

USE ECO CANADA TO REPORT ON CANADA'S ENVIRONMENTAL PROFESSION

ECO Canada (Environmental Careers Organization) is an excellent resource for stories on Canada's environmental sector and the labour challenges facing this growing industry. Some recent articles that featured ECO Canada include:

"Management Material" – *Water Canada*, March 10, 2010

"Green jobs abound in public sector" - *Montreal Gazette*, February 22, 2010

"Work going green" - *The Edmonton Sun*, January 31, 2010

"Green light for certified environmental professionals" - *The Calgary Herald*, October 28, 2009

"Going green forcing shifts in workforce" - *The Gazette*, September 25, 2009

"Green jobs blooming in skilled trades" - *Calgary Herald*, August 29, 2009

"BEAHR Necessities: Increasing employment for the aboriginal population" - *Fort McMurray Today*, June 19, 2009

"A Wide Open Field" – *Financial Post*, April 22, 2009

We would be pleased to offer you information for your next story.
For more information, or to set up interviews, please contact:

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QUICK FACTS

Environment Industry in Canada at a Glance

- 10% of Canadian organizations have one or more environmental employees.
- There are over 530,000 environmental employees in Canada, accounting for 3.2% of the country's workforce.
- Women account for 37% of the environmental labour force, which is lower than the general Canadian labour force at 47%.
- By 2011, environmental employment is expected to reach 573,565—an increase of 8.1%. The national growth rate is estimated at 6.6%, meaning that jobs in the environmental sector are growing at a rate 23% faster than the national average.

Top Five Industries Employing Environmental Workers

1. Public administration
2. Mining and oil and gas extraction
3. Waste management and remediation, administration and support
4. Agriculture, forestry, fishing and hunting
5. Manufacturing

Provinces with the Highest Number of Environmental Employees

- 42.5% of environmental employees work in Ontario
- 17.6% are found in British Columbia
- 17.3% work in Quebec

Breakdown of Environmental Education Programs (Nation-wide)

- 392 programs overall
- 153 college programs
- 239 university programs

Future Projections

According to a 2008 ECO Canada Employer Survey across Canada:

- 65 % of employers in the environmental sector are expecting to grow over the next two years

Within this two year span...

- Air Quality foresees a 14% increase
- Restoration and Reclamation a 10% increase
- Research and Development an 8% increase
- Natural Resource management a 7% increase

For more information about these statistics, visit www.eco.ca and click on "publications" at the top right to download the *2007 Profile of Canadian Environmental Employment* report.

ECO CANADA COMPANY TIMELINE

1992 – ECO Canada is founded under the name, The Canadian Council for Human Resources in the Environment Industry (CCHREI).

1997 – The Environmental Youth Corp. (EYC) is established to provide recent postsecondary graduates with the opportunity to participate in internships in the environmental sector.

1997 – The Canadian Environmental Certification Approvals Board (CECAB) is established to certify environmental practitioners in Canada.

1997 – The National Occupational Standards (NOS) for environmental employment are completed. The NOS are updated approximately every five years.

1999 – ECO Canada launches its national online job board, which specifically caters to environmental job postings.

2001 – A new ECO project—Building Environmental Aboriginal Human Resources (BEAHR) is founded to help Canada's Aboriginal peoples find employment in the environmental sector.

2005 – The organization's name changes from The Canadian Council for Human Resources in the Environment Industry (CCHREI) to the simpler ECO Canada (Environmental Careers Organization).

2006 – The first annual ECO Canada Environmental Employer of the Year Awards were offered. The award recognizes outstanding human resource and business management practices and policies within the Canadian environmental profession.

2006 – ECO Canada and Royal Roads University join forces to create the Canadian Centre for Environmental Education (CCEE), which offers the distance-delivered Certificate in Environmental Practice.

2006 – CECAB is accredited to CAN-P-9/ISO 17024:2003 by the Standards Council of Canada.

2007 – BEAHR is awarded a Sharing the Flame Award by the Canadian Council on Learning. BEAHR is recognized for exemplary practice in Aboriginal learning.

2008 – ECO Canada Launches the Environmental Career Transition Project (ECTP) created to develop a comprehensive system enabling environmental employers to integrate displaced skilled workers from declining sectors into the high-growth environmental sector.

2009 – ECO Canada's research team worked at revising the National Occupation Standards for environmental employment. Results will be released in 2010.

ECO Canada plays a strategic role helping Canada become a world leader in the development and deployment of professionals by providing top-quality credentials to the environmental field.

WHAT IS ECO CANADA?

ECO Canada is an industry-lead human resources organization that:

- Develops programs that help individuals build meaningful environmental careers,
- Provides employers with resources to find and keep the best environmental professionals,
- Informs educators and governments of employment trends to ensure the ongoing prosperity of this growing sector.

Background

ECO Canada is a not-for-profit organization that was first established in 1992 under the federal government's Sector Council initiative.

Over the past 17 years, ECO Canada has grown into its own as an organization focused on supporting Canada's environment industry by communicating with industry stakeholders, conducting research and creating the necessary resources required to address human resource needs in order to ensure the success of this dynamic sector.

