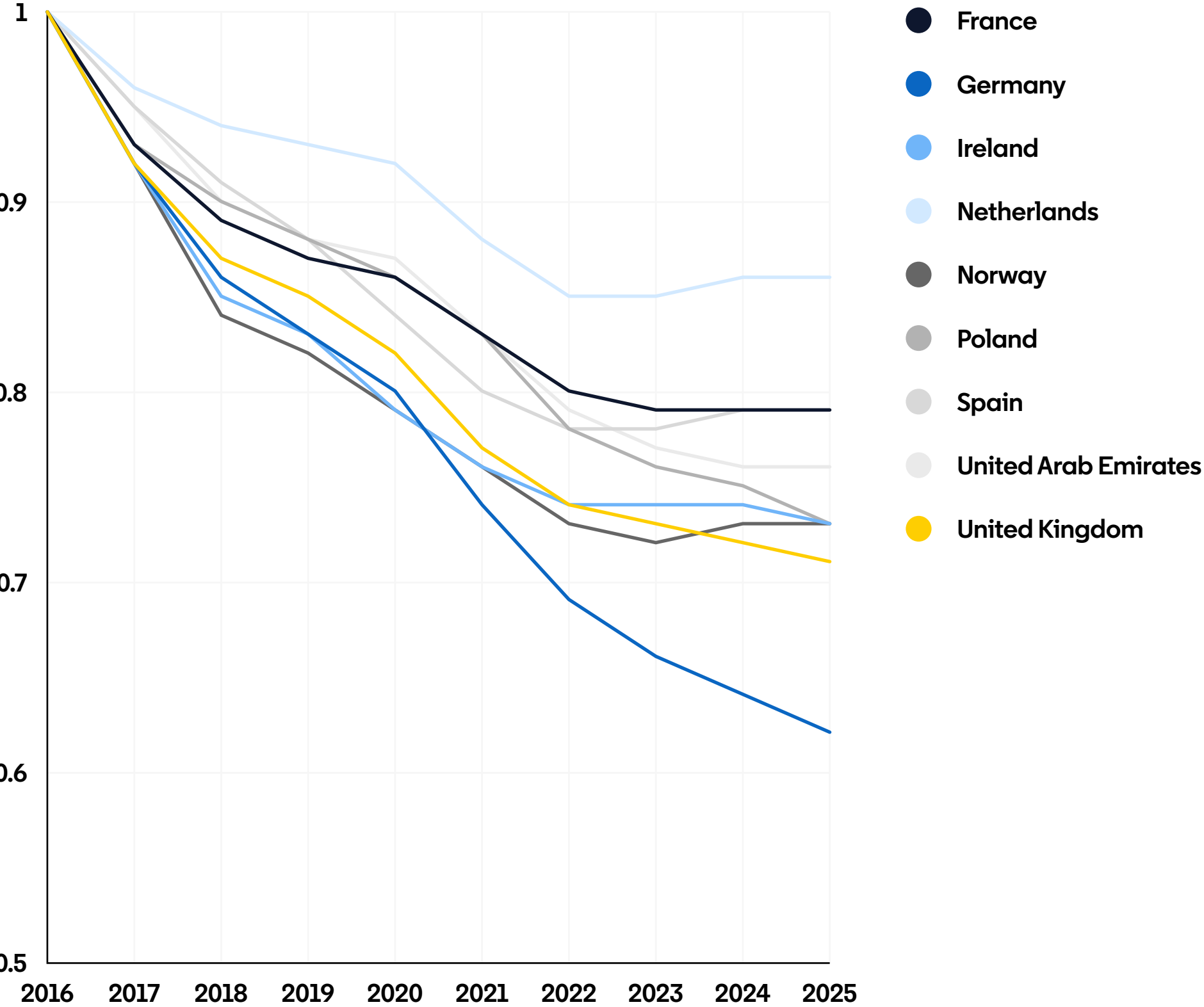
Energy industry employment in the UK

(Indexed to 2016)



Employment in the Oil and Gas industry

(Indexed to 2016)





While the growth in employment in these industries is already widely celebrated, challenges may lay ahead if action is not taken now to further grow the pipeline of workers that can support the industry as it scales further. By 2030, the North Sea has the potential to host up to 120 GW of offshore wind capacity, which is enough to power over 120 million homes. However, the Wind industry will need to roughly double its workforce to around 112,000 employees by 2030 to meet Clean Power targets. Today, [RenewableUK's analysis](#) projects a shortfall of over 37,000 workers based on current policies, leaving 33% of roles unfilled.

North Sea oil and gas workers, already based where much of this future wind capacity is located, represent one of the most immediately accessible talent pools for the UK's rapidly growing renewables sector, and targeted initiatives are beginning to unlock this potential. With a roughly [60% skills overlap](#) between offshore oil and gas and offshore wind, many of the qualifications and competencies built up over decades of North Sea work are directly transferable. Increasingly,

energy companies are turning to skills-based hiring over direct role experience, recognising this transferability of competencies built in other sectors.

The [Energy Skills Passport](#), launched in January 2025 by RenewableUK and Offshore Energies UK with government support, is an encouraging example of how industry and government can work together to make that connection tangible for individual workers and support skills-based hiring. While confined to certain energy roles today, the Clean Energy Jobs Plan includes commitments to expand this tool to address other parts of the Energy industry including electricity networks and nuclear power.

Beyond the need to create better visibility and understanding of transition pathways for workers, a further constraint on the pace at which green skills provision can scale sits within the training system itself. Colleges and training providers supporting workers to reskill for green and technical roles struggle to recruit instructors, according to [research](#), in part because experienced practitioners can earn considerably more in industry. This is a bottleneck that risks limiting training capacity at precisely the moment when demand is accelerating most rapidly, which can be addressed via government initiatives to both prepare more educators and make work in the field more attractive.



Recommendations

Scale mid-career reskilling pathways to enable workers in adjacent sectors to transition rapidly into energy and infrastructure roles.

Provide long-term clarity on infrastructure pipelines and policy direction to give employers the confidence to invest in workforce development.

Supporting the transition for UK Oil and Gas workers

Oil and Gas has historically been a critical sector for parts of the UK. For example, at its peak, Oil and Gas accounted for [around 30%](#) of Aberdeen's export-base employment, and the money provided by the industry fed into many other local sectors. Now, as Oil and Gas production in the North Sea ramps down and is replaced by renewables and other low-emissions opportunities like carbon capture and storage, the UK (and in the case of Aberdeen, Scottish) government have set out to ensure that Oil and Gas workers and their communities can participate in and benefit from the green transition.

The Scottish Government's £500 million [Just Transition Fund](#) was established to ensure that workers and communities that rely on transition sectors are supported through the transition to net zero. Providing re-training and upskilling to current workers with significant investments in supporting infrastructure and programs, and working with schools, colleges and universities to adjust curriculums, the fund is focused on areas most affected by the down-turn of Fossil Fuel industries, including many areas on the East Coast.

Alongside investment in retraining, a shift toward skills-based hiring practices among renewables employers would ensure that the just transition ambition is matched by hiring behaviour on the ground, making it easier for experienced energy workers to access jobs in the Renewable Energy industry and continue to contribute to energy generation in the UK. LinkedIn analysis of skills in the Oil and Gas and Utilities industries reveals 6 of the 20 most commonly held skills in both industries are the same.



Case study: The Energy Transition Skills Hub

Supporting energy skills in Aberdeen



The Offshore Wind Industry Council [estimates](#) that Scotland could support more than 58,000 wind sector jobs by 2030, including over 27,700 in Aberdeen and the surrounding region, which has seen significant workforce shifts with the gradual closure of oil and gas exploration in the North Sea off its coast. The Energy Transition Skills Hub has been established to help ensure the local workforce can meet the scale of the opportunity that the renewable energy shift can offer to Aberdeen and its residents. Different opportunities arise for different workers: for example, oil and gas engineers can transfer to wind; geologists have transferable skills to carbon capture and storage; project managers and health and safety roles are needed in all sectors.

