



An Introduction to Environmental Careers

- ECO Canada (formerly known as CCHREI) is a not-for-profit organization that provides information and services in support of the rapidly growing environmental profession.
- ECO Canada acts as a hub for information about the environmental profession— where employers, practitioners, students, and educators come to do the following:
 - Employers: post jobs, learn how to hire and keep the best workers
 - Practitioners: look for jobs, prepare their resume, make career transitions, become certified
 - Educators: understand what the industry needs in order to teach students necessary and in-demand skills, gather research materials
 - Students: help you explore what is possible, help you plan your career pathway, give you a leg up with certifications



This presentation will explore:

- ✓ The Environmental Profession
- ✓ Academic & Pre-Career Resources
- ✓ Job Search Strategies
- ✓ Resources for Your Green Career



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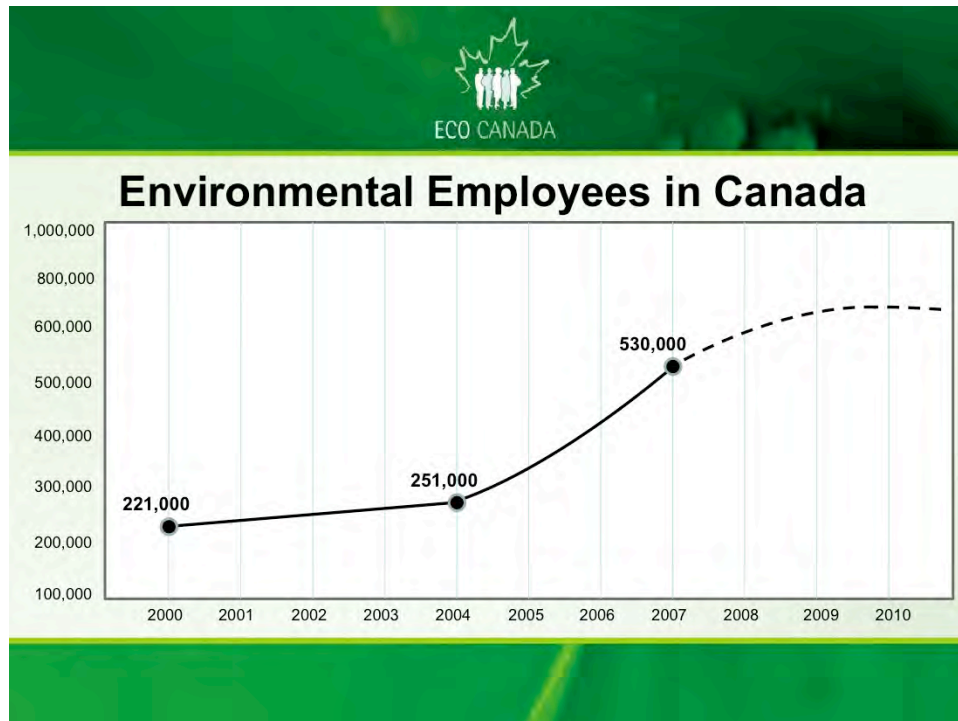
The Environmental Profession