Our Mission

"To ensure an adequate supply of people with the demonstrated skills and knowledge required to meet the environmental human resource needs of the public and private sectors.

Our Commitment

ECO Canada promises to build on the expertise it has developed over the past decade (and more) and continue to grow in both the services it provides and its responsiveness to its practitioner, employer, educator, and student clients.

Our Partners

There are a number of stakeholders from the public and private sectors, as well as industry and academic communities who have supported ECO Canada over the years through funding and partnerships. In particular, ECO Canada would like to thank all those involved in the Government of Canada's Sector Council Program.

Key Products & Services

- ECO Job Board - Canada's Largest Environmental Job Board
- Professional Certification - Designations for environmental professionals, auditors, and GHG verifiers & quantifiers
- Internships - For high school students, post-secondary graduates and transitioning workers
- Academic Institution Accreditation
- Professional Development & Training - Certificate courses and curriculum specific to Aboriginals and Newcomers to Canada
- Networking Events
- K-12 Career Awareness
- Employee Satisfaction Survey & HR consultation

CURRENT AND UPCOMING INITIATIVES

ECO Canada is a leader in providing some of the most detailed statistics and trends available about the Canadian environmental sector. ECO Canada has conducted a number of research studies and initiatives including:

Meteorology - ECO Canada, in collaboration with the *Canadian Meteorological and Oceanographic Society* (CMOS) and *Environment Canada*, is in the process of collaborating with experienced Meteorologists & Meteorological Technicians to draft an initial skill set map for the occupation. This will set the foundation for professional certification in the field of meteorology. The objective of this project is to determine what nation-wide standards are applicable and unique to meteorological practitioners, and to better define environmental occupations within the field of meteorology. A DACUM (Developing a Curriculum) Session will be held in April 2010 to refine the skill set map and produce a draft National Occupational Standard for Meteorology.

Greenhouse Gas Certification Program - The GHG Certification Program has been developed to meet the national and international needs of industry for clarification and standardization of GHG verifier and/or quantifier qualifications. The GHG Certification program fits within a larger framework and works to support standardized practices, organizational competence and individual competence. These standards were developed as a definitive guide of the skills and knowledge required for practitioners to do their jobs within the areas of Greenhouse Gas Quantification and Verification.

Career Awareness - ECO Canada's newest project is a K-12 environmental education and career-pathing strategy. It was created with a vision to connect educators from across the country and inspire youth through building awareness around environmental career opportunities. The Career Awareness project will support and complement the work already underway in Canada. We are currently in the research phase of the project, investigating environmental career perceptions of youth, and conducting a national curriculum review of environmental education.

RECENT REPORTS

Characteristics of Canadian Environmental Practitioners 2009 - This short presentation will assist individuals that are interested in pursuing a career in the environment to better understand the sector and the nature of the work via the perspectives of practitioners already conducting environmental work. Employers and human resource managers can gain better perspective on the characteristics of today's environmental workforce and specifically what motivates employee retention and engagement.

Environmental Careers Compensation Report 2009 - ECO Canada has compiled Canada's first Compensation Report specifically for key occupations in the environmental sector. The study offers detailed information on all forms of compensation, including: salaries, bonuses, RRSP and pension contributions and all other benefits.

HR Best Practices Report 2009 Categorized according to six HR practice areas, ECO Canada's HR Best Practices Report highlights innovative human resource strategies used by Canadian environmental organizations to promote employee engagement.

Reports can be downloaded by visiting www.eco.ca and clicking on "publications" at the top right.

KEY CONTACTS & MANAGEMENT BIOS

Grant Trump, President & CEO

Michael Kerford, Vice-President

Chris Stewart, Director, Marketing & Communications

Adriana Saenz, Director, Academic Programs

Tanya Tucker, Director, Industry Programs



Grant Trump, President & CEO

Grant Trump is the founding President and CEO of ECO Canada. Prior professional activities include 18 years involvement in post-secondary education in Western Canada. As a trained chemist, his interests in recent years have largely been focused on environmental employment that ensures industry, government, and educators work cooperatively in the environmental training field—both on a national and an international level.

As a respected member of the education and environmental community, Grant Trump has been the keynote speaker at many conferences and seminars across Canada and North America, discussing the importance of human resource planning for environmental employment. Establishing ECO Canada as a national institution dedicated to environmental human resource planning has been his primary goal.



Michael Kerford, Vice-President

A graduate of McGill University, Michael Kerford has been with ECO Canada for eleven years. In his current position as Vice President, Michael is responsible for ECO Canada's project and business development and the day-to-day management of ECO Canada staff.

Michael brings a wealth of experience in strategic planning and the integration of web-based resources into ECO's programs. He played a lead role in the development of ECO Canada's website and applications such as the ECO Job Board and the CECAB (certification) assessment process, among other projects.

His past experience in marketing and communications has also contributed to the organization's success, ensuring that ECO's projects take into account the needs of the users and the development of long-term relationships with project participants.