The Energy Transition Skills Hub brings together industry, education and government to coordinate skills development. The Hub was founded by ETZ Ltd, Shell UK, and North East Scotland College, with support from the Scottish Government's Just Transition Fund and UK Government funding. Adura is the lead industry partner. Supporting partners include the Engineering Construction Industry Training Board (ECITB) and transmission networks provider SSEN. Opened in September 2025, the £10 million facility is Scotland's largest dedicated training centre focused on the energy transition.

The Hub is equipped with state-of-the-art facilities designed to reflect real industry environments. These include a welding academy (due to a shortage of welders across all sectors), advanced manufacturing training zones, and digital technology suites that simulate energy systems and operations. This infrastructure enables learners to develop practical, job-ready skills aligned with employer needs in sectors such as offshore wind and wider energy infrastructure.

Case study: The Energy Transition Skills Hub

Flexible delivery is a core component of the Hub's model. Training is available through part time, evening, and weekend courses, supporting both new entrants and experienced workers seeking to reskill or upskill: a wide array of accredited, energy-transition courses are delivered partly at the Hub, ranging from SCQF Levels 5–8 to vocational and industry certifications. This approach broadens access to energy careers while helping employers address shortages in critical roles. In its first academic year, the Hub has already trained 42 welding students and 27 engineering students.

The initiative also places strong emphasis on early engagement, with a focus on young local people so they can identify clean energy as a role characteristic of the region. Energy on the Move, a mobile outreach vehicle, acts as a travelling classroom visiting schools and community events across Aberdeen City and Shire. It introduces students to energy transition technologies and career pathways, aiming to increase awareness of opportunities and encourage uptake of STEM related education.

The Hub is expected to support around 1,000 people into energy transition roles within its first five years. The Hub is helping to align regional skills with projected job growth and employer demand, accelerating workforce readiness: over 90% of North East of Scotland's current Oil and Gas workforce has medium/high skills transferability to other energy sectors. All this helps support communities in and around Aberdeen to navigate the decline of oil and gas and access new, sustainable economic opportunities.





3

Green skills are increasingly connected to other strategic priorities

Green skills & the AI revolution

Technology and sustainability are two forces that are reshaping the workforce. As industries decarbonise and digitise in parallel, the skills required to deliver both transitions are increasingly interconnected, just as the transitions themselves. Across the UK, workers will need to be able to apply digital tools, including AI, to optimise energy systems, improve efficiency, and support low-carbon operations.

At the same time, the UK government's [AI Opportunities Action Plan](#) sets out ambitions to make Britain the fastest AI-adopting country in the G7, backed by investment in AI Zones and early-stage companies. Scaling up that capacity sustainably will require companies to develop new skills and competencies—not least in managing the materials, water and energy use of AI, so that its contribution to green ambitions outweigh the resource demands.

Globally, the Technology, Information, and Media industry has the highest average annual growth in the share of green hires of any industry (11.3% annually between 2021-2025). This trend is even more pronounced in the UK; here, the compound annual growth rate in green hiring in the Technology industry between 2021 and 2025 is 18.4%.

Across industries, green talent is increasingly learning AI skills, and vice versa. The numbers of green talent adding AI engineering and AI literacy skills saw year-on-year growth of 28.4% and 53.2%, respectively, in 2025. We expect the proportion of green talent with AI skills to continue to increase rapidly, driven by a combination of significant upskilling investments by employers and growing recognition by individual workers of the importance of these skills to their careers, and better understanding of AI skills typologies.

This individually driven upskilling and experimentation is helping many to find ways to bring AI into their work, but additional formal training and structured approaches will be needed to encourage the diffusion of AI skills. This need is particularly acute in industries such as Energy and Utilities in which the technology is expected to play a fundamental role in the future. However, according to the IEA, between 2018 and 2024, the concentration of AI-skilled workers in the energy sector (Utilities, Oil and Gas, Mining) was 40% lower than in Technology, Finance, and Media. This is a major risk to the transition ambitions of the sector.

On the other side of the green-AI talent pool, the rate at which AI talent is adding green skills has also increased significantly in recent years in parallel to growing public and political attention on both the resource use of AI infrastructure and the potential of AI as a tool to accelerate the green transition. The proportion of skills that AI talent is adding that are green skills is growing 21% year-on-year in 2024 and 2025.

A growing set of real-world applications highlights AI's potential in Energy and other green sectors. For example, machine learning is being used to [optimise renewable energy generation](#), improve forecasting, and support more efficient grid operations. Realising this potential will depend on improving climate fluency among technical workers, alongside building the digital and AI capabilities needed to manage increasingly complex energy systems.

In the UK, initiatives such as the [AI Energy Council](#)—a joint effort of the Department for Science, Innovation, and Technology (DSIT), and the Department of Energy Security and Net Zero (DESNZ)—reflect growing recognition of the need to align digital innovation with energy system transformation. As this work progresses, the Council will need to mobilise policymakers, employers, and educators so that workforce development and green skills are treated as core enablers of both.

In the Energy sector, AI has a particularly important role to play in the modernisation of energy grids. From optimising the distribution of power from variable renewable sources like wind and solar, to forecasting demand, detecting faults, and balancing supply across an increasingly decentralised system, AI will be essential to manage the complexity that comes with a modern, clean energy system. Companies like AVEVA have been working to bring green skills into their software workforce, and are collaborating with grid operators in the UK to build the AI fluency required in their workforce to operate these new tools.



Recommendation

Develop integrated approaches to workforce planning that treat green and AI skills as complementary capabilities, particularly in sectors such as energy, manufacturing and technology.



Case study: AVEVA

Putting engineering and AI skills in service of transition goals

Industrial software provider [AVEVA](#) faced a subtle but important skills challenge: helping its engineers and product specialists understand how their everyday work contributes to greener outcomes. Its people are hired for deep technical and engineering expertise—not typically described as “green skills”—yet they play a central role in tackling some of industry’s toughest decarbonisation problems.



Rethinking green skills

Instead of creating a standalone sustainability hiring programme, AVEVA wove this message into its talent acquisition and development efforts. By partnering across Communications, Sustainability, and Early Careers teams, the company built sustainability themes into job ads, recruiter briefings, and learning materials, showing how engineering, software, data, and industry knowledge all support progress on net zero.

This shift was also driven by candidates themselves. Many could see AVEVA’s high-level sustainability ambitions but wanted to know how they personally would make a difference. By making the link explicit, AVEVA has sparked richer early conversations with purpose-driven applicants and helped recruiting teams tell a consistent story. What resonates most is authenticity: grounding sustainability claims in real customer outcomes and explaining how technical roles contribute to environmental goals.

A powerful example of this link between technical skills and green impact is AVEVA’s work with the UK energy grid. As the country moves toward a renewables-based electricity system, grid operators face major new challenges. Traditional grids—centralised and mainly fossil-fuel powered—had fairly predictable energy flows. A grid dominated by wind and solar is more variable, decentralised, and heavily dependent on data. This shift requires grid companies to evolve from passively managing infrastructure to being actively balancing supply and demand in real time. Meeting this challenge demands new technology as well as stronger digital and AI capabilities.

Caoimhe Keogan, AVEVA Chief People Officer, added: “Green skills are not limited to a handful of technical roles. At AVEVA, they show up in how every team helps our customers use the world’s resources more responsibly. Whether that is through the deployment of our software, project delivery, customer support, or how we run our own internal business operations in a more sustainable way. Our job is to hire and develop people who can connect their day-to-day work to real outcomes, and we reinforce that connection early through the information and conversations candidates experience during the hiring process.”

Case study: AVEVA



AI skills for customers

AVEVA's engineers have created AI-enabled tools to support this transformation. At the core is the AVEVA PI System, a real-time data platform that brings together information from thousands of grid assets, meters, sensors, switches and substations, and organises it so operators can act on it quickly. The skills behind these tools include data engineering, systems integration, AI model development, and a practical understanding of how the grid works. AVEVA has deliberately grown these capabilities and connected them to customer decarbonisation goals.

A standout example is AVEVA's partnership with UK Power Networks (UKPN), which serves London, South East England, and East England. To support UKPN's transition from Distribution Network Operators (DNOs) to Distribution System Operators (DSOs), the company selected AVEVA's PowerRunner solution, built on the PI System, as its core operational data and analytics platform. Achieving success requires more than just the technology itself; it also requires a workforce able to leverage these new tools. That's why the partnership includes significant AI upskilling for UKPN staff. AVEVA is helping grid engineers and data teams learn to use, question, and apply the insights generated by these tools, embedding digital skills directly into the organisation that runs the increasingly renewables-driven grid.

