



News Release

FOR IMMEDIATE RELEASE

GREEN ECONOMY DEFINED

BRANTFORD (Feb. 17, 2011) – What is the Green Economy? What is a green job? A new report, *The Future of the Green Economy: Grand Erie, Hamilton and Niagara*, being released on Friday, Feb. 18, answers those questions.

The 62-page report defines what activities make up the green economy, while identifying what sectors of the Grand Erie-Hamilton-Niagara economic corridor show the most promise for the creation of green jobs. The six sectors are: agriculture, construction, manufacturing, utilities, transportation and warehousing, and waste remediation.

“There’s a lot of buzz about the green economy and green jobs, but there hasn’t been any clarity about what those terms mean,” said Jill Halyk, executive director of the Workforce Planning Board of Grand Erie, one of three partners on the project, along with the Hamilton Training Advisory Board and Niagara Workforce Planning Board.

The report defines the Green Economy as activities that contribute to preserving or restoring the quality of land, air and water. This includes reducing the use of fossil fuels, decreasing pollution and greenhouse gas emissions, energy conservation, recycling materials, and developing renewable energy. The report concludes that our communities and our workforces are ready to rise to the challenge of building the Green Economy.

“Grand Erie’s labour force is well positioned to meet the demands of the growing Green Hub,” Halyk said, referring to the region’s designation as a Green place to do business. “Our manufacturing firms have demonstrated leadership in environmental products and we are in a rich agriculture region.”

In keeping with the Green theme, *The Future of the Green Economy* report is being launched online using a live, interactive video broadcast. Here are the details to participate:

When: Friday, Feb, 18, 10:30 a.m. to 11:30 a.m.

How to participate: Click on www.ustream.tv. In the search box, enter: liveonrequest and click Search. Click on Today, then click on The Future of the Green Economy.

Note: No registration is required. The media can submit questions during the presentation.

The presentation includes a summary of the report’s findings, an employer panel of companies profiled in the report, and a question-and-answer session. Companies participating include Horizon Energy Solutions of Hamilton, Corporate Chemicals & Equipment of St. Catharines, and EnerMin Solutions of Dunnville.

The Workforce Planning Board (www.workforceplanningboard.org) conducts localized labour market research and engages organizations and community partners in labour market projects. WPBGE is part of the Workforce Planning Ontario Network, which works to address labour market issues from a province-wide perspective.

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