

Thriving Through Turbulence

Career Hub Participation Survey: Energy Employment Awareness
& Procurement Processes



Introduction

Hiring and retaining skilled talent is one of the current greatest challenges in the electricity and renewable energy industry, and it's only going to get tougher. Electricity Human Resources Canada's (EHRC) latest Labour Market Demand Insights report found that close to 28,000 new employees will be needed by 2028. That is equivalent to 25% of the current labour force – 57% to replace retiring employees, and 43% to meet expansion demand.

Efficiency Canada recently conducted a survey that was targeted to employers in both the private and public sectors who are actively recruiting for energy efficiency jobs. The survey respondents specialized in **consulting services** (50%), **utilities & centralized generation** (26.7%), and **renewables & smart grid** (26.7%).

While finding a larger pool of candidates, improving retention, and expanding outreach of job openings are crucial issues within energy efficiency and across sectors. Our respondents also identified key results for moving forward.

Their top 3 proposals to meet workforce requirements of an *energy efficient building sector* are to:

1. Increase alignment of post-secondary education & training w/ industry occupation & skills needs (50%).
2. Promote industry & career awareness & outreach (42.9%).
3. Develop labour market info and an industry outlook of workforce demand (42.9%).

Less than half of the survey respondents had programming or incentives to attract hire or retain equity-seeking communities.

1. 43.3% have women targeted programs.

2. 41.3% have Indigenous targeted programs.
3. 34.5% have racialized, youth 18-30 & LGBTQ+ targeted programs.

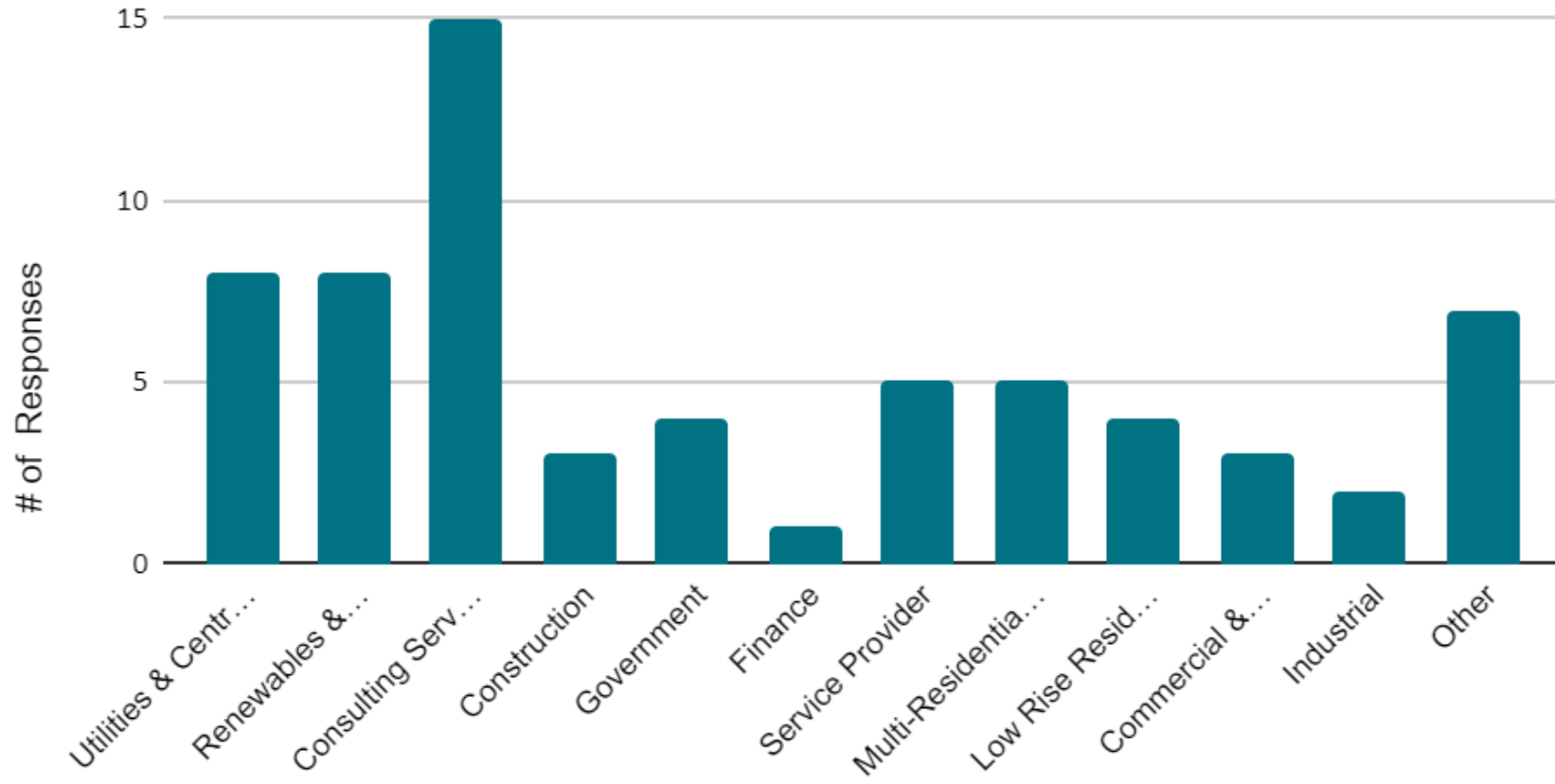
The survey results below increase public accessibility to energy efficiency jobs, particularly amongst equity-seeking groups. The valuable feedback collected also helps us anchor more skilled Canadians in meaningful and long-standing careers.

