



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

CFDCs collaborating in Simcoe County

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*Skills for the Green Economy*, a CFDC initiative

# *Simcoe County Green Economy Profiles*

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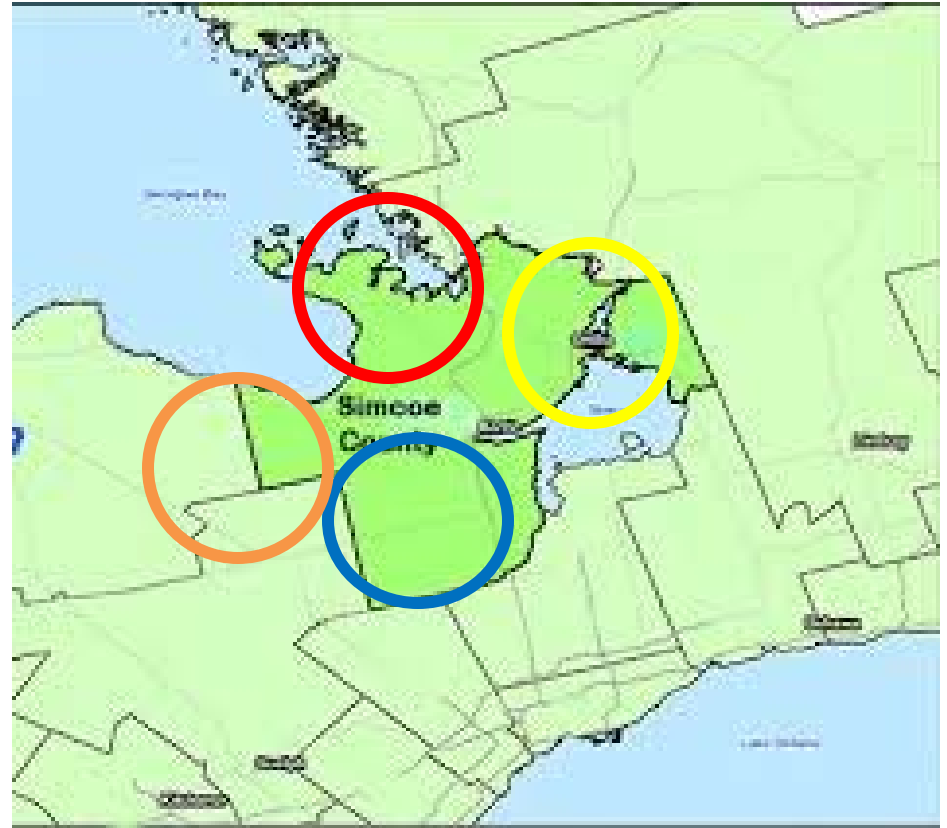
# *Skills for the Green Economy*

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 rewarding 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

# Busting Myths About the Green Economy & Jobs

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](http://eco.ca/greenjobsmap)

# Skills for the Green Economy



## GREEN BUSINESS PROFILE

**Greenland - Consulting Engineers & Technologies Group**  
Collingswood, ON  
President & CEO: 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 conservation 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 realized new opportunities, outside of climate or water resources were heading, and built his into the company - they are now involved with new climate modeling tools, low impact

**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
- Aest Sustainability
- Monitoring
- Information Systems

**Enter 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](http://www.greenland.com) or call (705) 444-8805  
Learn more about the green features of the Greenland Group's office building.

## GREEN CAREER PROFILE

**Tyler Hunt, Project Manager**  
Specialty Building Group  
Ottawa, ON

**Introduction**  
As a project manager, Tyler oversees water and energy projects from concept to completion. As an engineer, Tyler manages multiple small and large scale (IT) water projects (30 km) in over 500K+ M3 of water, oversees the design, construction and operation within his firm's 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 perspective in his career choice to give more exposure and to try to see who he was meant to go towards with. For a few years he spent time learning about the problem of climate change and thinking of how he could contribute to help fix it. Through his parents to become more and more interested in renewable energy and alternative energy, a project manager of renewable energy projects was the job 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 interest, he completed a M.Sc. degree in water resources engineering to prepare for a job in the water sector. He completed a Master's degree in Environmental Engineering from the University of Toronto. Tyler received several LEED Green Associate Certifications for energy efficient building design.

