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'Scaping to Scale

What's Sexy in Youth Workforce
Development

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Why Landscaping?



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The Rise of the Green Economy



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Landscaping provides visible, immediate feedback about the value of the work

- It's possible to observe the difference between an unkempt lawn and one with flowers and a mowed lawn
- Youth get the catharsis of the dirt and sweat on their shirts to affirm that they worked hard.



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**Landscaping depends
on strong commitment
to homes and
neighborhoods.**



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**Landscaping focuses on beautification of
lawns.**



**Beautifying neighbors' property beautifies
neighborhoods.**



**Beautifying neighborhoods increases loyalty
to those neighborhoods and encourages
youth to treat them more respectfully**



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Plant matter sequesters carbon



**With less carbon, the air becomes
more breathable**



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**Working with the earth is a simple
way for disadvantaged youth to
learn to “think green”**



**“Thinking green” leads to other
sustainable solutions for our planet
and communities**



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**Disadvantaged youth can
take green landscaping jobs
to scale in their communities.**

**It may take years for other initiatives to build
the infrastructure to do the same.**



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**Landscaping jobs
can't be
outsourced.**



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Landscaping is everywhere, because lawns are everywhere.

- Everyone is a potential client, so work is plentiful.
- There is no such thing as a “landscaping hub”; if you move, you can still find work in the field



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Work is relationship- based

- Clients are more likely to hire the same landscaper after contracts are finished than to shop around/patronize several
- Neighbors are more likely to hire landscapers that already visit their neighborhoods regularly



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**Because it is relationship-based,
lawn mowing leads to opportunities
in other kinds of work:**

- Flower planting
- Garden design
- Horticulture
- Tree care
- Forestry
- Watershed Maintenance



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Why Entrepreneurship?

- If no one is hiring, hire yourself
- Low barriers to entry
- Build independence, self-assurance and leadership qualities, which are transferable to any job



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Questions