Efficiency Canada's Career Hub continues to connect the sector of 436,000 Canadians and is helping bring awareness to those interested in a first career or mid-career switch, all while placing emphasis on the importance of EDI to build a competitive economy.

Q1. Pick one or more from the below list to indicate which segments of the Canadian energy efficiency sector your company/organization primarily specializes in.

Answer choices	Responses – #	Responses – %
Utilities & Centralized Generation	8	26.67%
Renewables & Smart Grid	8	26.67%
Consulting Services	15	50.00%
Construction	3	10.00%
Government	4	13.33%
Finance	1	3.33%
Service Provider	5	16.67%
Multi-Residential Buildings	5	16.67%
Low Rise Residential Buildings	4	13.33%
Commercial & Retail Buildings	3	10.00%
Industrial	2	6.67%
Other	7	23.33%
Other (please specify)	<ul style="list-style-type: none"> • Education/advocacy sector (non-profit) • Non-Profit Organization, Workforce Development <ul style="list-style-type: none"> • NFP • Philanthropic Charity • Software and data <ul style="list-style-type: none"> • Nonprofit 	<p>Indigenous Clean Energy (ICE) is a not-for-profit that advances Indigenous-led capacity building and collective action in Canada’s clean energy transition. We do this by supporting Indigenous leadership and broad-based collaboration with communities, energy companies, utilities, governments, development firms, cleantech innovators, the academic sector, and capital markets.</p>
		Total Respondents: 30

Primary EE Specialization

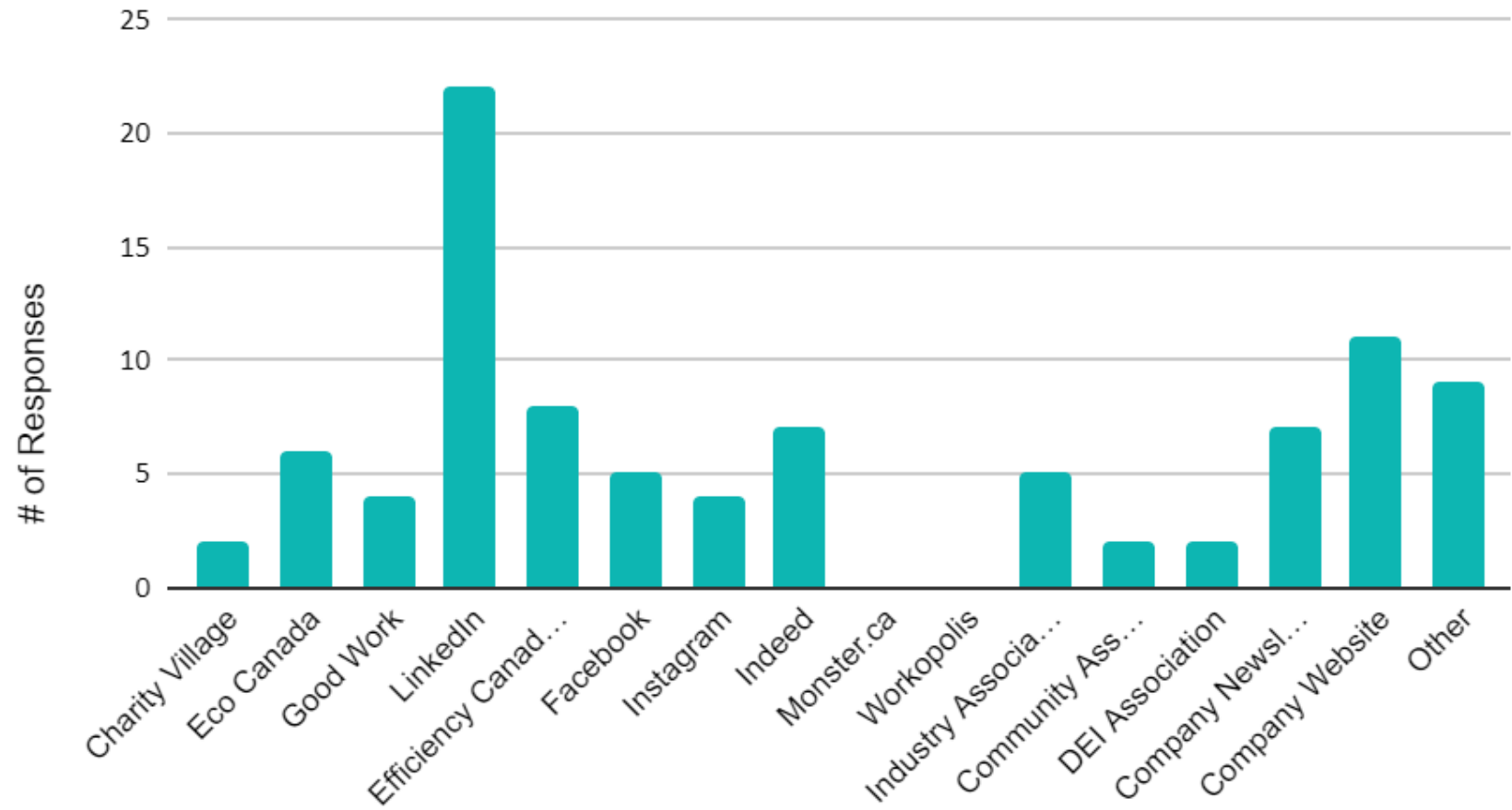


Q2. Select up to 8 services that you use frequently and find the most effective for posting Energy Efficiency job opportunities.