Lisa Wee, AVEVA Chief Sustainability Office, says, "AI and data are critical enablers of the energy transition, but it's people who turn insight into impact. By equipping engineers and operators to question, interpret, and apply these tools, we unlock human creativity and collaboration—essential capabilities for tackling the most complex sustainability challenges."

This blend of advanced technology and hands-on capability building is, in AVEVA's view, what meaningful green skills development looks like: not simply a "green skills" label, but broader digital (and, increasingly, AI) expertise applied to creating a cleaner, smarter energy system.

Adapting to new realities: Green skills & resilience

“Resilience” is a term that is increasingly mentioned in discussions of sustainability and addressing climate change. In the broadest sense, it concerns the ability of communities and systems to withstand and recover from various forms of challenge or shock.

Physical climate impacts are one such shock. As these events become more frequent and more severe—recently [illustrated](#) by record-breaking rainfall in some parts of the UK, and record-breaking drought in others, leading to widespread disruption of business and livelihoods—many sectors in the UK are creating roles and seeking skills that can help them to adapt to this reality. The World Economic Forum [projects](#) that climate change adaptation will be the third-largest source of net job growth by 2030, creating 5 million additional jobs.

With ~1.3C of average global warming, the need to build resilience and adapt to new realities is now clear. This need is reflected in the growth of certain skills and roles in UK industries. The share of members adding skills belonging to the Ecosystem Management category of green skills grew by 8.7% year-on-year. In certain industries, skills connected to specific climate events are also rising quickly; for example, stormwater management is among the top 5 fastest growing skills in the Construction industry.





At the same time, the resilience of digitised and low-emissions energy systems and other transition sectors is also a growing concern in light of a more complex geopolitical and supply chain environment, and an increasingly digitised energy system. This is reflected in the fact that cyber security talent is growing rapidly in the Utilities industry: Between 2021 and 2025, the Utilities industry has seen a compound annual rate of growth in cyber security talent of 3.32%—2.2x more than the next highest industry (Financial Services) and 5.5x times more than the cross-sector median.

The rapid growth in cyber talent in Utilities reflects the sector's increasing exposure to digital risk as grid infrastructure is modernised and more assets, from offshore wind farms to smart meters, are connected and remotely operated. Professionals in these roles are likely to be protecting operational technology systems, securing supply chain data, and guarding against the kind of targeted infrastructure attacks that have become more common across Europe. Both businesses and government should treat this not as a niche specialism but as a strategic workforce priority: one that needs to be built into energy transition planning from the outset in order to ensure the resilience of the new systems that the UK will increasingly rely on.



Recommendation

Embed green skills as a core component of resilience planning across sectors, including infrastructure, supply chains and environmental management.



4

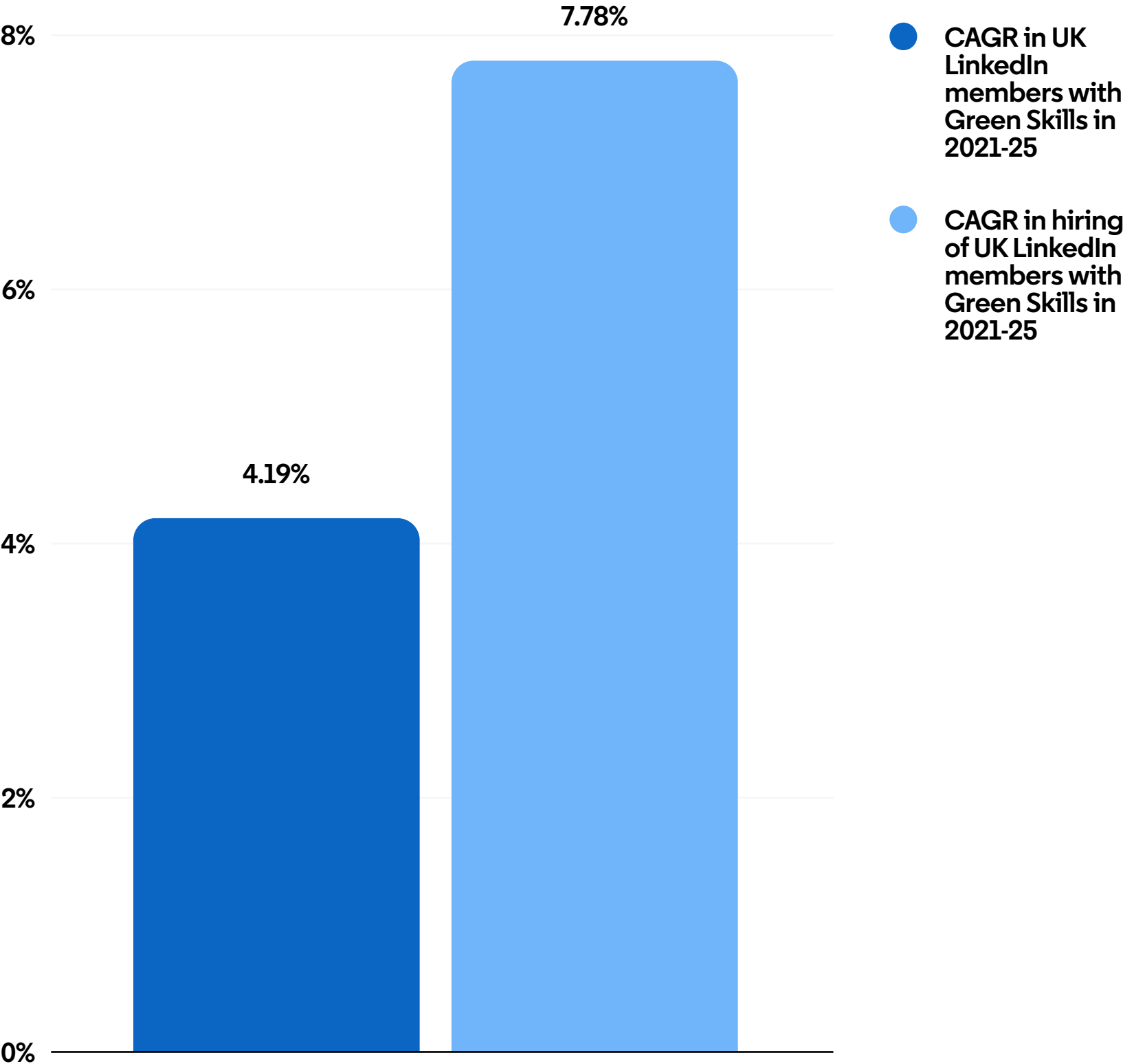
The UK leads in green skills growth, but decisive, local action is vital to meet demand

[Estimates by the Grantham Institute](#) at LSE suggest that as many as 1 in 5 workers in the UK will experience a shift in demand for skills in the transition to net zero. Transitions in critical industries will create tens of thousands of new roles installing and maintaining new technologies, while many other roles—from procurement to HR—will increasingly include sustainability considerations in their responsibilities.

Encouragingly, in 2025, 18.4% of LinkedIn members in the UK had at least one green skill compared to a global median of 17.6% (in comparison, this figure stood at 21.1% in Germany, 18.7% in France, 14.4% in India and 17.3% in the USA). More positively, the proportion of people considered as green talent in the UK grew by 4.3% year-on-year.

These figures signal a sustained growth in green skills alongside increasing priority given to sustainability transitions by government and business in the UK. Like in many other nations, the rate of growth in green skills in 2025 was slower than the year before but, looking at longer-term trends, the compound annual growth rate between 2021 and 2025 for the UK matches the global rate at 3.4%.

