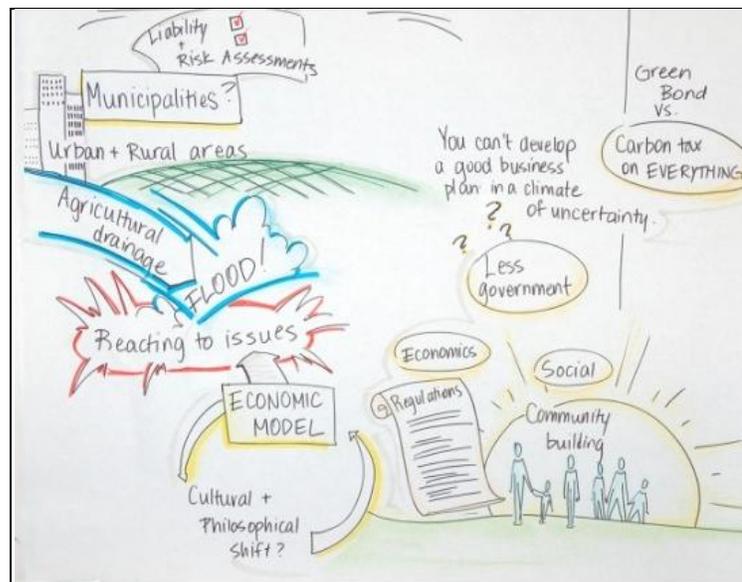


Midwestern Ontario Regional Green Jobs Strategy 2010

Green Communities – Year One

9/30/10



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Executive Summary

The Midwestern Ontario Regional Green Jobs Strategy is a Labour Market Research Project formed to identify labour-workforce issues and skills-adjustment issues within Midwestern Ontario in the green sector. Midwestern Ontario has seen a spike in job loss throughout the region including over 40 closures and 1000 jobs lost.

The green economy provides Midwestern Ontario with both an opportunity and a challenge. The opportunity is to accelerate job growth in a sector of the economy that is rapidly upsizing. The challenge is in anticipating, strategizing and implementing collective labour force measures that ensure a balance between anticipated workforce needs and the supply of skilled workers.

Project partners identified that making change would be easier with a set of guiding principles. These guiding principles are to be adopted as fundamental beliefs that guide the operation of a program to ensure that the best possible decisions are made. Each of these principles were used to select and focus on specific recommendations that fit the principles and criteria identified instead of relying on a rigid definition. Some of the guiding principles include mitigating and adapting to climate change, building regional resiliency, re-localization, and enhancing the environment while developing social equity.

The field research consisted of five projects: Community Solar Project, Municipal Renewable Energy Project, Green Career Events and Energy Trade Shows, Community Resiliency and Climate Change Adaptation, and Community Garden Project. Not all projects result in direct jobs, however, they offer the ability to create awareness of interest and promote a greener thinking that is essential to successful adoption of green ideology within a community.

Community plays two roles in developing the green economy. They bring influence and action to our policy makers and demonstrate that change is possible by giving their time and effort to build the community towards a better future. The role of influence is bi-directional. The community has the power and opportunity to become part of the decision making process and the government has an opportunity to act as a leader in the green economy. The field research shows that building bridges to government and influencing municipalities' decision-making is a product of successful community projects, such as the community garden project.

The role of action should be embraced by community members as they acknowledge their responsibility to do so. Champions and positive leadership are key in the fulfillment of community action. Through community based projects, communities can engage with one another through community development techniques. Examples of these projects can be seen in each of the case studies featured at the end of this document.

As the community members turn their ideas into action they possess the ability to get a project off the ground and running in a short amount of time. Key ingredients that are necessary to accelerate change include awareness and understanding surrounding motivators, opportunity, benefits and planning.

The primary focus of the research project was on renewable energy, energy efficiency and climate change adaptation. As a result, the report focuses on jobs and energy within the context of community.

With an estimated 70 to 90 cents leaving the community from each dollar spent on energy there is a powerful motivator for community owned power. Through community owned power, the community will see more of the cost of energy staying in the community. There is a link between locally owned renewable power and long-term direct employment when compared to current traditional energy sources. There are early indicators that widening skills gaps are emerging in the green sector and should be mitigated before the growth of the green economy is severely affected. The skills gaps may be narrowed by creating awareness surrounding green jobs, the skills required and the training programs that will prepare job seekers for employment in the green economy.

One necessary component of green community economic development is funding for capital. Without funding for community economic development there may be opportunities that are being missed. The investment will see a greater return than the capital asset itself. Policies and programs are being developed to address these issues. All of the projects that are featured in the case studies were stunted in some way due to limitations on or lack of funding. Financial incentives are not the only solution to meet the need for funding. Financial incentives may sometimes act as blinders leading to tunnel vision.

Awareness plays a key role in any strategic initiative. While conducting research, it becomes apparent there are currently many barriers surrounding the expansion of the green economy. The identified barriers fall into three categories: financial, policy, or capacity. Understanding the reasons behind an initiative and its benefits can act as a key motivator in overcoming barriers. This is central to the reasoning why three of the six recommendations will result in awareness.

Further research is recommended to assess the return on investment of these approaches to generating awareness. The return on investment should address the time involved in delivery of sessions, the money and resources required, and the effect of each approach on changing overall attitudes and beliefs.

Recommendation #1 – Targeted awareness sessions

Provide targeted awareness sessions for municipalities, Non Government Organizations (NGOs), and individual consumers to provide them with information including understanding technology of steps from investigation through to installation, and steps to obtain financial incentives.

Recommendation #2 – Assistance with funding applications.

Provide personalized assistance with funding applications to increase access to grant programs and financial incentives for their intended beneficiaries.

Recommendation #3 – Policy Analysis

Analyze current policy, development of recommendations to address gaps in financial incentives and removal of other barriers that prevent adoption of renewable technology and other energy efficiency methods.

Recommendation #4 – Capacity Building

Community Futures Development Corporations (CFDCs) lead in the designation of responsible parties to develop organizational capacity by forming networks and partnerships between community

organizations, municipalities and businesses to increase the opportunity for barrier removal through creative business deals and fundraising opportunities for community supported greening projects.

Recommendation #5 – Green Jobs Resource Network

Develop the framework for a Green Jobs Resource Network that will include knowledge and resources.

Recommendation #6 – Increase access to information on green careers

Develop a green career day toolkit to increase access and awareness of green jobs.