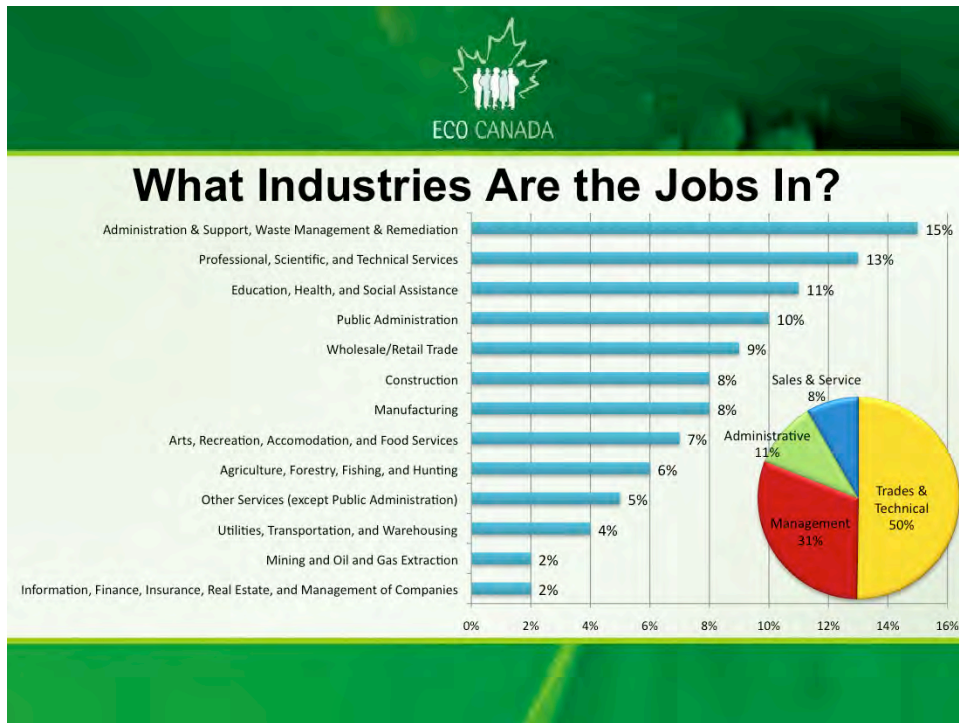


- Canada produces over \$18.5 billion in environmental goods and services and employs 530,000 people in the environmental profession
- ECO Canada estimates that there are over 105,000 companies that employ environmental people in Canada
- It is a multi-disciplinary industry and employs people such as: engineers, biologists, geologists, technologists, and environmental scientists
- The environmental workforce is rapidly growing, with the average annual rate of growth estimated to be 12.5% higher than the total growth of Canadian employment across all industries, between 2001 and 2010
- The demands of this sector require practitioners to have a wide-range of skills and knowledge to perform their jobs to the best of their abilities and measure up against industry accepted standards

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- In 2000, an estimated total of 221,000 people worked in the environmental sector. This included both environmental practitioners and support staff such as labourers
- In just four years, between 2000 and 2004, the estimated number of environmental practitioners increased by 30,000 people, a gain of 13.5%. Further to this, between 2001 and 2010 the average annual rate of growth in environmental employment is expected to be 12.5% higher relative to the total growth of Canadian employment across all industries
- By 2007, the number of people in the Canadian workforce engaged in environment-related work (either in full or in part) was estimated to be 530,000 people across all industries. This most recent estimate takes into account a large number of positions that involve some degree of environmental work, but may not have been considered a part of the environmental industry in earlier years



- The environmental profession is spread out across a number of industries and requires the work of professionals from many different backgrounds. Some of these areas include:

- The front lines of environmental work: people who work for environmental consulting companies and conduct hands-on technical work in the field
- Academia: as a researcher or teacher of environmental science
- Government: the largest purchaser of environmental services in Canada
- Non-Government Organizations (NGOs) like the Sierra Club
- Any industry whose work relates to the environment or has an impact on the environment (which is most). This would include areas such as mining, energy, or manufacturing

- The bar graph above shows the estimated number of environmental employees working in each of the listed industries, based on the total number of estimated environmental employees in Canada

- These varied environmental occupations can be further classified into four major occupational groups: Trades & Technical, Management, Administrative, and Sales & Service

- Although there are an estimated 530,000 environmental employees in Canada, it is still a relatively small number of employees in the overall workforce.



Where Do Environmental Practitioners Work?



