



Chartered  
Institute of  
Ecology and  
Environmental  
Management



Green Jobs  
for Nature



# NATURE CAREER RESOURCES

2024



Written By  
*Ashleigh Kitchiner*

+44 (0)1962 868626  
enquiries@cieem.net  
www.cieem.net

# Table of Contents

About us	3
Executive Summary	4
Methods	5
Survey Responses	6
Focus Groups	7
Focus Group Results	8
Reccomendations	9
Acknowledgments	10
Current Resources	11

# ABOUT US

The Chartered Institute of Ecology and Environmental Management (CIEEM) is the leading professional membership body representing and supporting ecologists and environmental managers in the UK, Ireland and abroad. CIEEM has collaborated with Marine Ecologist and Science Technology Engineering and Maths (STEM) Ambassador, **Ashleigh Kitchiner**.



**Ashleigh Kitchiner,  
STEM Ambassador**

## The future belongs to young people

Having both recognised the skills gap across the ecology sector, CIEEM and Ashleigh have been working on the production of educational resources for young learners about nature careers. Research indicates that career aspirations and interests are significantly shaped during the early adolescent years, specifically between the ages of 13 and 16. This developmental stage is critical as young people begin to explore their

identities and consider future possibilities, influenced by their growing self-awareness and exposure to different career options. Studies have shown that during this period, adolescents are particularly receptive to career guidance and information.

Effective career resources targeted at this age group can help students make informed decisions, align their educational paths with their interests and strengths, and ultimately achieve greater career satisfaction and success.



# Executive SUMMARY

## Analysis Report



### Need Assessment

The needs assessment highlighted a lack of modern, hands-on career resources and limited collaboration between schools and industries, which restricts practical work experience opportunities. It also identified the need for more inclusive, accessible materials tailored to diverse learning needs.



### Survey Responses

The survey revealed that educators and professionals believe current career resources lack engagement and practical relevance, particularly in nature-related fields. Respondents highlighted the need for more hands-on experiences and inclusive resources that cater to diverse learning needs.



### Focus Groups

The focus groups highlighted the need for hands-on career resources and stronger school-industry collaboration, while also highlighting the importance of inclusive, accessible materials.



### Recommendations

- Collaborate by building partnerships between schools, industries, and environmental organisations to offer real-world experiences.
- Create digital and inclusive resources that must be accessible, inclusive, and designed to accommodate diverse learning styles.
- Be Practical! Focus on hands-on experiences and real-world examples to engage students and make nature careers feel tangible and achievable.



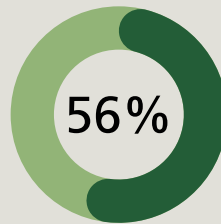


**Our progress is to build people's minds about the importance of greening the environment.**

The purpose of each activity was to gather data on the interests, awareness, and perceptions of young learners regarding career opportunities in nature-related careers. Insights gained from these were critical in developing tailored, impactful resources that resonate with and inspire young individuals across the UK to explore and pursue careers in these essential fields.

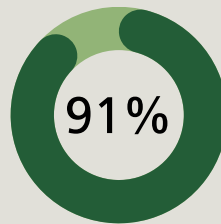
# METHODS

To acquire insight into effective career resource development, we deployed two methods. Initially, we issued an online survey to interested participants to gather information about the current resources available and the challenges faced with access to these resources. This data was utilised and informed the direction of two focus groups.



**Current use**

More than half of the respondents reported using career resources. This highlighted how important it is to use accessible tools for career guidance.



**Future direction**

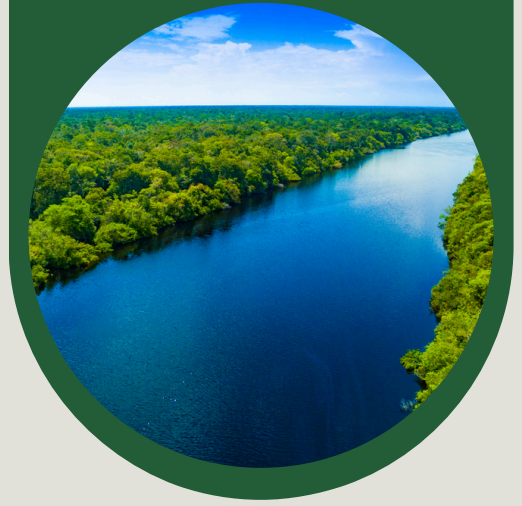
Over 90% of the respondents wished to hear about the future direction of the project. This highlights the requirement of access to future resources.

