

Executive Brief

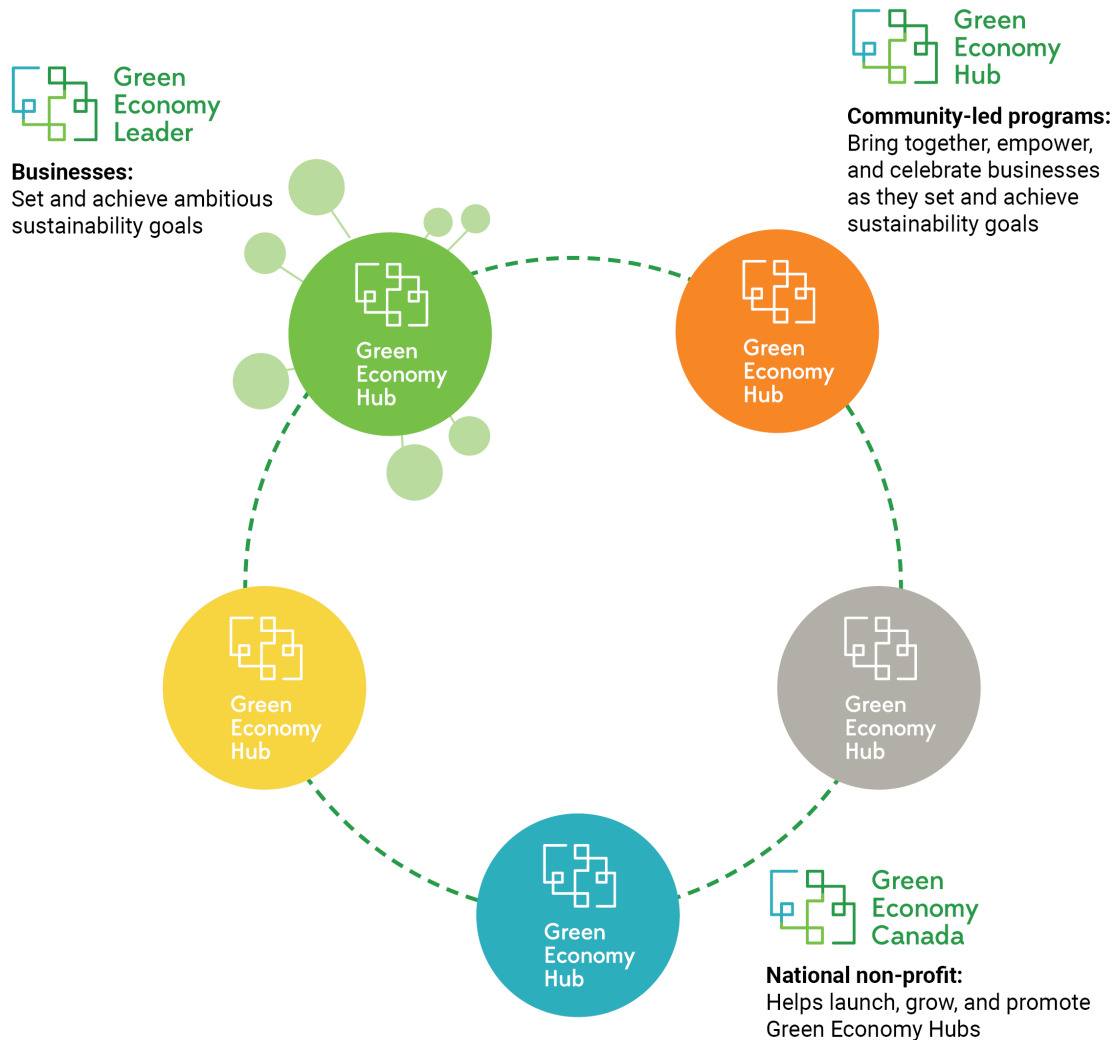
Executive Director, Green Economy Canada





About Green Economy Canada

Green Economy Canada (formerly Sustainability CoLab) works with community organizations to launch, grow, and promote Green Economy Hubs across Canada. Green Economy Hubs support networks of local businesses to set and achieve sustainability targets—bringing together, empowering, and celebrating businesses as they achieve their goals.



We build capacity in community organizations to launch and grow Green Economy Hubs by providing training and resources, tailored support, amplifying their impact, and fostering a supportive community of practice.



We leverage the collective impact of Green Economy Hubs to mobilize network-wide funding, engage in policy discussions, and share stories of success to demonstrate that a sustainable economy is possible.

Across [7 communities](#) and with [over 250 businesses](#), we're shifting expectations and leading a movement.

Background and History

In April 2008, after almost 20 years of stalled international negotiations on climate action, Mike Morrice, a soon-to-be graduate of Wilfrid Laurier University, was frustrated by the lack of progress. Coupled with an interest in seeing progress in his own community, he was inspired to write a business plan and start conversations about a new way of engaging businesses in the solution. He found some like-minded peers and together they founded Sustainable Waterloo Region and launched the first Green Economy Hub in early 2009.

