



# **Green Collar Jobs Campaign**

## ***From Brown Fields to Green Jobs***

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***President***

***Canadian Brownfields Conference***  
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# 1986- “Jobs and The Environment” Conference

- Bob White connected environment & health in workplace-*alliance of environmentalists & unions!*
- *“the enemy is neither those who demand jobs nor those who want to preserve the environment, but those who are forcing us into a false choice...we can have both (jobs and the environment)”*
- Conference called for Clean Production and a *Just (fair) Transition* to Green Jobs

# CAW Statement of Principles: *Environment*

*“Workers must have the right to choose both economic security and a healthy environment for ourselves and future generations”.*

# The Canadian Auto Workers Windsor Regional Environment Council (CAW WREC)

- Established in 1995
- The CAW WREC represents over 45,000 members of 15 locals between Windsor and Sarnia, Ontario.
- Launched Industrial Hemp, Prevent Cancer and EPR Campaigns

# *CAW WREC Green Jobs Campaign Goals*

- To reverse the loss of manufacturing and related jobs in Windsor & across Canada
- To promote investment in R&D and the creation of "Green Jobs".
- To establish Windsor area as a "Green Jobs" centre in Ontario.

# How?

- The Campaign will engage citizens, unions, government, business and academia
- Build a coalition to create Green Jobs in every sector of the economy
- Non-auto Green Jobs in sustainable energy production and green products.

# Green Collar Jobs Coalition

## **Mission:**

To help reverse the loss of manufacturing and related jobs in the Windsor-Essex and Chatham-Kent region by promoting investment opportunities for renewable energy manufacturers and attracting long-term, skilled jobs back to the region.

# The Green Corridor

- CAW WREC collaboration with the Green Corridor of the University of Windsor
- Multi-disciplinary- *Sustainability through art, design, science, business*
- Environmentally and Economically sustainable business models.
- Urban Renewal!

# Nature Bridge



# ***Renewable Energy Benefits***

- cleaner air = better health!
- tens of thousands of new jobs,  
and the development of a  
vibrant industry

What does all this stuff have  
to do with Brownfields?



# *Harnessing the Winds (and Waves) of Change*

- **virtually all wind turbines are manufactured in Europe or Asia.**
- **There is a huge potential for growth in this industry**
- **Canadian Ship yards and factories could become Wind and Hydro Turbine factories**

# *The Danish Model*

- Ringboking Nordsee Shipyard (Brownfield) converted to make wind turbines by Vestas
- “the Nordsee shipyard’s former production building is almost ideal for Vestas,” (managing director Johannes Poulsen)
- Vestas expanded and doubled its workforce to 3,000
- “All the shipyard workers got jobs here,” (Vestas welder Thomas Knudsen)

Source : <http://www.vestas.com/nyheder/presse/1998/UK/pr050598uk.html>  
[http://www.businessweek.com/magazine/content/01\\_18/b3730108.htm](http://www.businessweek.com/magazine/content/01_18/b3730108.htm)

# **US Example** **Ebensburg, Pennsylvania**

- manufacturing jobs moved overseas
- plant built to provide turbine blades for Spanish company, Gamesa
- Sustainable energy created over 1500 permanent jobs
- attracted Gamesa with grants, loans, and tax incentives.

# *Canadian Examples*

- Policy of Quebec govt. to increase renewable energy & attract jobs.
- GE Energy to supply up to 660 wind turbines in Quebec.
- In return, GE guarantees 60% of the components, materials and services to be supplied, manufactured & assembled locally!
- AAER inc. opened wind turbine nacelle and blade manufacturing plant in a *former Hyundai factory* in Bromont, Quebec.

# 127 New Green Jobs!

- Global Composite Manufacturing- Auto Parts
- \$2-million loan from province for expansion
- \$50-million contract to produce environmentally friendly utility poles.
- Made of fibreglass and carbon from Alberta oilsands.
- **Created 127 new jobs in Tilbury Ontario!**

<http://www.globalvehicle.ca/>

<http://www.canada.com/windsorstar/news/story.html?id=25233796-f0a5-481f-8319-c56b4aca1c9f&k=70275>

# Environmental Sustainability and “*Just (Fair) Transition*”

- Fair treatment of workers and their communities when employers close facilities
- *Funding for company to convert!*
- Re-employment or alternative employment without loss of pay, benefits or seniority.
- Sustainable Production = sustainable jobs!
- A program for retraining and Transition

[http://canadianlabour.ca/index.php/Just\\_Transition](http://canadianlabour.ca/index.php/Just_Transition)

Mark Bartlett- CAW Local 444

# How Do We Build a Green Economy?

- financial incentives to encourage green industries.
- environmental funds to finance job-creation
- alliances with youth, environmentalists, labour, industry and government
- make green job creation a part of the social agenda!

# Manufacturing Matters

*We are facing the most dramatic change to our transportation and energy industries since the invention of the internal combustion engine!*

- Manufacturing is the backbone of our economy.  
**One Job = Seven spinoff jobs**
- We must be proactive - anticipating and dealing with crises before they happen.

# Smart, Skilled - and Ready to Work!

- Most manufacturing is done offshore.
- increasing shipping costs and demands for local content
- companies want to establish engineering, manufacturing and assembly locations closer to markets.



# Conclusions

- sustainable production must be a high priority for communities, unions, governments and employers.
- Failure to create a Just Transition means that the cost of sustainability will be borne by workers and their communities.
- We have an opportunity to benefit from the Green Economy!

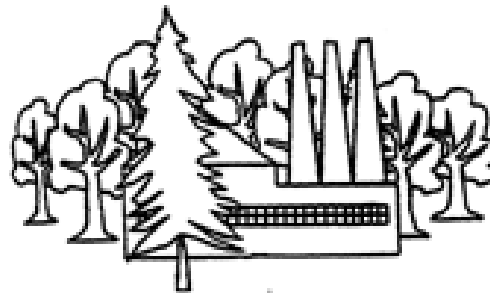
# Conclusions

- Be proactive- *Brownfield Prevention!*
- When we learn of a plant closing, use brownfield incentives to transform- PRTP
- Engage all stakeholders in transition and redevelopment of Brownfields.



[WWW.CAWWREC.ORG](http://WWW.CAWWREC.ORG)

[WWW.CAW.CA](http://WWW.CAW.CA)



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