Table of Contents

- Executive Summary i
- List of Acronyms 1
- About this Report 2
 - Audience 2
 - Structure 2
- Introduction 3
 - Background 3
 - Stream Research Objectives 4
 - Project Phases 4
- Methodology 4
 - Data sources for each objective 4
 - Core issues from the literature 5
 - Informant Selection 5
 - Data collection tools 5
 - Data analysis 5
 - Scope and limitations 6
 - Recommendation Selection 6
 - Guiding Principles 6
 - Selection Criteria 7
- Literature Review 7
 - Definition of Community 7
 - Definition of Green Jobs 8
 - Guiding Principles 8
 - Role of Influence 9
 - Participate in governance to create sustainability 9
 - Role of Action 10
 - Local communities can make themselves more resilient 10
 - Champions 10
 - Ability to Accelerate Change 10
 - Energy and Community 10

Community projects lead by example	10
A case for renewable energy	10
Widening skills gap between labour supply and demand in clean energy	11
Energy and Jobs	12
Community Resiliency	12
Definition of resiliency and sustainability	12
Components of Localization	13
Capital is essential to community economic development	14
Findings from the field.....	16
Definition of Community	16
Definition of Green Jobs	16
Guiding Principles	16
Role of Influence	16
Participate in governance to create sustainability	16
Role of Action.....	17
Local communities can make themselves more resilient	17
Community power mobilizes the role people can play to create sustainability	17
Champions.....	18
Ability to Accelerate Change.....	18
Energy and Community	19
Community projects lead by example	19
Widening skills gap between labour supply and demand in clean energy	19
A Case for Renewable Energy.....	19
Energy and Jobs	20
Community Resiliency	20
Definition of resiliency and sustainability	20
Localization Components	20
Capital is essential to community economic development	21
Analysis and integration	22
Definition of Community	22
Definition of Green Jobs.....	22
Role of Influence	22

Role of Action.....	22
Ability to Accelerate Change.....	22
Energy and Community.....	23
Community Resiliency.....	23
Capital is essential to community economic development.....	23
Conclusions and recommendations	23
Recommendation #1 – Targeted awareness sessions	24
Recommendation #2 – Assistance with funding applications.	24
Recommendation #3 – Policy Analysis.....	24
Recommendation #4 – Develop organizational capacity.....	25
Recommendation #5 – Green Jobs Resource Network.....	25
Recommendation #6 – Increase access to information on green careers	25
Acknowledgements	26
Bibliography	27

List of Acronyms

CED	Community Economic Development
CFDC	Community Futures Development Corporation
FIT	Feed in Tariff
GJS	Midwestern Ontario Regional Green Jobs Strategy
microFIT	Government financial incentive programs for ground installations < 10KWh
NFP	Not for Profit
NGO	Non-Government Organization
OSEA	Ontario Sustainable Energy Association
SME	Small to Medium Enterprise
TREC	Toronto Renewable Energy Co-operative
UNEP	United Nations Environment Programme

About this Report

Audience

The following audiences will find specific sections of this report most relevant:

Project Steering committee and (internal) project staff: Each of the Community Futures Development Corporations from Midwestern Ontario, the Four County Labour Market Planning Board as well as staff within the Maitland Valley Conservation Authority are the key stakeholders in the Midwestern Ontario Regional Green Jobs Strategy Labour Market Research Project. Stakeholders provide support to the project team by understanding the importance of the green economy in each geographic area and making regional links within the local, provincial and federal context. The Analysis and Conclusions section will provide a basis for understanding the recommendations within this report that will increase the success of the green economy within the region and thereby result in training initiatives and job growth.

Municipal and Provincial Policy Makers: Findings from the field, analysis, integration, conclusions and recommendations will be highlighted in the key findings. These key issues will require policy development and financial incentives to provide support for full implementation of the recommendations within this document. The case study, Municipal Renewable Energy Project, will be of interest as a starting point for understanding and addressing the needs of the municipality and the feasibility of adopting greener technologies. Policy makers can lead by example.

Community Organizations (Not for Profit, Non-Governmental Organizations, Service Clubs, etc.): As this report reflects, the community organizations are key in fostering community development, and play a necessary role in guiding the community members towards a green economy. Case studies outline projects that may be of interest.

Community Members (Individuals, others): The case studies represent projects in which involvement from community members is essential. These case studies can serve as a template outlining opportunities and needs that may be filled from within the community.

Researchers and Academics: Beyond the emerging trends within community resiliency and sustainability, this report may hold a fresh look at the issues. All field research was obtained while engaging with community organizations as they attempted to complete green projects. There may be new concepts or streams of interest that come from this “on the ground” approach to research. All conclusions come from community members through their experiences in working on projects, and address the barriers and concerns that each of them face.

Structure

This report is presented under several main headings. These include:

- I. **Introduction:** Background, research objectives and project phases.

- II. **Methodology:** Data sources, literature review, informant selection, data collection tools, data analysis, scope and limitations, guiding principles and strategy selection criteria.
- III. **Core Issues from the Literature:** The emerging themes in the literature relate to the role that the community would play in the emerging green economy including influence, action and the ability to accelerate change. The core issues will address the role that community resiliency and renewable energy will play in the development of jobs within the green sector.
- IV. **Findings from the field:** What did our case studies reveal? Key issues for the adaptive strategies.
- V. **Analysis and Integration:** An analysis of how our findings relate to the emerging themes in the literature. What are the gaps between stakeholder perceptions and what the literature is telling us? What is the change required to move us toward the green economy? What are the skills and jobs required to implement the adaptive strategies at an appropriate level?
- VI. **Conclusions:** A short summary of issues and a short-list of the most promising strategies to be included in the Plan of Action.

Introduction

Background

Midwestern Ontario is at a crossroads. The regional economy serving communities such as Fergus, Mount Forest, Hanover, Wingham, Goderich, Strathroy, Lucan, Stratford, Walkerton and Listowel remains over-dependent upon the farm and manufacturing sectors for business and employment opportunities. Like all rural areas throughout Canada, the long-term trend in agriculture is towards farm consolidation and the loss of jobs. In addition, the near collapse of the auto industry in Ontario sent immediate shock waves through a complex network of small manufacturing firms and suppliers that have been sustained by it.

Across the region, there have been over 40 closures and layoffs resulting in 1000 jobs lost. These announcements have led to significant increases in unemployment numbers for area communities. In Bruce County, for example, a year over year comparison of 2008 to 2009 points to a 204% increase in Employment Insurance (EI) claims.

At the same time, Ontario's new Green Energy & Economy Act stands to make this province the most progressive energy and environmental jurisdiction in North America. It has been estimated that the Act will help create over 50,000 "green collar" jobs in the next decade. Fortunately, the same features that have made Midwestern Ontario one of the most productive rural areas in Canada also lend themselves well to the creation of a sustainable "green" economy. These features include an abundance of natural resources, supportive social capital in the form of effective community organizations, and most importantly, an entrepreneurial attitude.

In essence, the green economy provides Midwestern Ontario with an opportunity and challenge. The opportunity is to accelerate job growth in a sector of the economy that is rapidly upsizeing. The challenge is in anticipating, strategizing and implementing collective labour force measures that ensure a balance between anticipated workforce needs and the supply of skilled workers. This report will conclude with recommendations that will set the stage for the formation of a Midwestern Ontario Regional Green Jobs Strategy to address labour force adjustment issues as well as skills and training requirements.

