CLIMATE CAREER \\WEEK

5 days. 20+ online events. ALL FREE.

Virtual workshops, panels, networking events, and more.

See the whole schedule at **ClimateCareerWeek.org**

March 25-29

RSVP to more here

Today, March 26's event schedule:

9am – Climate Career Pathfinding

10am – How to Get a Job in Climate Workshop

1pm – In-Climate: Software & Hardware Engineering

2pm – In-Climate: Marketing

2pm – In-Climate: Carbon Accounting

3pm – In-Climate: Product Management

Organized by

Terra.do CLIMATE DRAFT WORK ON CLIMATE CrowdSolve climate people

climate people

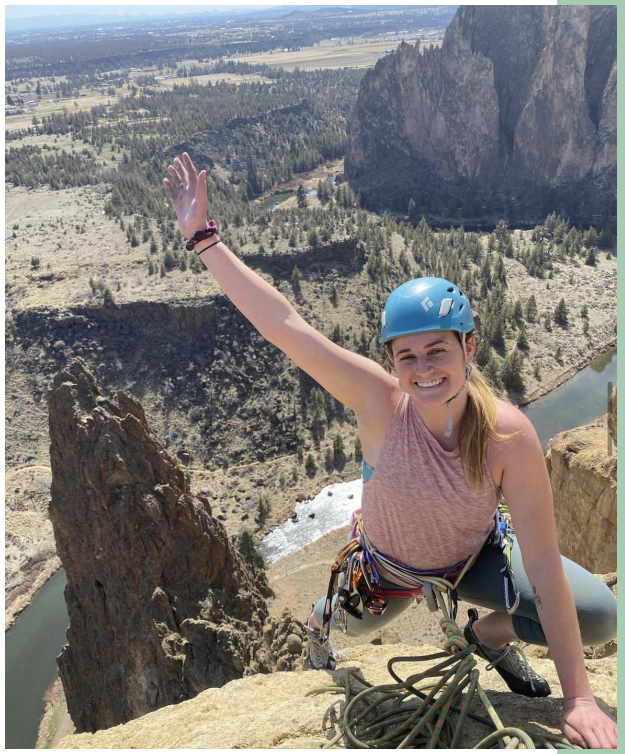
How to get a job at a

CLIMATE START UP

MY BACKGROUND

NATALIE LAVERY

- Marketing Lead at Climate People
- Background in grassroots environmental advocacy
- Love all things outdoors
- I never knew I could combine my passion for storytelling with my love for the outdoors. That was until I discovered Climate People via LinkedIn!



MEET CLIMATE PEOPLE

At Climate People, our mission is to unlock talent, empower innovation, and fast-track decarbonization. We're a top-notch climate technology recruiting and advisory firm with a vision to transform the economy by assisting transformational climate impact companies in finding top talent.

Our services extend beyond conventional recruiting as we also help businesses with recruiting strategy and advisory, job description building, hiring process development, and more.



Industry & Manufacturing



Transportation & Mobility



Energy & Grid



Food & Agriculture



Built Environment



Carbon Solutions



Climate Systems

AGENDA

- What is ClimateTech?
- Hiring trends / funding allocation
- Where are the climate jobs?
- The hidden job market
  - Pinpointing climate interest
  - Creating a market map
  - Networking
- Short Q&A

LET’S START WITH THE BASICS

WHAT IS CLIMATETECH?

Due to its recent emergence and rapidly changing landscape, there are countless definitions of ClimateTech. Here at Climate People, we break the term up into three unique specifications — **EMISSIONS REDUCTION, CLIMATE ADAPTATION, & CARBON REMOVAL.**

Essentially, any technological service — whether that be software as a service, a web-based tool, a physical satellite, etc. — that works to eliminate/remove or reduce the harms of carbon emissions can be considered a ClimateTech product. These innovative technologies can be industry specific or more general.



HOW?

Climate technologies work to to decarbonize production, reduce waste, and rewrite the traditional framework of sectors such as:

- **INDUSTRY**
- **TRANSPORTATION**
- **FOOD**
- **BUILDINGS**
- **ENERGY**

Some of these technologies also work within the **CARBON SOLUTIONS** and **CLIMATE SYSTEMS** sectors.

WHY?

The fate of our future depends on the climate actions we make in this next decade. Climate careers are the **DRIVING** factor that will determine if we can scale climate solutions at the rate needed.



Carbon dioxide levels are the highest in human history.



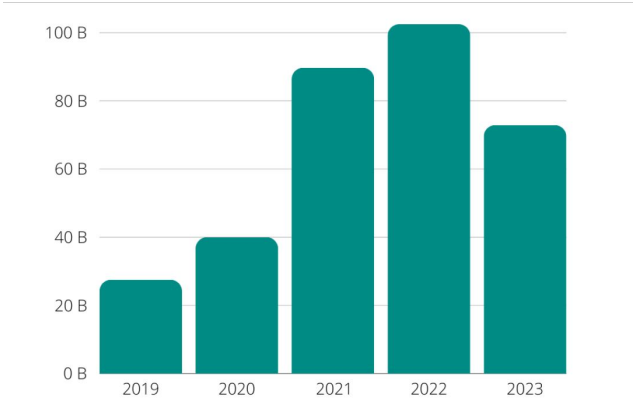
At this rate, we have less than ten years before experiencing the even greater catastrophic effects of climate change.

A LOOK AT THE FUNDING

WHAT HAPPENED IN 2023?

We need to look at what happened in ’21 + ’22

- Climate was new
- Excitement & money were flowing to companies w/o proven traction
- In ’23 this stalled due to greater macroeconomic conditions
- The companies that had traction got $ (late-stage + large deals)
- Investment continued in pre-seed + seed-stage
- There was a “valley of death” at the middle stages



*Source: Net Zero Insights “State of Climate Tech Report 2023**

FROM A JOB LENS:

- Layoffs
- Funding freezes
- Application overload

THE 10 LARGEST DEALS MADE UP 24% OF TOTAL CLIMATE INVESTMENT IN 2023.

CLIMATE TECH VC 2023 RECAP REPORT

LET’S BREAK THAT DOWN



HEAVY ON SCIENCE/ENGINEERING

Six out of ten of the largest deals were in battery innovation. All of the 10 top companies were highly technical and needed to scale technical teams.



THEY ARE AT ‘SCALE’ PHASE

Their technology ready levels are at a 8 or 9 and they are receiving very large checks to scale up manufacturing facilities. Increased demand for skilled labor.



