

# **Green Career Centre**

## Sponsorship Package





## Introduction

The Green Career Centre bridges the gap between opportunity and access in the green workforce, ensuring that diverse talent can thrive in sustainable careers. With a focus on supporting BIPOC, newcomers and women, the Green Career Centre works by and for these communities to bridge the gap between equitable, accessible and transparent social and environmental employment opportunities. Our key areas and initiatives include hosting green career events, conducting innovative participatory and community centered research, and developing impactful resources.





## Why Us?

At the Green Career Centre, we realize that as a business, you want to increase your exposure. You also want to build goodwill in the community and establish yourself as a socially and environmentally responsible brand. As a sponsor, you can leverage these key benefits in partnering with us.

**Access a Diverse Talent Pipeline:** We specialize in connecting underrepresented youth (including BIPOC, women, newcomers) with meaningful careers in the green sector. Our Youth Green Jobs Network has over 3000+ members, and our initiatives actively help employers recruit high-potential, diverse candidates eager to enter sustainability careers.

**Engage with the Green Leaders of Today:** We offer direct access to thousands of diverse students and young professionals (ages 18-30) from post-secondary institutions across Canada. Our past events have engaged:

- 300+ attendees at our annual career fair
- 100+ attendees per webinar
- 25+ attendees per in-person workshop

**Promote Your Products & Services to a Targeted Audience:** Our green job preparation and professional development events provide opportunities to:

- Feature your representatives in panels and networking sessions
- Distribute promotional materials, job postings, and giveaways
- Engage with a highly eco-conscious audience passionate about sustainability



## Our Past Initiatives

**Green Career Fair:** The Green Career Fair has been a remarkable success, bringing together over 41 employer partners and 550+ job seekers that share a passion for the green economy. The event provided a platform for job seekers, professionals, and organizations to connect, collaborate, and explore opportunities in the thriving green sector. Employers showcased booths that provided them a chance to promote themselves and provide a means for attendees to learn more about them. The fair prioritized sustainability by promoting responsible waste management and offering planet-friendly food and beverage options. Overall, the Green Career Fair created a sense of community, sparked meaningful connections, and ignited a collective passion for building a more sustainable future.





**How to Land a Sustainable Summer Job Webinar:** The “How to Land A Sustainable Summer Job” webinar, attracted over 86+ online guests who were eager to explore sustainable career opportunities. The webinar provided invaluable guidance and insights for youth seeking summer jobs in the green industry. The session was led by Lauren Castelino, who shared her expertise and practical advice. She discussed various aspects of landing a sustainable summer job, including identifying relevant sectors, tailoring resumes and cover letters, showcasing sustainability skills and experiences, and effectively networking in the green industry.

**Women in Sustainability Webinar:** The “Women in Sustainability” webinar, was a highly anticipated event, drawing over 109+ online guests who were eager to engage in meaningful discussions about the role of women in driving sustainability initiatives. The webinar provided an empowering platform for women to share their experiences, insights, and success stories in the field of sustainability. The session was led by a diverse panel of accomplished women who are leaders and change-makers in the sustainability sector. They shared their expertise, challenges, and strategies for overcoming barriers in a traditionally male-dominated industry. The panelists discussed topics such as gender equality, work-life balance, mentorship, and opportunities for women in sustainability.





## Research Pieces

### Youth Perspectives on Securing Green Jobs: An Equity Perspective

The end goal of this research is to help underserved youth secure employment in the environmental field by taking into account justice, equity, diversity and inclusion considerations. This research further serves to confirm the hypothesis that the environmental field is not racially diverse and needs to find ways to include people from racialized groups.

### Youth Perspectives on Green Job Resources and Career Gaps

The objective is to use this research and the data collected in focus group sessions to provide recommendations for how governments, employers, and non-profit organizations can expand opportunities and resources for underserved communities looking for environmental employment.