Answer choices	Responses – #	Responses – %
Charity Village	2	6.67%
Eco Canada	6	20.00%
Good Work	4	13.33%
LinkedIn	22	73.33%
Efficiency Canada's Career Hub/Job Board	8	26.67%
Facebook	5	16.67%
Instagram	4	13.33%
Indeed	7	23.33%
Monster.ca	0	0.00%
Workopolis	0	0.00%
Industry Association	5	16.67%
Community Association	2	6.67%
DEI Association	2	6.67%
Company Newsletter	7	23.33%
Company Website	11	36.67%
Other	9	30.00%
Other (please specify)	<ul style="list-style-type: none"> ● Careerbeacon <ul style="list-style-type: none"> ● X ● Climatebase ● All of our successful hires have been with people we have worked with in the past, or recommendations from other industry partners <ul style="list-style-type: none"> ● Indigenous Job Boards ● Created our own site for nonprofit housing providers <ul style="list-style-type: none"> ● Vidcruiter ● B Corp job board, university career centers, 	

	<p>engineering associations</p> <ul style="list-style-type: none">• University job board(s), association job boards	
		<p>Total Respondents: 30</p>

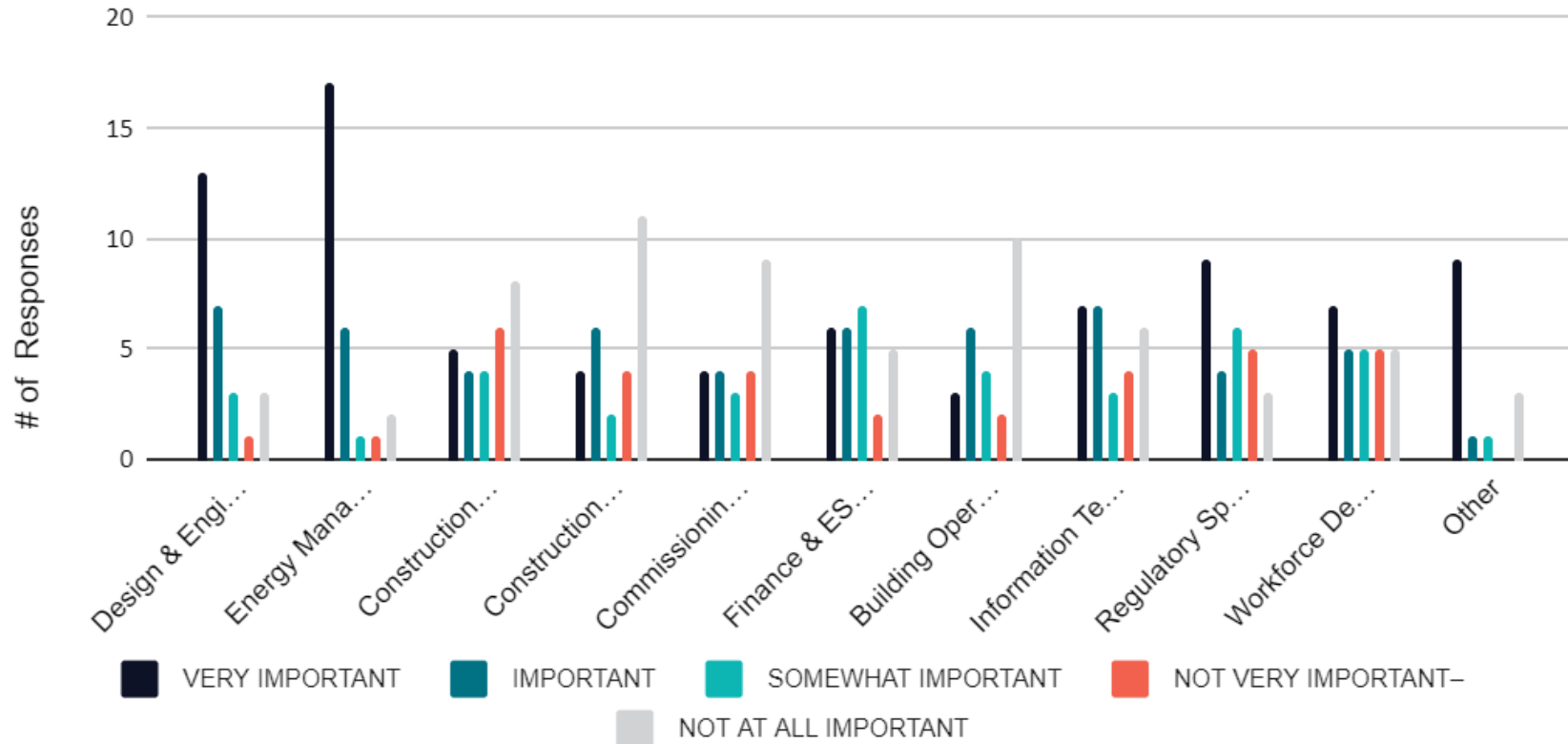
EE Job Postings



Q3. Rate on a scale, which hiring roles are most relevant to the services/products you provide.