FEW DOLLARS LEFT

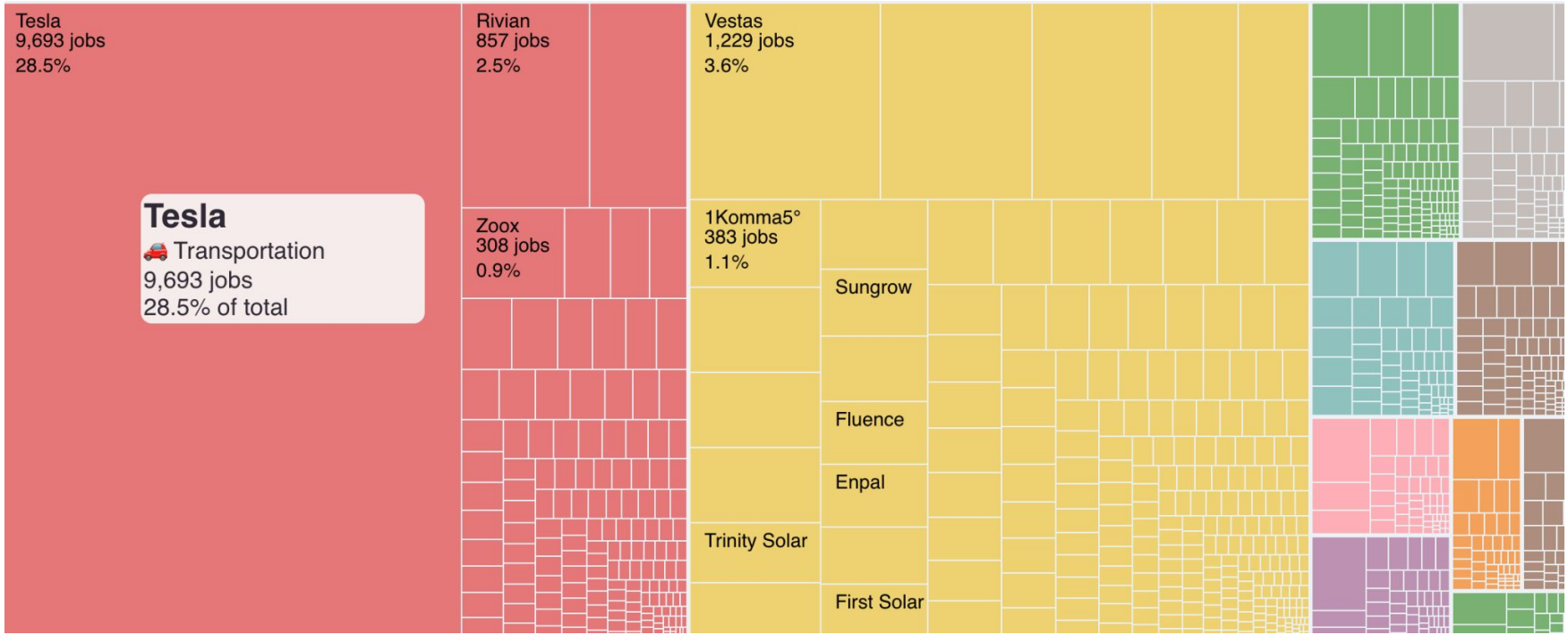
2/3rd of all the other climate companies had to compete for a few dollars. This left mid-to-growth stage companies with minimal funding.

THE INFLATION REDUCTION ACT WILL CREATE MORE THAN 9 MILLION GOOD JOBS OVER THE NEXT DECADE - AN AVERAGE OF NEARLY 1 MILLION JOBS EACH YEAR

Source: Blue Green Alliance

WHERE ARE THE JOBS?

A LOOK AT THE LANDSCAPE

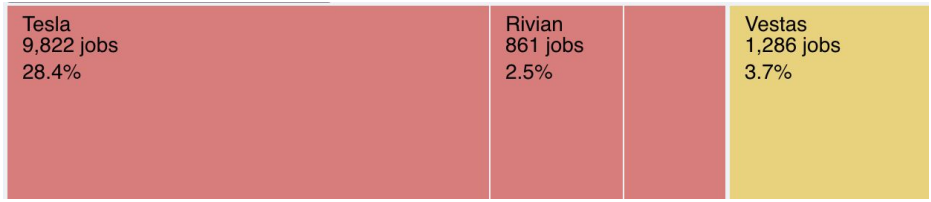


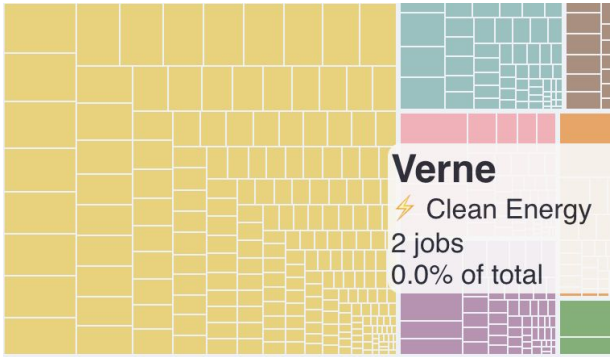
Source: ClimateTechList

2024 PROJECTIONS

WHAT'S HAPPENING NOW

- Optimistic funding landscape
- ⅔ of all jobs postings are in transportation and clean energy space and these are at larger companies
- The top 3 electric vehicle companies (Tesla, Rivian, and Lucid) comprise almost 40% of total job postings
- All these small boxes represent smaller companies with minimal jobs posted





Source: ClimateTechList Current Jobs Openings by Vertical and Company

ASK YOURSELF

What’s Your Risk Tolerence?

Medium/Enterprise

Traditional Job Search Techniques

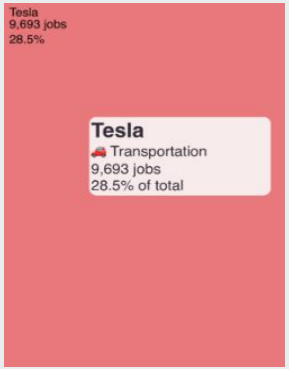
Start Up

Must Be Innovative and Network

MEDIUM/ENTERPRISE COMPANY

NOT DIFFERENT THAN A TRADITIONAL SEARCH

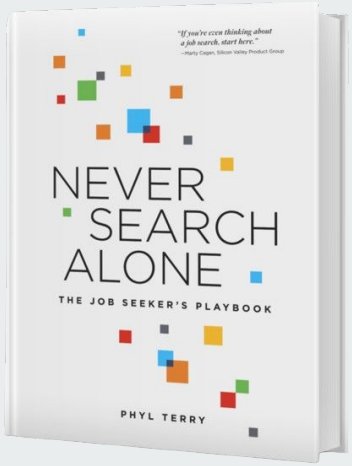
There are tons of resources out there that help you optimize for this



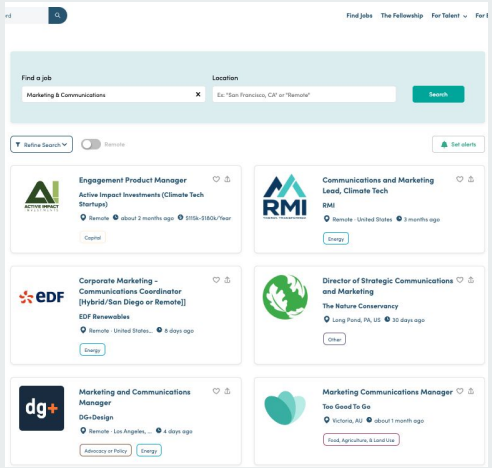
Source: ClimateTechList



Source: Career Sprout



Source: Never Search Alone

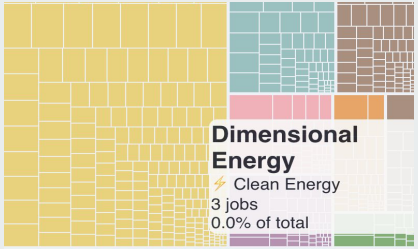


Source: Climatebase

START-UP COMPANY

THIS IS WHERE THINGS GET DIFFERENT

We will spend the majority of time today focusing on this. The vast majority of climate tech companies are start ups.