Stream Research Objectives

This research seeks, within the context of community, to:

- I. Identify one community project in each Community Futures Development Corporation (CFDC) area for five community-led green initiatives leading to permanent job creation. (Project examples include community owned renewable energy production to grass-roots strategies that lower the community's "carbon footprint.")
- II. Identify potential job creation targets, skills needs and labour market adjustment issues arising from efforts to promote community-based green economy initiatives.

Project Phases

I. Phase One

Work with CFDC offices to undertake initial assessments of potential community projects for investigation. In co-operation with participating CFDCs, develop a community outreach plan.

II. Phase Two

Identify and engage in five green community projects for research throughout the region. Work with local project proponents to develop project business plan for each initiative, including identification of project time lines, human resource needs and job creation potential.

III. Phase Three

Assist local stakeholders in obtaining financing and other approvals to move forward with respective community projects; services to include identification of funding sources; proposal writing; referral to sources of project expertise and potential suppliers.

Methodology

Data sources for each objective

- I. Community projects and potential contacts are identified with the assistance of CFDCs.

- II. Potential job creation targets, skills needs and labour market adjustment issues are identified through engagement in projects with the involved community members. Information is obtained through project documents including notes, e-mails, agendas, meeting minutes and other project related documentation. Additional information is extracted through the interview process from community project stakeholders, and Midwestern Ontario Regional Green Jobs Strategy staff that have been involved with the project.

Core issues from the literature

1. The role of the community in driving change is a dual role of influence and action. When a plan of action is involved, the community has the ability to accelerate change.

The literature shows that the community can influence the government. In comparison to other organizations, the community has the ability to move change forward much more quickly.

2. There is a link between renewable energy, jobs and skills development.

The literature shows a link between the development, production and adoption of local energy sources and the jobs created as a result. There is also a developing skills gap for these jobs.

3. Community resiliency, sustainability and localization.

The literature shows that community resiliency, sustainability and localization are motivators for community members potentially resulting in adoption of renewable local energy sources.

Informant Selection

Informant selection was based on community organizations and municipal governments as identified by the CFDCs. These groups included NGOs, community service clubs, municipal governments, and members of the public. Their names and areas of service remain confidential for the purposes of the final report that is released to our project stakeholders and the public. The informants represent a purposeful sample of individuals with decision-making power, including leaders within their communities and with an above-average level of awareness in a range of professions such as politicians, accountants, directors, professional engineers, and community economic development professionals.

Data collection tools

The data in this report was collected through one on one interaction and involvement with the projects and cases selected by a member of the Green Communities Team. Where the report writer was not directly involved with the project, the Green Community Team Members involved were interviewed.

Data analysis

Data was analyzed and interpreted within the context of each project. Comparing the projects uncovered commonalities and identified the overarching themes between the community, the green economy and green jobs.

Scope and limitations

The scope of this document is confined to a community context and primarily deals with the area of renewable energy. In some cases, it is extended to include a broader concept that involves renewable energy technology, such as community resiliency models and green career and energy trade shows.

Recommendation Selection

Research and experience to date within the GJS suggests that there is a need for a set of overarching “principles.” These principles will help to create assessment or selection criteria for recommendations. These criteria will support the guiding principles when choosing the highest priority or most effective strategies.

Guiding Principles

Guiding principles are fundamental beliefs that guide the operation of a program to ensure that the best possible decisions are made. Each of these principles were considered in the development and selection of each recommendation.

Mitigate and Adapt to Climate Change

Reduce our dependencies on unsustainable fuel sources and reduce carbon dioxide emissions. Even if mitigation efforts reduce our emissions to zero today, there will still be significant new stressors on our ecosystems that will have dramatic impacts on the social and economic fabric of our communities. Ecosystem restoration is required to prepare for these changes.

Build Regional Resilience

Strengthen the region’s ability to tolerate disturbance without collapsing, to withstand shocks, to rebuild and improve itself whenever possible.

Re-Localization

Develop reliance on local sources of food, transportation, neighborhoods, products and services.

Ecosystem valuation

Values nature and provides for environmental full-cost pricing of environmental goods and services.

Community Economic Development

Strengthen our local economy by adopting new opportunities presented by the green economy.

Triple Bottom Line

Overlap social, economic and environmental factors within the strategy equally to maximize the outcome.

Develop Social Equity

Value people, incorporate social full-cost pricing for decent and adequately paid jobs.

Selection Criteria

The following are criteria determined to be part of each of the strategies in order for them to address the needs of the stakeholders.

Awareness Raising

Does the strategy alert the public that certain issues exist?

Financial Incentives

Does the strategy provide an economic benefit that motivates behavior that might otherwise not take place?

Barrier Removal

Does the strategy remove obstacles that impede access to the development of the green economy?

Demonstration

Does the implementation of the strategy demonstrate something to the public? Is the strategy one that will gain momentum and replicate?

Jobs, direct or indirect

Does this strategy strengthen the workforce and increase employment within the green sector? Does the result of the strategy lead to direct or indirect jobs?

Literature Review

The role that the community plays in the development of the green economy is one of influence and action, such that communities have the ability to accelerate the development of change. Before one can understand how community can impact the green economy one must define the context of community.

Definition of Community

“Each and every meaning of community is important in our quest for sustainability because it is in our interactions with our communities that we will be most effective in our efforts to help heal the Earth.”

(Taking Action - an environmental guide for you and your community, 1995)

The definition of community can have a broad scope. Community is commonly defined as a body of people having common rights, privileges, or interests, or living in the same place under the same laws and

“Communities are where we have our homes and care for our family and friends, communities provide employment so we can meet our needs for meaningful work and income; communities empower us to shape our own present and future; communities allow us to maintain a clean environment and a supportive infrastructure.” (Hallsmith, 2005)

regulations. The definition of community is a dynamic one, which is good because most of our lives take place in a community context.

The role of community is not a closed loop system. As much as a community influences the world around us, the members also influence the community.

“Our sense of our community is influenced by culture, by function, by political identity, by habits of association, and much more. Ultimately, it is the sum of all these elements – the people, buildings, commerce, roads, businesses, skills, government structures, incomes, flora and fauna, history, sense of the future, social and service clubs, the air and water, religious organization, schools, and countless other tangibles and intangibles – that make your community what it is.” (Hallsmith, 2005)

Agenda 21, an 800-page blueprint for a sustainable future from the Earth Summit in Rio de Janeiro in June of 1992, devotes ten of its forty chapters to the importance of community. This is an admission that “Governments therefore recognize that the community of NGOs offers a global network that should be tapped, empowered and strengthened in support of efforts to achieve the common goals of environment concerns.” (Taking Action - an environmental guide for you and your community, 1995)

Definition of Green Jobs

Reports from green job task forces acknowledge the difficulty in defining green jobs. Definitions range from a limited scope involving solely renewable energy to a wide range including how the United Nations Environment Programme defined green jobs in their *Background Report on Green Jobs*:

“Green jobs are defined as positions in agriculture, manufacturing, R&D, administrative and service activities aimed at alleviating the myriad of environmental threats faced by humanity.”