Green talent growth vs. green hiring growth in UK 2021 - 2025



However, as the chart shows, green hiring—that is the share of workers hired with green skills and/or green job titles as a percentage of all workers hired (7.78% annually from 2021-2025) during that time period—is growing at nearly twice (1.8X) the speed of green skills concentration (4.19%). **Growth in demand for green skills is outpacing supply growth, even as it continues to grow apace.**

Business leaders across the UK are already feeling the impact, citing skills shortages as a growing constraint on delivery and implementation. This concern isn’t new. In a [2021 report](#), the UK government Environmental Audit Committee highlighted the risk of green skills shortages worsening without more coordinated and ambitious action. Even with multiple efforts to increase green talent development since that report, the UK workforce continues to fall further behind employer demand. Addressing the gap between demand and supply remains an urgent priority if the UK is to realise its transition ambitions and the benefits those achievements can bring to its citizens.

In recent years, several policies and funding announcements indicate the government’s ambition to develop a more coordinated approach to green skills building. These include the UK Government’s [Clean Energy Jobs Plan](#), which commits over £100 million to an Engineering Skills Package and establishes five Clean Energy Technical Excellence Colleges in regions identified as critical to the energy transition. Beyond the Energy sector, Skills England and equivalents in Scotland, Wales and Northern Ireland are tasked with creating whole-economy views of skills needs across priority sectors, including financial services, advanced manufacturing, creative industries, defence, digital and technologies, life sciences, and professional and business services—and to embed green skills in education strategies in each. This will be a substantial undertaking given LinkedIn findings that green skills are increasingly required in a wide array of roles in these industries; from procurement managers, to financial risk analysts, to software developers.

Challenges aside, these efforts represent a step up in intentionality, but will take time to show results. While they are likely to contribute to an increase in green skills in the UK in the coming years, [analysis by University College London](#) suggests that these investments remain insufficient to close the supply-demand gap highlighted in LinkedIn data. Closing that gap will require government to go further; scaling up investment in skills provision and working more intensively with industry and education providers to build a green skills pipeline that matches the pace and breadth of demand across the whole economy.

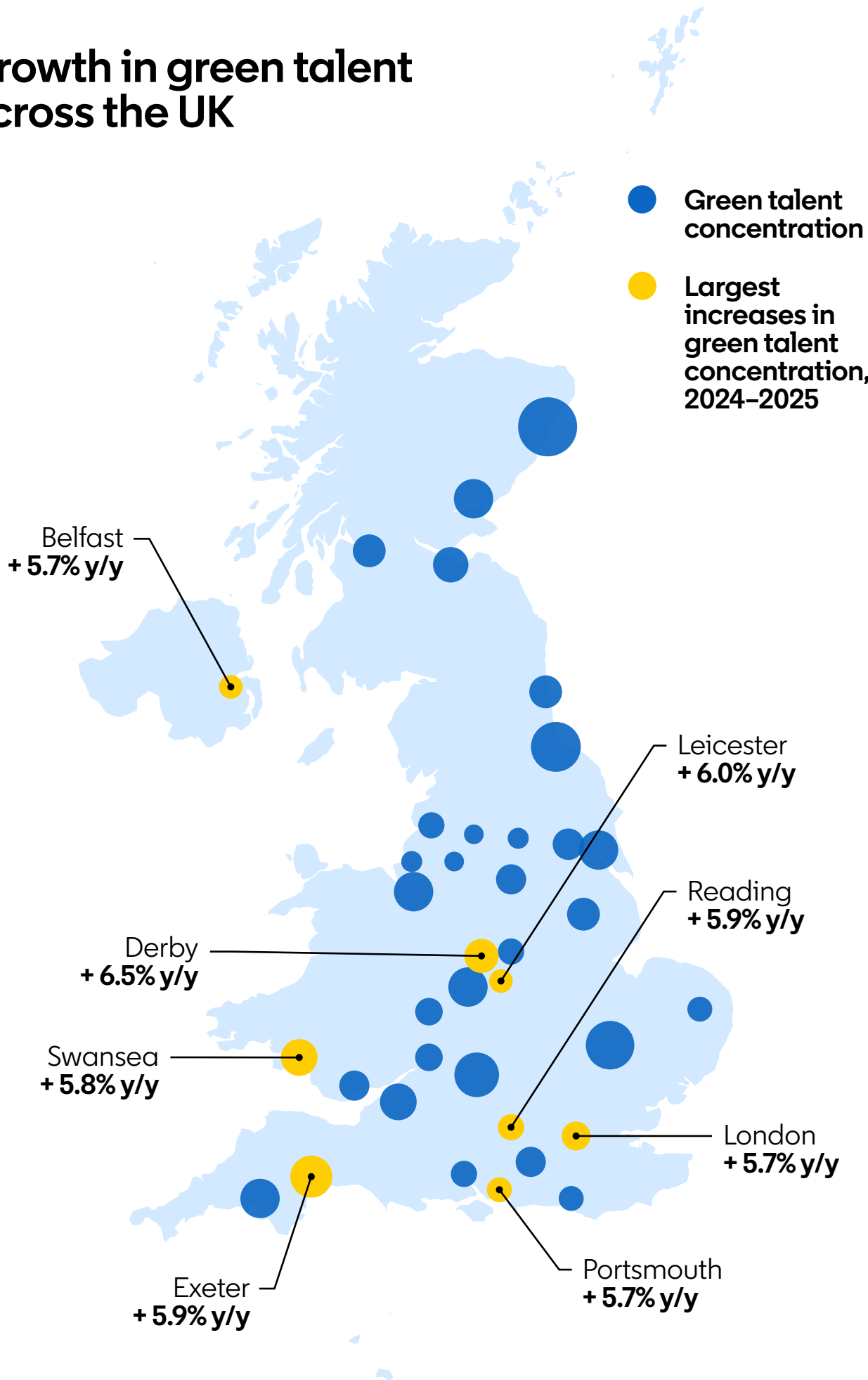
Green skills are spreading across the UK

These overall numbers bely a more nuanced picture at sector and regional level; granular LinkedIn data shows several hotspots for green skills across the UK.

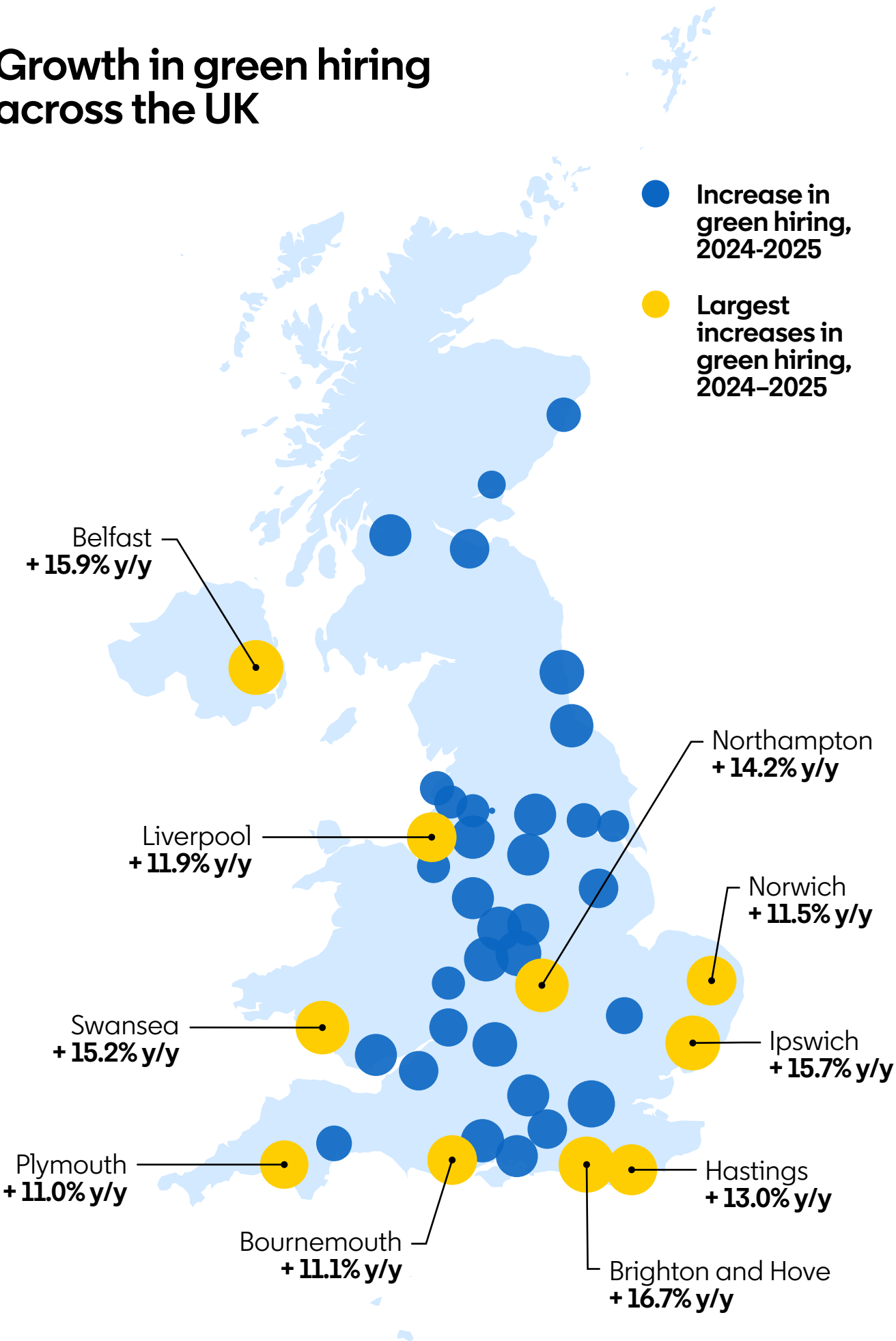
As of December 2025, Aberdeen leads all UK regions in the proportion of people that hold at least one green skill, at 19.4% of the workforce. This is 1.35x the London rate (14.4%). Middlesbrough and Stockton are second with a rate of 17.5%, followed by Cambridge (17.3%), Oxford (16.6%) and Exeter (16%). The region with the lowest level of green talent concentration of this kind is Blackpool (11.3%).