Source: ClimateTechList

So You Want to Work in Climate

File Edit View Insert Format Data Tools Extensions Help

100% View only

B1

	A	B	C
1	**Submit new resources here: https://forms.gle/kTKwxbngv6ocU4Pr5 Note: this is not for individual company job listings You can shoot me a message @Nicole Kelner if you have any other questions**		
2	**Communities**	**Job Boards**	**VCs & Accelerators with Job Boards**
3	African Youth4Climate	#SolarWorks Platform	4impact capital
4	Airminers	80,000 Hours	Activate
5	BlackOak Collective	All Hands	Arctern Ventures
6	Clean Energy for America	American Society of Adaptation Professionals (AS/	At One Ventures
7	CleanTechies Slack	Arthan Careers	Blackhorn Ventures
8	Climate Change Mitigation	ASHRAE (HVAC&R and built environment)	Blue Bear Capital
9	Climate Designers	B Work	Breakthrough Energy
10	Climate Tech Japan	Brown Girl Green Green Jobs Board	BVCC
11	ClimateAction.Tech	California Air Resources Board (cacareers.ca.gov,	Carbon13
12	ClimateChangeAI	Carbon Removal Jobs	Clean Tech Open
13	ClimateHack Meetups	Careers in Clean Energy	Climate Pledge Fund
14	Climate Team	Charity Village	Climatescape
15	ClimatEU Slack	Climate Advocacy Lab Jobs Board	Congruent Ventures
16	Climatizers Slack Channel	Climate Career Portal	CTVC
17	Common Objective	Climate Change Jobs	DCVC
18	Creatives for the Climate	Climate Designers	Delphi VC
19	DC Ecowomen	Climate Draft	Elemental Excelerator
20	DER Task Force	Climate Job List	Energize (climate software)
21	Diversity in Sustainability	Climate Tech VC Jobs Board	Energy Impact Partners

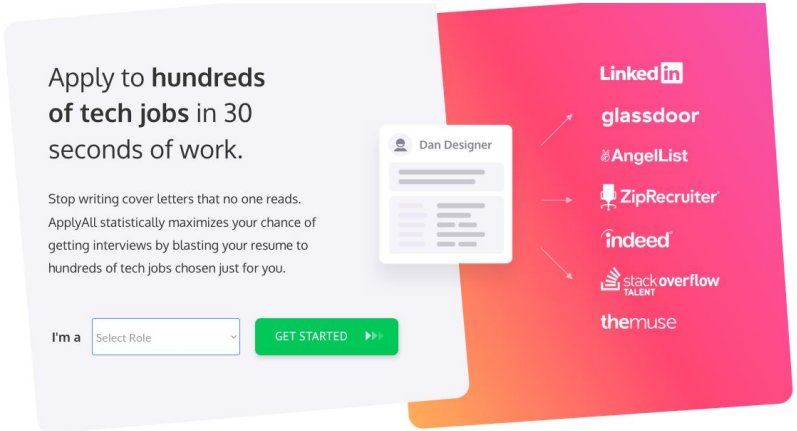
Source: Nicole Kelner, "So You Want to Work in Climate"

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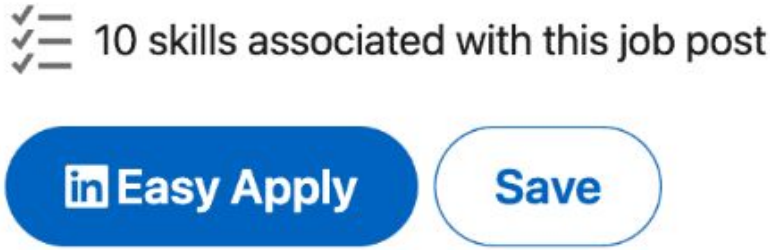
	Name	edIn profile	Topics of Expertise
	Elon Hasson	pen LinkedIn	Renewable Energy Development
1285	Emilie Ji	pen LinkedIn	Sustainability advisory
1286	Emily Clayton	pen LinkedIn	Electrical vehicles, utility regulation
1287	Emily Curley	pen LinkedIn	Energy efficiency, building decarbonization
1288	Emma Burlow	pen LinkedIn	Carbon Literacy Training; Sustainability Training
	Emma Murray	pen LinkedIn	Corporate Sustainability, Sustainability Reporting
1290	Erhan Karadag	pen LinkedIn	Climate policy and green transition

Source: #OpenDoorClimate

1,000+ APPLICATIONS



Source: ApplyAll



Source: LinkedIn

FOUNDERS ARE OVERWHELMED

- They can't manage their applications
  - So, they rely on their networks
- Many of Climate People's clients have hired us to help them hire despite not having any jobs posted
- Going to back to those small boxes from the ClimateTechList report - we know there are far more roles, they just aren't public

THINK LIKE A RECRUITER

CREATE YOUR OWN OPPORTUNITY

Climate People's **#1** business development tactic: pitch people to companies even though there is no job. It's how we get **>50%** of our clients.



Opportunity to Hire a Proven Leader in Climate Tech External Inbox × Updates ×

noreply@loxo.co
to me

5:25 PM (0 minutes ago)

Hi [redacted]

I'm Natalie from Climate People, a climate technology recruiting firm. I wanted to reach out because we have a candidate who might be a great fit for [redacted]

They have a Mechanical Engineering degree from [redacted], and bring 10 years of experience in strategy. They were the 15th employee at [redacted] and played a pivotal role in their growth leading to the IPO. More recently, they have been spearheading strategy for a thriving battery company.

Do you have a need for an operations or commercialization person on your team?

I look forward to hearing from you soon.

