



WORKFORCE 2030 Coalition

One Year Together Review

JUNE 2021





ABOUT THE WORKFORCE 2030 COALITION:

Workforce 2030 is Canada's first and only coalition fast-tracking the workforce needed for low-carbon buildings. Launched in 2020 in Ontario, the coalition brings together over 60 organizations: employers, associations, unions, non-profit organizations, and education providers that train, employ, organize, and advocate for tens of thousands of building sector workers.

Foundational Partners:



Funders:



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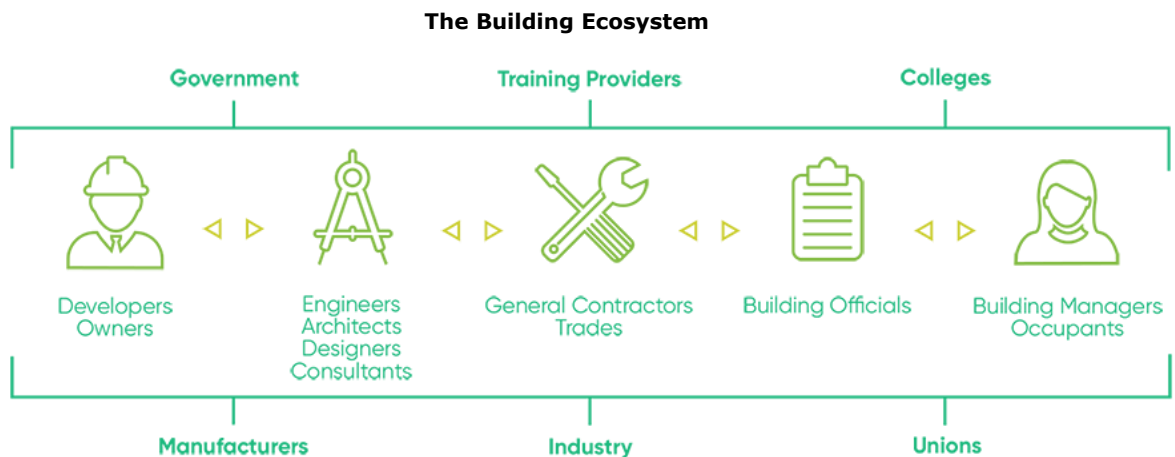


1. Why We Started

As Canada transitions towards a low-carbon future, the building sector must change. Reducing carbon emissions requires high-performance buildings and retrofits delivered at unprecedented speed and scale. Success is dependent on the workforce's capacity to design, build, renovate, and operate low-carbon buildings. Employers, educators, and workers must effectively collaborate to strengthen skills and recruit more people to the building sector.

The building sector is facing a massive labour shortage; over 100,000 new construction workers are needed in the next 10 years just to keep pace with current forecasted demand and retirements in Ontario, according to BuildForce Canada. The Canada Green Building Council (CaGBC) market research shows that reducing emissions in this critical decade for climate action will require triple the current number of design and construction professionals working on low-carbon buildings and retrofits, upwards of 600,000 workers engaged in low-carbon building projects.

In response, Workforce 2030 launched in July of 2020. The coalition set out to champion skills training, inclusive recruitment, catalyze government investment, progressive policies and business practices needed to advance low-carbon building. With unprecedented mobilization and collaboration among employers, educators, and workers, the coalition could effectively accelerate the needed workforce capacity.





2. How We're Growing

Workforce 2030 engaged over 150 stakeholders from industry and professional associations, educators, unions, non-profit organizations, and companies to develop the coalition. By the end of May 2021 over 60 organizations had joined the coalition as partners or supporters.



6 projects, proposals, and areas of collaborative work

Advocacy for Workforce Capacity, Rapid Upskilling for Green Building, Workforce Capacity for Mass Timber, Workforce Readiness Roadmaps, Building Canada's Retrofit Workforce, Climate Action through Green Building