The distribution of green skills across the UK corresponds to the presence of key industrial areas and energy production hotspots, and areas where office- and research-based green jobs are concentrated, such as London and Cambridge. Aberdeen’s top ranking reflects its energy sector heritage and its active transition toward offshore wind and low-carbon energy, making it the UK’s sharpest example of a brown-to-green workforce pivot. This transition is being supported by an intentional focus on realising a “just transition” in Aberdeen through targeted policies from [Aberdeen City Council](#) and the [Scottish Government](#).

Growth in green talent across the UK



Growth in green hiring across the UK



Similar to Aberdeen, Middlesbrough and Stockton host a large concentration of industrial and energy businesses that are undergoing significant transition. The Tees Valley Combined Authority has set out a [strategy](#) to become the UK's first net-zero industrial cluster, with a focus on carbon capture and storage (CCS), hydrogen production, and offshore wind. Nearby, the Humber region is another major industrial area that is undergoing significant transformation as heavy industry seeks to decarbonise and new solutions such as carbon capture and storage are being developed. Here, companies including Harbour Energy are working with training organisations like Catch to build up skills in key engineering and construction roles that will be vital to delivering green projects in industrial areas.



Recommendations

Embed green skills within regional industrial strategies, aligning training provision with local supply chains and transition opportunities.

Strengthen local and national skills intelligence systems to provide near real-time visibility of demand and emerging gaps.



Case study: E.ON

Building the workforce for a net zero energy system

As an electric utility and infrastructure company that provides intelligent solutions to bring energy to where it is needed for homes, businesses and cities, E.ON UK is experiencing a widening energy skills gap where roles requiring abilities in solar installation, heat pumps, battery systems and electric vehicles are expanding faster than the workforce can currently supply. Without these skills, the energy sector as a whole cannot thrive. As Helen Bradbury, Chief People Officer at E.ON explains: *“Green skills are no longer a future aspiration; they’re a fundamental requirement for our industry today”*.

E.ON undertook research with young people that highlighted both urgency and opportunity: nearly half of respondents were considering alternative employment routes such as apprenticeships in order to work in green jobs immediately. Pride and purpose were significant motivators: 44% said they wanted a job they could be proud of.

In 2023, E.ON launched its Net Zero Training Academy in 2023 where trainees arrive with adjacent skills such as metering, electrical installations and gas. The Academy now trains around 800 people per year, equipping engineers with skills in heat pump installation, electric energy storage, EV chargers, concept boilers (electric boilers with a thermal store and a heat plate which can be charged overnight) and other low-carbon technologies.



Case study: E.ON



The approach of the Academy is intentionally holistic: E.ON positions all roles in the energy sector as green roles—from data science to supply chain management—ensuring the transition is supported by a diverse, future-ready workforce. Training also integrates regulatory compliance and essential health and safety modules.

The Academy has created a continuous learning environment that keeps the workforce aligned with fast-moving technical standards. Its pairing with the New Energy Academy, an online resource for teachers, bridges classroom learning with real-world energy challenges, exposing students early to green career opportunities. Helen notes: *“If, as a sector, we continue to invest in the skills of our people, we will be equipped to handle the future demands as the country shifts to a cleaner energy future”*.

E.ON has also recognised the need to support wider talent shifts beyond its own workforce. Through £1.2 million in apprenticeship levy gifting, the company is supporting SMEs to develop green skills capacity. Partnerships with schools and colleges, including access to online training platforms and in-person sessions, help inspire younger learners and broaden pathways into green careers.

Across the UK, we see that **a geographic diffusion in green skills is taking place as they gain relevance for a growing list of industries and regions.** LinkedIn data shows a series of regions that are starting from a high baseline concentration and experiencing further growth in green skills. Many of these are areas where important transition projects are concentrated, such as [solar power generation](#) in Exeter. In other parts of the country, rapid growth in green skills is taking place from a lower baseline, like Manchester and the greater Bournemouth area, while in others like Aberdeen and Dundee, green skills may have reached a plateau at above-average concentrations.

Select regions categorised according to current Green Talent concentration and year-on-year growth levels

	Low Growth	High Growth
	Established but slowing	Leading and scaling
High Concentration	Greater Aberdeen Area 19.4% Concentration 3.3% Y-on-Y Growth Greater Dundee Area 15.6% Concentration 3.9% Y-on-Y Growth	Greater Exeter Area 16% Concentration 5.9% Y-on-Y Growth Greater Derby Area 14.9% Concentration 6.5% Y-on-Y Growth
Low Concentration	Falling behind	Accelerating
	Greater Blackburn with Darwen Area 13% Concentration 3.3% Y-on-Y Growth Greater Hastings Area 13.4% Concentration 2.3% Y-on-Y Growth	Manchester Area, United Kingdom 13.5% Concentration 5.7% Y-on-Y Growth Greater Bournemouth Area 13.1% Concentration 5.6% Y-on-Y Growth



This geographic picture underscores that a one-size-fits-all national approach to green skills development will not be sufficient. Regions are seeing growing demand according to the specific needs created by developments in their area. For example, Leeds South Bank, one of the largest regeneration projects in Europe, is seeking to create 35,000 jobs and 8,000 new homes on former industrial land, and was [named by the government’s New Towns Taskforce](#) as one of 12 priority locations in September 2025. This is creating demand for specific skills such as Environmental Remediation, which saw 21% year-on-year growth as a share of new skills added in the Greater Leeds area.

Leading regions need strategies and support to build talent pipelines for advanced, specialized skills. These skills must align with priority industries, technologies, and services that have significant local potential. For example, focus areas include solar in South East England, East Anglia, and Wales; carbon capture in the Humber region; and offshore wind in Scotland. Meanwhile, regions with a lower baseline might prioritize foundational green skills, such as those needed to roll out household technologies like heat pumps and EV charging.

Policymakers and skills bodies operating at a regional level, including Mayoral Combined Authorities and devolved governments, are well-placed to develop plans that are tailored to local industrial profiles and the pace of transition underway in their areas.

Green skills extend far beyond utilities and industry

A significant proportion of attention, funding, and research is focused towards building green skills in critical high-emissions industries including Energy and Manufacturing. This attention is right, given the importance of these sectors from both a jobs and emissions perspective, but **other sectors beyond energy play critical roles in the UK's net zero transition and in realising its opportunity in less industrialised parts of the country.**

For example, In the UK, the Farming, Ranching, and Forestry industry has the highest concentration of green skills of any industry today (32.3%), but a slower rate of growth than many other industries which are critical for the UK's net zero ambitions (CAGR 2021-2025 – 2.4%).