Cheers,
Natalie

Natalie Lavery
Marketing Lead
Climate People

[redacted]
natalie@climatepeople.com
www.climatepeople.com

INTRODUCING THE
~HIDDEN JOB MARKET~

3 STEPS TO ACCESS THE HIDDEN JOB MARKET

- PINPOINT 3 CLIMATE SOLUTIONS
- DO A MARKET MAP OF COMPANIES
- NETWORK WITHIN THOSE COMPANIES

STEP #1

1

PINPOINT 3 CLIMATE SOLUTIONS

- Dive deep into a few solutions
- Learn as much as possible
- Find where your skills are transferable / needed

PROJECT DRAWDOWN

SOLUTION	SECTOR(S)
Abandoned Farmland Restoration	Land Sinks
Alternative Cement	Industry
Alternative Refrigerants	Industry / Buildings
Bamboo Production	Land Sinks
Bicycle Infrastructure	Transportation
Biochar Production	Engineered Sinks
Biogas for Cooking	Buildings
Biomass Power	Electricity
Bioplastics	Industry
Building Automation Systems	Electricity / Buildings
Building Retrofitting	Electricity / Buildings

Source: Project Drawdown

PINPOINTING YOUR INTEREST

RESOURCES TO LEARN MORE ABOUT CLIMATE

- Climate People's LinkedIn Learning Course
- Climate People's Climate Job Seeker Playbook
- Project Drawdown Solutions Library
- Nicole Kelner's "So, you want to work on climate."
- Slack communities and their relevant: Work on Climate, MCJ Collective, Climate Action Tech, AirMiners, Tofu, Women in CleanTech and Sustainability, Crowdsourcing Sustainability
- Podcasts: MCJ, A Matter of Degrees, Catalyst, The Carbon Copy
- Newsletters: Driven By Impact, CTVC, Heated, Climatebase, Canary
- Cohorts: Terra, OPF, Climatebase Fellowship

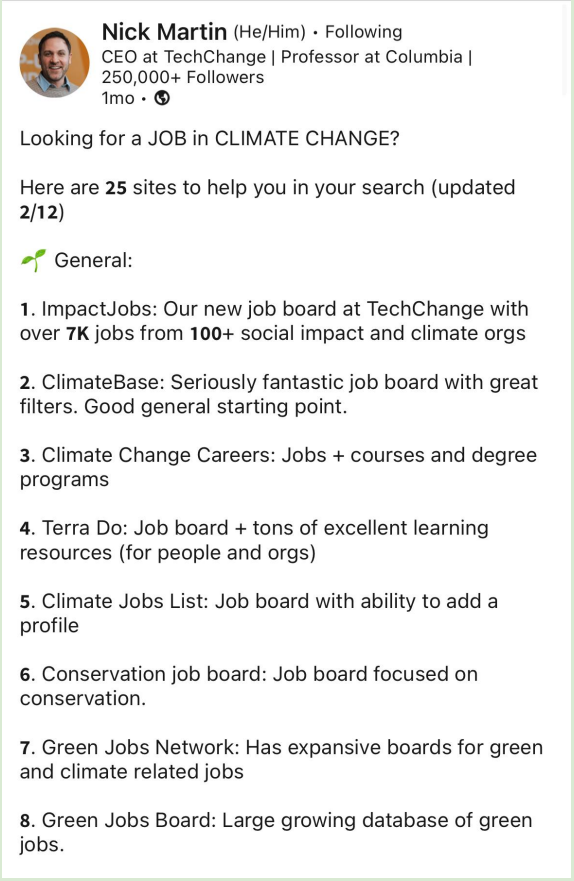
DETERMINING NEED / TIMING

LOOK AT JOB BOARDS

- ClimateTechList
- Climate-Specific Job Boards:
  - Climatebase, Browngirl Green, Climate Draft, Green Jobs Board, LinkedIn Green Jobs Filter

DETERMINING FUNDING STAGE

- Sightline Climate
- CTVC
- Crunchbase
- Generally speaking,
  - Earlier funding = science/eng talent
  - Later funding = business roles



Nick Martin (He/Him) • Following
CEO at TechChange | Professor at Columbia | 250,000+ Followers
1mo •

Looking for a JOB in CLIMATE CHANGE?

Here are **25** sites to help you in your search (updated **2/12**)

🌱 General:

1. ImpactJobs: Our new job board at TechChange with over **7K** jobs from **100**+ social impact and climate orgs

2. ClimateBase: Seriously fantastic job board with great filters. Good general starting point.

3. Climate Change Careers: Jobs + courses and degree programs

4. Terra Do: Job board + tons of excellent learning resources (for people and orgs)

5. Climate Jobs List: Job board with ability to add a profile

6. Conservation job board: Job board focused on conservation.

7. Green Jobs Network: Has expansive boards for green and climate related jobs

8. Green Jobs Board: Large growing database of green jobs.

Source: Nick Martin, LinkedIn

DETERMINING NEED / TIMING

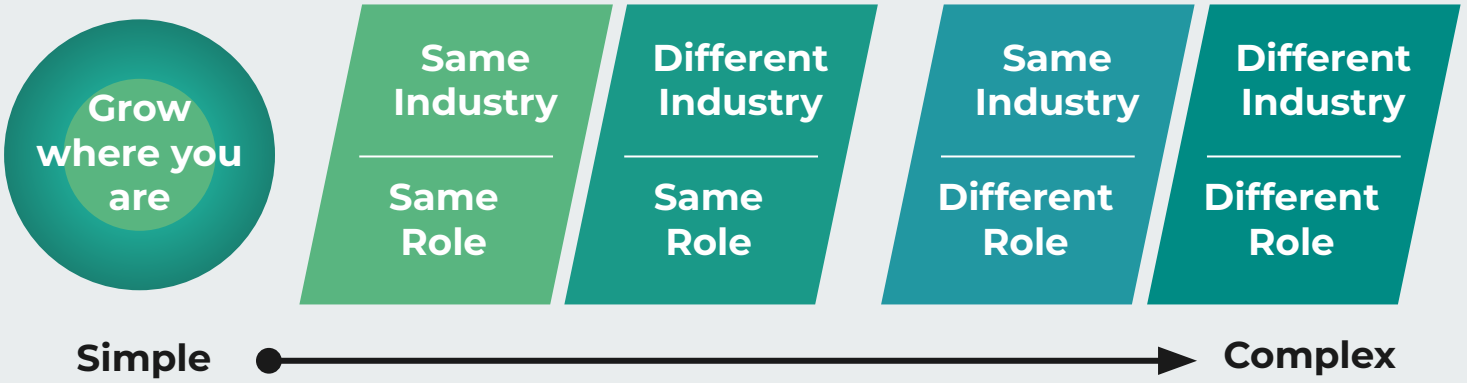
WHAT ARE TRANSFERABLE SKILLS?

- Abilities that can be utilized across a spectrum of roles.
- Define yourself by skills, not job titles
- The challenge lies in identifying which skills are relevant and presenting them in a manner that demonstrates you're equipped for the job, even if you haven't held that title before.
- **MARKETING ASSOCIATE → PRODUCT MANAGER:**
    - organization, analytics, technical knowledge, cross-team collaboration, etc.