39% Employers

2% Government

6% Unions

11% Non-profits

11% Educators

31% Associations* *includes industry, trade, professional associations

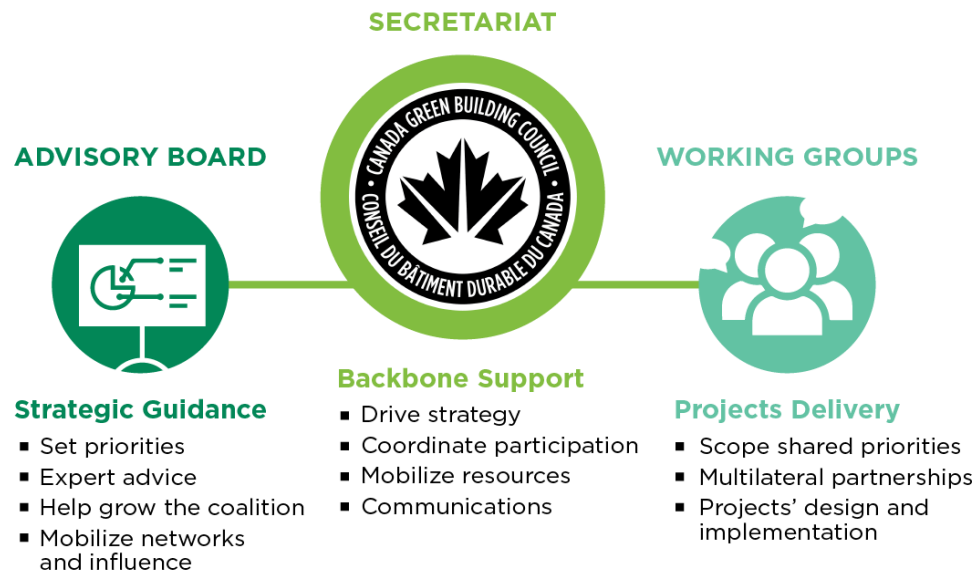
Our governance and operational structure was adapted from the [Constellation Model of Collaborative Social Change](#). CaGBC acted as the Backbone Organization, and an Advisory Board of representatives from the 15 foundational partners guided the strategy. Working Groups drove action by mobilizing coalition participants around shared interests and opportunities. The first Working Groups assembled in the fall of 2020 on priority areas including advocacy for workforce development policy and





supports, workforce capacity for mass timber, equity and inclusion in recruitment and training, and industry partnerships to build forward-looking roadmaps and targeted action plans for workforce development. Working groups evolved into partnerships for project design and delivery.

Workforce 2030 Operational Structure





2.1 Main Coalition Projects and Areas of Work

2.1.1 Advocacy for Workforce Capacity

In Ontario, the coalition prioritized engagement with the Min. of Labour, Training and Skills Development. We put forth workforce recommendations that prioritized support for underrepresented groups, especially women and racialized youth, and transitioning workers from sectors hardest hit by the pandemic into in-demand green building work.

Key recommendations for the Government of Ontario

Invest in worker upskilling and re-employment for energy efficient building retrofits and low-carbon new construction and support rapid skills training for displaced workers' transition to green building jobs.

- ⇒ Fund training centers and colleges to update and deliver curricula related to high-performance construction, building operations and strategies for energy reduction and conservation.
- ⇒ Subsidize vocational and professional training for incumbent building sector workers and new entrants to build skills for working on energy efficiency building retrofits and new low-carbon construction.

Nationally, coalition advocacy focused on the importance of intentionally connecting workforce and climate priorities across programs and policies, in close cooperation with provincial and territorial governments, and leveraging the building sector for creating good jobs and reducing emissions.

Over the last year, the government committed to unprecedented investments in training and reducing emissions from the built environment through building retrofits, creating opportunity to realize the coalition's goal of a robust, low-carbon skilled workforce.

Lead organizations: Efficiency Canada and Canada Green Building Council

Working Group Participants: Toronto Region Board of Trade, Colleges Ontario, Passive House Canada, HRAI, OGCA, NAIMA Canada, OSPE, RESCON, Insulators Local 95, TAF

Funders: Catherine Donnelly Foundation, Ivey Foundation, TAF





2.1.2 Rapid Upskilling for Green Building

The impacts of COVID-19 have been widespread, but lower-skilled workers from marginalized communities were hardest hit by the pandemic, especially those just entering the workforce or employed in hospitality, retail, and manufacturing sectors. Workforce 2030 set out to mobilize the rapid upskilling of these workers to fill the roles that are most in need in the building sector and create opportunity for those who need it most.

Over the next two years, the Rapid Upskilling for Green Building project will focus on transitioning COVID-impacted workers into green building work such as energy retrofits and new low-carbon construction.



Coalition partners will recruit more than 500 workers in the GTHA, prioritizing groups underrepresented in the building sector, especially women and racialized youth, into pre-apprenticeship training programs upgraded with basic climate literacy content, as well as foundational knowledge and essential skills for building and operating low-carbon buildings. Trainees will be equipped to access pathways towards resilient employment, with the support of coalition industry and union partners.

Lead Organization: Canada Green Building Council

Project Partners: Mohawk College, Building Up, Toronto Community Benefits Network, Labour Education Centre, BOMA Toronto, The Daniels Corporation