	Very important	Important	Somewhat important	Not very important	Not at all important	Total
Design & Engineering Professionals	13	7	3	1	3	27
Energy Managers, Modelers, Specialists & Advisors	17	6	1	1	2	27
Construction Management & Onsite Supervisors	5	4	4	6	8	27
Construction & Related Skilled Trade Workers	4	6	2	4	11	27
Commissioning Professionals	4	4	3	4	9	24
Finance & ESG Professionals	6	6	7	2	5	26
Building Operators & Managers	3	6	4	2	10	25
Information Technology Specialists	7	7	3	4	6	27
Regulatory Specialists Program Design & Delivery Managers	9	4	6	5	3	27
Workforce Development & HR Professionals	7	5	5	5	5	27
Other	9	1	1	0	3	14

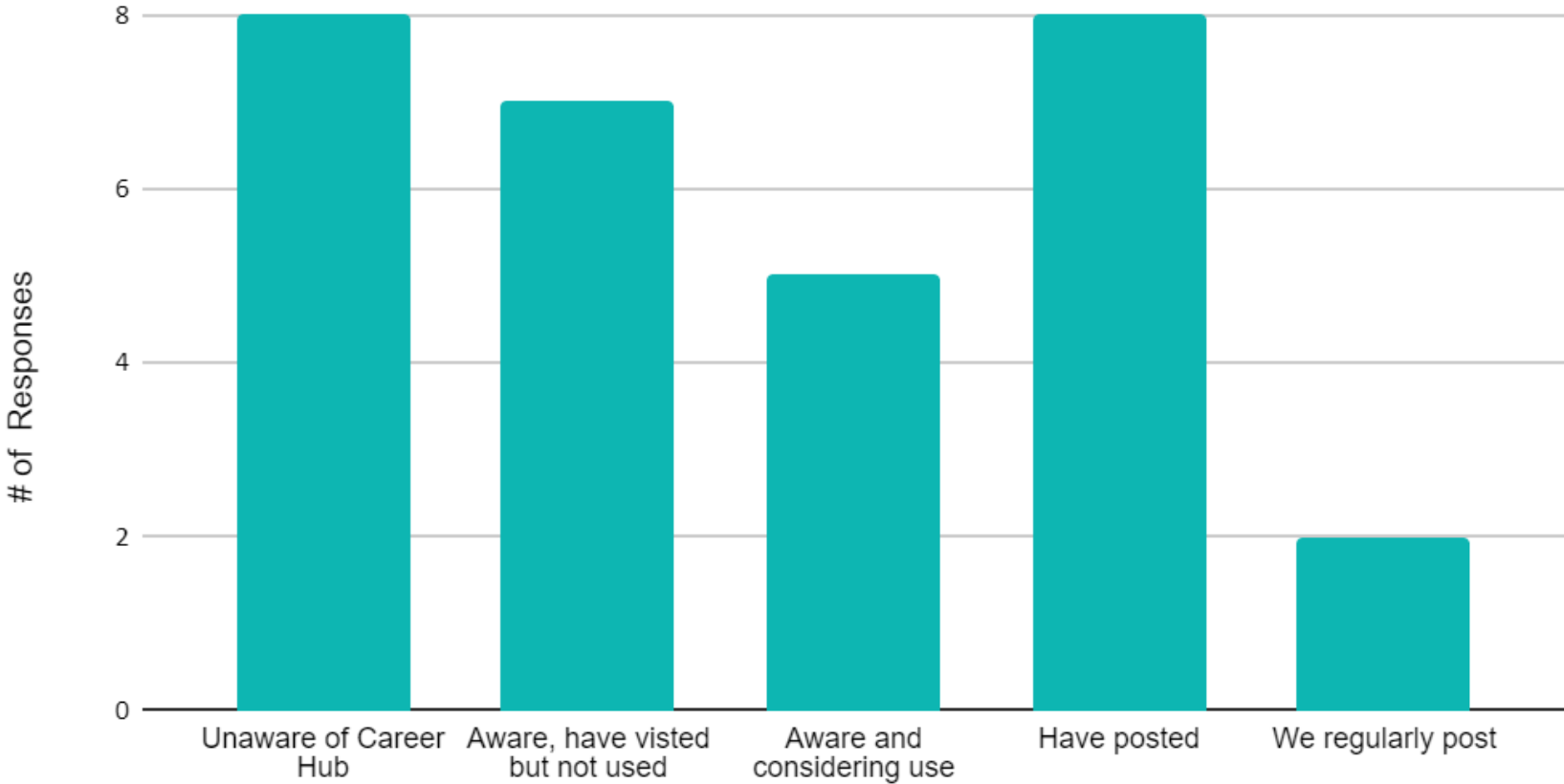
Which hiring roles are most relevant to the services/products you provide?