“Green jobs are defined as positions in agriculture, manufacturing, R&D, administrative and service activities aimed at alleviating the myriad of environmental threats faced by humanity. Specifically, but not exclusively, this includes jobs that help to protect and restore ecosystems and biodiversity, reduce energy consumption, decarbonizes the economy, and minimize or altogether avoid the generation of all forms of waste and pollution.” (United Nations Environment Programme, 2007)

Guiding Principles

In the Methodology section of this document, guiding principles for recommendations leading to a strategy were proposed. The United Nations Environment Programme’s *Report on Green Jobs* offers two such principles:

1. “A successful strategy to green the economy involves environmental and social full-cost pricing of energy and materials inputs, in order to discourage unsustainable patterns of production and consumption. A green economy is an economy that values both nature and people and creates decent and adequately paid jobs.” (United Nations Environment Programme, 2007)
2. “‘Green Jobs’ is a relative and highly dynamic concept – in other words there will be ‘shades of green’ in employment.” (United Nations Environment Programme, 2007)

Role of Influence

Participate in governance to create sustainability

Community members play a significant role in driving the priorities of all levels of government. They drive all aspects of the policy change process from initial assessment through to approval of policy. Solving the environmental crisis and driving green priorities is a large task. Governments recognize the need of community in these issues:

Governments realize they cannot solve environmental problems on their own. They recognize that communities and community-based organizations have to be involved if the world is to achieve true ecological sustainability and solve the current environmental crisis. (Taking Action - an environmental guide for you and your community, 1995)

Communities also provide the motivation for change through a collective shift in individual actions and political choices. Community members involved in their local government can create the push towards making necessary changes to create a sustainable society. Roseland says, "Sustainability will be adopted through active pressure on governments (for example, from citizen organizations and voluntary environmental groups) and through the power of the electoral system." (Roseland, 2005) Roseland defines these individual actions and personal choices as activities like recycling and bicycle commuting, cautioning that these activities require a collective shift in individual actions and political choices. It is only through this mechanism that governments can gain the authority to call for sustainability.

"The role of influence is bi-directional. Although the community ultimately decides what roles and policies will be adopted, the local governments act as leaders and play an important role in educating and mobilizing the public. Since [local governments] often work closely with the constituencies they represent, local governments play a vital role in educating and mobilizing the public around concerns of the environment and sustainable development." (Taking Action - an environmental guide for you and your community, 1995)

"Since [local governments] often work closely with the constituencies they represent, local governments play a vital role in educating and mobilizing the public around concerns of the environment and sustainable development."

The role does not fall simply on individuals or local government, but also on community organizations who can act through partnership to set an example. "Through active communication and partnership, community organizations can let it be known that environmental sustainability is what is in their best interest." (Taking Action - an environmental guide for you and your community, 1995)

Collectively, the community is made up of individuals, groups, organizations and government. Together they can form the body to provide political and policy decisions that affect the community.

"[Agenda 21] calls on individuals, groups, and organizations to participate in environmental impact assessment procedures and to know about and participate in political and policy decisions of the community, particularly those which potentially affect the communities in which they live and work." (Taking Action - an environmental guide for you and your community, 1995)

Role of Action

The role of influence is only one aspect of responsibility that lies on the shoulders of the community's members. Action is a necessary component to implement policy and political decisions and produce results.

Local communities can make themselves more resilient

Empowering communities with this knowledge will lead to resiliency. In his dissertation, *Transition Towns: Local Networking for Global Sustainability*, Jonathan Balls quotes one of his interviewees who recognizes this as an opportunity for change, "local communities [take] responsibility to make themselves more resilient." (Balls, 2010) Community members require leadership to acknowledge their potential as active players.

Champions

Champions from within the community are essential to bringing awareness to an issue. BC Hydro hosted a competition to recognize champions promoting sustainability, conservation or environmental issues and solutions. The competition accepted nominations from students in grade 4 through 12 until February 1, 2010. The prize of \$1,000 would be awarded to a maximum of 14 selected organizations based on the nominations. (BC Hydro, 2009) Once a champion is involved, a community project gains momentum and moves along much faster.

Ability to Accelerate Change

One interesting aspect of community projects is their ability to accelerate change and get projects off the ground in a very timely manner. Participants of one community-led initiative noted this trend: "Communities can spontaneously organize and achieve, you know, actually achieve useful measurable outcomes." (Balls, 2010)

Energy and Community

Community projects lead by example

A case for renewable energy

Energy has a cost to the community, whether it is renewable or not. Colussi and Perry cite that "for every dollar the community spends, it is estimated that 70 to 90 cents leaves the community and never returns." (Colussi & Perry, 2000) Developing sustainable energy practices protects the environment, strengthens the community's economy, and generates direct employment. Business opportunities include goods and services to support the change of technology, including consulting on energy efficiency and contracting.

Renewable energy adoption in the context of a community project becomes more feasible. Benefits of such projects were identified by Koenig Consultants, stating that:

- High personal involvement by community members keeps soft costs low. Costs for items such as project management, consulting, and site assessments will typically make up 5-10% of the overall investment as opposed to 15-40%;
- Repair and reaction times are shortened through personal network connections which leads to higher availability and revenues;
- Results in lower priced land leases since everybody is a community member who will benefit from the renewable energy project. Land leasing cost typically decreases from 6% to 3%;
- Understanding in the community is improved which leads to faster permitting process; and
- Equity becomes inexpensive by avoiding professional investors and expensive due diligence processes.

The Toronto Renewable Energy Co-operative (TREC) noted that renewable energy projects are widely known to create significantly more long-term jobs than conventional power projects, especially if local ownership is involved.

There seem to be clear benefits for the community when considering locally owned energy initiatives vs. conventional power systems already in place. There are two options when considering renewable energy projects: community power and municipal renewable energy.

The Ontario Sustainable Energy Association (2010) defines Community Power (Ontario Sustainable Energy Association, 2010) as: locally owned, distributed generation, low-impact renewable energy, accessible to local participants, democratically controlled by local members, viable economically, locally sited, locally viable, and locally developed.

The definition of community power includes “democratically controlled by local members” which is the one fundamental difference between community power and municipal renewable energy. Sample municipal renewable energy projects within Ontario include a project to power a town hall using co-generation (Grimsby Energy Inc, 2009) and another project in Peterborough that will implement a \$45 million dollar solar farm that will cover 140 acres. (Eagle, 2010) While renewable energy projects are gaining popularity, we must ensure policy and funding barriers are not holding them back.

Widening skills gap between labour supply and demand in clean energy

The United Nations Environment Programme warned, “Shortages of skilled labor could put the brakes on green expansion” in their *Background Paper on Green Jobs*. A recent article in the *Financial Post* confirms that this may already be happening:

There is a widening skills gap between labour supply and demand in clean energy in Ontario. This is demonstrated by the 40% annual growth of green jobs listing websites such as goodworkcanada.ca. (Mordant & Taylor, 2010)

If the skills required for clean energy jobs are not developed in time, the growth of the green sector and the green economy will be severely affected.

