



Centre for Business and Economic Development
North Simcoe CFDC / SADC Simcoe Nord
Nottawasaga Futures
Orillia Area CDC

CFDCs collaborating in Simcoe County

Skills for the Green Economy, a CFDC initiative

Rural Community Green Economy Profiles

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Federal Economic Development
Agency for Southern Ontario

Agence fédérale de développement
économique pour le Sud de l'Ontario

Canada 

Skills for the Green Economy

A collaborative project of four Community Futures Development Corporations (CFDC) in Simcoe County, Ontario, that ran from January, 2015 to March, 2016

To raise awareness of the green economy and demystify what it takes to have a green career



Simcoe County



Green Economy

- Built on the pillars of:
 - ✓ Environmental values,
 - ✓ Financial viability, and
 - ✓ Societal values
- Preserving resources and reducing dependency on fossil fuels
- Combining new, environmental and sustainable (greener) practices into traditional careers
- Delivers higher rates of economic growth and more employment compared with business as usual



Ontario's Leadership in Climate Change



Emission reduction targets:

- ✓ By 2020 15% below 1990 levels
- ✓ 80% reduction by 2050 and striving towards carbon neutrality by end of the century

Skills for the Green Economy



GREEN BUSINESS PROFILE

Greenland - Consulting Engineers & Technologies Group
Cottleville, ON
President & CEO:
R. Mark Palmer, P.Eng.

Introduction
The Greenland Group is comprised of five engineering companies that provide full-service engineering for municipal infrastructure, clean energy and land development engineering projects. Their vision of creating traditional engineering practices and values with a conservationist ethic makes the Greenland Group unique in providing sustainable engineering solutions.

Why Go Green?
The Greenland Group has always had a positive reputation for its innovative water recycling and conservation partnerships. When Mark Palmer purchased the company 12 years ago, he built on this reputation and expanded the company into technology development and international partnerships. With his background as a water resource engineer, Palmer could see where the impacts of climate on water resources were heading, and built that into the company - they are now involved with new climate modelling tools, low impact development, and more.

Green Services Offered
The Greenland Group combines traditional engineering methods and emerging technologies to provide developers, industries and governments with sustainable solutions for:

- Municipal Infrastructure
- Water Resources
- Low Impact Development
- Aesthetics
- Sustainability
- Monitoring
- Information Systems

Future Green Plans
Already on the forefront of developing innovative and progressive technology, the Greenland Group will continue to expand through domestic and international partnerships as it advances as a leader in sustainable engineering.

For More Information
Visit the website
www.greenland.com
or call
(705) 444-8805

Learn more about the green features of the Greenland Group's office [here](#).

GREEN CAREER PROFILE

Tyler Hunt, Project Manager
Special Building Group
Ottawa, ON

Introduction
As a project manager, Tyler oversees water and energy projects from concept to completion. As an owner, Tyler manages multiple small and large scale (10 to 100+ units) projects. Most of Tyler's work involves working with organizations within the firm, other clients, and with other companies on a project to ensure it is on track, on budget, and on time.

Why Go Green?
Tyler always knew he was interested in environmental work, though he took a broad approach to his career path. He spent time working in the private sector and then moved into the public sector. He was drawn to the public sector because of the potential for climate change and the impact of how he could contribute to it. Through his projects, he became more and more interested in renewable energy and distributed energy. A project manager of renewable energy projects was the role he wanted to be part of.

Education & Training
Tyler completed his undergraduate degree in Environmental Studies at the University of Waterloo. After determining renewable energy was his career path, he took the needed career qualifications to prepare for a job in the sector and he completed a Master's degree in Environmental Engineering from the University of Toronto. Tyler recently joined the LEED Green Associate certification for energy-efficient building design.

Key Skills
Some of the skills and qualities that have helped Tyler be successful as a water project manager include:

- Strong communication skills
- Strong understanding of technical side of water supply
- Focus on the environment, renewable energy, and energy efficiency

Green Economy Career Advice
Tyler's advice to anyone considering a job in the green economy is to develop a core competency in something, no matter how small it is, and use it as a skill or technical, academic degree. Specialize first, apply to the best position for sustainability.

Future Job Prospects
Tyler sees the demand for work in water growing. Particularly in the case of projects continue to decrease and water plants become more common in new buildings.

Interested in a career in the water industry?
Don't just be a water utility worker. [Contact us](#) for more information.



#GreenCareersWeek

Edited by: Suzanne Anley, PhD
Daniella Pilon and Gillian Birch

March 2016

Busting Myths About the Green Economy & Careers

The green economy is delivering higher rates of economic growth & more employment compared to business as usual



How Does a Greener Economy Impact Jobs?

MYTH VERSUS REALITY

MYTH: THE GREEN ECONOMY = NEW ENVIRONMENTAL INDUSTRIES

REALITY: The green economy is the expansion of both new and existing environmental work. As part of this trend, professionals must combine environmental expertise with other skills, like business planning and development.