Q4. Efficiency Canada's Career Hub website offers job postings, an events calendar, and courses. Please select the option that most closely matches your experience with the Career Hub.

Answer choices	Responses – #	Responses – %
I am unaware of the Career Hub website	8	26.67%
I am aware of the Career Hub website and we have visited but have not used it for recruitment or event promotion	7	23.33%
I am aware of the Career Hub website and we are considering using it for our job postings and/or events promotions	5	16.67%
We have posted a job or event on the Career Hub website	8	26.67%
We regularly post jobs / events on the Career Hub website	2	6.67%
	Total	30

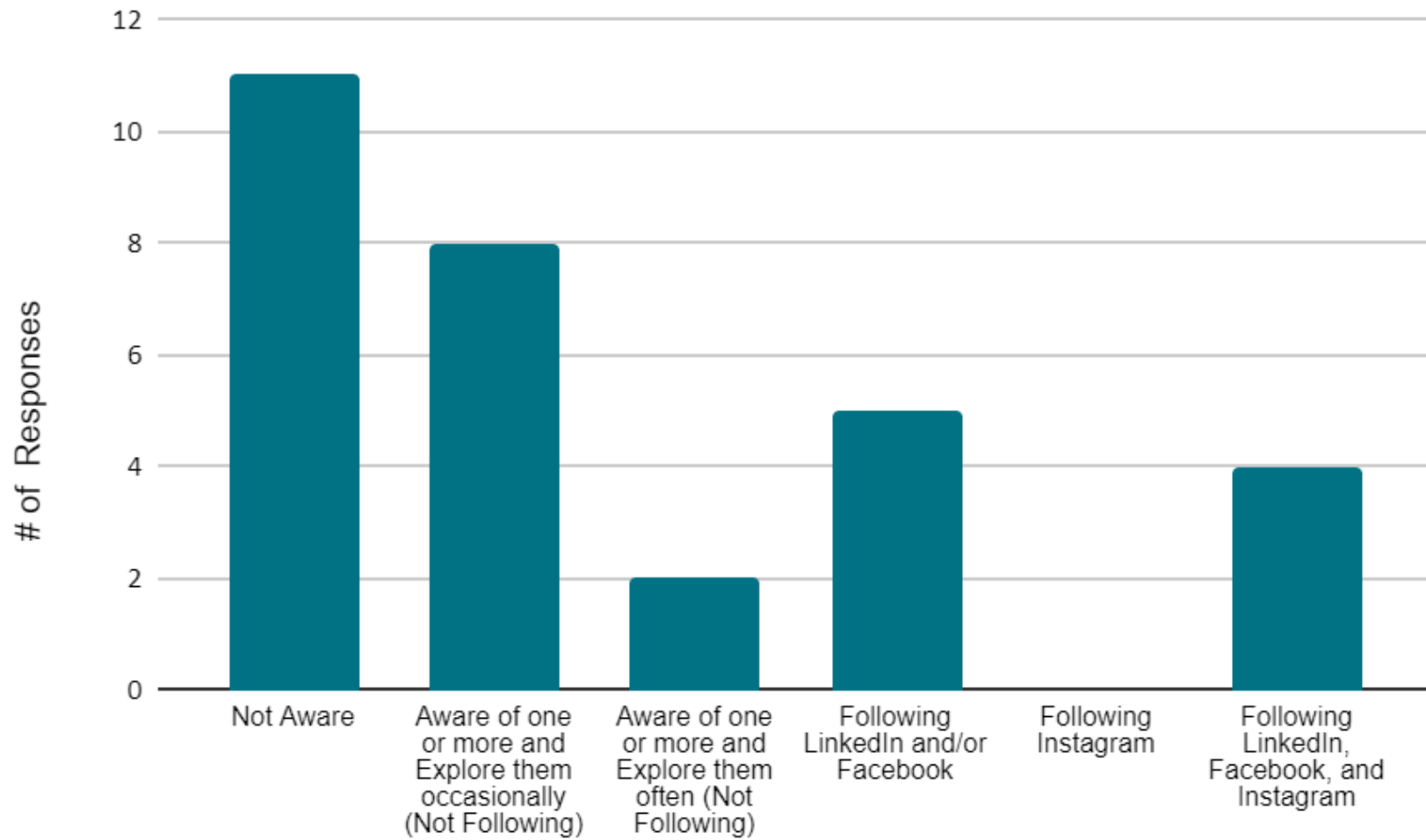
EC Career Hub Job & Event Posts



Q5. Efficiency Canada has LinkedIn, Instagram, and Facebook social media platforms. We have recently relaunched our Instagram platform with a focus on Workforce Development, as well as Diversity, Equity & Inclusion. What is your exposure and engagement with any of these?

