

GOOGLE

<https://about.google/google-in-uk/>

Google LLC is an American multinational technology company that specialises in Internet-related services and products. Google is committed to minimising their environmental impact and improving the lives of people who make their products. The company has expressed expectation of high ethical standards throughout the supply chain and aims to promote meaningful social change at supplier sites and nearby communities.

Google's sustainability programs include Responsible suppliers, Supporting economic opportunity in Congo, Conflict minerals and others.

Placement opportunity:

Preliminary ideas include the possibility to work on a range of research projects on themes relating to sustainability in Google's London office. Optional projects include:

What could a platform like Google Search do to enable individual actions in Sustainability?

For individuals

We'd like to see a targeted set of research on what Individual carbon consumption & emissions look like today across the globe (individual emissions by country, and ideally broken down by demographics too). Second, we would like to understand the Information gap for individuals re: what actions to take that Google Search could solve (i.e. individuals are not finding the information they need right now; the information ecosystem is too complicated or opaque to the average person).

Third, we would like to cross-reference the list of things humans could do with the things people are willing to do given the spectrum of reasonable choice we believe they have.

For communities

What community-based options are there for individuals to have greater impact? Is there a set of actions that when taken by individuals is sub-optimal, but when taken by a community is more impactful?

Student profile: Research interest and background in environmental sustainability, behavioural physiology relating to sustainability (preferred), statistical background (preferred)

How can Google help EU countries respond to the imperatives of the Green deal? Work with a research partner to identify:

- Which regions will be more affected by an EU Green Deal over the next 10 years (e.g. jobs gained/lost forecasting until 2030)
- Identify the top growing occupations in Europe under the new Green Economy (similar to data sets from the WEF Report), with a focus on Europe
- Transition Pathways analysis focused on the Green Economy - looking at LinkedIn data for high skilled and survey data for lower skilled to see effective transitions from declining jobs in coal-mining to green jobs
- Recommendations for re-skilling initiatives and public-private partnerships to support Europe's transition to an EU Green deal
- *Student profile: Background in economics, Experience in data analysis and modelling, Research interest in Future of Work and automation, Research interest in environmental sustainability (preferred)*

Youth Future of Work: (part of prep for OECD): How can Google help youth enter the world of work, in the context of many entry level jobs being automated?

Context: Young, low educated, male workers are expected to be more impacted by automation as occupations that are being displaced have higher share of young workers - data

At the same time, we are in a time of high employment and high education from some countries, but youth are still unemployed at a high rate.

Why is that? The inactive youth is a focus area, but what else?

Is it because the transition is bumpy? The labour market is becoming more selective?

OECD is worried about the potential of a new Lost Generation (e.g. Japan). Young people trying to enter the workforce accepted that there were no jobs for their skills and therefore took temporary/part time/lower skill jobs. When the job market then picks back up again, companies decide to hire new graduates rather than the people who were waiting for a job etc.

Is that the same in Europe? Many young people enter the job market at the wrong time and are they able to come back into mainstream jobs now that jobs are coming back?

What kind of policy do we need to help them more? More studies? More jobs? Provide them support as the labour market is more uncertain.

Student profile: Background in economics, Experience in data analysis and modelling, Research interest in Future of Work and automation