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GREEN ECONOMY JOBS PROJECT

The Planning and Economic Development Committee recommends the adoption of the recommendations contained in the following report dated August 11, 2009, from the Commissioner of Planning and Development Services.

1. RECOMMENDATIONS

It is recommended that:

1. Regional Council authorize an application to the Ontario Ministry of Training, Colleges and Universities to implement the Green Economy Jobs Project as outlined in this report.
2. The Regional Chair and Regional Clerk be authorized to execute the contract, and any renewal, subject to the approval of Legal Services as to form and content.

2. PURPOSE

This report outlines the labour market implications of the emerging green sector and summarizes the proposed Green Economy Jobs Project.

3. BACKGROUND

Global economic regions are implementing initiatives to capitalize on job opportunities in the green economy

Over the next 10 years, economic regions worldwide will implement fiscal, educational and economic initiatives to capitalize on the job opportunities in the green economy. The green economy is viewed as the ideal path to transition from the declining manufacturing sector while providing tangible environmental benefits.

In February 2009, the U.S. Congress enacted the American Recovery and Reinvestment Act of 2009, an economic stimulus package that is estimated to create 3 million green jobs with \$500 million committed to green collar job training.

In California, the state-sponsored Green Corps program was established to utilize \$10 million of the federal economic stimulus funding and match an additional \$10 million from public-private partnerships to stimulate the economy through initiating green jobs to improve the environment and build up the state's green workforce. The Green Corps program furthers the goals of California's Green Collar Jobs Council charged with

developing a comprehensive approach to address the workforce needs associated with California's emerging green economy.

The Government of Canada has committed that Canada's total greenhouse gas (GHG) emissions be reduced by 20 percent from 2006 levels by 2020 and that 90 percent of Canada's electricity be provided by non-emitting sources such as hydro, nuclear, clean coal and wind power by 2020.

In support of these goals, the Clean Energy Fund provides \$850 million over five years for the demonstration of promising technologies, including large-scale carbon capture and storage (CCS) projects, and renewable energy and clean energy systems demonstrations. It also provides \$150 million over five years for clean energy research and development (R&D).

The Province of Ontario has introduced incentives to help stimulate the green economy

The Province of Ontario introduced the Green Energy Act to attract new investment, create new green economy jobs and better protect our climate. It includes projections of 50,000 new jobs being created by this initiative in the first three years.

The Ontario government has also announced rebates of up to \$10,000 to people who buy plug-in hybrid and battery-electric vehicles after July 1, 2010. The goal is to have one out of every twenty vehicles driven in Ontario electrically powered by 2020. This incentive will increase the demand for hybrid and battery-electric vehicles and will in turn create more green jobs.

Green jobs will also be in demand in the solar industry. The Solar Industry Association of Canada recently surveyed members and found that companies expect to double their workforces over the next three years. The jobs with the highest growth include project management, installation, sales and manufacturing.

The emerging green economy is becoming a significant contributor to Toronto Region's job targets

The global competition for workers with Green Economy skills will intensify and will require stakeholders in the Toronto Region to proactively develop the local labour force. The global demand for green jobs will occur at the same time as the significant growth in employment forecasted by the Ontario Places to Grow Strategy for the Toronto Region. The forecast calls for 1.1 million new jobs (from 2.7 million jobs in 2001 to 3.8 million jobs by 2021) and the green economy should be a major contributor to achieving these targets.

The Green Economy Jobs Project will reveal what types of green jobs will be created in the Toronto Region and in which sectors. The project will also determine if there are

residents qualified to fill green jobs and identify current and future educational programs required to train the new Green Economy labour force. The outcome will be that York Region and the Greater Toronto Region have established a clear direction for developing the Green Economy labour force.

4. ANALYSIS AND OPTIONS

A key objective of the Region's Economic Strategy is to align workforce development efforts with the needs of industry clusters in York Region

Key actions included in the 2005 Economic Strategy:

- Facilitate better forecasting of industry requirements, skills shortages and deficiencies within the Region.
- Advocate for more apprenticeship and skilled trades training and education.
- Improve efforts to maintain effective and adequate human service infrastructure to meet the needs of the labour force.

The 2007 Sustainability Strategy outlines an action plan for achieving sustainable economic vitality. Sustainability will make York Region a more competitive place to attract a talented labour force and leading edge companies. Achieving Economic Vitality through sustainability identified a number of actions, one of which is addressed in this report: Improve the understanding of the Regional economy in order to address industry requirements and skills availability

The 2008 Economic Development Marketing and Communications Strategy identified three initiatives:

- Enhance the sustainability of existing York Region businesses.
- Attract foreign owned environmentally sustainable corporations to locate in York Region.
- Develop the green industry cluster in York Region.

The Green Economy Jobs Project supports these initiatives and will prepare the Region's workforce to be qualified to meet the labour needs of local and foreign owned environmentally sustainable companies.

The Green Economy Jobs Project will be conducted on a Toronto Region basis

Forty-five percent of York Region residents leave the Region for work and forty percent of jobs in The Region are filled by non-region residents. A Toronto Region perspective best reflects the geographic marketplace for job hiring employers, job seeking residents and colleges and universities interested in attracting new students.

Toronto Region stakeholders all have a common interest to plan for the emerging Green Economy and the resulting labour force needs. To maximize the impact and take advantage of regional resources the Green Economy Jobs Project will be conducted on a Toronto Region basis. The 2009 Greater Toronto Region Economic Summit “Choosing our Future, An Action Plan for Economic Recovery” demonstrates that working together can create results that benefit all. One of the recommendations was to make investments that help the Toronto Region’s industrial base become competitive and innovative in tomorrow’s low-energy and low-carbon economy.