“The creation of green employment in one sector of the economy has the potential to ‘radiate’ across large sections of the economy, thus greening commensurately large sections of the total workforce.” (United Nations Environment Programme, 2007)

Energy and Jobs

The green economy includes a wide array of jobs that is far too broad for the scope of this document. This document will focus on energy and how it can bring jobs to a community. It is important to note, *“The creation of green employment in one sector of the economy has the potential to ‘radiate’ across large sections of the economy, thus greening commensurately large sections of the total workforce.” (United Nations Environment Programme, 2007)*

In the document *Green Jobs: Towards decent work in a sustainable, low carbon world*, we learn that *“Companies and regions that become leaders in green innovation, design and technology development are more likely to retain and create new green jobs.” (United Nations Environment Program, 2008)* In another, *Background Paper on Green Jobs*, the UNEP also noted that *“compared to fossil fuels, renewable energy generates more jobs both per unit of capacity and per dollar invested”*. This leads us to acknowledge that the energy sector is rich with jobs and that the adoption of renewable technology into communities provides a bright future with a wealth of jobs. These positions are not limited to energy generation. It can also be noted that a myriad of opportunities will result from design and construction of new buildings as well as the retrofitting of existing buildings to green standards.

“Companies and regions that become leaders in green innovation, design and technology development are more likely to retain and create new green jobs.” (United Nations Environment Program, 2008)

In a 2008 report released by the United Nations Environment Program (UNEP), it was forecast that as the move toward a low-carbon and more sustainable economy gathers momentum, growing numbers of green jobs would be created. The report also states that companies and regions that become leaders in green innovation, design and technology development are more likely to retain and create new green jobs.

Community Resiliency

Definition of resiliency and sustainability

Community resiliency can be defined as the capacity of a system to tolerate disturbance without collapsing, to withstand shocks, to rebuild itself when necessary, and to improve itself when possible.

Community resiliency is not to be confused with a sustainable community. *“A sustainable community [is] one that meets its needs and realizes its aspirations without reducing the ability of future generations to do the same.”* (World Commission on Environment and Development, 1987)

Resiliency has to do with the ability to rebound from crisis and to survive. Sustainability is the ability to survive without depleting resources within the community and being self-sufficient. There is a link between sustainability and resiliency. Achieving sustainability increases the resiliency of a community; however, achieving resiliency does not necessarily mean that a community is sustainable.

“Sustainable community development is the process of working to meet and achieve balance between our economic, social, governance, and environmental needs, and a balance between the needs of the current generation and those of the future.” (Hallsmith, 2005)

Components of Localization

Localization has many elements and all need to be considered to achieve community resiliency. In *Taking Action for Sustainability*, the writers conclude that it is the whole community that ultimately decides how any segment of it functions. Each of these aspects feeds back into the system to either change it or maintain it.

“The whole system approach requires people to take a step back outside the narrow framework such a problem may appear to present. From this perspective they can draw on system dynamics to understand the root causes of the difficulty, and come up with strategies that not only combat the problem, but strengthen the resilience of the community over time.” (Hallsmith, 2005)

Typical community management problem solving approaches involve fixing problems as they arise. For example, city managers fix potholes or clean up degraded waterfronts. A narrow focus that only acknowledges an individual problem is not an effective long-term strategy. *“Problems persist and new ones arise, because strategies born from a narrow focus will more often than not miss the true causes of the problem, and ignore the possible unintended consequences of the solution.”* (Hallsmith, 2005)

It is collaborative action and capacity building that will provide the strong foundation for community resiliency through sustainable action. Sustainable action includes *“returning control of business enterprises, capital, labour, and other resources from the global marketplace to communities.”* (Roseland, 2005)

Local control does not imply that all elements within the marketplace need to be local. The expectation is that local resources be utilized primarily, and supplemented with external sources.

The 2010 National Summit on a People-Centered Economy defined a strategy for developing a people-centered economic action plan. The guiding principles include building stronger networks, developing a greater role for social enterprise in economic revitalization strategies in all areas of government policy and programs, building partnerships with government, building public education awareness and training people to work in the sector is the best overall strategy for developing a people-centered economic action plan. (Canadian Community Economic Development Network, 2010)

Capital is essential to community economic development

“Capital is essential to community economic development.” (Katz, Notwell, & Reynolds, 2010) Lack of resources, specifically funding for capital may be one of the biggest barriers to overcome. “There may be people in our communities who have good ideas for alternative strategies, but find they can’t implement them due to scarce resources, uncertain revenue streams, and the high turnover rates among local elected officials. As these issues persist, your community leaders . . . become increasingly stuck with short-term problem solving and crisis management.” (Hallsmith, 2005)

“There may be people in our communities who have good ideas for alternative strategies, but find they can’t implement them due to scarce resources, uncertain revenue streams, and the high turnover rates among local elected officials. As these issues persist, your community leaders . . . become increasingly stuck with short-term problem solving and crisis management.” (Hallsmith, 2005)

The investment in capital costs will see a return greater than the capital asset itself. The United Nations Environment Programme Background on Green Jobs Paper comments, “Investment creates employment. Without adequate investment the number of new green jobs or the greening of existing ones, will be impaired.” (United Nations Environment Programme, 2007)

Previous and current program options include government and privately funded grant opportunities to support capital expenditures to further the infrastructure of energy and other green related initiatives.

1. The Community Power Fund was established in 2007 to support project development activities of Ontario-based community organizations pursuing local renewable energy projects, through the provision of a number of financing instruments to support community power, including grants, loans and investment equity. The Fund is incorporated as a non-profit, co-operative corporation. The Community Power Fund is governed by a **10 member** Board of Directors. The Fund was founded by the Ontario Sustainable Energy Association (OSEA) and three of its founding and current Directors are Directors of OSEA. From 2007 to 2009, the Fund consulted with a diverse range of community power project developers, and allocated \$1.5 million to assist in the development of 25 renewable energy projects owned by Ontario-based community and Aboriginal groups.
2. The Southern Ontario Development Program (SODP) was established to promote economic development, economic diversification, job creation and sustainable communities in Southern Ontario. The SODP is just one in a series of initiatives introduced in the Government of Canada’s Economic Action Plan designed to address the short-term effects of the economic decline on communities across Canada, while preparing our communities for long-term growth. SODP funded projects that could be started quickly and all funding had to be spent by the end of the fiscal year, March 31, 2010. Approximately \$100 million had been allocated to SODP for 2009-10 including \$40 million for the first intake. Priority was given to organizations or enterprises located in communities in Southern Ontario with populations of 500,000 or less, as well as communities whose economies are less diversified and/or are reliant on a limited number of employees. (Huron County Clerks & Treasurer’s Association, 2010)