- The largest proportion of environmental practitioners (42.5%) work in Ontario, followed by 18% in British Columbia, 17.3% in Quebec, 17.2% in the region that includes the Prairie provinces, the Northwest Territories, and Nunavut, and 6% in the Atlantic provinces
- There is a need for environmental practitioners across many sectors, particularly in the following industries which expect to see an increase in demand for environmental employees over the next few years:
 - Administration & Support, Waste Management & Remediation
 - Professional, Scientific, and Technical Services
 - Education, Health, and Social Assistance
 - Public Administration



The Environmental Profession

Environmental occupations
offer activities that relate to:

1. Environmental Protection
3. Conservation and Preservation of Natural Resources
3. Environmental Sustainability

- ECO Canada's initial task as a sector council was to define the environmental profession
- This was challenging because of the profession's large size and multidisciplinary nature
- A subsector model was developed to identify the three main categories of environmental occupations. These three categories are:
 1. Environmental Protection: occupations associated with our natural resources. Include air quality, water quality, and land quality
 2. Conservation and Preservation of Natural Resources: occupations associated with how we obtain resources and use them to produce other products. Include forestry, agriculture, and energy.
 3. Environmental Sustainability: occupations associated with the activities that drive the front-line work. Include education, research, communications, and policy legislation.

Academic & Pre-Career Resources



Now that you have a clearer understanding of the environmental profession, we will talk about the services that ECO Canada can provide to you to inform your academic decisions and to make your transition from school to work easier.

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Plan your Future

- Education Planner
- Finances

Education Planner - Post Secondary

The courses and training you take after high school are important stepping stones to your dream EcoCareer. Use your school's calendar to find the required courses for your program and what you need to do in order to graduate. The following worksheet will help you keep this information organized so it is easy to plan your post-secondary education.

Step 1: Requirements For Your Dream Job
Find out the post-secondary requirements for your dream job and write them down here.

Dream Job	What diploma/degree is required?	What school will you attend?	How many years will it take?

TIP: Challenge yourself! Select courses that match your abilities and present you with an academic challenge.

Step 2: Your Yearly Plan
This table will help you organize the courses you need to take and how many credits/credit hours you need, as well as your desired G.P.A. Use your school's calendar to determine required courses for your program, and don't forget to pay attention to course prerequisites.

Term 1	First Year		Credits/Credit Hours	Desired GPA
	Credits/Credit Hours	Term 2		

Planning ahead is important, and with the right resources it's easy to get started.

- The “Education Planner” will take you through the necessary steps for choosing the post-secondary school and courses that will lead to your dream job and best accompany your skills and abilities
- The “Finances” section provides a good place to start planning your student budget and identifies some of the key areas for income and expenses that you will need to take into account as a student



PROGRAM SEARCH

CLICK HERE TO TRY ANOTHER PROGRAM SEARCH

YOUR PROGRAM MATCHES

PROGRAM NAME	INSTITUTION	MATCH
Bachelor of Science Program in Agriculture	University of Alberta	9%
Bachelor of Science Program in Human Ecology	University of Alberta	9%
Bachelor of Science Program in Ecological Sciences	University of Alberta	9%
Bachelor of Science in Agricultural Biotechnology	University of Lethbridge	9%
Bachelor of Science Program in Agricultural/Food Business Management	University of Alberta	9%
Bachelor of Arts in Agricultural Studies	University of Lethbridge	9%
Bachelor of Science in Agricultural Studies	University of Lethbridge	9%
Post-Diploma Bachelor of Science in Agricultural Studies	University of Lethbridge	9%
Bachelor of Science Program in Ecological Sciences	University of Lethbridge	9%

