PLACING 1,000 YOUTH IN GREEN JOBS BY END OF 2019
SFI is a sustainability leader dedicated to the future of our forests

Supply Chain Assurances • Conservation Leadership • Education & Community Engagement

Ensure connections and relevancy
The future of our forests depends on strengthening the connections between sustainable forests, thriving communities, and responsible purchasing.
SFI BOARD

ECONOMIC

GREENBLUE
Hancock Natural Resource Group
MILLAR WESTERN
Graphic Packaging
Associated Oregon Loggers, Inc.
IRVING

ENVIRONMENTAL

Ducks Unlimited Canada
The Longleaf Alliance
WILDLIFE SOCIETY
American Bird Conservancy
Canadian Council on Invasive Species

SOCIAL

Habitat for Humanity Canada
KACEE
Secretary of Agriculture and Forestry
United Steelworkers Métallos
Nicola Tribal Association
Cypress Bay Plantation
SFI STANDARDS
A PROOF POINT FOR ENVIRONMENTAL STEWARDSHIP AND SUSTAINABLE FORESTRY

SFI Forest Management Standard
SFI Fiber Sourcing Standard
SFI Chain of Custody Standard
DIVERSITY OF SFI PROGRAM PARTICIPANTS

- Provincial/State Public Lands
- Private Lands
- University Lands
- Indigenous Lands
- Non-Profit Organization Lands
- Conservation Lands
11% of the world’s forests are certified

Delivering 29% of global roundwood production

SFI accounts for almost 25% of global certified forests

and nearly 40% of PEFC certifications worldwide
A GLOBAL REACH

PRODUCTS CERTIFIED TO SFI STANDARDS ARE SOLD IN NEARLY 140 COUNTRIES

SFI’s international recognition is increased by the endorsement of the Programme for the Endorsement of Forest Certification (PEFC). PEFC has also endorsed ATFS and CSA standards. In turn, SFI recognizes both ATFS and CSA certified content in its supply chain.
UNDERSTANDING CONSERVATION IMPACT

• Measurable metrics
• Based in sound science and research
• Repeatable
• Translatable
• Help us all to connect the dots, and communicate through the supply chain
This unique grassroots network of close to 1,000 people includes private landowners, independent loggers, forestry professionals, Indigenous people, local government agencies, academics, scientists and conservationists.
SUPPORT FOR UNDERSERVED COMMUNITIES

Urban Youth
African American Landowners
Indigenous Housing
Sustainable Forestry Initiative

Project Learning Tree®
Joined SFI June 2017

Project Learning Tree Canada™
Created in late 2017
Teaching kids **how to think** not what to think about complex environmental issues.

**Over 50% of its curriculum and activities are outdoors** to help kids connect with nature

**PLT has reached over 750,000 US teachers who have reached over 100 million youth.**
HOW WE DO OUR WORK: CURRICULUM MATERIALS

PLT for PreKindergarten – Grade 8
• Early Childhood
• PreK-8 Guide
• Energy & Society

Will bring these to PLT Canada in the future

PLT for Secondary: Targeting Grades 9-12
• 5 printed modules
• 2 online modules
• Initial launch in Canada focused on Green Jobs as a result of partnership with the Government of Canada

• Into the future, the goal is to develop curriculum and professional development for educators, while creating activities for youth

• PLT Canada has a role to bring together those working in forest education across Canada

• Green jobs are important for the SFI network for future leaders.
GREEN JOBS IN GREEN SPACES

Government of Canada picked PLT due to SFI’s diverse network

PLT Canada will be placing
1000 YOUTH IN GREEN JOBS
using the SFI diverse network

PLT Canada to place
600 YOUTH IN GREEN JOBS
through the CPC network
GROWING FUTURE FOREST AND CONSERVATION LEADERS

ABOUT US
Project Learning Tree (PLT) Canada fosters community interest in the benefits of environmental education and responsible management of Canada's natural resources. We are committed to using the outdoors to engage students in learning about the world around them—in urban, suburban, rural, and Indigenous communities, and using trees and forests as windows on the world to inspire action.

GREEN JOBS
We aim to fill over 1,000 jobs through 2018 and 2019 to get Canada's youth working in the woods. Through this process, funding will be provided to jobs providers that will offer work experiences opportunities to youth in the green jobs sector, mainly in natural settings across Canada. Projects can also, where necessary, offer other activities that help students gain skills and work experience to prepare them for and successfully transition them into the labour market. Funded in part by the Government of Canada's Youth Employment Strategy.

ENVIRONMENTAL EDUCATION
Project Learning Tree Canada will grow forest and conservation leaders by providing youth leaders with the tools they need to get more youth outdoors. Through professional development for youth leaders, engaging activities, and networking opportunities, we are helping to grow our youth. Join us as we develop and explore where we will grow – learn more by signing up below!
GREEN JOB CATEGORIES

ECOSYSTEM AND WILDLIFE MANAGEMENT
SILVICULTURE AND FOREST HEALTH
INDIGENOUS FOREST BASED PROGRAMS

RECREATION AND INTERPRETATION
CONSERVATION AND RESEARCH
EDUCATION
JOBS WITHIN PROVINCIAL/ TERRITORIAL PARKS
ELIGIBILITY REQUIREMENTS

TO BE ELIGIBLE FOR A GREEN JOB YOU MUST BE:

