An Update to LinkedIn's Green Talent Methodology

LinkedIn Economic Research Team

LinkedIn's Economic Research Team conducts research on labor markets, workforce trends, and the changing world of work. As part of this research, the team is updating the methodology used to identify green talent to align with existing methodologies. This technical note explains what is changing in the definitions of green talent and green occupations, what remains consistent, and how readers should interpret metrics produced under the updated methodology.

WHAT IS CHANGING

This update changes two parts of how LinkedIn identifies green talent: the minimum number of green skills required and the way green occupations are determined.

A higher green-skill threshold at the member level. Green talent has historically been defined based on job title or whether a member's profile lists at least one green skill. Under the updated methodology, a member must list at least two recognized green skills to qualify through the skills pathway — a single green skill is no longer enough on its own. This raises the threshold for what counts as meaningfully green-skilled, and it aligns the skills pathway with the two-skill threshold used to identify AI talent.

A data-driven definition of green occupations. Previously, green occupations were identified using a defined list of job titles. Under the updated methodology, occupations are identified using patterns in LinkedIn member data, based on where green skills are meaningfully concentrated across roles. This brings the approach for identifying green occupations into greater consistency with LinkedIn's established methodology for identifying AI occupations.

Together, these changes mean that a member is classified as green talent if they have **at least two recognized green skills** or work in an **occupation identified as green** under the updated, data-driven approach.

WHAT STAYS THE SAME

Green talent continues to be identified at the member level through either the green skills listed on a member's profile or employment in a green occupation. All existing metrics — talent concentration, demand, hiring rate, and skills diffusion — continue to be produced under the updated methodology, and historical metrics have been revised so trend narratives remain consistent.

WHY WE MADE THIS CHANGE

This update builds on LinkedIn's existing green skills research by drawing on observed patterns of green skills across occupations to capture how they are distributed throughout the economy. Raising the skill threshold and moving to a data-driven occupation list produces a more focused and clearly defined measure of green talent that better reflects the actual green workforce, rather than one inflated by loosely related skills or broadly held titles. This also brings the approach for identifying green talent into greater consistency with LinkedIn's established methodology for identifying AI talent.

WHAT THIS MEANS FOR THE NUMBERS

The updated definition changes which members qualify as green talent, so reported absolute levels may differ from previously published figures. Differences caused by the definition change should not be interpreted as changes in the underlying workforce, and comparisons over time should use historical figures recalculated under the same methodology. Directional trends are preserved: green talent and green hiring have continued to grow steadily in recent years under both the previous and updated definitions, and green talent also continues to be hired at a faster relative rate than the overall workforce.

APPENDIX: DEFINITIONS AND METHODOLOGICAL REFERENCE

1. Green skills

Skills data come from skills explicitly listed on LinkedIn member profiles or identified in job postings. Skill names are standardized by expert taxonomists, who have identified more than 42,000 skills across 249 skill categories. Our taxonomists have identified more than 1,100 of these skills as green skills, falling into twelve categories:

- Pollution Prevention
- Waste Prevention
- Energy Management
- Renewable Energy Generation
- Environmental Remediation
- Ecosystem Management
- Sustainability Education
- Sustainability Research
- Environmental Auditing
- Environmental Policy
- Sustainable Procurement
- Environmental Finance

2. Green occupations

Occupations are classified according to how concentrated green skills are among their workers. For each occupation with more than 100 members, we calculate the share of members who explicitly list at least two green skills, using the most recent full year of data. We distinguish two categories of green occupations:

- **Green.** Occupations with the highest concentration of workers who have at least two green skills — at or above the 98th percentile across occupations.
- **Greening.** Occupations with an elevated concentration of workers who have at least two green skills — at or above the 95th percentile but below the 98th percentile.

The resulting list is manually reviewed and validated before use.

3. Main metrics

Metric	Definition
Green talent concentration	Green talent members divided by all members in the specified workforce population, using the same geography, industry, and reporting date. This is a share, not a headcount.
Share of green hires	Distinct hired members who qualify as green talent divided by all distinct hired members in the same population and period. This metric measures completed hiring, not unfilled vacancies.
Green hiring rate	Hiring activity among green talent relative to the green talent population. Unlike green hiring share, its denominator is the green talent population, not all hired members.
Relative LinkedIn Hiring Rate	The ratio of the green hiring rate over the corresponding overall country hiring rate, which may be expressed as an index or a % difference e.g. a relative hiring rate of 1.5 in the UK means that green hiring is 1.5x the LinkedIn Hiring Rate in the UK.
Fastest-growing green skills	Green skills ranked by year-over-year percentage growth in their share of skills added to LinkedIn profiles, rather than growth in the absolute number of additions.