**Effective methods for career guidance should be engaging, practical, and tailored to the diverse needs of learners, ensuring accessibility and relevance.**



# SURVEY RESPONSES

## Initial Results



The initial survey results provide valuable insights into how educators and professionals currently approach career guidance in nature-related fields. Respondents highlighted key areas such as the need for more engaging resources, the importance of hands-on experiences, and gaps in guidance.

### Key Metric Analysis

### Initial Survey Results Overview

Time Frame: July 07, 2024 - August 02, 2024

#### Reach and impressions



34



18

#### Identified gaps



52%

#### Career resources



Deliver career guidance based on personal experience.  
**48%**



Access resources by browsing online.  
**35%**



Career resources should be written guides, modules, videos or through project work.  
**64%**

We had 34 responses to the survey from a variety of careers, all were aware of the twin biodiversity and climate crises. Five themes were pulled out of the survey results, which were carried through to the focus groups.



# FOCUS GROUPS

The focus groups further expanded on the survey findings, providing in-depth discussions on the challenges and opportunities within career guidance. We ran two focus groups each with a mix of industry and education professionals.

The focus group activities were designed to encourage in-depth discussions and gather diverse insights. We explored themes such as career guidance, work experience, and resource development. We worked together to identify challenges, barriers, and solutions for improving career resources in nature-related fields whilst comparing them to resources that are currently available.

Participants highlighted the need for greater collaboration between schools and organisations; and the importance of creating inclusive resources that cater to diverse learning styles and backgrounds.

These insights are essential in shaping the next steps for developing nature career resources.

## FIVE THEMES

The five themes carried over from the survey for discussion were:

- 1. Career Guidance and Encouragement**
- 2. Importance of Work Experience**
- 3. Resource Development**
- 4. Barriers in Education**
- 5. Accessibility and Inclusion**

**“Green careers are in all sectors, not just a sector itself. They are everywhere.”**





## RECOMMENDATIONS

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The following recommendations are based on the insights gathered from both the survey results and focus group discussions. They aim to address the existing gaps in career guidance for nature-related fields, highlighting practical, accessible, and inclusive approaches. By focusing on collaboration between schools and industries, enhancing work experience opportunities, and developing digital resources tailored to diverse learners, these recommendations offer actionable solutions to better equip students with the tools and knowledge they need to explore careers in nature and environmental sectors.

## KEY CONSIDERATIONS

1. Collaborate by building partnerships between schools, industries, and environmental organisations to offer real-world experiences.
  2. Create digital and inclusive resources that must be accessible, inclusive, and designed to accommodate diverse learning styles.
  3. Be Practical! Focus on hands-on experiences and real-world examples to engage students and make nature careers feel tangible and achievable.
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# ACKNOWLEDGEMENTS

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We would like to extend our sincere gratitude to all those who contributed to this project. Special thanks go to the educators, career advisors, industry professionals, and students who participated in the surveys and focus groups, offering invaluable insights and perspectives.

We also appreciate the organisations and stakeholders that supported this initiative by sharing their experiences and expertise. Your collaboration has been instrumental in shaping the recommendations presented in this report, and your commitment to improving career guidance in nature-related fields is deeply appreciated.



# CURRENT RESOURCES

The following resource list is designed to provide educators, career advisors, and students with valuable tools and guidance for exploring nature-related careers. These resources include a range of materials, from interactive online platforms to practical guides, all aimed at supporting students in discovering and pursuing careers in environmental and sustainability careers.

## **Government bodies**

Department for Education  
Apprenticeships

## **Nature organisations**

Green Jobs For Nature  
Field Studies Council Resources and Courses  
World Wildlife Fund Careers  
World Wildlife Fund Teaching Toolkit  
British Ecological Society Education  
Woodland Trust Resources  
Wildlife Trust Resources  
NatureScot Career Resources  
YouTube Career Information

## **Education organisations**

Skills Development  
Developing Young Workforce  
Education Nature Park  
Learning Through Landscapes  
Scot Dec  
Nature Bootcamp  
Springpod Virtual Work Experience  
Creative Journey  
Conservation Careers

## **Awards**

Crest Awards  
Brilliant Blue





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# THANK YOU

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