• A youth between the ages of 15 – 30;

• A Canadian citizen, permanent resident, or persons who have been granted refugee status in Canada;

• Registered as a full-time student returning to school after the Green Jobs work term;

• And legally entitled to work according to relevant provincial/territorial legislation and regulations.
PROMOTING GREEN JOBS

Launch event in British Columbia with Parliamentary Secretary, Minister of Environment and Climate Change Strategy, and local member of parliament

CONFERENCES
PROMOTING GREEN JOBS

Media event in northern Ontario with Minister of Employment, Workforce Development and Labour and all Green Jobs partners

UPCOMING EVENTS
JOB PLACEMENT GOALS

2018 GOALS

SFI NETWORK
580 SUMMER & FALL JOBS

CPC NETWORK
313 JOBS

2018 YTD

SFI NETWORK
467 SUMMER JOBS

FALL JOBS IN PROGRESS

CPC NETWORK
311 JOBS
WHAT NEXT FOR 2019?

• Diversify the types and locations of jobs
• Increase the number of employers providing jobs
• Highlight students while they are working – blog posts, social media, videos
• Continue to do outreach about the program, with the goal of showing the Government of Canada the benefit of partnering with PLT Canada
  – Reaching our goals
  – Highlighting that government is investing in youth
UN Report indicates the need to improve education around Green Jobs in the forest sector.
Forest education gives opportunity to improve understanding, and knowledge of the natural world and forest environment.

- Impart this knowledge to future generations.
  - Education and training of teachers
  - Knowledge transfer

- More effort has to be devoted to highlighting the importance of forests, green forest jobs, forest products and forest ecosystem services,

- We can all strengthen the contribution that forests and forest workers make to society and its well-being.
GREEN JOBS RESOURCES

• How can PLT Canada engage more youth in learning about Green Jobs in forest and conservation?

• Sparked the development of Green Jobs Unit
  – Collection of reviewed PLT activities that engage youth leaders in exploring career opportunities for youth
  – Reviewed by leaders in education and green careers
  – Explores careers such as:
    – Foresters
    – Wildlife biologist
    – Sustainability manager
Working for Forests

People in many different jobs work to sustain our forests. Cut apart the following cards and categorize the jobs by indoor versus outdoor, high tech versus low tech, academic discipline, or other criteria.

**Arborist**
You might call me a “tree doctor.” As an arborist, my job is to plant and care for individual trees to make sure they remain healthy throughout their lives. I am knowledgeable about many different tree species and what they need to flourish.

**Budget Analyst**
I love numbers and, as a budget analyst, I get to work with them every day. I review the budgets for my forest region and recommend how much money to spend on different projects. I also analyze income and expenses to make sure that the public’s money is used wisely.

**Firefighter**
My job is to help protect and maintain the health of the forest by preventing, controlling, and putting out forest fires. To prepare for fire emergencies, I maintain and test firefighting equipment. I also talk to the public about ways they can help prevent fires.

**Lumber Mill Worker**
I work in a mill that cuts logs into lumber for building materials such as framing, flooring, windows, and doors. You may be surprised to learn that my job is very high-tech: computers help me determine the best way to cut each log and how to minimize wood waste.

**Park Ranger**
As a park ranger, I work to educate forest visitors about the forest and to explain and enforce the rules and regulations. I help keep the visitors safe in the forest and help keep the forest safe from visitors.

**Sociologist**
I study the relationship between people and the natural world. I work to answer questions like why some social groups visit forests more than others or what role trees play in urban environments. My research increases our understanding of how to help people care for forests.

**Forest Engineer**
As a forest engineer, I figure out ways to use trees and other forest resources in the most efficient, cost-effective, and environmentally-friendly way. I may develop and test wood products, or design and supervise the construction of a trail or bridge.

**Hydrologist**
I investigate water in forests by studying how it travels through the forest, into the soil, and eventually to a stream. In addition to learning about the water cycle, I try to solve questions such as how streamflow affects forests or how climate change impacts watersheds.

**Logger**
As a logger, I harvest timber from forests, which people rely on for building materials, furniture, paper, and many other products. My job is to select the most suitable trees for harvesting, and to cut them safely and in a way that ensures the long-term health of the forest.

**Soil Scientist**
As a soil scientist, I study the physical, chemical, and biological aspects of soil. I conduct research to better understand how forest soil is related to plant growth and how we can improve forest health by taking care of the soil.

**Sustainability Manager**
Although I work for a company outside of the forestry sector, as a sustainability manager I ensure that my company upholds environmental standards and minimizes environmental harm. I recently helped my company switch to using paper products that come from sustainably managed forests.

**Wildlife Biologist**
I study wildlife and their habitats to understand what they need to thrive. I investigate birds, mammals, reptiles, or amphibians and learn about their relationship to the forest and to each other. My work helps increase our knowledge about elusive forest animals.
"Green Jobs: jobs with employers that help reduce the consumption of energy and raw materials, limit greenhouse gas emissions, minimize waste and pollution, and protect and restore ecosystems. Therefore, a green job can be any job within the following sample sectors (list is non-exhaustive) – not-for-profit environmental organizations, solar and wind technology companies, environmental science centres, watershed and water resource agencies, farms and farming co-ops, conservation organizations, museums and educational institutions, waste management companies, and information technology companies."
THANK YOU

Jason.Metnick@SFIprogram.org