

“NO COMPANY CAN AFFORD TO IGNORE THE ENVIRONMENTAL CHALLENGE” SAY IEMA

Businesses must invest in employing environmental professionals in order to survive the impending recession - that is one of the messages from the Institute of Environmental Management & Assessment (IEMA).

In doing so, organisations will become resource efficient, experience increased productivity and will be in the best position to compete for business.

Martin Baxter, Deputy Chief Executive of the IEMA, spells out the future of the environmental sector during these economically uncertain times in an environmental careers supplement released tomorrow (Thursday 13th November) in The Independent.

Under the heading ‘NO COMPANY CAN AFFORD TO IGNORE THE ENVIRONMENTAL CHALLENGE’ Martin advises *“In the recession, companies that survive and flourish will be those that take a strategic view on the environment and take advantage of being resource efficient to increase productivity; develop products that are resilient to a changing environment; and realise the potential and value that environmental professionals bring.”*

This careers guide (available in all copies of The Independent on tomorrow and in all copies of Issue 68 of ‘the environmentalist from Monday 17th November) is the latest contribution by the IEMA to promote the environmental profession. As a professional body with a worldwide membership of over 13,500 environmental practitioners, the IEMA are in the best position to advise on what someone can expect from a career in this sector and the continuing development of environmental skills. Since the IEMA’s formation in 1999, the Institute has sought to support individual practitioner’s careers and development while promoting the overall profile of the profession.

During 2008 alone, the IEMA has undertaken research for LANTRA, the skills council for the environmental sector, on National Occupational Standards (NOS) and is continuing to revise and develop new environmental NOS to ensure that individual practitioners can perform and achieve in line with Government targets on sector skills.

The supplement – entitled Green Careers - profiles the environmental profession including the rise of the environmental manager, and the importance of training and professional development within this sector. Case studies and interviews of environmental practitioners from across the IEMA’s membership demonstrate the various routes into a career in this growing field and the development needed to maintain a competitive edge.

For more information on the IEMA, its events, services, products, membership, training and publications, visit www.iema.net.

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