Answer choices	Responses – #	Responses – %
Not Aware	11	36.67%
Aware of one or more and Explore them occasionally (Not Following)	8	26.67%
Aware of one or more and Explore them often (Not Following)	2	6.67%
Following LinkedIn and/or Facebook	5	16.67%
Following Instagram	0	0.00%
Following LinkedIn, Facebook, and Instagram	4	13.33%
	Total	30

EC Social Media Platforms

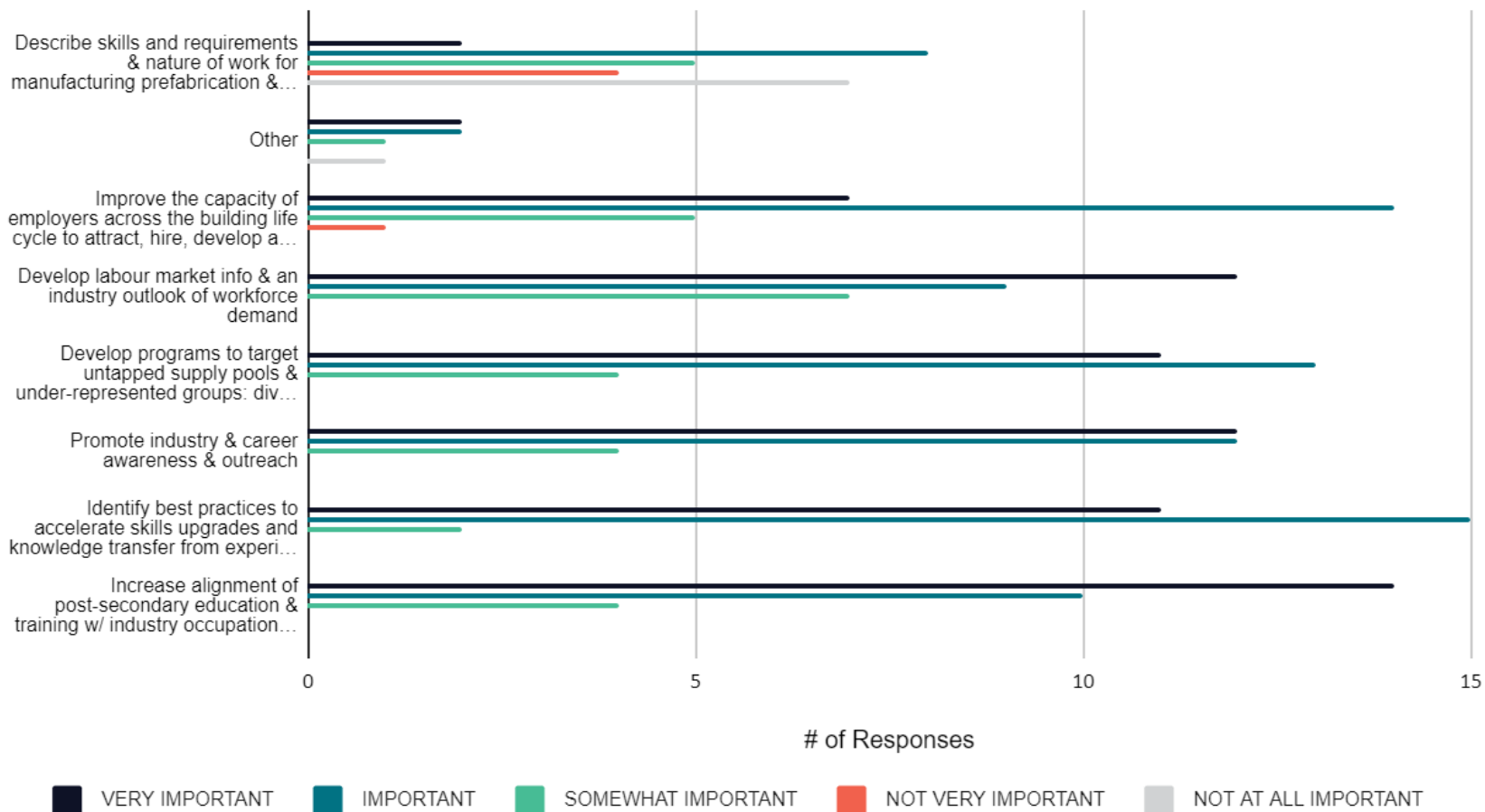


Q6. Below you will find seven recommendations proposed to meet the workforce requirements of an energy-efficient building sector. Please rate on a scale which options are most relevant to your business/organization.

	Very important	Important	Somewhat important	Not very important	Not at all important
Describe skills and requirements & nature of work for manufacturing prefabrication & digitization	2	8	5	4	7
Other	2	2	1	0	1
Improve the capacity of employers across the building life cycle to attract, hire, develop and retain workers	7	14	5	1	0
Develop labour market info & an industry outlook of workforce demand	12	9	7	0	0
Develop programs to target untapped supply pools & under-represented groups: diverse & inclusive workforce	11	13	4	0	0
Promote industry &	12	12	4	0	0

career awareness & outreach					
Identify best practices to accelerate skills upgrades and knowledge transfer from experienced workers	11	15	2	0	0
Increase alignment of post-secondary education & training w/ industry occupation & skills needs	14	10	4	0	0
				Total	30

