

Green Careers Internship Student Interview

Simone Greyling is a Carbon and Sustainability Executive at the 2030hub. She graduated from LJMU with a degree in International Business and Tourism.

A focus within Simone's job is carbon calculating to help businesses manage their carbon emissions. It is currently B-Corp month and 2030hub have been organising events which likeminded people or businesses are free to attend.

Simone obtained a first-class degree in International Tourism, but began carbon calculating in her current role, which she learnt when she joined the business. This current role is her first job within the green sector. Simone has however undertaken internships within the green sector. Her first role was with Think Pacific, which was a policymaking sustainable tourism role through Liverpool John Moores University, which gave her experience within a sustainability-focused role. Her second internship was with the Foundation for Environmental Education, who are very big on all things sustainability. However, both these internships were hindered by the Covid-19 pandemic, which meant that Simone was not able to experience these properly and was forced to undertake them virtually.

Simone started working for the 2030hub in February 2022. Simone joined the green sector because she thought the opportunity was a good one and that it was the right thing to do. The 2030hub is a small business, with just four employees, but Simone stated that she could definitely see the business growing, due to an increasing interest within business sustainability. Simone stated that her degree is not necessarily transferrable to the role she is currently in, and that the skills she has now could have been learnt through progression within the role. 2030hub makes money through consulting businesses on carbon emissions and calculating their carbon footprint.

Working within the green sector has influenced her purchasing choices, as Simone says that she now makes informed decisions on whether she actually needs certain items. Simone sold her car as she doesn't have much of a need for it, and her company pays for her rail pass, which aligns with the eco-friendly nature of the company. Simone believes that the green sector could improve on communication, as she says there are lots of greenwashing issues and too much focus on the doom and gloom, which although true, if people could be inspired more rather than disheartened it might have better impacts upon the general public. Simone keeps updated on environmental issues using newsletters, LinkedIn and social media.

Simone undertook sustainable tourism modules within her international tourism degrees, but we both agreed upon the lack of masters degrees that Universities offer in relation to working within the green sector, specifically at LJMU. LJMU has improved its offer recently, with many sustainability focused modules being offered within undergraduate courses, however it is lacking in its green sector focused masters degrees, which is something I believe they should definitely start looking into offering.

Simone believes that the green sector, especially small businesses like the 2030hub, are slightly underfunded, but she believes that growth could occur quickly. The 2030hub are recognised by the UN, and both of Simone's managers have spoken to the United Nations.

It was a pleasure meeting and interviewing Simone, she provided me with great insight on what it is like working within the green sector and enlightened me on what I can do to help myself to have a future career within it.