**Key Skills**  
Tyler has the skills and qualities that have helped Tyler to be successful as a water project manager:

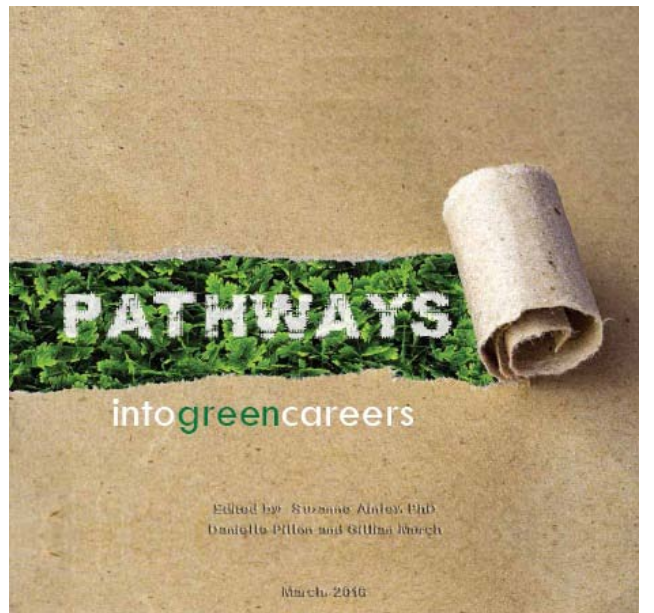
- Strong communication skills
- Strong understanding of technical side of water supply
- Focus on the environment, renewable energy, and energy efficiency

**Project Management in Green and Renewables**  
Renewable energy needs to be given a language and communicating with the client, creating proposals, and keeping track of time and schedules. One of the jobs Tyler has done so far were in the development of water supply and distribution and with water supply and distribution and communicating effectively with clients.

**Green Economy Career Advice**  
Tyler advice to anyone considering a job in the green economy is to develop a core competency in something, and stay on top of it. It can be a skill or technical, academic degree. Speculate how apply to the job you are interested in.

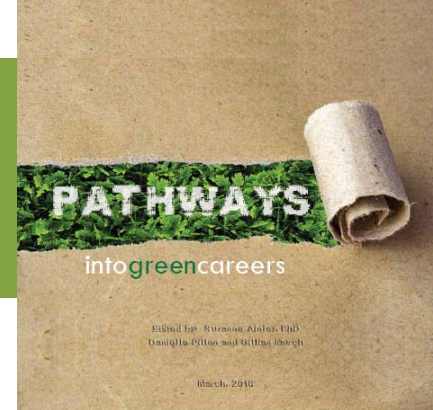
**Future Job Prospects**  
Tyler sees the demand for work in water growing. Particularly in the area of projects continues to decrease and water rates to become more common in our buildings.

**Interested in a career in the water industry?**  
Tyler and his colleagues are looking for new talent. If you're interested in water, contact Tyler at [tyler@wsg.com](mailto:tyler@wsg.com) or [www.wsg.com](http://www.wsg.com).



## #GreenCareersWeek

# 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. Geothermal, solar, electricians, energy auditors, sustainable builders, HVAC, engineers, Project Managers, Sales, Landscapers

Website, Social Media, used in 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 to the next

Continuous 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 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 jurisdiction.

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

# Green Career Advice



No clear pathway

Don't pigeon-hole your career. Make sure to 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

# Network Supports



Join associations, groups locally & ones farther afield – connect with like-minds; Mentorship

Put yourself out there

Help others

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)

Already have green technology - 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 parents generation was that you knew better and still did it anyway

- *Environmental Program Manager*





# Green Business Survey

- Conversations with Green Workers helped with designing 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

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