

# Ameresco's New Empowered Futures: 2024 Clean Energy Career Report Reveals Gen Z and Millennial Demand for Impact-Driven Careers

*Nearly 9 in 10 young workers say aligning their careers with their values is essential, but potential roadblocks could keep them from joining the renewable energy industry*

FRAMINGHAM, Mass.--(BUSINESS WIRE)-- [Ameresco, Inc.](https://www.ameresco.com), (NYSE: AMRC), a leading cleantech integrator specializing in energy efficiency and renewable energy, today published its inaugural *Empowered Futures: 2024 Clean Energy Career Report*, which reveals that Millennials and Gen Z — who now make up nearly 45% of the workforce in the U.S. — are prioritizing values-driven work as they chart their career path. In the report, nearly 90% of respondents said that knowing their work makes a difference is essential, and over 4 out of 5 emphasized the importance of giving back through their jobs in addition to competitive pay.

## Key Findings

- **Demand for Impact:** 88% of young workers say their careers need to align with their values.
- **Misconceptions Persist:** Over half of respondents believe they need an engineering (55%) or science degree (54%) to pursue a career in clean energy, highlighting a need for better education on the diverse roles within the sector.
- **Confusion About Clean Energy:** When asked what comes to mind first about clean energy jobs, 23% mentioned types of energy, 22% mentioned employment, 20% mentioned the environment, and 8% mentioned cleaning—revealing a lack of understanding of what clean energy careers truly involve.
- **Ready for Clean Energy:** 74% of Millennials and Gen Z say developing skills for a clean energy career would not be difficult.

This report comes at a pivotal moment for the clean energy sector, which is experiencing rapid growth. According to the [Department of Energy](https://www.energy.gov), jobs in clean energy grew more than twice the rate of overall U.S. employment, with salaries averaging 25% higher than the national median. However, the industry faces a shortage of skilled workers necessary to meet ambitious sustainability goals.

## Clear Demand for Impact, Yet Barriers Remain

Despite this clear demand for meaningful work, the survey reveals widespread misconceptions about the qualifications needed for clean energy careers.

More than 50% of Generation Z and Millennials mistakenly believe that a background in engineering or science is essential to pursue a career in clean energy, overlooking the

diverse opportunities available in this rapidly growing field. This misconception highlights the need for greater awareness about the variety of roles that contribute to the clean energy sector, many of which do not require specialized degrees. By broadening the understanding of career paths in clean energy, we can attract a more diverse and inclusive workforce, driving innovation and progress in this vital industry.

"This report highlights how clean energy careers can serve as the ultimate motivator for today's 'impact generations' — offering the opportunity to make a meaningful impact on our communities and our planet," said Lenka Patten, Senior Vice President and Chief Human Resources Officer at Ameresco. "However, we need to clarify the pathways into this industry and break down misconceptions to build the diverse workforce required to achieve our sustainability goals."

### **Clean Energy: A Sector Ready for Talent**

The *Empowered Futures: 2024 Clean Energy Career Report* also found that the majority of Millennials and Gen Z feel positive about the prospect of working in the clean energy sector. More than 80% agree that working in clean energy would be a good career path, with nearly half of those respondents saying it "definitely would be."

Ameresco remains committed to empowering the next generation of clean energy leaders by providing education and opportunities for impactful careers. The sector not only offers competitive wages but also serves as a platform for young professionals to contribute to solving pressing environmental challenges.

### **Methodology**

Ameresco partnered with Regina Corso Consulting to conduct an online survey targeting Millennials and Gen Z in the U.S. The survey was conducted between August 20 and 26, 2024 and included responses from 600 individuals aged 18-43. Of those surveyed, 50% are considered Generation Z (ages 18-27), and 50% are considered Millennials (ages 28-43).

### **Download the Full Report**

To access the complete findings of Ameresco's *Empowered Futures: 2024 Clean Energy Career Report*, visit [<https://www.ameresco.com/empowered-futures-2024-clean-energy-careers-report>].

### **About Ameresco, Inc.**

Founded in 2000, Ameresco, Inc. (NYSE:AMRC) is a leading cleantech integrator and renewable energy asset developer, owner and operator. Our comprehensive portfolio includes solutions that help customers reduce costs, decarbonize to net zero, and build energy resiliency while leveraging smart, connected technologies. From implementing energy efficiency and infrastructure upgrades to developing, constructing, and operating distributed energy resources – we are a trusted sustainability partner. Ameresco has successfully completed energy saving, environmentally responsible projects with Federal, state and local governments, utilities, healthcare and educational institutions, housing authorities, and commercial and industrial customers. With its corporate headquarters in Framingham, MA, Ameresco has more than 1,500 employees providing local expertise in

North America and Europe. For more information, visit [www.ameresco.com](http://www.ameresco.com).

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