DETERMINING NEED / TIMING

OUTLINING YOUR TRANSFERABLE SKILLS

- Determine where is a good fit based on your background / skills overlap:
  - Reduce as many variables as possible
    - **SAAS B2B PM AT GROWTH STAGE COMPANY → LOOK FOR SAAS B2B CLIMATE ROLES AT SIMILAR STAGE**



Source: Mojo Career Coaching

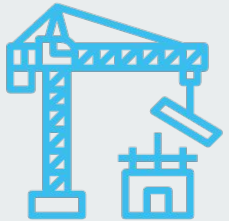
EXAMPLES: MARKETING

MARKETING/ANALYTICS MANAGER IN AI START UP → GREEN CEMENT COMPANY

- Proficiency in both B2B and B2C outreach
- Experience in a rapidly expanding field
- Expertise in growth marketing, taking a product from inception to scale
- Active involvement in the green ERG at their current company
- Ability to be a generalist - wear multiple hats
- Proficiency in disturbing industry status quos





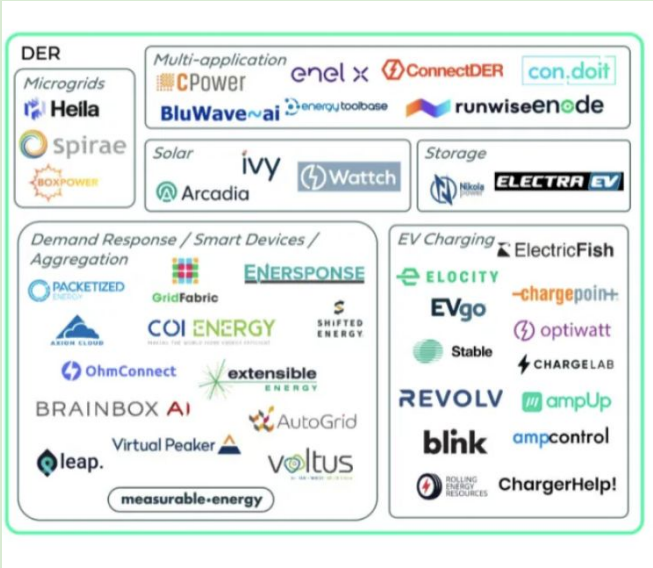


STEP #2

2

MARKET MAP OF COMPANIES

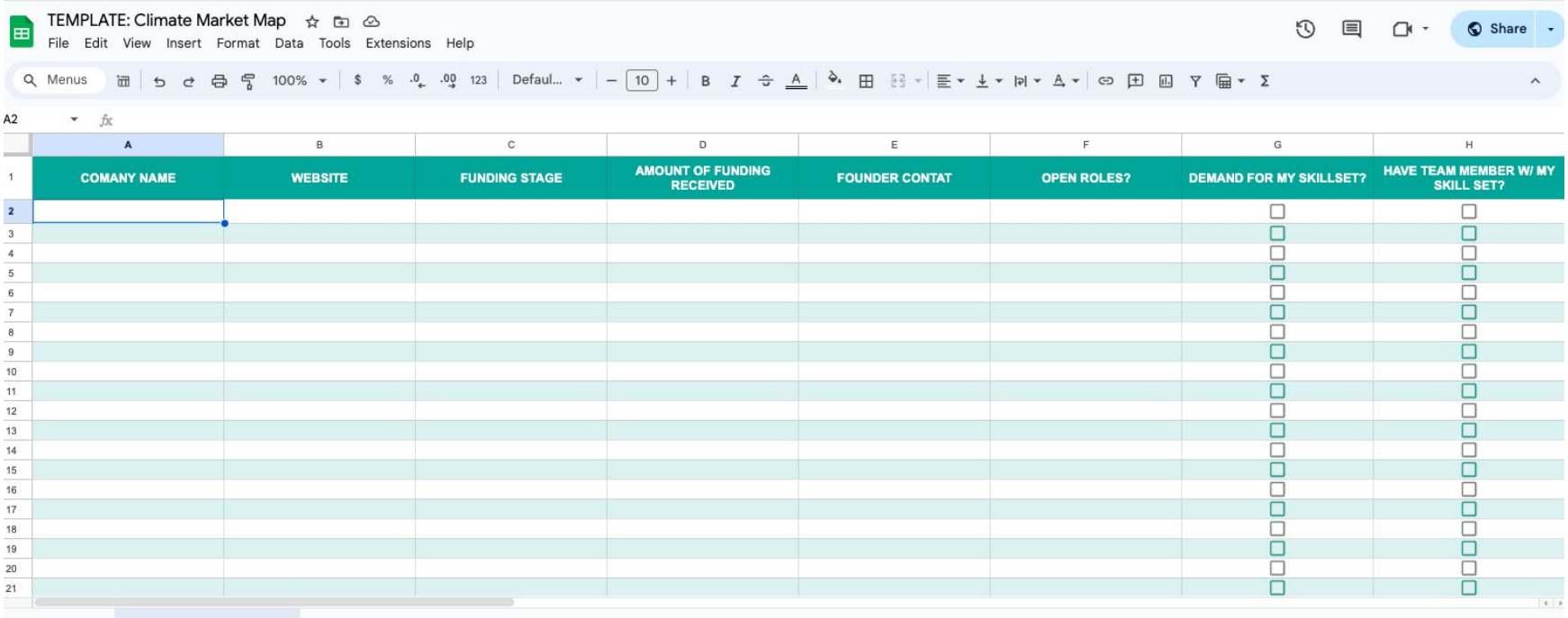
Pinpoint opportunities, not open roles. Say you're in marketing - look for companies that could need help with messaging/branding and still mark them even if they're not hiring a marketing person.