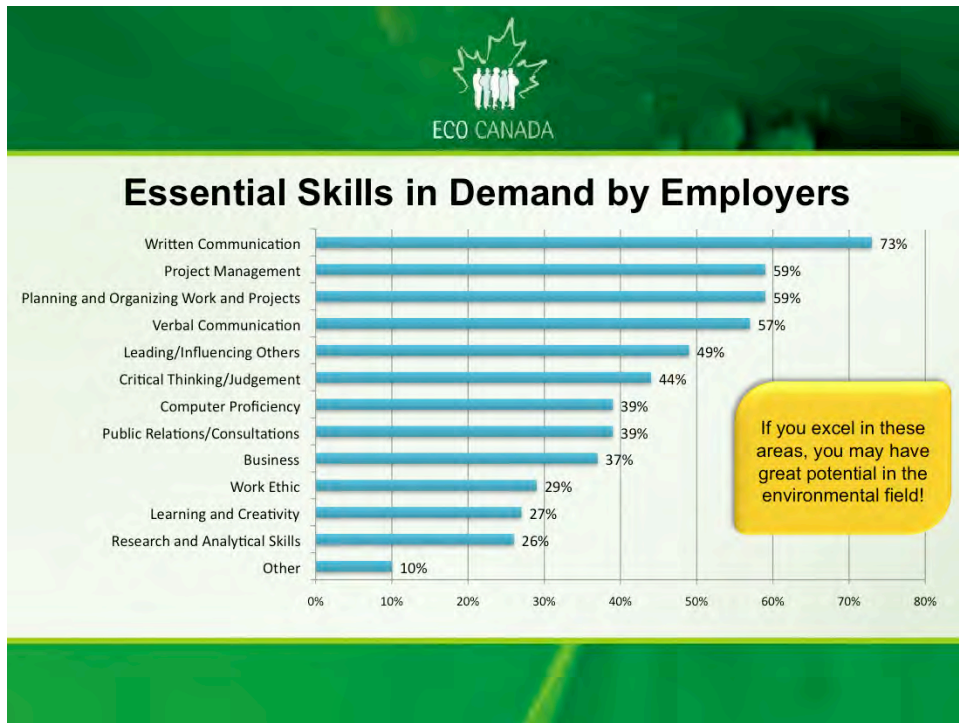
Career Pathing

- Choose Schools
- Resume
- View Jobs
- Become an Intern
- The Interview

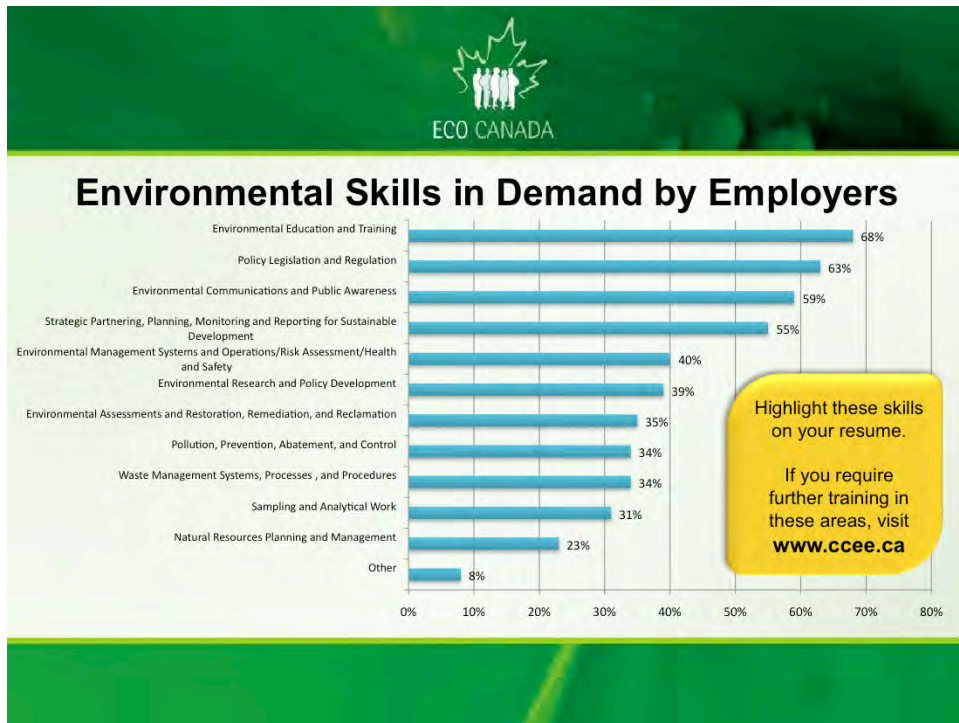
Getting the job can be a challenge – but some direction can make it easy and even enjoyable.