The project will be directed by the Economic Strategy and Tourism Branch and assisted by an Advisory Panel and external partners

The project will be managed by the York Region Economic Strategy and Tourism Branch in partnership with the economic development departments of the Cities of Toronto, Mississauga, Brampton and the Region’s of Durham and Halton. Three new staff will be hired for the 18 month project timeframe to implement the project. This will include a project manager and two researchers.

The project team will be assisted by a twelve member Green Economy Jobs Advisory Panel comprised of representatives from economic development, leading employers, academic representatives in program planning, representatives from green associations, school boards and a Ministry of Training, Colleges & Universities representative.

In addition to the participants on The Advisory Panel, the Green Economy Jobs Project will be of interest to key external organizations including local Municipalities, Chambers of Commerce/Board of Trade, Human Resources Professional Association of Ontario, Colleges & Universities, Continuing Education providers and green industry associations. The project team will include key external partners in consultations and workshops.

The proposed study program consists of five phases beginning January 2010 and completed by mid-year 2011

The Green Economy Jobs Project will research and define exactly what a green job is, develop job profiles and experience/education requirements for green jobs, conduct a strengths, weaknesses, opportunities and threats (SWOT) analysis of the existing green sector and survey Toronto Region firms on their current and future green job needs. It will also research green related educational and training initiatives including program focus and student capacity and summarize all existing government incentives for green industry development. The final results of the project will be published in a green jobs forecast by occupation and industry sector for the next 10 years.

International research will be conducted in the U.S. and Europe to identify existing green jobs and sectors, educational programs and government initiatives designed to promote green jobs. This scan will be used to benchmark the Toronto Region against key international jurisdictions.

Phase 1: Research green sectors, green job data, green educational programs and green job government incentive programs from international, national, provincial and regional sources. A series of five focus group workshops will be convened with 100 Toronto Region employers to develop the green job definitions and skills profiles.

Phase 2: Conduct a survey to identify current and future green job trends among Toronto Region employers. This survey will include 1,000 employers representative of company size, location, industry sector and non profit organizations. A second survey will include 500 youth at both secondary and college levels to gauge their career aspirations related to the green economy.

Phase 3: Conduct interviews with each college and university in the Toronto Region to develop a comprehensive overview and assessment of current and future academic program plans for green education.

Phase 4: Incorporate research insights and survey/interview conclusions into a draft presentation that will be presented to Toronto Region employers and interested stakeholders for comment at a series of five workshops. Draft policy directions will be developed at these workshops.

Phase 5: Develop detailed green job profiles with educational requirements for current and future jobs. Create website with green job profiles, green company listings, educational opportunities and government resources.

Table 1
Key Milestones

Project Deadlines	Date
Report to Regional Council	September 24, 2009
Submit MCU Application	October 1, 2009
Funding Approval	November 1, 2009
Project Commencement	January 2010
Project Completion	June 2011

The findings from the project will be shared with stakeholders through various mediums

Results of the project, summaries of information collected and policy recommendations will be published in a final report. An estimated 5,000 printed copies will be distributed to the top Toronto Region employers and interested stakeholders. The report will be broadly distributed electronically throughout the Toronto Region partner websites. A series of five forums will be held to present the findings and generate publicity.

Information and insights learned during the Green Economy Jobs Project will be broadly distributed through a project website, workshops, forums, final report publication and publicity.

Relationship to Vision 2026

This report relates to Vision 2026's goal of building a vibrant economy by attracting and supporting businesses. The Project identifies workforce and educational needs together with key business and education partners.

5. FINANCIAL IMPLICATIONS

The Green Economy Jobs Project will contain the cost allocations identified in Table 2 which will be reimbursed through the funding application to the Ministry of Training, Colleges and Universities.

Table 2
Proposed Cost for Funding Application

Budget Item	Proposed cost
Staffing	\$425,000
Data Acquisition	\$20,000
Surveys	\$100,000
Meetings	\$20,000
Communications	\$60,000
Project Website	\$100,000
Travel Expenses	\$20,000
Total	\$750,000

York Region contributions would cover in kind office space, phones, computers, internet, meeting space, office supplies, project supervision, legal services and administrative support.

Economic development departments of the Cities of Toronto, Mississauga, Brampton and the Region's of Durham and Halton would be expected to provide meeting space and services for workshops and assign a staff person to coordinate the provision of local information and communicate with local businesses and stakeholders.

6. LOCAL MUNICIPAL IMPACT

Due to the importance of developing the green sector in each municipality, and the entire Toronto Region, there are advantages to identifying employment opportunities in the

green sector for each municipality. The Green Economy Jobs Project will assist in meeting growth projections and competing in the emerging global green sector.

7. CONCLUSION

The Green Economy Jobs Project outlined in this report will prepare York Region and the Toronto Region to compete globally in the emerging green sector by researching and defining what a green job is, developing job profiles and experience and education requirements for green jobs. Understanding the emerging green economy and its possible impact on York Region will help us to effectively meet Ontario's aggressive Places to Grow Strategy.

For more information on this report, please contact Patrick Draper, Director Economic Strategy and Tourism at (905) 830-4444, Ext. 1503.

The Senior Management Group has reviewed this report.