

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:

"New green designation raises bar" - *Calgary Herald*, September 2, 2010

"Green construction transforming trades" - *Montreal Gazette*, September 2, 2010

"Local student wins scholarship" - *Edmonton Examiner*, September 1, 2010

"Calgary student wins top ECO scholarship" - *Calgary Herald*, August 17, 2010

"Pearson students win video contest prize" - *Orleans EMC*, June 17, 2010

"The greening of workplaces" - *Globe and Mail*, May 21, 2010

"New economy will be 'all about green jobs'" - *Canwest News Service*, April 24, 2010

"Foreign eco-workers helping to fill gap" - *Calgary Herald*, April 24, 2010

"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

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

- 17% of Canadian organizations have one or more environmental employees.
- There are over 682,000 environmental employees in Canada (4% of total workforce) who spend 50% or more of their time on environmental activities. Over 2,000,000 workers (12% of total workforce) spend some of their time on environmental activities.
- 40% of all environmental employees are women (representing 45% of the total Canadian employed labour force);
- Industries with the highest concentrations of environmental employees include:
 - Agriculture, forestry, fishing, and hunting (11%);
 - Construction (8%);
 - Administration and support, waste management, and remediation (6%); and
 - Professional, scientific, and technical services (5%).
- 91% of environmental employers have workers in more than one occupational skill category, highlighting the interdisciplinary nature of work in the environmental sector. The most common occupational skill categories of workers in the environmental sector are:
 - Environmental health and safety (40% of environmental employees);
 - Waste management (28%);
 - Site assessment, remediation, and reclamation (20%);
 - Environmental communication and public awareness (19%);
 - Environmental education and training (18%);
 - Water quality (17%);
 - Environmental policy and legislation (15%); and
 - Energy (including alternative / renewable energy or eco-efficiency) (10%).
- Ontario (37%) has the highest share of environmental employees, followed by Quebec (23%). Alberta and British Columbia have similar numbers of environmental employees, representing 12% and 14% of environmental employment respectively.
- 44% of environmental employers planned to hire workers in the next two years, either to augment their workforce or to replace workers who leave. The most common NOS occupation category employers plan to hire for was site assessment and reclamation. Strong growth in demand for environmental skills can be observed in the construction sector, the agricultural/forestry/fishing/hunting sector, and the manufacturing sector.
- Retirements of environmental workers will create vacancies over the next decade as over 100,000 environmental employees (14% of the environmental workforce) reach retirement age.

For more information about these statistics, visit www.eco.ca and click on “publications” at the top right to download the *2010 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 was held in April 2010 to refine the skill set map and produce a draft National Occupational Standard for Meteorology.

Environmental Professional (EP) – ECO Canada’s new environmental designation provides clarity, assurance and consistency throughout the environmental sector. For over a decade, ECO Canada has awarded seven designations to formally recognize the unique skills and knowledge of environmental professionals in Canada but now in an effort to create a clear and strong identity, ECO Canada has merged these into the Environmental Professional (EP) designation. The EP designation demonstrates an environmental professional’s commitment to accountability and career development, as well as their desire to remain on top of current practices. It is also a measure of competencies against verified national standards.

RECENT REPORTS

Profile of Canadian Environmental Employment 2010: A unique study representing the most comprehensive estimate of environmental employment and use of environmental skills in Canada. It is the first study performed by ECO Canada that measures the number of workers employed in specific environmental occupations. This survey’s focus on environmental occupations and skills extends research previously performed that identified environmental employment in each industry, across sectors of the economy.

Canadian Environmental Sector Trends 2010: A high-level research report that investigates the factors and drivers of growth and change in the environmental sector. This report focuses on how change will affect employment, occupations and macro labour issues. This report is useful for researchers and strategic decision-makers involved in the environmental sector as well as those looking to enter into an environmental career.

Post-Secondary Graduation Research 2010: Examines enrolment and graduation rates of environment-related programs compared to the rates of all university and college programs combined the distribution of enrolments and graduations within different environment-related programs, and rates of change for select environment-related programs. This report provides an updated look at the data presented in ECO Canada’s previous reports *College Graduation Trends for Environment-Related Programs 2002-2005* and *University Graduation and Enrolment for Environment-Related Programs 1999-2005*

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.