

USE ECO CANADA TO REPORT ON CANADA'S ENVIRONMENTAL PROFESSION

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

Environmental programs recognized; Graduates of 10 schools enjoy industry recognition of their credentials

Vancouver Sun, September 24, 2011

Calgary professionals evolve to meet emerging industry needs

Alberta Oil Magazine, August 1, 2011

Green Teens: more than half are interested in working in the environment

GLOBE-Net, July 18, 2011

Immigrants find greener pastures in eco-sector

National Post, April 30, 2011

Canadian students show 'huge interest' in green programs

Winnipeg Free Press, April 7, 2011

UTM student wins environmental award

Mississauga community news, April 5, 2011

Future looks bright for those seeking green careers

The Vancouver Sun, May 3, 2011

Student wins national environmental award

Terrace Standard, March 22, 2011

New initiative to provide opportunities for Aboriginals in Canada

Environmental Science & Engineering Magazine, Jan/Feb 2011

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

Jessica Reynen

Coordinator, Communications

(403) 476-1931

media@eco.ca

You can also follow us on:



QUICK FACTS – Canada’s Environmental Industry at a Glance

Through extensive research ECO Canada has developed a practical definition of the green economy that will support a later analysis of how green economic development affects the labour market in Canada.

ECO Canada defines the Green Economy as:

“The aggregate of all activity operating with the primary intention of reducing conventional levels of resource consumption, decreasing harmful emissions, and minimizing environmental impact.”

By extension, the green economy “encompasses all the inputs, activities, outputs and outcomes involved in the production of green products and services”

ECO Canada defines a green job as:

“A job that works directly with information, technologies, or materials that minimize environmental impact and also requires specialized skills, knowledge, training, or experience related to these areas”

Accordingly, a green job involves the production of goods or services that support ecological integrity and minimize environmental degradation

Part of the evolution of green jobs includes the incorporation of environmental consciousness and sustainable practices into existing jobs (including those that are not normally part of the traditional environmental sector)

Workforce statistics

- 17% of Canadian organizations have one or more environmental employees.
- There are over 682,000 environmental employees in Canada
- 4% of Canada’s total workforce spends 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)
- 91% of environmental employers have workers in more than one occupational skill category, highlighting the interdisciplinary nature of work in the environmental sector.

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%
- Professional, scientific, and technical services 5%

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%).

Environmental employment by province:

- Ontario has the highest share of environmental employees (37%), followed by Quebec (23%).
- Alberta and British Columbia have similar numbers of environmental employees, representing 12% and 14% of environmental employment respectively.

The future of the environmental sector:

- 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.**

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

- Industry leading Labour Market Information research
- 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 PROJECTS

ECO Canada is a leader in providing some of the most detailed statistics and resources available to the Canadian environmental sector. Through research ECO Canada is able to form programs to help with the development of the environmental sector. Some current initiatives include:

The **Compensation Centre** offers real-time salary & benefits data specific to the environmental sector. Allowing companies to make informed decisions on job offers and gain access to customized reporting on regional influences and sector differences.

The **GREEN High Schools Program** was created in partnership with the SEEDS Foundation and recognizes the environmentally sustainable actions of students, teachers, and schools across Canada. This program encourages student-led, action-based projects that work to enhance the environment, communicate about the environment and or demonstrate the sustainable use of resources.

RECENT REPORTS

Building Operator Scoping Study

Buildings in the commercial and institutional sectors account for almost \$17 billion in annual energy costs, and produce 13% of Canada's carbon emissions. Although often overlooked, building operators can play a significant role in increasing efficiency and achieving cost and energy savings targets. As the built environment undergoes a transformation to optimize energy performance, there will be an increase in demand for highly trained operators with essential skills and competencies. This report outlines mechanisms to advance the profession of building operator to help reduce the amount of energy used in buildings in the commercial and institutional sectors.

Defining the Green Economy

Defining the Green Economy provides a high-level perspective to bring definitional consistency to the highly-dynamic and ever-changing green economy and green jobs. In addition to communicating consensus-driven green economy and green jobs definitions, the report includes detail regarding the top areas of economic opportunity in Canada and the impact of the green economy on employment. The report outlines how a growing sense of environmental stewardship in conjunction with new policies and incentives is encouraging organizations in almost every sector of the economy to adopt greener practices.

Labour Mobility between EU and Canada 2010

Canada is anticipating a labour shortage mainly due to retirement of baby boomers and a low birthrate in Canada. To remain economically competitive with an efficient labour market, Canada has been taking steps to improve labour mobility and foreign credential recognition both at home and abroad. Agreements have recently been signed both at the provincial level, and between Canada and the European Union. The goals of these agreements are to improve foreign credential recognition, facilitate international labour mobility, and strengthen the Canada-EU partnership. This report explores mechanisms to allow the Canadian environment sector to reach its full economic and employment potential in the global economy.

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

KEY MANAGEMENT

Grant Trump, President & CEO

Michael Kerford, Vice-President

Janelle Thomlinson, Director, Marketing & Communications

Adriana Saenz, Director, Academic Programs

Tanya Tucker, Director, Industry Programs



Grant Trump, President and 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.

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.
- 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** – 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.
- 2010** – ECO Canada and the Environment Institute of Australia and New Zealand (EIANZ) sign a Memorandum of Understanding (MOU) at the GLOBE Conference, demonstrating that environmental work requires a global effort.
- 2010** – The Canadian Centre for Environmental Education (CCEE) launches a master’s degree in environmental practice, a three-year program targeting people seeking leadership roles
- 2010** – ECO Canada brings all environmental professionals in areas such as engineering, geology, geography, hydrology and many others under a single certification – Environmental Professional (EP)
- 2010 – ECO Canada releases first in a series of LMI research dedicated solely to helping shape and globally define the Green Economy
- 2011** – ECO Canada launches the first ISO Accredited Greenhouse Gas Professional Certification
- 2011** – ECO Canada officially launches the new Professional Meteorologist certification (P.Met)

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.