3. The Green Infrastructure Fund will provide \$1 billion over five years to support sustainable energy generation and transmission, along with municipal wastewater and solid waste management infrastructure. Targeted investments in green infrastructure can improve the quality of the environment and will lead to a more sustainable economy over the longer term. Eligible projects are those that promote cleaner air, reduced greenhouse gas emissions and cleaner water, and fall within any of the following categories: wastewater infrastructure; green energy generation infrastructure; green energy transmission infrastructure and solid waste infrastructure, and carbon transmission and storage infrastructure. Eligible recipients include provinces, territories, local or regional governments; public sector bodies; non-profit organizations and private companies, either alone or in partnership with a province territory or government. The Fund was launched May 29, 2009 and is currently open for funding requests. (Infrastructure Canada, 2010)
4. The Community Capital Fund will be administered by the Ontario Trillium Foundation and will help to revitalize community-based infrastructure by directing funds towards capital assets, including new construction, repairs, and renovations. The one-time capital-funding program offers \$50 million to support investments in local infrastructure priorities in communities across Ontario including construction that increases energy efficiency and green building opportunities. Projects must be completed by December 31, 2012, and the OTF will fund up to 50% of the total project costs with a minimum contribution of \$20,000 and a maximum contribution of \$500,000. (The Ontario Trillium Foundation, 2010)
5. The Community Energy Partnerships Program (CEPP) is a new grant program to support community power in Ontario. The CEPP assists community power projects through funding support in the form of grants of up to \$200,000. The CEPP is offered by the Community Power Fund in partnership with Deloitte, and has been made possible by the Ontario Power Authority and the Government of Ontario. In the fall of 2009, the Ontario Minister of Energy and Infrastructure directed the Ontario Power Authority (OPA) to establish the Community Energy Partnerships Program to facilitate the participation of Ontario communities in the development of renewable energy generation facilities. The aim of the partnership is to assist communities in paying for some of the soft costs associated with the development of renewable energy projects. Soft costs include building a business case, contracting, technical studies, legal costs, project management, and other needs. (Community Energy Partnership Program, 2010)

The only way to overcome the funding barrier is to create awareness surrounding existing funding sources, and develop new programs to fill any existing holes.

The only way to overcome the funding barrier is to create awareness surrounding existing funding sources, and develop new programs to fill any existing holes. “Substantial growth in investment is necessary to achieve internationally agreed climate mitigation and adaptation objectives.” (United Nations Environment Programme, 2007)

Findings from the field

Definition of Community

Through interaction with many different community members and organizations, it becomes clear that “community” is a dynamic term that can be defined in many ways. Community is not just a title for a designated group; it is also a way of thinking, a philosophy and a mindset. When community is involved, tasks are sometimes done with confidence and without hesitation. The community garden project demonstrates this definition. In less than 9 months, the community service organization was able to conceptualize and bring to reality their community garden. Their project was approached with confidence from all players who acted without hesitation.

Definition of Green Jobs

A green job could be defined by the community as any job that is socially, economically and environmentally friendly and viable. The field research shows that the definition is so broad that *even though an organization may be environmental, we cannot assume that they know everything about all things green.* (King, 2010) With this in mind, the definition of a green job should be held to the same guiding principles as identified for recommendations towards a green jobs strategy.

Guiding Principles

In July of 2010, the Midwestern Ontario Regional Green Jobs Strategy (GJS) hosted stakeholders in a workshop session where they attempted to define green jobs. Through this activity, the team demonstrated how challenging it is to arrive at a single definition. As a result, the participants identified a set of guiding principles would be more useful than a definition. Although a definition has been provided here, readers are urged to focus more upon the guiding principles outlined within this paper, which may be applied to green strategy recommendations or in the identification of green jobs.

The guiding principles identified in the field research indicate that a green job involves economic, environmental and social factors. The economic factor can be represented through localization and reliance on local sources of food, transportation, neighborhoods, products and services. The environmental factor can be represented through ecosystem valuation and full-cost pricing of environmental goods and services. The social factor deals with equity where people’s livelihoods are valued and full-cost pricing is applied to provide decent and adequately paid jobs.

Role of Influence

Participate in governance to create sustainability

The Community Garden Project is a prime example of how community has a role of influence. Prior to the project, there was no zoning designation that would allow a community garden. Through the persistence of the Community Garden Project towards achieving a goal, parkland is now being offered for expansion of other community gardens within the municipality. Without an example of someone being first and demonstrating how a successful project can play out, the same result would not have been achieved.

Many communities can benefit from renewable technologies. If they are pointed in the right direction, they will embrace the renewable technologies. (King, 2010)

Policy change can be driven through participation, active pressure, setting an example of how community members would like their community to function, the power of the electoral system, individual actions and lifestyle choices. Collectively, the community is made up of individuals, groups, organizations and government and together they can form the body to provide political and policy decisions that affect the community.

Role of Action

Local communities can make themselves more resilient

Through community based initiatives (such as the models outlined in the Community Resiliency Case Study) local communities can empower themselves to drive change through action. Communities can engage with one another through community development techniques to identify areas of common concern, and match their skill sets to these concerns in order to find solutions. This project-based approach will not only strengthen the community ties among its members, but it will also strengthen the community to make it more self-sufficient.

“the adoption of renewable energy becomes more work than opportunity since key decision makers are short on time and there is no other person designated to research these types of options.” (King, 2010)

Community power mobilizes the role people can play to create sustainability

In the community solar project, the community came together to fundraise for the solar water heater at the women’s shelter in an event called “Turning to the Sun”. The community offered music, art, food, and items for a silent auction to raise funds towards a community based initiative. Community power mobilizes the spirit of community and has the power to build towards sustainability. *“The organization is driving this project forward and that will make this project successful. They have pushed through the barriers.”* (King, 2010).

Some issues of community power offer an opportunity for others. For example, in the municipal renewable energy project, *“the adoption of renewable energy becomes more work than opportunity since key decision makers are short on time and there is no other person designated to research these types of options.”* (King, 2010) The opportunity in this situation is available to community based organizations or other non-governmental organizations that can provide information to guide these leaders through the process.

Champions

In a grant application for funds to adopt renewable technology in municipal settings, the case was made that municipalities who adopt technology become champions and act as an example. *“A natural strategy to move towards renewable energy involves a champion to take on the challenge to approach implementation as a multi phase process including demonstration sites by encouraging more public uptake of renewable technologies. The champion is encouraged by financial incentives, in this case the microFIT program through the Ontario Power Authority. Through this approach, a sustainable energy supply develops through a philosophy of ‘one building at a time.’ As the approach gains momentum, green companies receive a kick-start in consumption, which stimulates new employment in the green economy.”* (Midwestern Ontario Regional Green Jobs Strategy, 2009)

The Township of North Huron has acted as a champion towards decreasing energy consumption in their Energy and Environmental Action Plan. The goal of their mission statement is: *“To reduce [their] impact on the environment by decreasing the energy consumption of operating the Township, by 5% within 5 years, and by introducing environmental education programs and implementing other “green” initiatives.”* (Township of North Huron, 2009)

These action plans are examples of how local leaders are championing issues that will provide progress as we move into the green economy.

