



# WHAT IS THE POTENTIAL FOR GROWTH IN GREEN JOBS?

# EIGHTY FIVE PERCENT

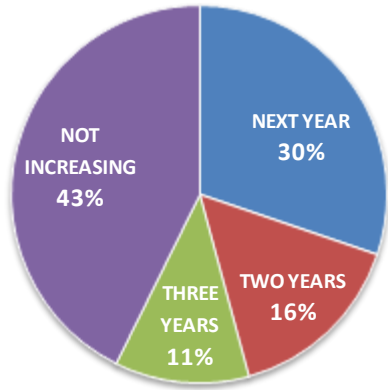
POTENTIAL JOB GROWTH IN THE GREEN ECONOMY IF COMPANIES WERE ABLE TO ACHIEVE THEIR **FULL GREEN POTENTIAL**. THE GREATEST POTENTIAL FOR JOB GROWTH IS FOUND IN THE ENERGY EFFICIENCY SUB-SECTOR, WITH AN ESTIMATED **135%** GREEN JOB GROWTH. CLIMATE CHANGE ADAPTATION BUSINESS ESTIMATED THE POTENTIAL FOR GROWTH AT **85%** AND RENEWABLE ENERGY FIRMS AT **73%**. IN TOTAL, **94%** OF SURVEYED COMPANIES VIEW GREEN MARKETS AS AN **EXCELLENT OR GOOD GROWTH AREA** FOR THEIR BUSINESS.

- ◆ LESS THAN 5 EMPLOYEES
- ◆ 5-9 EMPLOYEES
- ◆ 10-14 EMPLOYEES
- ◆ 15-19 EMPLOYEES
- ◆ OVER 20 EMPLOYEES

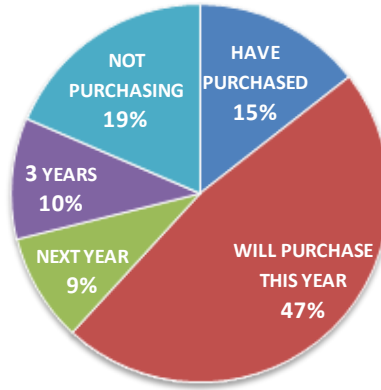


\*\*CANADIAN STUDIES HAVE SHOWN THAT MICRO-BUSINESSES (5 OR FEWER EMPLOYEES) CREATE OVER 1/5 OF ALL NET NEW JOBS

## WHAT ARE YOUR SITE EXPANSION EXPECTATIONS?



## WHAT ARE YOUR EQUIPMENT PURCHASING EXPECTATIONS?

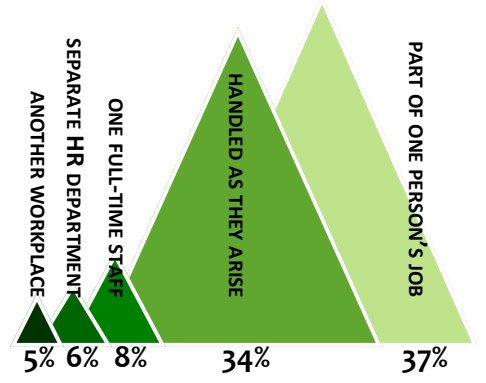


### EXPANSION PLANS WILL MOST LIKELY LEAD TO:

1. AN INCREASE IN WORKFORCE
2. ADDITIONAL INVESTMENT IN TECHNOLOGY
3. ADDITIONAL SERVICES FOR CUSTOMERS
4. AN INCREASE IN DEMAND FOR TRAINING
5. ADDITIONAL PRODUCT LINES

**69%** OF EXPANSION PLANS ARE BASED ON NEW PRODUCT INNOVATION

## WHO HAS RESPONSIBILITY FOR HR MATTERS?



## 5 FACTORS VERY IMPORTANT TO INDUSTRY COMPETITIVENESS

- PRODUCT RESEARCH AND DEVELOPMENT:** "UNCERTAINTY OF WHICH GREEN PRODUCTS WILL GAIN MAINSTREAM ACCEPTANCE"
- MARKET DEVELOPMENT LOCALLY:** "EDUCATION OF POTENTIAL CLIENTS OF GREEN MARKETS IS EXTREMELY IMPORTANT"
- STRATEGIC ALLIANCES:** "MORE COLLABORATION BETWEEN LIKE-MINDED ORGANIZATIONS IS NEEDED TO ACHIEVE GOALS"
- MARKET DEVELOPMENT OUTSIDE THE REGION:** "DIFFICULTY FINDING MARKETS TO ABSORB SUPPLY"
- INDUSTRY/PROFESSIONAL STANDARDS:** "NEED A MAJOR SHIFT IN THINKING - STOP THE GREENWASHING"