- “Choose Schools” offers a fill in the fields program search to help you find the perfect educational program to match your goals.
- Use the dynamic “Resume” tool to help summarize your skills, education, and experience and then add your resume to our database for employers to view.
- Our environmental job board is used by thousands of employers across Canada to post environmental jobs. The “View Jobs” and “Job Search” sections are two different ways you can access the job board and check out the newest postings.
In the future we hope to offer a section to list summer jobs specifically targeting students.
- “Become an Intern” provides you with all the information you need to know before applying for the ECO Canada post-graduation internship program.
- “The Interview” section gives you some good tips on how to prepare for a job interview and what you can expect from prospective employers in an interview situation.

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- The skills being sought by environmental employers have become known as “soft” skills, such as communication abilities and project management experience.
- These are general skills that can be applied to all jobs within the environmental profession.



- Aside from the “soft skills” applicable to most areas of environmental employment, environmental occupations also require these specific skills in order to succeed in the various fields
- This chart provides a breakdown of the environmental skills required most by employers to succeed in many of the different environmental occupations

ECO CANADA

Explore Careers

- Career Matching
- Occupational Profiles
- Video Library

OCCUPATIONAL PROFILE	MATCH	(Check the box(es) at right and click "Add to Clipboard" to save profiles)
Agriculture Specialist	10%	<input type="checkbox"/>
Agriculture Technician/Technologist	9%	<input type="checkbox"/>
Agriologist	12%	<input type="checkbox"/>
Agronomist	12%	<input type="checkbox"/>
Crop and Livestock Producer	9%	<input type="checkbox"/>
Ecotoxicologist	18%	<input type="checkbox"/>
Environmental Epidemiologist	53%	<input type="checkbox"/>
Environmental Assessment Analyst	24%	<input type="checkbox"/>
Pollution Control Technologist	12%	<input type="checkbox"/>

add to clipboard

Once you are signed in to the ECO Canada website, you will have access to the resources that we will go over in the next few slides.

There are four sections in the student component of the ECO Canada website. They are: “Explore Careers”, “Plan your Future”, “Get the Job”, and “In the Real World”.

The “Explore Careers” area provides the following services:

- The “Career Matching” tool provides you with a list of careers that are compatible with your skills and interests
- “Occupational Profiles” feature 100 unique and varied environmental career profiles to give you a taste of the various environmental professions available
- Look through the “Video Library” to hear information and interviews from environmental practitioners about what they do, where they work, the educational path they took, and what they like about their jobs



Occupational Profiles

Wildlife Biologist



Service

Habitat Biologist

Environment Canada

Canadian Wildlife

- "At a Glance" Descriptions
- Job Duties
- Educational Requirements
- Role Models
- Career Opportunities
- Work Environment
- Resources
- Explore Related Careers

- This slide shows just one of the 100 profiles available. Use these profiles to find out more about different occupations and what you need to do to get there
- Whether you are looking for inspiration for your own career direction or you would like to find out more about your dream job, use this tool to read about real-life Canadians working in environmental careers and learn from their experiences

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Starting Your Career





Get Your Foot in the Door...