Source: Entrepreneurs for Impact

EXAMPLES

A GOOGLE SHEET MARKET MAP

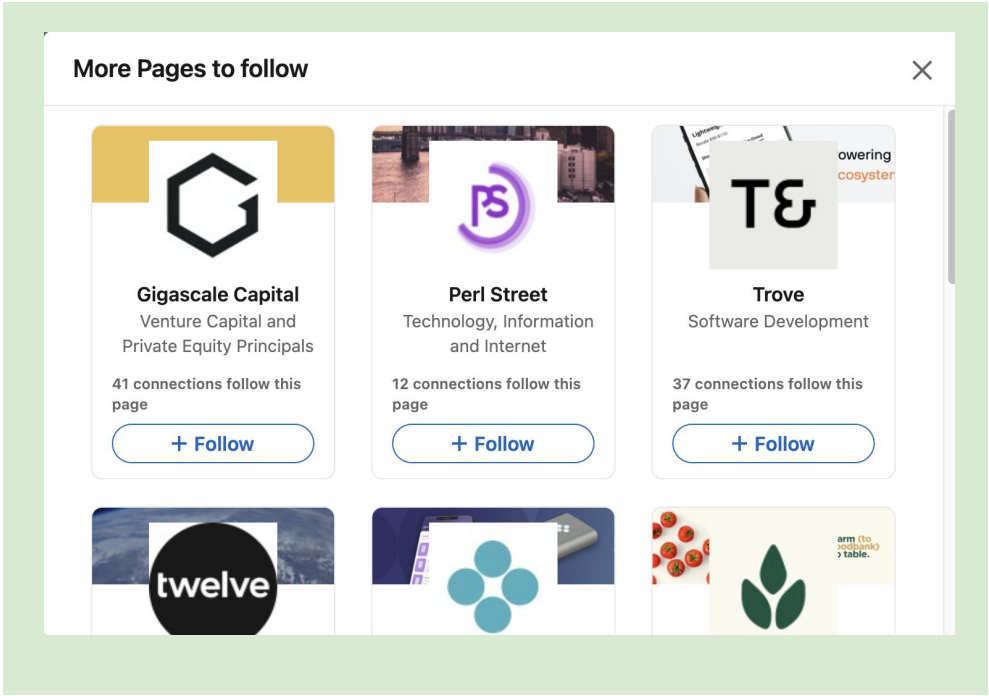


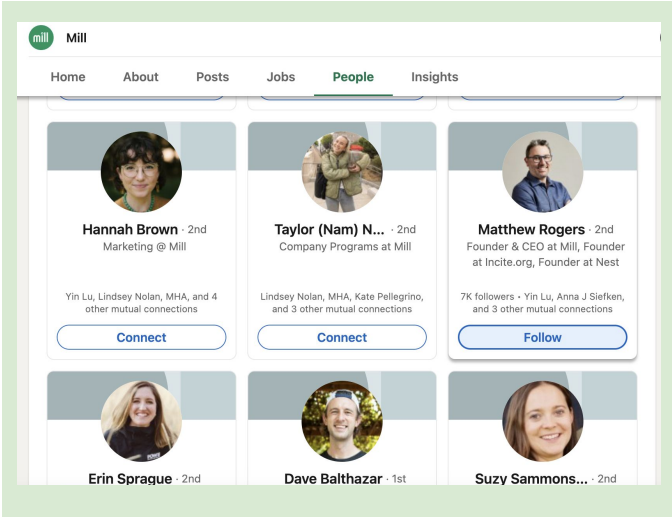
	COMANY NAME	WEBSITE	FUNDING STAGE	AMOUNT OF FUNDING RECEIVED	FOUNDER CONTAT	OPEN ROLES?	DEMAND FOR MY SKILLSET?	HAVE TEAM MEMBER W/ MY SKILL SET?
1								
2							☐	☐
3							☐	☐
4							☐	☐
5							☐	☐
6							☐	☐
7							☐	☐
8							☐	☐
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21							☐	☐

Click here to download the **TEMPLATE**

HOW TO DO A MARKET MAP

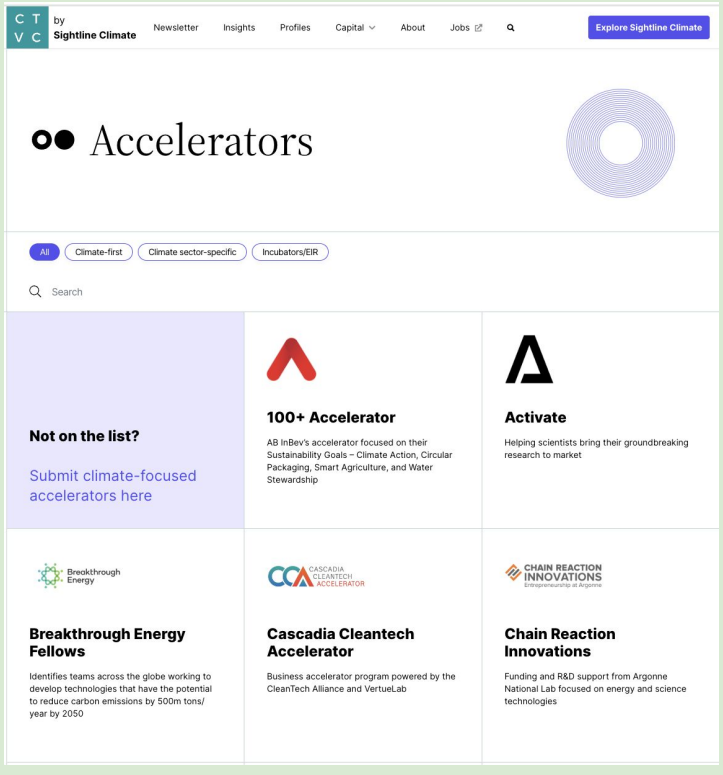
LEVERAGE LINKEDIN: FOLLOW COMPANIES + EXECUTIVES



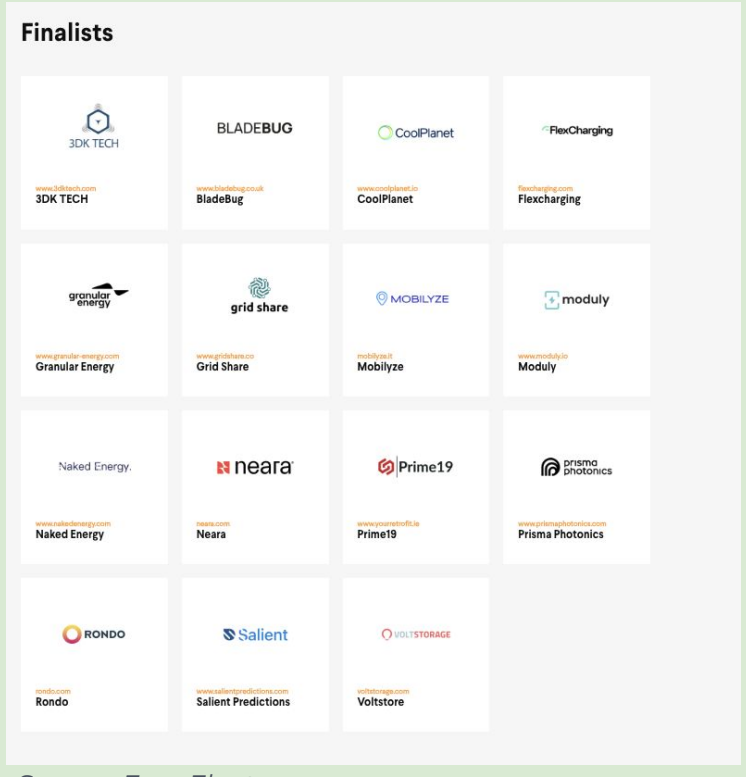


HOW TO DO A MARKET MAP

EXPLORE ACCELERATORS + INCUBATORS



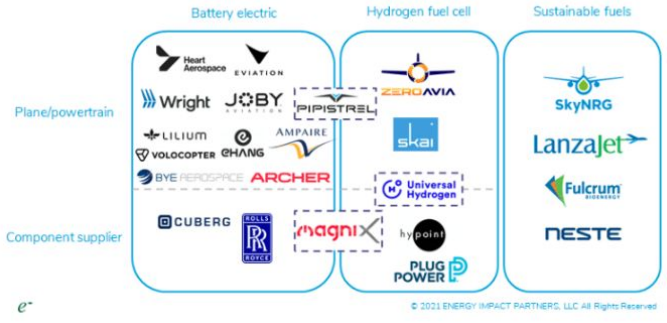
Source: *Sightline Climate List of Accelerators*