The Royal Society for the Protection of Birds has specifically warned of a 'severe skills shortage' in ecology and land management; critical skills for meeting environmental targets in farming and agriculture, rewarding farmers transitioning to regeneration and carbon sequestration, and protecting and conserving the UK's green spaces and wilderness. Existing government initiatives such as the [Net Gain programme](#), which aims to connect new measurement methodologies with industries that have a material impact on nature in the UK, are building new skills pipelines for biodiversity monitoring, but will need further support and awareness building if they are to reach the scale required to meet demand.

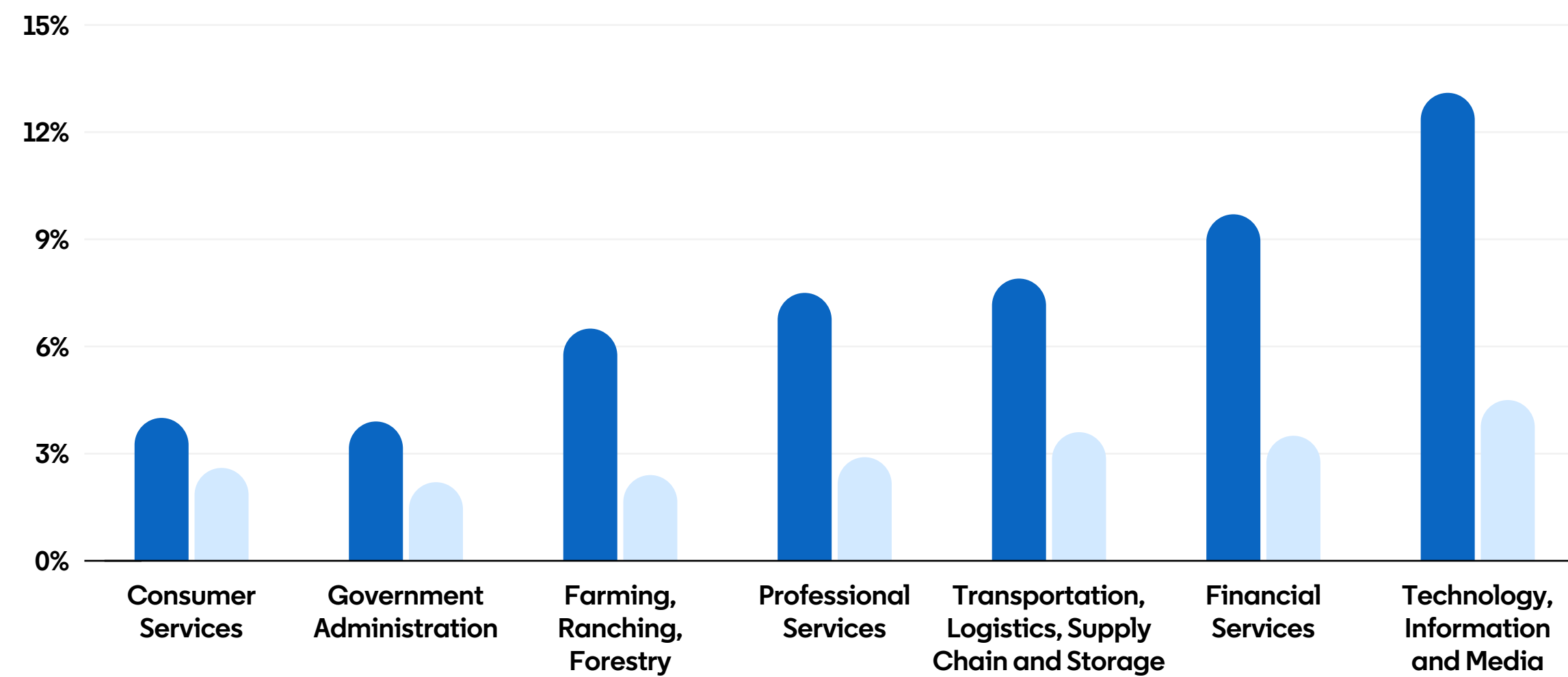
In contrast, the UK Financial Services sector—a critical enabling industry for the wider transition given its focus on both capital deployment and insurance—has among the lowest green talent concentration of any industry in the UK (12.9%) but also among the fastest rates of growth (growing 3.5% annually from 2021-2025). Even so, the strong growth on the supply side lags growth in green skills demand in the Finance sector. The share of green hiring increased 9.7% annually from 2021-2025 (second only to the UK's tech industry and 15% in the last year alone, indicative of strong and accelerating demand for green talent that can help drive the global energy and climate transition forward. Today, the concentration of green skills in the Finance sector in the UK is on par with some nations including France and the United States (both 12.8%), though lower than other countries with significant Finance Services sectors including Germany (15.1%) and the United Arab Emirates (13.5%).

The acceleration in green skills growth among UK workers in Finance will come down to increased attention and intentionality from government and industry in strengthening the country's already strong position as a hub for green-oriented finance. In 2025, the UK government [announced](#) a series of initiatives intended to support the UK to become the sustainable finance capital of the world, including providing additional support to banks and large companies in developing climate transition plans. Achieving this position will require large numbers of individuals working in the sector to become familiar with new UK sustainability reporting standards and develop understandings of transition financing needs and processes across a wide range of sectors. Investments in modular, in-career upskilling that supports this change are underway in UK headquartered banks, including Natwest.

Green talent vs. green hiring growth in select industries

Hiring (aka demand) is consistently growing faster than supply

● Green Hiring (CAGR)
● Green Talent Supply (CAGR)



Recommendation

Adopt a whole-economy approach to green skills, integrating them into sectors such as finance, professional services and the public sector as core business capabilities.



Case study: NatWest Group

Building green skills for finance

As a bank serving over 20 million customers and a leading lender to the UK renewable energy supply and infrastructure sector, NatWest Group has a target to provide £200 billion in climate and transition finance by 2030. To support the transition, the bank continues to embed climate education across its business, equipping colleagues with the practical knowledge to support customers and suppliers to transition to net zero.

The programme is designed to embed practical knowledge across targeted business areas rather than offering generic training. Following a three-year partnership with the University of Edinburgh Centre for Business, Climate Change and Sustainability, the bank evolved its approach to ensure that learning is not only accessible but also strategically aligned to support its customers and suppliers to transition.

The programme includes a number of elements:

- A Climate Bites education series, expanded with a sharper business focus, adding new modules to cover emissions fundamentals, suppliers on decarbonisation and effective customer engagement techniques. Content is tailored towards property and technology teams, given their significant contribution to operational emissions.
- A dedicated AI and Cloud Supply Chain Emissions module addresses the growing impact of digital services on our carbon footprint. Existing agriculture-focused training was re-opened in partnership with the University of Edinburgh as well as the delivery of targeted training to around 2,700 colleagues on sustainability data collection and greenwashing risk.
- Regular webinars for all NatWest Group colleagues, hosted by the Sustainable Finance Advisory team, provide insights on emerging sustainability themes and products and further aiding customer conversations.



- The Future Fit blueprint for long-term growth, also shares sustainability insights from NatWest's 2025 business survey within our Commercial & Institutional business segment. These findings aim to guide our relationship managers to have more structured, confident conversations with business customers and cascade sustainability learning across teams.

In 2025, NatWest colleagues completed around 12,700 modules from the climate and nature education resources developed with the University of Edinburgh; a strong signal of sustained engagement rather than one-off compliance learning.

Externally, since its launch in November 2023, NatWest's strategic partnership with the Supply Chain Sustainability School (SCSS), an external collaborative learning platform, has helped embed sustainability within the built environment. As part of the SCSS, the retrofit programme has helped upskill more than 2,260 companies on retrofit practices, while more than 2,700 companies have accessed sustainability-related training events and learning resources.

The lesson for other large employers is that climate-related education appears to be most effective when embedded across the business as a sector-specific capability, equipping colleagues with practical knowledge to support customers and suppliers in their transition to a low-carbon economy—turning internal learning into a lever for wider economic transition.



5

Mind the gaps: Who holds green skills, and where?