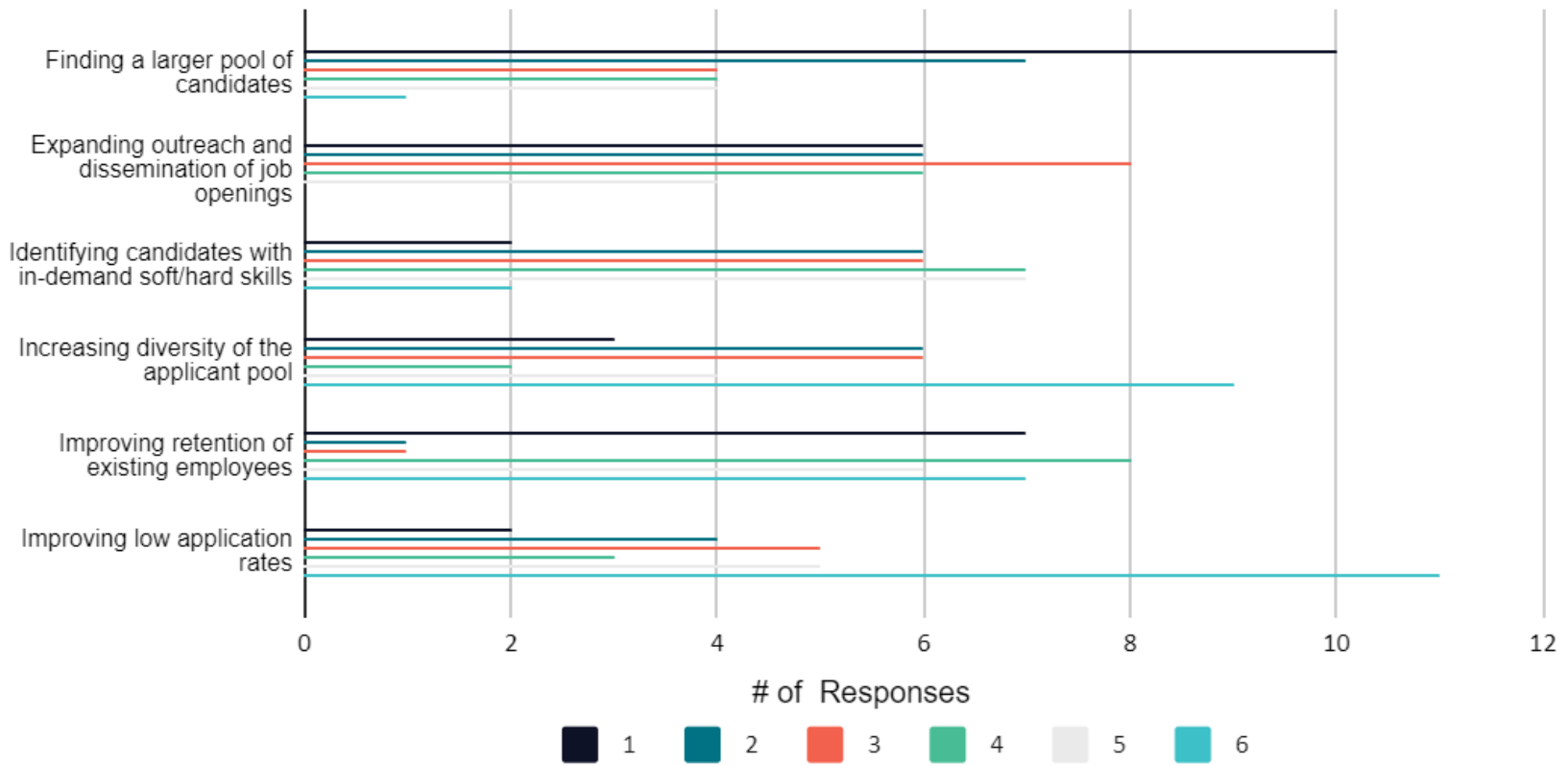
Relevant EE Sector Recommendations



Q7. Rank in order, where 1 is the most important and 6 is the least important, which factors are most needed from Workforce development programs to support energy efficiency job recruitment in your business/organization.

	1 (Most)	2	3	4	5	6 (Least)
Finding a larger pool of candidates	10	7	4	4	4	1
Expanding outreach and dissemination of job openings	6	6	8	6	4	0
Identifying candidates with in-demand soft/hard skills	2	6	6	7	7	2
Increasing diversity of the applicant pool	3	6	6	2	4	9
Improving retention of existing employees	7	1	1	8	6	7
Improving low application rates	2	4	5	3	5	11
					Total	30