Moreover, this policy brief addresses systematic exclusion practices that have been in place, discriminating against BIPOC, women, and newcomers.

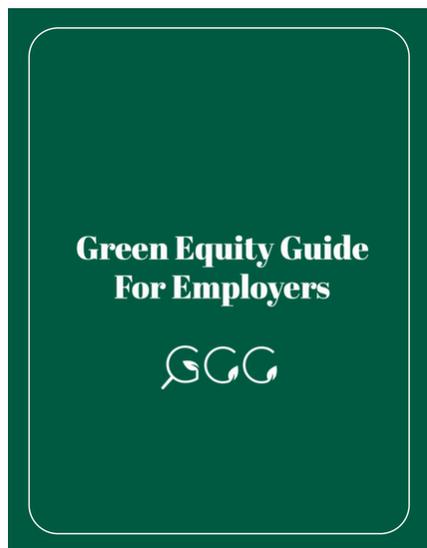
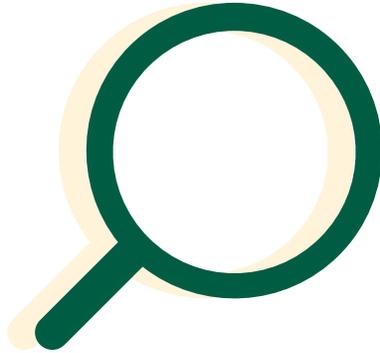


### Sustainability and Gender Inequality: A Local and Global Perspective

This policy report addresses the systemic barriers faced by underserved self-identifying women in the sustainability sector in what is currently Canada and recommends actionable measures to promote gender equity and inclusivity in local organizations. The general public has a commonly held belief that sustainability organizations are staffed entirely by altruistic individuals who are unaffected by the existence of political influence, ego clashes, or power dynamics. As evidenced by this research, these institutions are just as prone to gender bias and discrimination, much like any other organization.



## Our Resources



### **Wage Subsidy Matching and Green Skills Mapping Tools:**

Tools for underserved youth to get connected to 100+ wage subsidies and work integrated learning opportunities to fund their next internship/full time role as well as micro-credentials and trainings to help them gain the green skills they need to get hired.

### **Green Equity Guide for Employers:**

A comprehensive guide to help employers implement equitable hiring, recruitment, and retention practices in the green job sector.

### **Youth Green Jobs Network:**

Join our Youth Green Jobs Network, where we share entry-level green job opportunities across what is currently Canada and encourage networking amongst members.



## Our Funders and Sponsors

Thanks to all our sponsors that help us in making our initiatives possible. Every dollar invested helps engage youth to pursue green jobs to address environmental issues and empowers the young leaders of today.



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## What Can We Offer You?

### Bronze Sponsor

- Up to **\$500** or in-kind donation
- Company logo displayed on website (small size)
- Social media promotion



### Silver Sponsor

- Up to **\$1000** or in-kind donation
- Company logo displayed on website (medium size)
- Social media promotion
- Company logo displayed at venue



### Gold Sponsor

- Up to **\$1500+** or in-kind donation
- Company logo displayed on website (large size)
- Social media promotion
- Representatives welcomed as speakers/mentors
- Company swag shared with attendees
- Company logo displayed at venue
- Explicit mention during event address



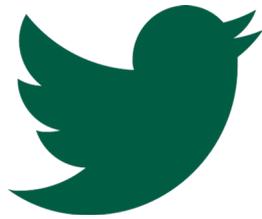
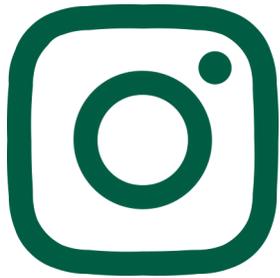


## Contact Us

Email: [info@greencareer.ca](mailto:info@greencareer.ca)

Website: [www.greencareer.ca](http://www.greencareer.ca)

Social Media: [@greencareerca](https://www.instagram.com/greencareerca)



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