

EnergeiaWorks has been a leader in clean energy recruitment across North America for 10 years

MARKET CONDITIONS AND PREDICTIONS



Talent in the solar industry is in high demand, with expertise in the energy storage sector in the highest demand. By 2023, an estimated 20% of all commercial solar capacity will have storage attached.



More than 900,000 workers will be needed in the solar industry to support targets for 2035 set by the Biden Administration — four times higher than the current workforce.



Searches for talent are taking longer and hiring companies must prepare for a highly competitive market when making offers to candidates.



Over 25% of employers stated finding talent was very difficult, with 57% acknowledging challenges in hard-to-fill roles, primarily in sales and marketing and for electricians, construction workers and installers.

COVID HIRING

COVID has changed the hiring process and over all made it often more risky to hire. Finding the right candidate without ever meeting them in person can feel impersonal and put a strain on existing cultural attitudes within the organization.


SOME KEY STATISTICS TO KEEP IN MIND WHEN YOU TIE IN D&I HIRING TO COVID:

More women than men quit the labor force in the first year of the COVID-19 recession. A net 2.4 million women, representing 3.1% of the total female U.S. workforce, are not currently returning to work.


Latinx and Black women accounted for much of the decrease in labor force among women, accounting for 46% of the total decrease, despite representing less than one-third of the US female labor force.

Official unemployment rates are disputable, as workers leaving the labor force are not counted among America's unemployed, suggesting a great slump than official numbers present.


RETURNING TO WORK POST COVID:



56% of companies are expecting to shift more of their roles to contingent, project or contract work, as traditional workforce models rapidly evolve.



83% of formerly in-office workers that have gone virtual or hybrid since the pandemic welcome a return to full-time office work in the future.



The future isn't clear: flexible labor has the potential to be escalate success in 2021, with Staffing Industry Analysts predicting **U.S. staffing sector will grow by 12% in 2021.**

STRATEGIES INCLUDE:

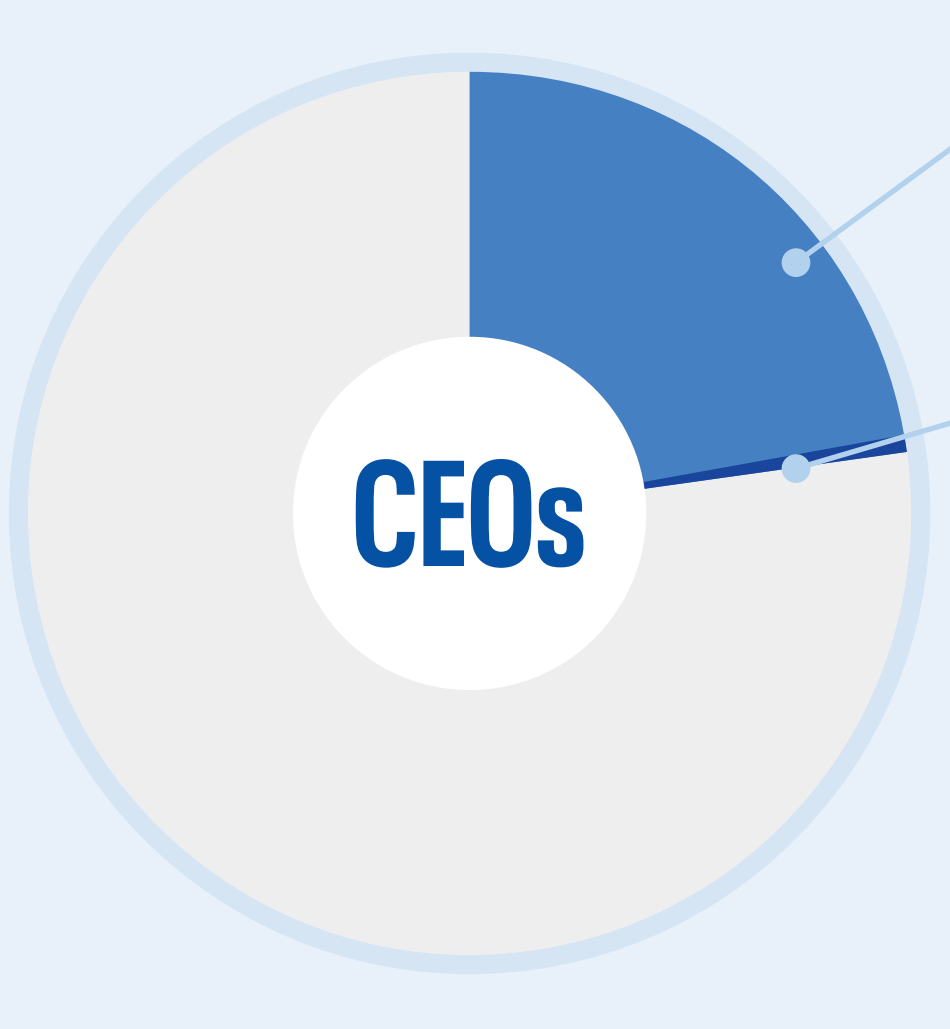
- Give your people freedom of choice.
- Prioritize employee mental health and well-being.
- Have a re-exit strategy in place in case of emergency.

DIVERSITY AND INCLUSION

Over the past several years, diversity and inclusion has come to the forefront of conversations surrounding hiring for all industries. A global hot topic, many organizations have now put additional resources into growing this area of their hiring strategies.


Companies with racial and ethnical diversity are 35% more likely to perform at a higher level.

SOURCE: STUDY BY MCKINSEY, DIVERSITY MATTERS.



Only **23% of C-suites are made up of women** (make up less than a quarter of all CEOs), and of that 23% only **4% are women of color.**

SOURCE: WOMENINTHEWORKPLACE.COM



Representation of Women

14%


2017

24%

2019

The percentage of firms reporting a strategy to increase the representation of women increased from 14% in 2017 to 24% in the latest survey.

SOURCE: SEIA'S SOLAR INDUSTRY DIVERSITY STUDY 2019



Representation of People of Color

7%

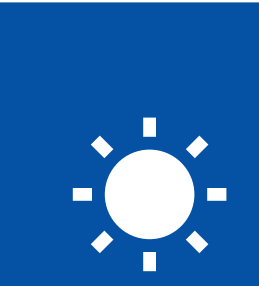
2017

22%


2019

The percentage of firms reporting a strategy in place to increase the representation of people of color is up from 7% in 2017 to 22% in the latest survey.

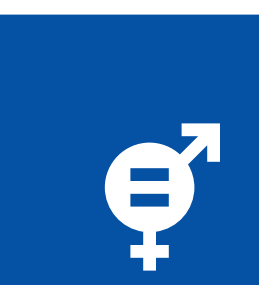
STRATEGIES FOR DIVERSITY AND INCLUSION:




Recognize that your organization needs to consider and **enact a plan to create a dynamic and healthy culture** that attracts and retains a diverse workforce. This requires attention and investment throughout the ranks of an organization to be fully effective.



Creating a culture takes work, so **be proactive in engaging a network of organizations, universities, and social media groups** that work towards the advancement of women and ethnic groups when promoting job opportunities.



A common stumbling block in attracting diverse applicants starts with inadvertently using subtly "gender-coded" language in job descriptions, introducing bias even before an initial engagement. Using **gender decoding processes** can effectively neutralise the situation.



All applications should be **blind applications**, which is the practice of removing any gender or ethnicity-specific details in a resume prior to the hiring manager ever seeing it, helping to level the playing field for all suitable candidates.

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