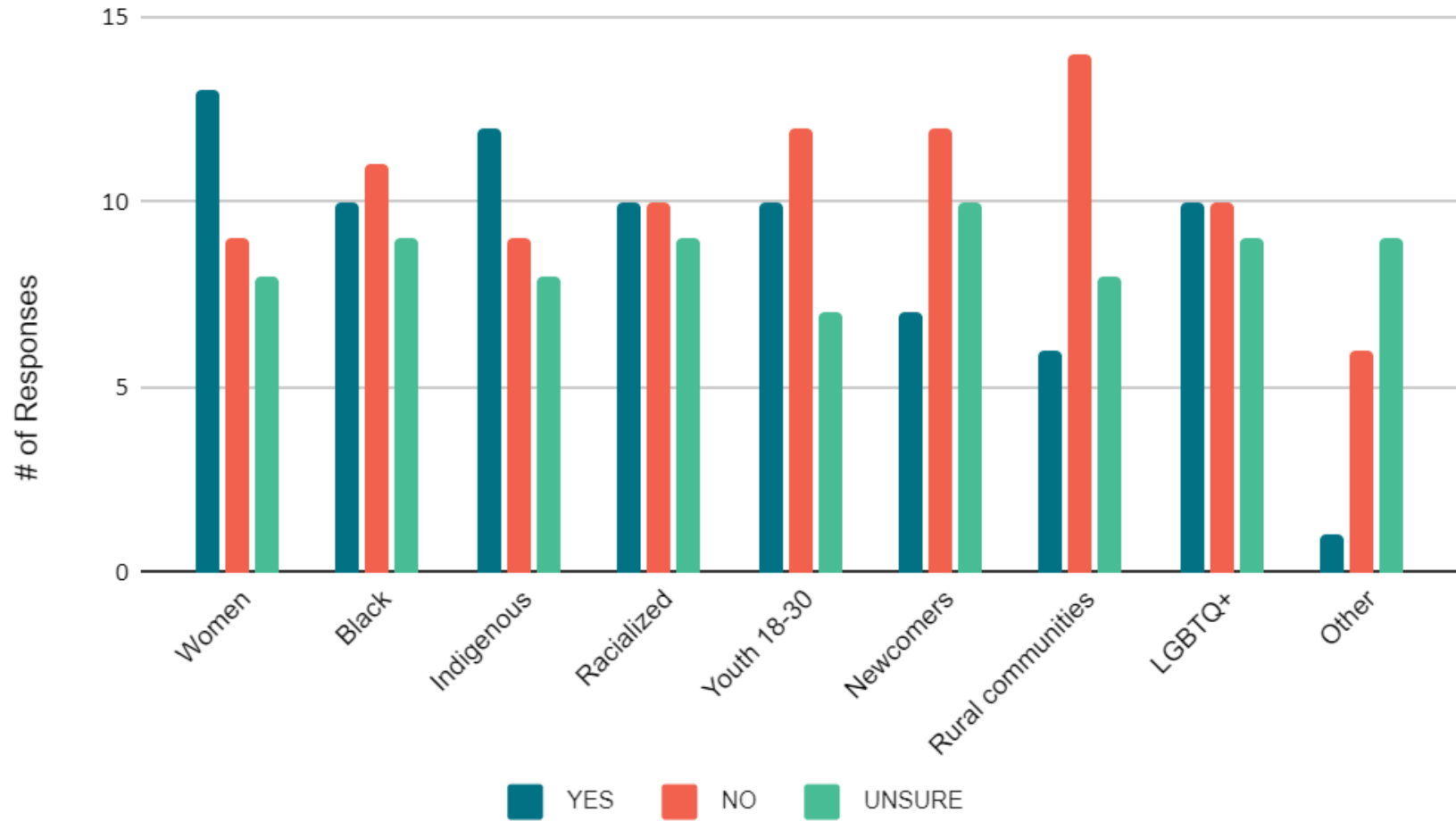
Most/Least Important Factors



Q8. Choose your answer from the following drop-down menu. Do you have specific programs or incentives to attract, hire or retain among the following under-represented groups?

	Yes	No	Unsure	Total
Women	13	9	8	30
Black	10	11	9	30
Indigenous	12	9	8	29
Racialized	10	10	9	29
Youth 18-30	10	12	7	29
Newcomers	7	12	10	29
Rural communities	6	14	8	28
LGBTQ+	10	10	9	29
Other	1	6	9	16
			Total	30

Hiring/Retention of Under-Represented Groups



Q9. Are there any recruitment resources you recommend relating to training awareness, career pathways and participation?

- I always recommend looking for employees that want to learn the industry and make a larger impact.
- Iron & Earth Climate Career Portal, Indigenous Clean Energy, CanREA jobs board.
- EHRC, WatSPEED Career Accelerator, Upskill Industry Program.
- <https://aboriginaljobboard.ca/> - A useful job board for advertising to Indigenous candidates.
 - Most First Nations have an on office on reserve called Employment and Training, which is a government funded program designed to work with Indigenous band members to help find, and get prepared for, employment opportunities.
 - I would highly recommend working with Employment and Training if there is a want to work with Indigenous Candidates.
 - Here is the website to Walpole Island First Nation's Employment and Training Program.
<https://wifnet.org/>.
 - Another source for Indigenous candidates could be Ontario Works offices that exist on reserve. There are a number of people seeking to re enter the workforce and there are also typically employment counsellors employed at Ontario Works to help with getting people back to work.

Q10. Are there other employment challenges you face that were not mentioned in this survey?

- Limitations of internal career progression opportunities within a relatively small organization. Several long-term employees have reached the maximum of their salary grade and don't have further salary progression room.
- Because we deal with school boards and secured sites, all candidates need to provide a clean background check and a clean driving abstract when being hired for a position.
- There are plenty of opportunities but need people to take those opportunities.
- Rigorous training for a few months but not retaining talent after.
- Challenges for Newcomers to Canada in being competitive for jobs. We have also heard stories of negative working conditions for employees once the career transition is complete, which reduces retention and job satisfaction.
- We receive many applicants for postings, but the number of qualified applicants for the posted positions is low.
- Retention and competition from private sector.