

Business, Finance, & Marketing

Environmental Literacy Integration Framework

This document will assist you in incorporating environmental literacy into your CTE Pathway to enhance the program by delivering content through an environmental lens and drawing direct connections between the academic content, technical learning, and integrated CTE professional development. Environmental literacy is the desired outcome of environmental education and provides our future workforce with sound scientific information, as well as skills for critical thinking and creative, strategic problem solving.

- [What is Environmental Education?](#): EPA definition and importance of environmental education.
- [NOAA Education Strategic Plan](#): Goal One is Environmental Literacy
- [Delaware Pathways](#): Environmental literacy project page

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Career Cluster	Average Wage 2020	Total Openings	Percent Total Openings	New Jobs by 2030	Annual Percent Growth
Business Management & Administration	\$63,478	67,088	13.1%	1,804	-0.1%
Finance	\$86,319	17,414	3.4%	1,153	0.4%
Marketing, Sales & Service	\$49,281	63,871	12.5%	2,820	0.4%

Professionals in Business, Finance, and Marketing possess a deep understanding of the economy and, therefore, have a critical role in driving sustainable development by integrating environmentally responsible practices and ideas of circular economics into their decision-making and strategy. Environmental literacy empowers professionals in these fields to assess ecological risks, recognize opportunities in the green economy, and promote sustainable values. Environmental challenges, such as carbon emissions, resource scarcity, and pollution, can be addressed through responsible investing, sustainable supply chain management, and transparent marketing. As climate change progresses, so does the public's concern about it. Consumers want to know their money isn't hurting the environment or other people, so when it comes to embracing green practices, the sooner, the better. Embracing green practices not only

protects natural ecosystems but also enhances corporate resilience, stakeholder consumer trust, and economic longevity in a rapidly evolving global landscape.

Green Business, Finance, & Marketing Careers

- [Finding a Sustainability Career in Business](#): Emory's Career and Professional Development Pathways Center highlights 'green' jobs in the corporate, consulting, government, non-profit and entrepreneurship sectors, as well as the educational requirements.
- [Green Careers Hub Financial Services](#): The Green Careers Hub spotlights the financial services sector and explains why sustainable practices are important in this field.
- [Sustainable Marketing Jobs](#): Sustainability Jobs explains what sustainable marketing jobs are, why they are important and outlines three potential careers in this field.

Incorporating "Green methods" in Business, Finance, & Marketing Careers

The following articles highlight green methods that business, finance and marketing professionals can implement on the job—

- [19 Ways to Foster a More Sustainable Business](#)
- [How to Incorporate Sustainable Business Practices for Small Businesses](#)
- [Integrating Green Business and Marketing Tactics](#)
- [Green Marketer](#)
- [Sustainable Marketing: How Brands Can Promote Eco-Friendly Practices](#)
- [20 Best Practices For Financial Firms To Integrate Sustainability](#)
- [Green Accounting: How Sustainability is Shaping the Accounting Industry](#)

Delaware Community Plugins

- [Energize Delaware for Businesses](#): Energize Delaware offers guidance and incentives for businesses to adopt green energy solutions..
- [What is a Green Bank?](#) Energize Delaware's Coalition for Green Capital explains the process of becoming a 'green' bank.
- [The Small Business Environmental Assistance Program](#): Delaware's Department of Natural Resources and Environmental Control provides help for businesses going 'green'.

Green Business, Finance, & Marketing Programs

- [Eco-Entrepreneurship Certificate](#): Offered by the University of Delaware, includes classes in entrepreneurial thinking and a range of environmental topics concluding in a practicum where you develop a green product.

- [Sustainable Finance and Investment](#): Yale offers a program that provides tools and plans that managers can use to incorporate sustainable practices into their business.
- [Sustainable marketing education and training](#): The Green Marketing Academy offers courses, and the potential for certification, on sustainable marketing practices.
- [Marketing for Sustainability](#): USGBC offers a course on how to authentically market your 'green' business practices.
- [Green Building as a Driver for Financing and Marketability of Community Development](#): This USGBC course provides examples of how incorporating sustainability into business projects can provide multiple benefits.
- [How to become a green product marketer](#): Certifications for people interested in entering sustainable marketing, business, or management
- [Green Marketing Challenge](#): Offered by the United Nations System Staff College, this certificate teaches how to better market sustainable products.
- [Explore the Sustainability Course Catalog](#): Coursera provides access to a wide array of courses in sustainability, or 'green' skills.

Resources for Educators

- Lesson plans, modules, and classroom activities
 - [NOAA Bay Backpack](#) - educational resources, action planning documents, and environmental literacy tools
 - [Sustainability as Good Business Practice](#)
 - [Business School Lesson Plans For The Sustainable Development Goals](#)
 - [Viewing Sustainability through an Economic Lens](#)
 - [Introduction to Sustainable Finance Taxonomies](#)
 - [Media literacy lesson: Corporate "greenwashing"](#)
 - [Green Marketing](#)
 - [Social Responsibility: How Organizations Go Green](#)
 - [What Does It Mean to Be Green?](#)
 - [Circular Economy Challenge](#)

Blogs, Articles, Publications, and other Helpful Links

- [How to Start a Career in Sustainable Finance](#)
- [How Going Green Can Help Your Business Grow](#)
- [Integrating Green Finance Into the Core Business of Financial Institutions](#)
- [International Finance Corporation Green Finance](#)
- [United Nations Environment Programme Finance Initiative](#)
- [Teaching the Green Economy](#)

- [What Is ESG Investing?](#)
- [What is a circular economy?](#)

Opportunities to Enhance the Framework's Resources

- Do you know of any resources that could be added to this framework to improve environmental literacy in the Business, Finance, & Marketing Pathway? Let us know!
Lisastonertorbert@gmail.com