The green skills gender gap threatens UK's energy transition

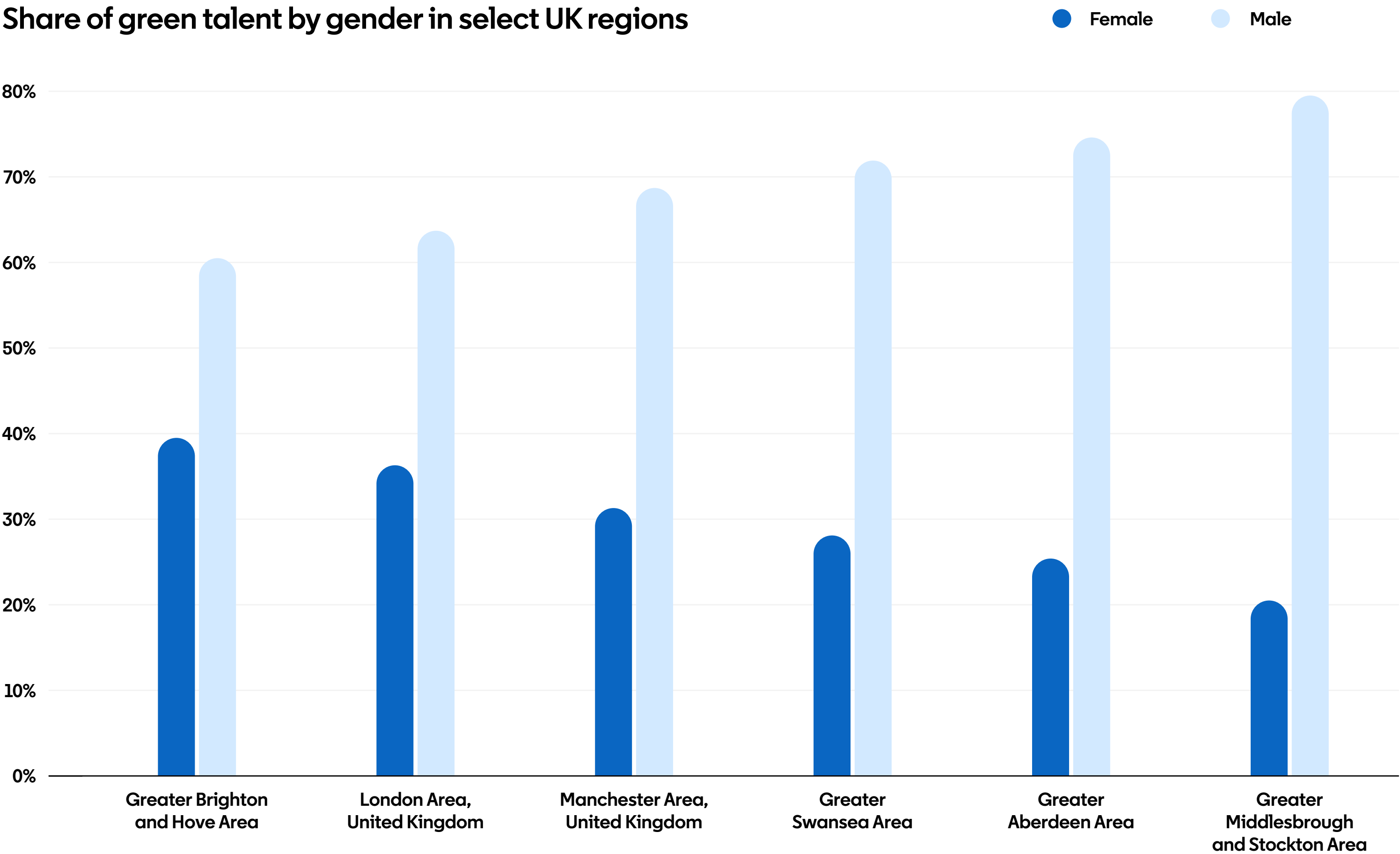
Geography and industry aren't the only two factors by which the distribution of green skills varies in the UK. LinkedIn data shows that green skills are male-dominated across the country, though with high variation in the proportions of men and women holding them in different regions.

In Middlesbrough and Stockton, the UK's second-highest green talent concentration region, men are nearly four times more likely than women to hold green skills. However, even in markets with the narrowest gaps between men and women, such as Brighton where 60.5% of green skills holders are men, men are still 1.5x more likely to hold green skills.

Notably, gaps between men and women are narrower in cities which are more likely to host 'sustainability professional' jobs in businesses and other institutions, such as London (63.7% vs 36.3%) and Guildford (65% vs 35%), and wider in industrialised areas characterised by greater presence of historically male-dominated industries and roles, like Middlesbrough (79.5% vs 20.5%), Stockton and Aberdeen (74.6% vs 25.4%).

Given the significant role that established trades in infrastructure, energy and other currently male-dominated industries will play in the green transition, any closing of this gap will necessarily include policies and initiatives that actively expand these professions to women to ensure that half the working population can access some of the most in-demand, durable employment in the economy.

Share of green talent by gender in select UK regions



Closing the gender gap in green skills is both an economic imperative and one of the most direct routes to expanding the UK’s green talent pool. Put simply, the UK cannot build enough wind farms, retrofit enough homes, or train enough engineers to hit its climate targets if half the workforce remains largely shut out of the roles needed to deliver them. However, in the UK, this is a challenge that has seen little progress in recent years; between 2021 and 2025 the compound annual rate at which the gap between numbers of men and women who hold green skills narrowed by only 2.3%.