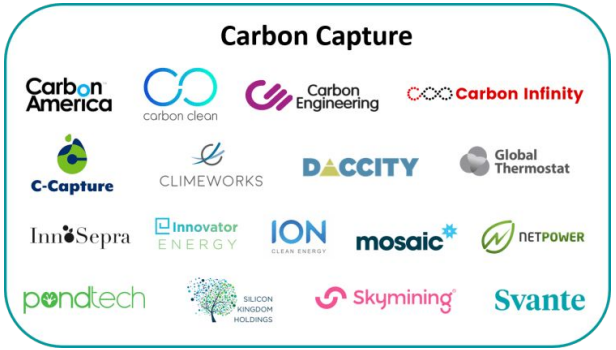


Source: *Free Electrons*

HOW TO DO A MARKET MAP

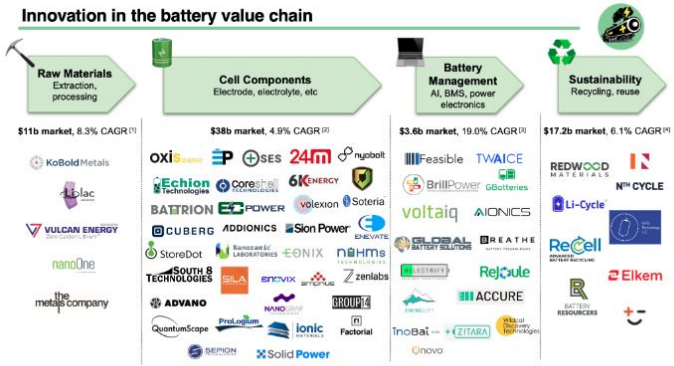
USE PRE-MADE MARKET MAPS







Source: [ClimateTech VC]



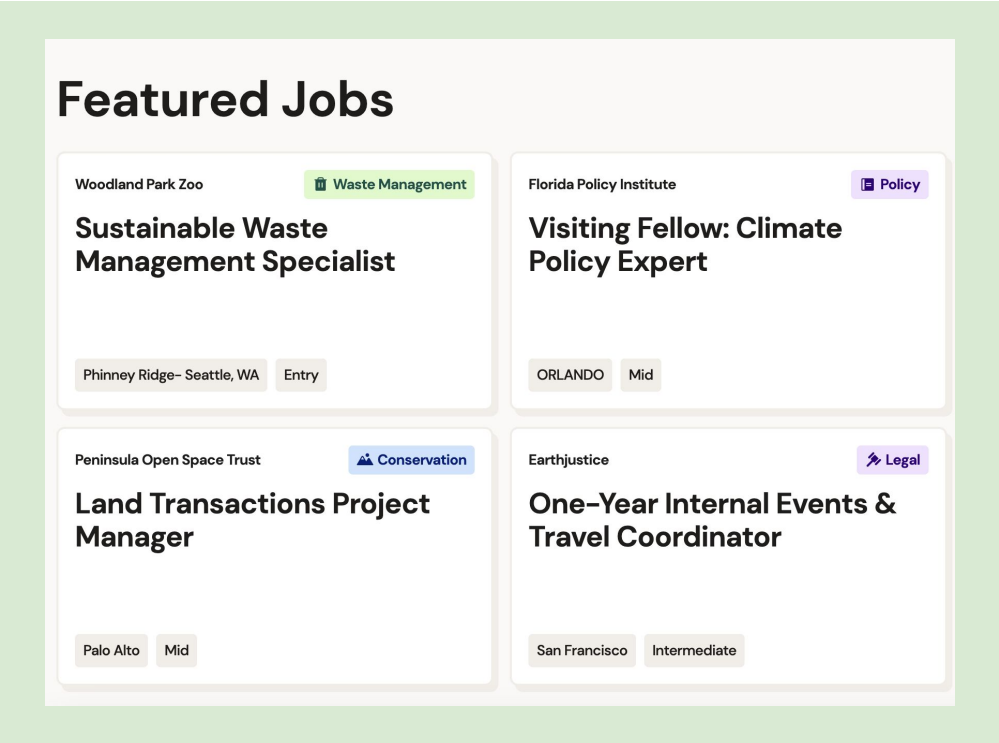
Intercalation Station's take on innovators in the battery space, CAGR refs: [1] [2] [3] [4]



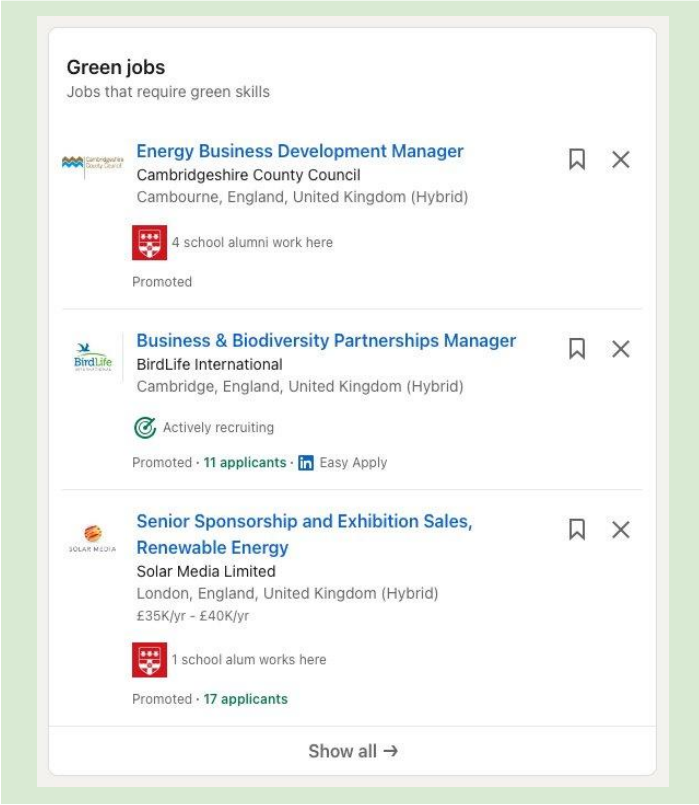
© Energy Impact Partners, LLC All Rights Reserved