ECO Canada Internships:

- 6-12 month terms
- Wage subsidy
- Apply online
- Intern finds employer

Available to:

- Post-secondary grads
- Practitioners under 30



- The ECO Canada internship program provides recent graduates under the age of 30 with the opportunity to gain valuable work experience. This slide shows a recent ECO Canada intern whose work took him to do research as an environmental specialist in Northern Canada
- All post-secondary graduates are eligible for this program and you can apply online through the ECO Canada website. If approved, you will have the opportunity to secure a paid internship for up to one year. The internship program has a 95% success rate—95% of participants are either hired on by their company full-time or return to school to pursue graduate studies
- One important thing to note is that this program operates on a “wage-subsidy.” That means that, if approved, you find your own host company, targeting any company you would like to work for. ECO Canada then provides that company with a financial grant to subsidize your wages



... Become an Intern



Research Assistant
CPAWS, Northern BC



Promotions Coordinator
K-LOR Contractors, Calgary

- The national internship program offers interns the opportunity to work on a project that focuses on a particular region in Canada
- The international internship program offers interns international exposure, which may include liaising with foreign companies, working with samples from abroad, participating at a conference outside of Canada, or travelling to a foreign country

This slide shows two examples of interns who have gone through the program:

- On the left is Carrie Slanina who worked as a Research Assistant in BC for the Canadian Parks and Wilderness Society
- On the right is Michael Peterson who was hired at K-LOR contractors to film a documentary on the de-construction of an old radio tower in Jasper National Park

In the Real World

- Labour Market Information
- First Year Success
- Recognition

Here is a chance to find out more about life after school.

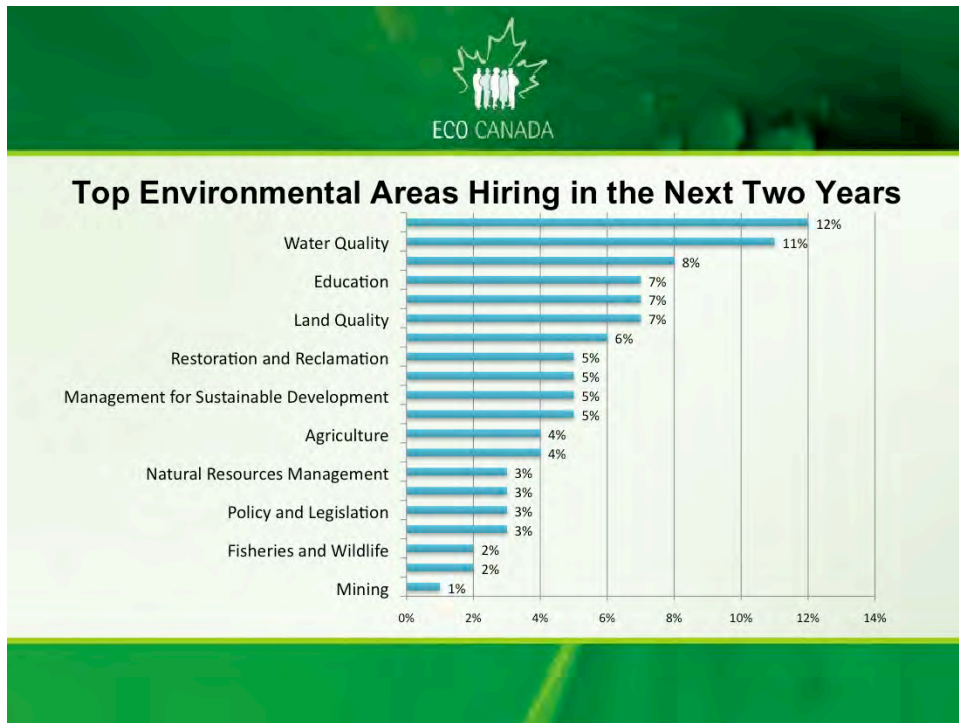
- “Labour Market Information” gives you access to ECO Canada’s labour market reports, detailing more about the job situation in Canada. Use this section to find out where the jobs are and what employers are looking for
- The “First year success” section profiles young environmental practitioners, giving them an opportunity to share their experiences in their first year out of school and what they did to make that year a success
- The “Recognition” section provides you with information and access to a certification program for young environmental practitioners and the accompanying Mentorship Program. Find out what the CEPIT designation means and what it can do for you in your job search

Job Search Strategies



To end, we will discuss some points for you to consider when searching for an environmental job.