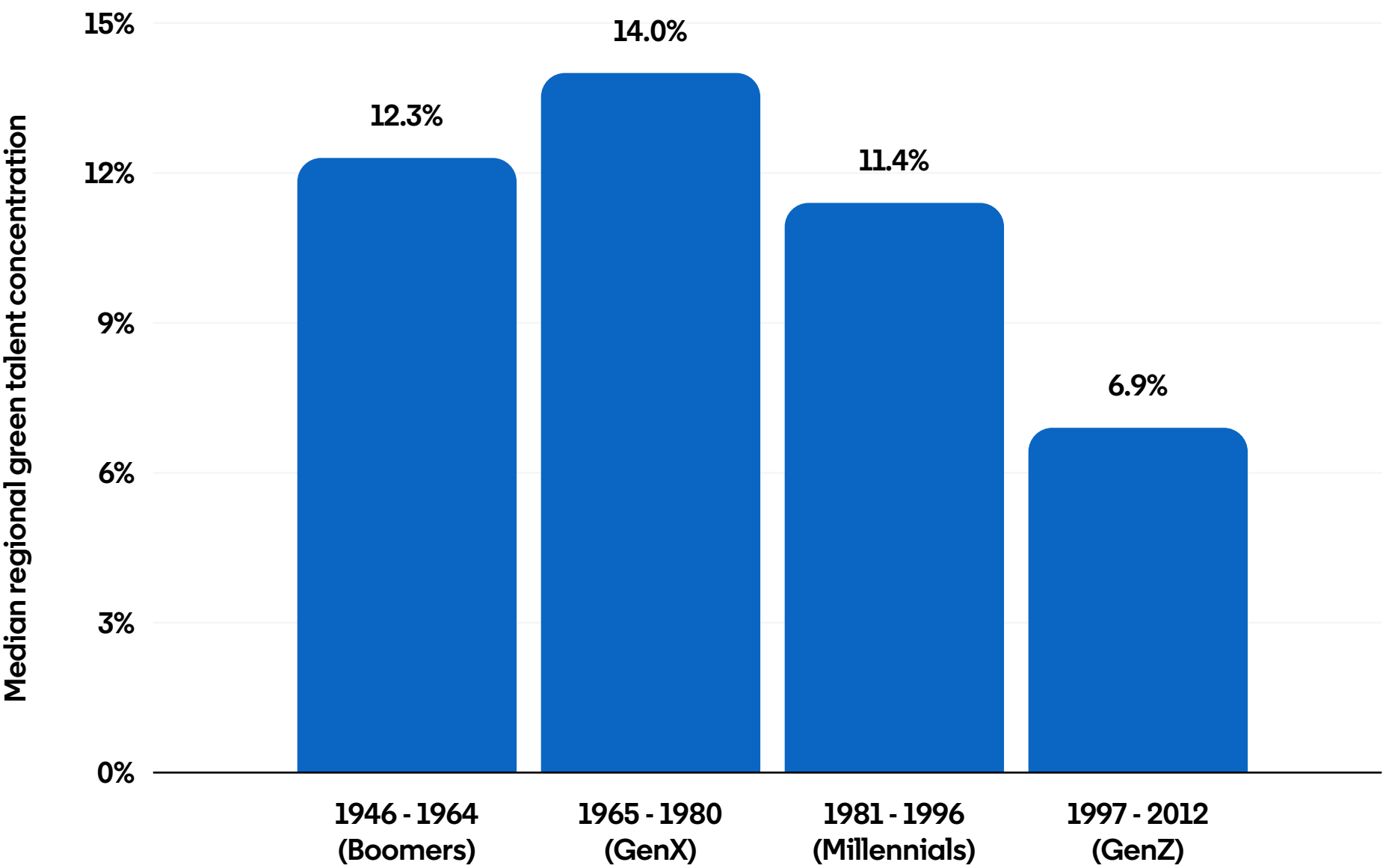
Recommendation

Expand skills-based hiring and progression pathways to widen access to green roles, particularly in sectors with persistent gender imbalances.

Green skills across generations

Green skills vary across different age groups. Even though younger generations like Millennials and Gen Z are highly interested in green careers, the current data shows they do not hold significantly more green skills compared to older generations.

Green talent concentration by generation in the UK



In fact, the generation with the highest proportion of LinkedIn members that hold at least one green skill in the UK is Gen X (14%), followed by Boomers (12.3%). Millennials are close behind at 11.4%, while only 6.9% of Gen Z currently hold a green skill.

One likely factor contributing to this difference is the transferable nature of many green skills from high emitting sectors and heavy industry; members of the Boomer and Gen X generations have higher than average concentrations of green skills in areas hosting these industries. For example, the median number of Boomers and Gen X with green skills in Aberdeen is +2.9% and +5.2% respectively. Meanwhile, in areas with high concentrations of white collar and research-based jobs, younger generations outperform the national average; for example, in Cambridge the proportion of Millennials and Gen Z with green skills is 3.5% and 2.8% higher than the national median, respectively.

Gen Z having a lower green talent concentration is also likely explained in part by these individuals being earlier in their careers. LinkedIn data shows that most workers are adding green skills relevant to the jobs they currently hold. Policymakers, business leaders, and educators should see it as a call to action to create more work-based learning opportunities where young workers can learn on the job. They should also strengthen the connection points between curricula and work such that students can apply the climate fluency and awareness they learn at school when they enter the world of work.

Research and [reporting](#) suggest that, for many young people, the promised growth in green jobs is not translating into clear or accessible pathways into work. At the same time, demand for these pathways among workers is strong: apprenticeships, courses, and bootcamp-style programmes linked to energy and climate careers are often [heavily oversubscribed](#). This disconnect reflects a system in which interest from young people is clearly visible, but supply of training providers, clear entry points, and aligned opportunities remain constrained or ineffectively coordinated.

Closing this gap will require strong alignment between education and training providers, employers, and workers. Young workers need clearer signals about which roles they are preparing for and how to demonstrate their readiness. Skills-based approaches can play an important role here: helping learners understand which roles they are qualified for and how to evidence their capabilities, while enabling employers to widen the pool of candidates they consider qualified for a myriad of hard-to-fill, in-demand roles. Together, more responsive training pathways and skills-based hiring can help translate interest in green careers into tangible, scalable workforce outcomes.



Recommendation

Scale modular, work-based learning routes that enable young people and early-career workers to access green careers more directly.



Conclusion

Making green skills work for UK citizens

The UK has a clear opportunity to lead the next phase of the net zero transition. Its industrial base, regional diversity, and deep pool of transferable skills position it well to build the workforce needed to deliver clean growth. The opportunity is already visible. Green skills are enabling access to stable, well-paid work and shaping jobs across the economy.

But the data in this report points to a central constraint. Demand for green talent is growing significantly faster than supply. Hiring into roles requiring green skills is accelerating, while the rate at which workers are acquiring those skills is not keeping pace. This gap is already emerging as a delivery risk for projects, industries, and regions at the forefront of the transition.

This disconnect is not driven by a lack of interest. Workers across the UK, particularly younger generations, are actively seeking pathways into green careers. Instead, the challenge is structural. Training systems, employer signals, and career pathways are not yet aligned or scaled to meet demand. Without more coordinated action, the UK risks constraining its own ambitions for clean energy and economic growth.

Momentum is building. National strategies such as the Clean Power 2030 Action Plan and Clean Energy Jobs Plan, alongside initiatives like the Energy Skills Passport and regional training investments, signal growing recognition that skills are central to delivery. The next phase of the transition will require scaling and connecting these efforts by treating green skills as core economic and energy infrastructure, not a niche policy area.

This means acting decisively to:

- Align education, training, and employer demand
- Scale skills-based hiring to widen access to opportunity
- Embed green skills across all sectors and regions
- Invest in better data, forecasting, and coordination

The scale of the transition demands a shift in how success is measured. Job creation alone is not enough. The UK's ability to deliver net zero will depend on how quickly green skills spread across occupations and industries.

The message is clear: the UK's climate and growth ambitions will be won or lost on its ability to build the right skills at scale and at pace.

Methodology

This report represents the world seen through LinkedIn data, drawn from the anonymized and aggregated profile information of LinkedIn's one billion members around the world. As such, it is influenced by how members choose to use the platform, which can vary based on professional, social, and regional culture as well as overall site availability and accessibility. In publishing these insights from LinkedIn's Economic Graph, we prioritize statistical accuracy as well as member privacy. As a result, all data show aggregated information for the corresponding period, following strict data quality thresholds that prevent disclosing any information about specific individuals.

Data in this report encompasses data from January 2021 to July 2025 unless otherwise mentioned.

Skills are the main building blocks of the insights in this report. They are sourced from LinkedIn members (skills explicitly listed on member profiles or inferred from other aspects of members' profiles, such as job titles, fields of study, etc.) or from job postings. Skill names are standardized by expert taxonomists, who have identified more than 41,000 skills across 249 skill categories. Our taxonomists have identified 1,200 of these skills as green skills. They fall into twelve categories:

- Pollution Prevention
- Waste Prevention
- Energy Management
- Renewable Energy Generation
- Environmental Remediation (including Waste Management, Water Quality Management, Environmental Restoration, Habitat Restoration, and Urban Redevelopment)
- Ecosystem Management (including Natural Resource Management, Erosion Control, Biodiversity Conservation, Water Resource Management, Climate Change Mitigation, and Climate Change Adaptation)

- Sustainability Education
- Sustainability Research
- Environmental Auditing (including Environmental Impact Assessment and Carbon Accounting)
- Environmental Policy (including Energy Law and Environmental Law)
- Sustainable Procurement
- Environmental Finance

Additional definitions

- **Green talent** is a LinkedIn member who has explicitly added at least one green skill to their profile and/or are working in a green job. The green talent concentration is the proportion of LinkedIn members in an industry or country that hold at least one green skill and/or are working in a green job.
- **Share of green hiring** is the share of workers hired with green skills and/or green job titles as a percentage of all workers hired during that time period. A hire is a LinkedIn member in an industry/geography who added a new employer to their profile in the same month the new job began.
- **LinkedIn Hiring Rate** is the count of hires divided by the total number of LinkedIn members in that geography. The number is indexed to the average month in 2016.
- **Green Hiring Rate** is the count of green hires divided by the total number of green LinkedIn members in that geography indexed to the average month in 2016. In this report we included the relative hiring rate comparing the Green Hiring Rate to the LinkedIn Hiring Rate which may be expressed as a ratio or a % difference e.g. a relative hiring rate of 1.5 in the UK means that Green Hiring Rate is 1.5x the LinkedIn Hiring Rate in the UK.

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Contact for the report

For media inquiries:

→ **James Lee**
Head of Public Policy
and Economic Graph, UK
jameslee@linkedin.com

→ **Jonny Wing**
Senior Communications
Manager
jwing@linkedin.com