HOW TO DO A MARKET MAP

USE CLIMATE-SPECIFIC JOB BOARDS



Source: Green Jobs Board



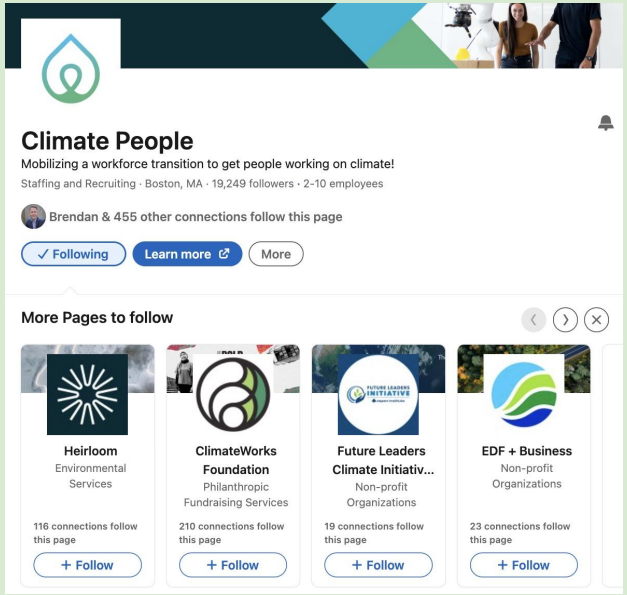
Source: LinkedIn

STEP #3

3

NETWORK WITH THOSE COMPANIES

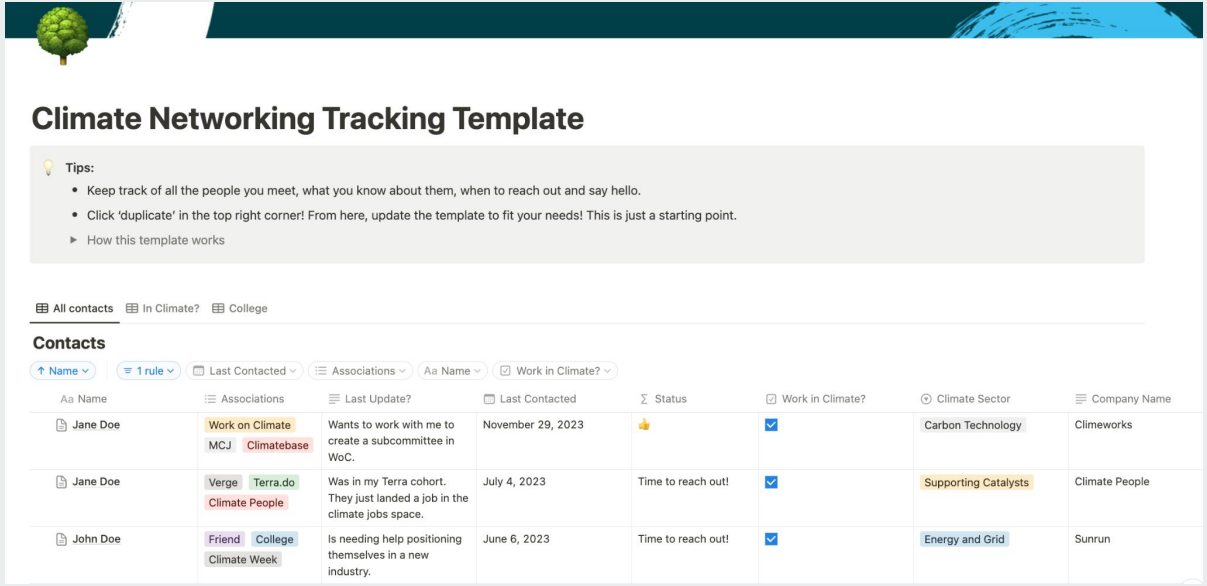
- Stick to your chosen solutions
- Join the relevant slack groups / communities
- Try to get to know the main players
- Ask for referrals



NETWORKING ADVICE

YOU MUST MAINTAIN YOUR CONNECTIONS

Click here to download the **TEMPLATE**



Climate Networking Tracking Template

Tips:

- Keep track of all the people you meet, what you know about them, when to reach out and say hello.
- Click 'duplicate' in the top right corner! From here, update the template to fit your needs! This is just a starting point.

▸ How this template works

All contacts | In Climate? | College

Contacts

↑ Name | 1 rule | Last Contacted | Associations | Aa Name | Work in Climate?

Aa Name	Associations	Last Update?	Last Contacted	Status	Work in Climate?	Climate Sector	Company Name
Jane Doe	Work on Climate, MCJ, Climatebase	Wants to work with me to create a subcommittee in WoC.	November 29, 2023	👍	☑	Carbon Technology	Climeworks
Jane Doe	Verge, Terra.do, Climate People	Was in my Terra cohort. They just landed a job in the climate jobs space.	July 4, 2023	Time to reach out!	☑	Supporting Catalysts	Climate People
John Doe	Friend, College, Climate Week	Is needing help positioning themselves in a new industry.	June 6, 2023	Time to reach out!	☑	Energy and Grid	Sunrun

NETWORKING FORMULAS



IF YOU'VE ALREADY APPLIED

i. Which job you applied for
ii. A direct tie to the company's climate mission
iii. Some quantifiable statements about why you're qualified
iv. A CTA that says you'd love to talk more

IF YOU JUST WANT TO NETWORK (HIDDEN JOB MARKET)

i. A common connection (if you have one)
ii. Why you want to talk to them / what you hope to learn
iii. What you can offer them
iv. A CTA about getting their availability

HIDDEN JOB TEMPLATE

I recently discovered **[company name]** and I am truly impressed by the incredible work you do. My longstanding interest in **[climate solution]**, combined with my experience and background in **[something relevant]**, has fueled my excitement to connect with you. I was wondering if you could spare around 20 minutes to tell me about **[company name]** and your role within it. I am keen to delve deeper into what you are building and offer valuable insights from my experience in **[something relevant]**. With several years of expertise in **[your industry]**, I have accomplished significant milestones and believe I can confidently contribute to your endeavors. I eagerly await your response and the opportunity to exchange ideas!

SELLING YOUR VALUE

ARTICULATE YOUR IMPACT

- What sets you **APART**?
- This networking conversation will be your opportunity to show them the **TANGIBLE VALUE** you can add to the company.
- Reflect back on your **TRANSFERABLE SKILLS**
    - It can be **ADVANTAGEOUS** to come from another industry
- **ASK** if they plan on hiring someone with your skillset in the near future.
    - Are they using consultants? Agencies?
- Make sure you fully understand their **PAIN POINTS!**

SELLING YOUR VALUE

THE FOLLOW-UP

- After the call, reflect on their **PAIN POINTS** and brainstorm ways that you can help address them
- Write a follow-up **THANK YOU** note addressing:
  - Summarize the key points from your conversation
  - Bring up the pain points with some of your suggestions
    - Share quantifiable + relevant things you've accomplished
    - Share resources that can help them if you don't have #s
  - Explicitly state your interest in working with them and say you'd like to continue conversations

FOLLOW UP TEMPLATE

Thank you for our insightful conversation about your background and work at **[company name]**. Your journey to climate is truly inspiring, and I'm thrilled about the potential it presents. During our discussion, you highlighted how **[company name's]** current lack of branding and cohesive messaging is posing challenges in securing investors. I understand the intricacies of articulating complex scientific concepts to a non-technical audience, having successfully led branding initiatives, crafted pitch decks, and secured significant funding in my previous role (Series A - 30M). While I understand that you're not actively seeking an in-house marketing resource, I'd love to explore the possibility of contributing through a pro-bono project or providing consulting support as needed. Once again, thank you for your time today.

EXAMPLES

PEOPLE WHO GOT HIDDEN JOBS

GENERALIST WITH A FOCUS

- A generalist with experience in customer success and process improvement
- They were particularly knowledgeable about cities, buildings, waste solutions, and sustainable mobility.
- Focused their search on smaller companies where their specific knowledge areas were advantageous and got the job despite it never being advertised.

“UNSOLICITED ADVICE”

- This job seeker didn’t have a resume, instead, they dedicated all their time to researching companies and messaging the founders with their suggestions to improve their product
- This method yielded an impressive ~80% response rate and around 50% resulted in engaging conversations and potential opportunities

TYING IT ALL TOGETHER

HOW YOU CAN GET A JOB IN CLIMATE

- Research the climate space and learn as much as you can
- Pinpoint 3 climate solutions and dive deep into them
- Create a market map of companies working in those solutions
- Pinpoint opportunities, not just jobs
- Network within these companies and sell your value
- Follow up and pitch yourself!

THANK YOU

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