OF COMPANIES RATE THE AVAILABILITY OF WORKERS AS EXCELLENT OR GOOD



OF COMPANIES RATE THE QUALITY OF WORKERS AS EXCELLENT OR GOOD

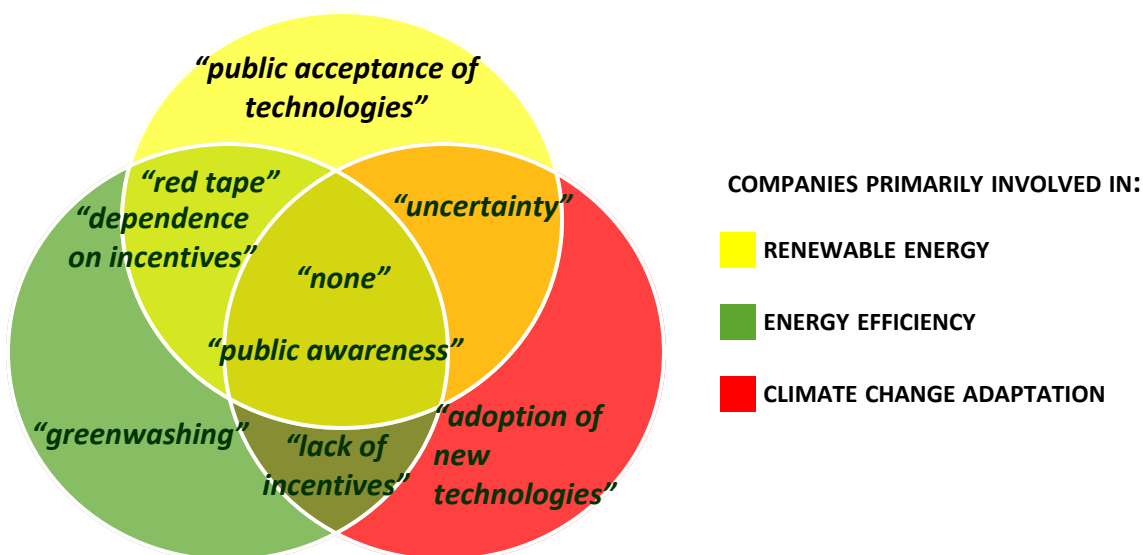


OF COMPANIES WILL BE ABLE TO RECRUIT SUFFICIENT QUALIFIED EMPLOYEES

"lack of experience" & "lack of education"

2 MOST COMMON PROBLEMS IN HIRING QUALIFIED EMPLOYEES

## WHAT BARRIERS ARE CREATING CONCERNS FOR THE NEAR FUTURE?



## WHAT IS NEEDED TO DEVELOP THE GREEN ECONOMY?

5 ISSUES WITH THE GREATEST IMPACT ON BUSINESS GROWTH: 5 MOST COMMON RECOMMENDATIONS TO IMPROVE THE LOCAL BUSINESS CLIMATE:

- FINANCING
- IMPROVEMENT/CONTINUATION OF GOVERNMENT PROGRAMS
- MORE STREAMLINED GOVERNMENT SERVICES
- PUBLIC AWARENESS OF GREEN ACTIVITIES
- MARKET DEVELOPMENT LOCALLY

- NETWORKING AND COLLABORATION
- REDUCTION OF GOVERNMENT RED TAPE
- GREEN TRAINING AND EDUCATION
- AWARENESS OF PROGRAMS AND GREEN INITIATIVES
- LOCAL BUSINESS AND ECONOMIC DEVELOPMENT

## BARRIERS TO RECEIVING NECESSARY TRAINING