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- Another thing you should consider are the methods employers use to hire people, such as:
 - Personal contacts
 - Electronic bulletin boards / job banks / the internet
 - Internal company searches
 - Newspapers and trade journals
 - Corporate website
 - Co-op programs
 - On-campus recruitment
 - Professional recruitment agencies
- Make sure to utilize all of these avenues
- Get out there and network!



Targeting Your Job Search

Newspapers

Over one-third of environmental employers post in the newspaper, especially for entry level positions.

Online Job Boards

An excellent source of information to learn about organizations of interest and the positions they routinely hire for.

Networking

The most common recruitment source cited by environmental employers . . . so never pass up an invite to a networking function!

- There are a number of sources you can use when looking for a job. Use as many sources as possible and don't forget the "hidden job market" that you can access by getting out there and talking to people in the profession.

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- Breakdown of commonly used recruitment methods



- The ECO Canada job board is a key resource when looking for environmental jobs. The job board is specific to the environmental profession—meaning that you will find only environmental job openings posted
- This slide shows the diversity of the job board in terms of positions and locations
- The job board is used by thousands of environmental employers of all sizes and types across Canada
- Use this resource to give you an idea of what is out there and to find jobs that you are interested in pursuing



Targeting Your Resume

Jane Doe B.Sc., CEPIT

Qualifications

CEPIT designation with competencies in the following areas:

- Land Quality Protection
- Policy and legislation

Skills

Highlight relevant skills & experience up front:

- Lab related
- Field work related
- Work experience or volunteer related

**Upload your resume to
ECO's Database to reach
potential employers**

- When looking for a job, make sure you focus specifically on the areas mentioned in the job posting. The more focused you can be, the better your chances for landing an interview
- For example, Jane Doe worked in a lab for her summer job and also has experience as a volunteer in the environmental field – if the position involves lab work, this is an excellent opportunity for Jane Doe to highlight her experience in this area

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Resources for Practitioners



- Stay current
- Stay connected
- Stay informed

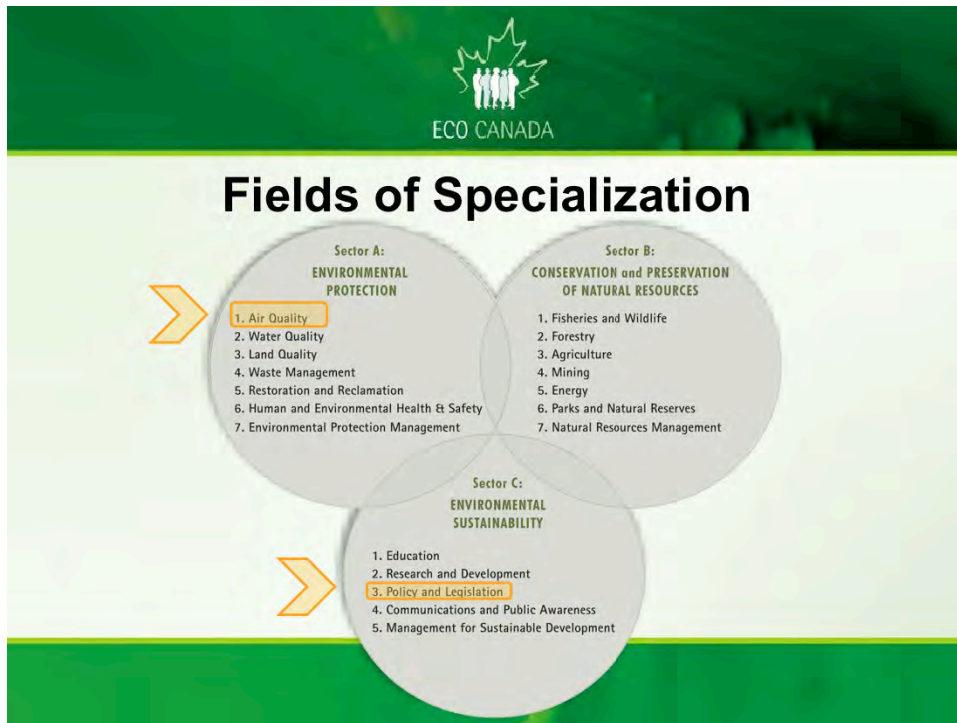
You can get access to the practitioner site as a student, but if you re-sign in as a practitioner, you will begin getting information from ECO Canada that is specific to environmental practitioners.