Within five years, that first pilot had engaged 14% of the local workforce, dozens of organizations of all sizes and sectors were working towards setting and achieving GHG targets, and 27,000 tonnes of GHGs had been reduced, while the model had become financially self-sufficient through a mix of membership fees, sponsorships, and event attendee revenue. Interest began to form not just in other communities across Canada, but around the world. Communities that were looking for ways to engage businesses in climate action started to get in touch to ask for support to adapt this social innovation to their local needs. Niagara Region and Hamilton Burlington were among the first communities in Canada to express an interest, along with inquiries coming in from as far as Ukraine.

In 2014, Green Economy Canada (formerly Sustainability CoLab) was created in response to this interest, specifically – at the time – to grow the network of Hubs across Ontario. In just four years, the network has grown to seven Green Economy Hubs supporting over 250 businesses in Durham Region, Hamilton Burlington, Kingston, Ottawa, Sudbury, Waterloo Region, and York Region.

To date, businesses in these Hubs have collectively reduced over 47,000 tonnes of GHGs - the equivalent of taking over 10,000 cars off the road for one year.

Beyond reductions, businesses are also seeing their actions result in more profitability, better employee engagement, and increased brand value. In turn, they are inspiring their peers to follow suit, and creating a marketplace for the green economy in their communities. As businesses continue to demonstrate that sustainability and profitability go hand-in-hand through Green Economy Hubs, more businesses are seeing this success and signing on to join this movement towards a low-carbon economy.



Organizational Priorities

With [a new \\$2.55M investment](#) secured, in the short-term we have plans in place to:

- Launch four additional Hubs in Ontario by 2020, while growing the number of businesses take action through all established Hubs
- Strengthen how we support both emerging and established Green Economy Hubs
- Invest in the Green Economy Hub model, our core social innovation
- Secure support required to grow outside Ontario, with recent interest coming from coast to coast and funding applications to support this in the works

Our five year goals include:

- Secure 300 Green Economy Leaders with sustainability targets
- Launch and grow to a total of 20 Green Economy Hubs across Canada
- Achieve and maintain 60% of budget from earned revenues
- Measure and maintain a score of 4.5/5 or higher on employee satisfaction

Governance

Green Economy Canada's Board of Directors provides governance, support, and strategic direction for the organization. Our board comprises experienced and insightful professionals who bring to the table diverse perspectives on sustainability, corporate engagement, social innovation, and non-profit management. Board members serve as volunteers, and meet quarterly.

Our Board of Directors are:

- Paul Bubelis, Executive Director, Sustainability Network
- Karen Clarke-Whistler, Chief Environment Officer, TD
- Tim Draimin, Senior Advisor, McConnell Foundation
- Matthew Hoffmann, Professor, University of Toronto (Board Chair)
- Ken Whyte, President, Quarry

Management

Green Economy Canada's Executive Director is accountable to the organization's Board of Directors.

Earlier in 2018, the Board approved a budget for the organization's fiscal year 2019 (FY19), which runs April 1, 2018 – March 31, 2019. Included in this budget is a restructuring of the roles in the organization, designed both to prepare for this leadership transition, and for the increase in staff required to launch the four additional Hubs in Ontario previously mentioned (while preparing for more nationally).



In this restructure, all three direct reports to the Executive Director are new roles, and hiring for these will commence once a new Executive Director is selected.

These roles include two individuals that will be part of Green Economy Canada's leadership team:

- **Network Engagement Director:** Oversees all facets of how Green Economy Canada supports the launch and growth of Green Economy Hubs.
- **Development Director:** Leads on ensuring the organization has the funding needed to deliver on its aspiration for the impact of Green Economy Hubs across Canada. The role's primary focus is overseeing the organization's revenue targets and communications.

And one additional person supporting cross-functionally:

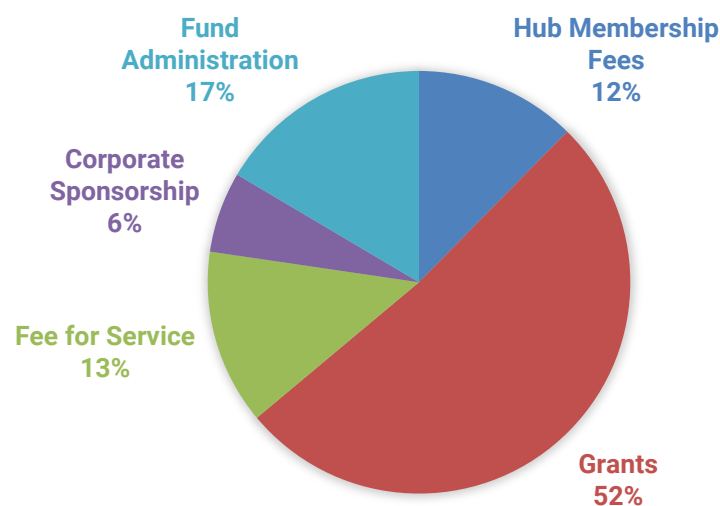
- **Operations Manager:** Supports all team members to ensure the organization runs smoothly and delivers on its commitments

See Appendix 1 for a complete organizational chart.