MYTH: THE GREEN ECONOMY ONLY CREATES JOBS IN NEW INDUSTRIES, LIKE GREEN MANUFACTURING

REALITY: The top 2 areas for new jobs in the green economy are actually established environmental industries: Environmental Protection (38% of recent green job vacancies) and Resource Conservation (21% of new green job postings).

MYTH: ONLY PROFESSIONALS WITH HIGHLY TECHNICAL EXPERTISE CAN FIND WORK IN THE GREEN ECONOMY

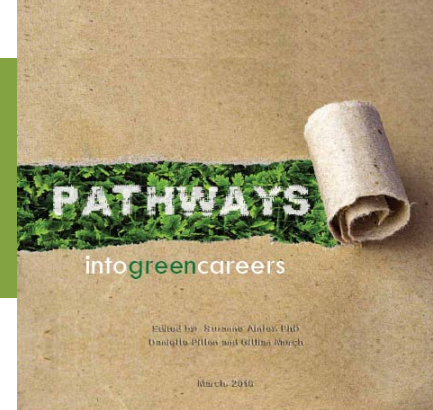
REALITY: Many green employers are actually looking for workers who can integrate environmental knowledge into a wider range of business areas. In fact, the top two competencies companies look for are: Corporate Environmental Program Planning & Implementation and Environmental Business, Technology & Product Development.

MYTH: SINCE SOME SECTORS IN THE GREEN ECONOMY GO THROUGH RAPID CHANGES, GREEN CAREERS ARE HIGH-RISK

REALITY: Many jobs in the green economy require skills that are highly transferable across sectors. Green professionals who have these skills can actually expect greater career resilience and flexibility than workers in other types of industries.

Learn more about Canada's growing Green Economy at eco.ca/greenjobsmap

Green Economy Profiles



Case study research - in-depth interviews

Completed 26 Profiles

Businesses (11)

Workers (15)

Green Workers - individuals already working in green careers in Simcoe County. Electricians, energy auditors, sustainable builders, HVAC, engineers, Project Managers, Sales, Landscapers, geothermal, and solar

Website, Social Media, high school & youth employment workshops

Legacy publication

Topic Areas Explored



Individual Pathways



Passion/deep interest in sustainability, environment, or technology led to pursuing green career

Gathering "routes" – having many careers, taking knowledge, skills & experience gained in one career into the next

Lifelong learners – keeping up on technology; government programs, regulations, policies starting, stopping and ever-changing; adapting; not ones to stay put

Entrepreneurial flair – start own business to pursue green career. Have previous business experience.

Barriers & Gaps



Boom-bust - Lots of businesses doing renewable energy when grants available, but poor workmanship; questionable credibility. Sub-contractor competitiveness on projects (backlogs). No more funding – projects dry up; businesses disappear/go bust.

Skilled worker gap – difficult to find employees; need to do own training; formal education opportunities don't exist or aren't sufficient

No/lack of standardized certifications – no oversight; misconceptions

Government's Role - Helping or Hindering?



Grants drive renewable energy resulting in poor workmanship & public misconception on affordability/savings

RED TAPE - Regulations changing or not available.
Inconsistencies applied over time and across jurisdictions.

Not yet any licensing or certifying of green workers in renewable energy (models exist *e.g.*, LEED & NRC Energy Auditors)

Green Career Advice



Don't pigeon-hole your career. Get broad education;
Combining what you know; Mixing formal & informal
learning/skill-sets

Be adaptable/Able to handle change

Education has a best-before date – important to keep up-to-date with technology and programs

Networks & Supports



Join associations, connect with like-minded people;
Mentorship

Put yourself out there

Give back to grow green economy – help others in their
green pathway

Get involved

The Future



Change catalyst - people don't want to change.
Serious scare (*e.g.*, climate change impacts, limited water, Peak Oil) *vs* Public education (*e.g.*, cost savings, irresponsible not to take action, getting involved)

Green technology exists - need more uptake

Affordability - Realize savings by going green

Volatility of government policies & regulations –
Standardization will happen

Green Economy Profiles

I would never want my grandkids to turn around to me and say the only difference between your generation and your parent's generation was that you knew better and still did it anyway

- *Environmental Program Manager*



Green Business Survey

- Conversations with & profiles of green workers helped design survey questions
- March 2016 → 114 green businesses emailed invitation
- FluidSurveys (online, closed ended questionnaire)
- 16 questions + 3 demographic questions (size of business, focus of business, location of business)
- Response Rate of 27% (31 responses)



Limitations:

Small number of respondents
Respondents self-selected

Next Green Steps in Simcoe County

- **Assisting businesses in green transition**
 - Finding green workers
 - Promoting green workplace programs (WWF's Living Planet @ Work)
 - Keeping up-to-date & promote ever changing programs/ regulations affecting renewable energy, green economy in Province
 - Planning and funding businesses to *go green*
e.g., SaveONenergy, CFDC's Green Loans

Rural Community Green Economy Profiles

www.nottawasaga.com/get



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