Some of these resources include:

- Canada's Largest Environmental Job Board
 - Access to Employer Profiles
 - Resume Builder / Post Resume
 - Access to Professional Development
 - Career Strategies
 - Ways to Increase your Marketability
 - Find labour market information
- Apply for paid internships



- Certification is a relatively new concept in the environmental profession
- For a long time, the environmental profession was not even considered to be its own profession, rather engineers, biologists, and chemists simply did some work that was considered to be environmental
- Over the past decade people have begun to realize that very specific skills and knowledge are needed to understand the environment and perform environmental work, turning environmental practice into its own entity
- The CCEP designation is the primary designation available to environmental specialists who have five or more years of experience doing environmental work
- The CEPIT designation is a stepping stone toward building your professional credibility for the CCEP. It is available to practitioners with less than five years of experience doing environmental work
- You can apply for both using an online system (accessed through the practitioner portal) or you can learn more about certification by visiting the CECAB website at **www.cecab.org**



- In order to recognize environmental expertise, the CEPIT designation offers a number of different fields of specialization (also called “sectors”) in which candidates can choose to become certified
- Within the three main sectors (Environmental Protection, Conservation and Preservation of Natural Resources, and Environmental Sustainability) there are 19 sub-sectors. As a CEPIT, depending on your level of experience, you can apply to be certified in a maximum of two of these sub-sectors
- The system has been designed to allow you to highlight your areas of strength and focus on working towards becoming competent in a particular field of practice



Benefits of Certification

Formal Recognition

- Of knowledge acquired in school
- Of skills acquired through practical experience

Focused Career Development

- Access to a national network
- Helps employers understand your competencies
- Optional mentorship program

- In each of the areas that the sector model lays out, there are documented national occupational standards for how to perform work competently in each area
- In order to become certified you must prove you are competent in these areas – not by writing a test or doing coursework, but by getting a peer to verify that you have done the work before, and done it to the level that you say you can
- This helps explain to an employer that you can perform what you learned in school and that you can do the work they need done
- You have a way of demonstrating that you know what you are doing. The other candidate may know as much or more as you, but you have proof of your abilities
- Becoming certified and having this designation on your resume will do two key things for your career:
 - Give you formal recognition of your skills and knowledge that will help employers better understand what you are capable of
 - Help you to focus your career development



How can ECO Canada help you?



- ✓ Labour market research
- ✓ Career information
- ✓ Internship programs
- ✓ Online job board
- ✓ Access to training
- ✓ Professional recognition

- Some of the resources that ECO Canada provides its users are:
 - Career information, an online job board, internship and work experience subsidies, an online database of environmental courses, certification programs, employee retention strategies, research on human resources in the environment industry, as well as resources specific to Aboriginals in the environment industry
 - ECO Canada is very much web-based and they provide the majority of their services on their website at www.eco.ca
 - ECO Canada services have been customized for your needs. As a student, you will need to register and create a student account
 - As a registered member of ECO Canada's website, you will have access to all of these services – which are focused on helping you to explore and develop a career in the environmental profession



**Let your Green Career Evolve
with ECO Canada**

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- There are quality job opportunities in the environmental profession. You just need to know where to look!
- ECO Canada can help you. This non-profit, government funded organization can provide you with the resources and information you need to make the transition from school to work.

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Visit www.eco.ca for more information. Sign in as a student to access certification, internships, information, and more!

<Link on the bottom of the page to the ECO Canada website> <http://www.eco.ca/Portal/default.aspx>