Ability to Accelerate Change

Community led initiatives offer a unique way to accelerate change through projects. In the Community Garden Project, the service club was able to bring an idea to fruition in nine months. It is difficult to attribute any one specific cause to this achievement. Perhaps the ability to complete a project quickly has to do with a community champion’s passion rather than the lack of stringent regulations faced by businesses or governments. It should be noted however that determination and the interest in community resiliency are key motivators among many different community organizations that lead successful projects including the models identified in the community resiliency case study.

The ability to accelerate change is dependent upon awareness and understanding surrounding motivators, opportunity, benefits and planning. Without information and planning resources, projects may not make it to completion, or may be delayed. This includes background information relating to technology options; their benefits and risks, adoption strategy, suppliers, and financing options. Other project related information includes a green business directory, sample projects, case studies, contact information for existing projects and awareness information on climate change adaptation, renewable energy technology and energy efficiency.

Awareness can be achieved through information sessions or through an information network. A website is one tool that can be used to create awareness. Information sessions should target key consumers who can act as visible leaders in the green economy and may be expanded to include other types of consumers including individuals. Assistance with planning will address the issue of limited resources. Planning may include strategic planning or assistance with funding applications.

Energy and Community

Community projects lead by example

Community projects serve as a beacon of potential to individual community members. If a non-governmental organization, not for profit organization or governmental organization can find the funds and time to adopt a seemingly expensive renewable energy project then individuals are empowered to look for ways to make it work for them as well. *“Adopting renewable energy in a public space influences the community towards that technology.”* (King, 2010)

Likewise, other community led examples like the Community Garden Project can serve as an example of benefits to come. The municipality was able to see the benefits of a community garden to its residents and has offered up green space for future expansion to other neighborhoods. Without the successful implementation of the community garden project by the community service organization it is impossible to know if the municipality would have reached this conclusion on their own. It is simple to see that their example was noted and led to further community development.

The municipal renewable energy project demonstrates forward thinking while generating green power to create jobs and spur on an industry with great potential.

Widening skills gap between labour supply and demand in clean energy

Skills shortages can be addressed by introducing young adults to green careers. There are currently no National Occupation Classification (NOC) codes to represent the green economy. One step to correcting this situation involves increasing students awareness of these jobs, the skills required, and training programs that will prepare them for the green economy. Increasing access to an emerging green sector through awareness raising of new and existing opportunities will help to mitigate any risk that the economy will falter due to a labour shortage. Opportunities presented to the workforce may include green jobs that crossover to existing jobs represented in the current NOC codes. Research may then continue to address the jobs are not represented in the NOC codes. Human resource professionals, guidance counsellors and career studies teachers commonly request this type of information.

A Case for Renewable Energy

The benefits for community owned or municipally operated renewable energy are clear. Depending on the implementation of the project, the community can benefit from lower municipal government operating costs, revenue generation and energy security.

“The community needs someone to recognize the need to make change and assist the communities and institutions to move forward in a positive way whether it is by adopting renewable technologies or looking at environmental issues within the community and then tackling them one by one. Community organizations cannot do it on their own. They need an organization to ‘champion’ the issue or cause to help it move forward.” (King, 2010)

Energy and Jobs

The municipal renewable energy project provided field research conclusions that renewable energy is seen as the way of the 21st century. It touches a wide variety of professions and presents tremendous opportunities for entrepreneurs, local employees in small, mid and large scale companies directly and indirectly in construction, project management, manufacturing, engineering, financial services, and more. (Administrator Clerk-Treasurer for Municipality of Morris-Turnberry, 2009).

Huron Manufacturing Association, consulted as part of the municipal renewable energy project, also noted direct job creation through the manufacturing, installation and maintenance of energy projects. Supporting local production of renewable energy technology encourages local economic benefits. Small-scale projects are primarily done by local suppliers. Most local suppliers access local resources for their needs. Income generated is used primarily in the local area. (Midwestern Ontario Regional Green Jobs Strategy, 2009)

Not all of the projects involved energy. Although some projects are not paid job generators, they set the stage for greener thinking that may lead to jobs.

Community Resiliency

Definition of resiliency and sustainability

Field research highlighted the difference between resiliency and sustainability through training sessions. Resiliency measures the strength of the community. Sustainability is the ability for a community to support itself without compromising the ability of future generations to do the same. Simply speaking, the resources cannot be consumed entirely or depleted but must be maintained at a level to survive.

Localization Components

Building on the field research of community resiliency, certain characteristics of resiliency involve components of localization including:

- Common vision and responsibility of projects and objectives are shared among all segments of the population.
- Community members are self-reliant and self-organizing.
- Community members have pride in and a sense of attachment to their community.
- Contributions by community members are targeted to areas of skill and interest.
- The community looks outside itself and its own resources to address major issues, and to seek and secure resources.

“Supporting local production of renewable energy technology encourages local economic benefits. Small-scale projects are primarily done by local suppliers. Most local suppliers access local resources for their needs. Income generated is used primarily in the local area.”
(Midwestern Ontario Regional Green Jobs Strategy, 2009)

- The community is aware of its competitive position in the broader economy.
- Create a sustainable development system within the community by its members using a multi-functional approach.
- Sustainability and resiliency is fostered through economic, ecological, political and social factors.
- Successful actions require funding, institutional support, and the right people with the right skills.

Ideology and theory of localism is a key condition to people's initial and continued participation.

Capital is essential to community economic development

Some projects were stalled or limited in scope due to difficulty in acquiring funding assistance. The community solar project participants have spent the last year working towards project goals and fundraising to see the project completed. As of the compilation of this report, the current total of funds raised is not sufficient for installation of the solar water heating system at a women's shelter despite the potential financial gains for the shelter.

Financial incentives may sometime act as blinders leading to tunnel vision. In these cases, the best solution may not be implemented because it is overlooked due to lack of financial incentive. The result in any scenario is that people make decisions based on financial resources, and lack thereof.

The municipal renewable energy project was temporarily stalled due to an unsuccessful funding application to cover the initial capital investment cost. Through creative business arrangements, some municipalities have the opportunity to lease municipal space to a solar installer who will reap the benefits of the microFIT program. Although some aspects of the project will be realized through this method of creative fundraising, the full benefits of the project to the community will not be realized.

Huron County completed a feasibility study to determine the net metering of a wind generator. While the study confirmed a viable wind resource on the subject county property, it also demonstrated that small-scale wind energy facilities are not financially feasible without funding assistance for capital. The independent study came to this conclusion on the basis that larger scale wind farms are feasible due to the increased power production, and therefore revenue generation when compared to the cost of installation and maintenance.

All projects faced some funding obstacles. In most cases, community members found a way to mitigate the issue through developed organizational capacity. It is difficult to quantify the overall cost these limitations may have incurred. Time and effort that was applied in solving these issues could have been used in other project efforts, or to increase the outcomes and results of the project.

One "caveat emptor" (buyer beware) has been identified throughout the course of this project. **Financial incentives may sometime act as blinders leading to tunnel vision.** In these cases, the best solution may not be implemented because it is overlooked due to lack of financial incentive. The result in any scenario is that people make decisions based on financial resources, and lack thereof.

