



Capacity Building for Solar Workforce Training Programs



Introduction

IDEAS For Us (IDEAS) is an Orlando-based 501(c)(3) non-profit organization and an accredited NGO of the United Nations. Our mission is to develop ideas, fund action, and scale solutions that solve the world's most pressing environmental and social challenges. Since 2008, IDEAS has been guided by a vision to contribute to a future where humanity thrives in harmony with nature and in peace with one another. Through this organization, thousands of volunteers have taken action in over 30 countries around the world and continue to evolve by specializing in helping cities advance sustainability at the local level through environmental projects, community action programs, and eco-enterprises.



Problem:

Renewable Energy is one of the many solutions to environmental and social issues the world faces today. The EPA's 2016 report states that 28% of our planet's greenhouse gas emissions are created from these kinds of harmful electricity production. This is why so many people are moving towards solar energy, and in 2015 solar energy was the fastest growing energy sector with a 33% rise according to [Bloomberg](#). Solar energy could better the planet by diverting water consumption from fracking, preventing land pollution in petroleum/nuclear mining, and by steering clear of toxic industrial air pollution in fossil fuel processing plants.



Solution:

As the solar industry gains traction, industry leaders are seeking both educated consumers and a skilled workforce to lead the renewable energy charge in America. Our plan is to engage local community stakeholders in Central Florida (such as local solar companies) to build an educational presentation, host 24 informative solar workshops, and engage in hands-on solar installation projects with attendees.

Work Plan

Objective 1: IDEAS For Us will conduct a total of 24 classes in the first year. Each class will be divided into 3 sections.

- **Section 1:** This will be a full overview of the sales and marketing side of the solar industry which is needed to showcase the opportunities within this portion of the field.
- **Section 2:** A hands-on installation portion of retrofitting a mock roof or an actual roof depending on any opportunities that arise to partner with a company to install solar panels. This will allow each student to see what it takes to physically install panels hand in hand with a real engineer.
- **Section 3:** This section will focus on the management/administrative opportunities that lie within the solar workforce field.

Goal: Annually educate and certify 150 qualified students on solar energy production and Florida's solar industry and introduce them to the environmental needs and workplace network. Depending on the partners (such as solar company and past IDEAS partner 15 lightyears) who will be interested in supporting this programming with their qualified engineers, these classes could be 2 per month for 1 year, or 6 weeks of 4 classes per week. Each student

will be given a professional headshot and the opportunity to work with our IDEAS administrators to help refine their resumes before being given access to the IDEAS Green Jobs Portal.

Objective 2: IDEAS For Us creates a marketing and outreach strategy to find jobs while managing a portal to facilitate the accessibility of opportunities within the Solar Workforce.

- Training Tools: Videography/photography to capture the training sessions, while editing the video footage and creating visuals will help facilitate training tools for future courses.
- Content Creation and Social Media: Developing the brand and building a presence to support the public image of this program will be done by the IDEAS Communications team. The need to take this program and continue the storytelling of the impact of while expanding the reach of the audience is the ultimate goal.
- Website and Green Jobs Portal: By creating this comprehensive program, we give students the ability to easily apply for these trainings through the website created during this partnership as well as an ongoing chance to see what job opportunities will be available post-certification.

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Support Solar Workforce Development

Description	Details	Amount
Mobile Solar Unit	Working with 15 Lightyears to build a Solar Mobile Unit on a trailer in order to expand the capacity of the solar workforce training programs in a variety of zip codes rather be confined to a single location.	\$20,000
IDEAS Solar Workforce Staff	Hiring 2 full time staff for a full year to manage the outreach to solar companies, helping to implement the classes, organize and communicate to partners as well as students. They will manage the green jobs portal and bring new solar opportunities to the students' ongoing post certification. They will do outreach, lectures and building our audience for these workforce training programs.	\$84,000
Contracted Solar Engineers	Contracting 3 solar engineers each class to help with the third section of each class which is the hands-on portion of installing the solar to the mobile unit and answering questions from the students. 192 hours of classes and 240 hours of preparation per each engineer at \$17/ hour. Total 432 hours each.	\$23,000
Insurance	Expanding our insurance package to allow for roof coverage in case we do wish to take students to see a roof unit while also having the coverage for the engineers, various locations, and students. \$1,500/ Month equivalent.	\$18,000
Venue	Each class will be held at a venue which will charge a rate for implementation and usage of the space. \$1,500/ class for 24 classes.	\$36,000
Food	Providing breakfast, snacks, refreshments and lunch for students and engineers, as well as the IDEAS team as well as snacks , refreshments etc. for all 24 classes	\$72,000
Communications and Content Creation	Developing educational tutorials, videography, editing, photography, ongoing social media engagement, and attending the classes to shoot content will be the focus of our communications department. \$3,000/ class for 24 classes.	\$72,000
Website and Green Jobs Portal	Developing a website to direct applicants for them to submit their applications for the solar training, developing a green jobs portal to post resumes and ongoing solar hiring opportunities. This also includes one year of managing these portals and keeping them up to date. *Graduway LINKED HERE is a terrific platform for a green jobs portal but it takes time to fully manage the back end of this portal which is what one of the IDEAS Solar Workforce employees will manage.	\$12,000

IDEAS Administrative costs	Managing the solar workforce staff, overseeing payroll, data collection, reporting, accounting, purchases, and all other implementation.	\$23,000
Total	Goal to educate more than 150 students engaged, averaging \$2,400/ student in expenses.	\$360,000