Funder: Government of Canada - Future Skills Centre



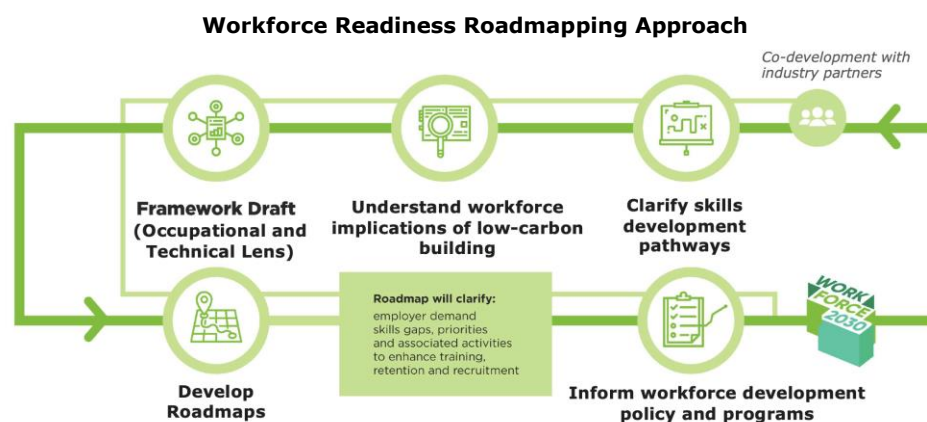


2.2.3 Workforce Readiness Roadmaps

Changes to how we design, build, and operate buildings will impact the work of millions of people across dozens of occupations and create new roles. We have increased clarity on the technical requirements to achieve low-carbon building performance, but now need action to augment skills, innovate work processes and grow the capacity of new and incumbent workers. Low-carbon workforce development roadmaps that dive into specific occupations and technologies are a necessary tool to guide this action and enable industry and education providers to be ready for this rapid transformation.

Such roadmaps must be developed with key organizations representing specific occupations in real estate and construction - professional associations and unions that represent workers, so that industry can take ownership of subsequent action plans. By aggregating and centralizing information, we can ensure that it is widely available to government, industry, academia, and research organizations as well as workers looking to navigate skill development opportunities.

Coalition partners have begun sketching out this roadmapping process, beginning with architecture, engineering and carpentry occupations, and technologies with highest carbon reduction impact and that are rapidly altering workforce demand: electrification of heating, insulation and air tightness and mass timber construction.



Participants: Carpenters District Council of Ontario, HRAI, RESCON, NAIMA Canada, Canadian Wood Council, OSPE, Ryerson University, Athabasca University





Thank You to All Coalition Partners, Funders and Supporters

Andra Martens Design Studio
BEIC
BOMA Toronto
Building Up
Canada Green Building Council
Canadian Apprenticeship Forum
Canadian Council for Aboriginal Business (CCAB)
Canadian Institute of Energy Training (CIET)
Capex Advisory
Capreit
Carpenters District Council of Ontario
Catherine Donnelly Foundation
City of Vaughan
Colleges Ontario
ECO Canada
Efficiency Canada
Element5
Endeavour Centre
EverGreen Energy Corp
Fanshawe College
Fenestration Association of BC
Fourth Pig Green & Natural Construction
Future Skills Centre
Geosource Energy Inc.
Great Gulf
Greening Homes Ltd.
Heat and Frost Insulators & Allied Workers Local 95
Heating, Refrigeration and Air Conditioning Institute (HRAI)
IBEW Local 353
Ivey Foundation
JJ McNeil Commercial

Labour Education Centre
Magna Green Group Canada
Meadow Consulting Inc.
Mohawk College
Morphe Contracting Inc.
MOSS SUND architects
NAIMA Canada
Nerva Energy Group Inc.
Ontario Association of Architects (OAA)
Ontario Building Officials Association (OBOA)
Ontario General Contractors Association (OGCA)
Ontario Society of Professional Engineers (OSPE)
Ottawa Climate Action Fund (LC3)
Passive Buildings Canada
Passive House Canada
Pomerleau
Pretium Engineering Inc.
Residential Construction Council of Ontario (RESCON)
RoCo Industries Inc.
SRS Consulting Engineers Inc.
STL Lighting Group
SvN Architects+Planners
The Atmospheric Fund (TAF)
The Daniels Corporation
Toronto and York Region Labour Council
Toronto Community Benefits Network
Toronto Environmental Alliance
Toronto Region Board of Trade
Toronto Workforce Funders Collaborative
Vitesse Re-Skilling Canada
Walsh Canada
WSP





"Being a part of this coalition means being an active participant in shaping our collective future. Understanding the impacts of the current climate trajectory and our ability to affect this critical turning point, it all begins with education."

- Ontario Association of Architects

"Colleges are pleased to be working with business leaders to ensure Ontario has the highly qualified workforce it needs to facilitate the transition to a low-carbon economy. College-trained tradespersons and a variety of other college graduates are indispensable to the implementation of the green economy."

- Colleges Ontario

"Zero-emission building in Canada is poised for rapid adoption. To ensure this rapid transformation happens as seamlessly as possible, it is important we have an adequately trained workforce. That's why we're part of Workforce 2030."

- Passive House Canada

"We joined the Workforce 2030 Coalition to accelerate the development of young talent that will be designing and building infrastructure, using new technologies and methodologies. This is the only way we can hope to achieve our carbon emission reduction goals in the building sector."

- Ontario Society of Professional Engineers

"If Canada is going to achieve our 2030 goals, we need to reduce emissions from buildings. So many organizations in our industry are running in parallel to each other - this coalition links us all together to create real momentum. It's time to play a better game."

- NAIMA Canada

"CaGBC has convened a network of partners that are passionate about connecting the work that most needs to get done with the people that need it most. As an organization, our mission is to support that type of connection, and through this forum we are able to make it a reality."

- BuildingUP

