

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:

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

"Working for Global Green Credentials" – *Canwest News Service*, April 21, 2009

"Schools Focus on Sustainability" – *Metro Canada*, 2009

"Third Wave' Spurs Green Job Growth" – *Calgary Herald*, March 7, 2009

"Demand in 'Green' Job Sector Rising" – *The Leader-Post*, February 07, 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.

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?

Background

Canadians are more aware than ever that industry has an impact on the environment. As a result of growing consumer demand, proactive initiatives and legislation, Canadian industry has endeavored to become a better environmental steward—lessening its impact on the environment and protecting human health. Today, every sector of the Canadian economy has an environmental component and employs environmental practitioners to ensure regulations are followed and environmental impacts are kept to a minimum. As the needs of employers continue to grow in this area, so too does the requirement for well-trained, highly skilled environmental practitioners.

Meeting the Need

ECO Canada is a national, not-for-profit organization that provides a critical link between industry's need for qualified environmental practitioners and those looking for career and skills development in this growing area. Since 1992, ECO Canada has kept its finger on the pulse of the Canadian economy—noting environmental trends, monitoring industry needs, and communicating those needs to educators and governments. It also provides students, those looking for a mid-career change, and new Canadians with the information they need to consider and embark on careers as environmental practitioners.

Programs and Services

ECO Canada offers programs and services to four user groups: employers, practitioners, educators, and students.

- For **employers**, ECO Canada offers recruitment assistance, tools, and strategies for improving employee retention and keeping up with environmental trends and training opportunities. The ECO Job Board offers employers the unique opportunity to post jobs on the largest online environmental job board in Canada.
- Environmental **practitioners** can turn to ECO Canada to help them connect with the right job on ECO Canada's online job board, plan for and access professional development opportunities, and obtain national environmental practitioner certification.
- ECO Canada provides resources to help **educators** promote their courses, keep their curriculum current with new trends and skills requirements, and provide career guidance to their students. It also encourages network building among educators and industry.
- For **students** and others considering an environmental career, ECO Canada has a full range of programs and services including multimedia career planning tools, job search assistance, and internships for recent graduates.
- For **Aboriginal** peoples, ECO Canada has a program dedicated specifically to connecting environmental employers with Aboriginal practitioners and graduates. Building Environmental Aboriginal Human Resources (BEAHR) was created to increase Aboriginal employment in the environmental sector.

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:

- Studies and research on the environmental labour market
- National Occupational Standards for environmental employment
- Human resource studies for the water and wastewater, and meteorological sectors

Greenhouse Gas Certification Program

The focus of ECO Canada's Greenhouse Gas project is to establish a national certification system for greenhouse gas professionals in Canada. A partnership between ECO Canada, the Standards Council of Canada, NRCan/TEAM, and HRSDC, this project will also document and define national occupational standards within the greenhouse gas field. Set to launch in the fall of 2009, ECO Canada's national certification system will ensure that greenhouse gas professionals possess the skills and knowledge necessary for them to be consistent and accurate in their work. Incorporating ISO standards, it will be developed after an intensive review of international best practices and standards relevant to Canadian industry, including extensive consultation with industry and government.

ECO Futures

ECO Canada's newest project, ECO Futures 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 ECO Futures 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

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.

When Supply does not Meet Demand (Contaminated Sites Report 2008)

During the next few decades, federal, provincial, and municipal governments, as well as the private sector, are poised to commit considerable financial resources to cleaning up contaminated sites across Canada. ECO Canada, in partnership with Human Resources and Skills Development Canada, has commissioned research to provide stakeholders across the country with a better understanding of the labour gaps and issues in Canada's Contaminated Sites Sector.

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

Janelle Thomlinson, Director, Marketing & Communications

Adriana Saenz, Director, Research

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.