Analysis and integration

What the literature says:	What the community perceives:
Definition of Community	
The definition of community can have a broad scope and is commonly defined as a group of people with common rights, privileges, or interests, or living in the same place under the same laws and regulations.	Community is more than just a group of like minded individuals. It is way of thinking, a philosophy and a mindset that enables things to be completed confidently and without hesitation.
Definition of Green Jobs	
Definitions in the literature of green jobs are limited often to a few sectors and have an impact on the environment. A few principles are defined in the literature but are not intended in place of a definition.	A job that is socially, economically and environmentally friendly and viable. The research indicates that people would prefer a set of guiding principles rather than a concrete and limiting definition.
Role of Influence	
There is a bi-directional role of influence that is acknowledged from both sides. The community has the power and opportunity to become part of the decision making process and the government has an opportunity to act as a leader in the green economy.	The Community Garden Project showed that successful community led initiatives can assist in building bridges to government and influence the municipality's decision making.
Role of Action	
Community members can play an active role in building resiliency and should embrace the responsibility to do so. Leadership and champions are key in the fulfillment of community action.	Through community based projects communities can engage with one another through community development techniques. Examples of these projects can be seen in each of the case studies featured in the appendices of this document.
Ability to Accelerate Change	
Communities have the ability to spontaneously organize and achieve measurable results.	Community led initiatives, such as the community garden project, have the ability to get a project off the ground and running in a short amount of time. Awareness and understanding surrounding motivators, opportunity, benefits and planning are a key ingredient to accelerate change.

What the literature says:	What the community perceives:
Energy and Community	
<p>The real cost of energy presents an interesting motivating factor for community owned power. The community owned power results in long-term direct employment.</p> <p>A widening skills gap in the green energy sector is being observed and should be mitigated before the growth of the green economy is severely affected.</p>	<p>Energy is one sub-sector of the green economy that has a high potential for jobs. There is a need to create awareness surrounding green jobs, the skills required and training programs that will prepare job seekers for the green economy. By mitigating the potential labour shortage the green economy will not falter.</p> <p>The community stands to benefit through municipal or community owned energy projects which should serve as a motivating factor for adoption of technology.</p>
Community Resiliency	
<p>There are a number of models that focus their overall output on developing or strengthening community resiliency.</p>	<p>Re-localization with a focus on sustainability is key to the development of community resiliency.</p>
Capital is essential to community economic development	
<p>Without funding for community economic development there may be opportunities that are being missed. The investment will see a greater return than the capital asset itself. Policies and programs are being developed to address these issues.</p>	<p>Capital is a necessary component for project implementation. All projects were stunted in some way due to limitations on or lack of funding.</p> <p>Financial incentives may sometimes act as blinders leading to tunnel vision.</p>

Conclusions and recommendations

Awareness plays a key role in any strategic initiative. While conducting research, it becomes apparent there are currently many barriers surrounding the expansion of the green economy. The identified barriers fall into three categories: financial, policy, or capacity. Understanding the reasons behind an initiative and its benefits can act as a key motivator in overcoming barriers. This is central to the reasoning why three of the six recommendations will result in awareness. Further research is recommended to assess the return on investment of these approaches to generating awareness. The return on investment should address the time involved in delivery of sessions, the money and resources required, and the effect of each type on changing overall attitudes and beliefs. The remainder of the recommendations address financial, policy and capacity barriers. Financial barriers include resource limitations, and the barriers surrounding access and awareness of solutions. Policy barriers will address financial incentives, barrier removal and economic impact. Capacity development will promote networking and alternative solutions to barrier removal that will address both financial and resource limitations.

Awareness plays a key role in any strategic initiative.

Recommendation #1 – Targeted awareness sessions

Project findings indicate that there is a need for awareness-raising to encourage acceptance of renewable technologies. Awareness content includes background information relating to technology options including their benefits and risks, adoption strategy, suppliers, and financing options. These sessions should include key consumers who can act as visible leaders in the green economy and may be expanded to include other consumers.

Recommendation: Provide targeted awareness sessions for municipalities, Non Government Organizations (NGOs), and individual consumers to provide them with information including understanding technology of steps from investigation through to installation and steps to obtain financial incentives.

Recommendation #2 – Assistance with funding applications.

Community organizations and municipal governments have limited resources when it comes to strategic planning and funds development. There is a need for a designated resource to provide personalized assistance with strategic planning and grant applications. With assistance, they will have increased access to funding opportunities that advance the green economy.

Recommendation: Provide personalized assistance with funding applications to increase access to grant programs and financial incentives for their intended beneficiaries.

Recommendation #3 – Policy Analysis

There appears to be difficulty in obtaining funds for community greening initiatives. It is not clear at this point, what the specific cause may be. A full analysis of a current review of policies related to renewable energy, climate change adaptation, and energy efficiency will provide more information on barriers towards green initiatives including funding barriers.

Development of policy recommendations will address gaps in financial incentives and remove barriers that may prevent adoption of renewable energy and energy efficiency technology as well as other ecosystem restoration approaches. Removal of barriers include addressing the blinding effect of financial incentives, addressing issues of scarce resources, uncertain revenue streams and the role the turnover rate of local elected officials plays in their ability to become players within the green economy.

Recommendation: Analyze current policy, development of recommendations to address gaps in financial incentives and removal of other barriers that prevent adoption of renewable technology and other energy conservation methods.

Recommendation #4 – Develop organizational capacity

In the municipal renewable project, it was observed that some barriers were easier to overcome when organizational capacity was developed between community organizations, municipalities and businesses. Forming networks and partnerships increases the opportunity to remove barriers through creative deals and funding opportunities.

Recommendation: Community Futures Development Corporations (CFDCs) lead in the designation of responsible parties to develop organizational capacity by forming networks and partnerships between community organizations, municipalities and businesses to increase the opportunity for barrier removal through creative business deals and fundraising opportunities for community supported greening projects.

Recommendation #5 – Green Jobs Resource Network

One key aspect to developing a green economy, which will stimulate new job growth while addressing labour force adjustment issues, is networking. A green jobs resource network would provide knowledge and resources including green business directories, sample projects, case studies, contact information for existing projects, awareness information on climate change adaptation, renewable energy technology and energy conservation, etc. It will provide information to individuals who may be interested in these opportunities but have no idea where to find it. A central resource, including a web knowledge base will satisfy this issue.

Recommendation: Develop the framework for a Green Jobs Resource Network that will include knowledge and resources.

Recommendation #6 – Increase access to information on green careers

The opportunity for green career days within schools is prevalent. Awareness and access to information relating to green jobs is scarce and sought after by human resource professionals, guidance counsellors and career studies teachers. Providing a toolkit to enable these professionals to organize green career days will increase awareness and access to developing jobs in the green sector as well as the training and skills programs that are required.

Recommendation: Develop a green career day toolkit to increase access and awareness of green jobs.¹

¹ Green Communities

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