Financial

Green Economy Canada's budget for FY2019 is \$1.9 million, which is a 60% increase over FY2018. As well, note that all Green Economy Hubs are managed by independent community organizations in our network. As such, this budget does not include the budgets for the 7 Green Economy Hubs (including all membership fees from Green Economy Leaders).

Sources of revenue for Green Economy Canada in FY2018 were:





Culture

We are a lean organization that works at a quick pace to achieve meaningful impact. Our team brings good judgment, a sense of humour and passion for grassroots sustainability and systems change.

- **We are bold, ambitious and optimistic.** Our vision is for an economy that makes environmental sustainability, human well-being, and business success synonymous.
- **We care about what we each accomplish**, not where we work from or how many hours we put in. **We want working together to feel effortless** and the ways we work together to be **intuitive**.
- **We embrace innovation:** we're willing to take risks, we know we'll make mistakes along the way, and we push ourselves to apply what we learn each time. **It's okay to fail.**
- **We have fun, enjoy working together, and laugh often.**
- **We're not satisfied with the status quo:** we don't think "because that's how it's always been done" justifies a course of action. **We challenge each other**, think critically, and strive for objective decision-making.

Learn More

- Visit our website: <https://greeneconomy.ca>
- Read our most recent annual report, which includes our Theory of Change: <https://greeneconomy.ca/annual-reports>
- Follow us on Twitter: <https://twitter.com/GreenEconomyCa>
- For an example of a Green Economy Hub website, visit Green Economy North in Sudbury: <https://www.greeneconomynorth.ca>
- Explore case studies on the businesses in our network demonstrating that sustainability and profitability go hand-in-hand: <https://greeneconomy.ca/case-studies-stories>



Position Description

We are seeking a passionate, values-driven leader to help us realize ambitious plans to grow the network and impact of Green Economy Hubs across Canada, demonstrating a more sustainable economy is possible. The Executive Director will set and fulfill the organization's strategy, and oversee and support achievement of revenue targets. He or she will be a highly visible public spokesperson for Green Economy Canada, lead our dynamic team, and support Hubs directly when needed.

Responsibilities

Strategy & Growth (40%)

- Oversee the creation of Green Economy Canada's annual budget, including revenue targets, and oversee fundraising strategy towards these targets
- Working with the executive team and Board of Directors, oversee Green Economy Canada's five-year goals and objectives
- Lead development and track progress on Green Economy Canada's annual plan

External Relations (30%)

- Raise profile and increase influence of Green Economy Canada as the organization's primary public ambassador and external spokesperson
- Lead partnership development and government relations
- Build and grow relationships with potential and current collaborators in Canada's transition to a low-carbon economy, including other eNGOs, academia, and the private sector
- Build and grow relationships with prospective funders, setting up Development Director for success with a diverse mix of interested supporters

Governance & Leadership (20%)

- Report to Green Economy Canada's Board of Directors, and ensure the Board is adequately informed to provide effective oversight
- Lead Green Economy Canada's three-person executive team (Executive Director, Development Director, Network Engagement Director), and support one additional direct report (Operations Manager)
- Overall responsibility for Green Economy Canada's HR policies and strategy



Network Engagement (10%)

- Oversee and support cross-cutting aspects of network engagement, for example: evolution and enforcement of Green Economy Hub Standards, Hub performance metrics, and alignment of metrics collected from Hubs with Green Economy Canada's 5 year goals
- Ad-hoc availability to support Network Engagement Director with key relationships at Green Economy Hubs, when needed (i.e. presentations to Hub Boards)

Compensation & Benefits

Compensation: \$80,500 (plus health and home office allowances)

Ideal Start Date: Flexible (Aug 1, 2018 – Jan 1, 2019)

Term: Full-time permanent

Location: Preference for Toronto

Direct Reports: Network Engagement Director, Development Director, Operations Manager

Candidate Profile

Experience

- Experience raising funds, managing and leading an organization with annual budget > \$1M

Competencies

- Deeply passionate about Green Economy Canada's vision and culture
- Models Green Economy Canada's core competencies: conscientiousness, collaborative, critical thinking, intrinsic motivation, results driven, continual improvement, and leadership
- An entrepreneurial leader

Location & Travel

- Green Economy Canada's team works remotely via a mix of home offices across Ontario and the Centre for Social Innovation in Toronto
- Applicants are welcome from any location across Ontario, with a preference for Toronto
- Note this role requires frequent travel



Application & Selection Process

Additional questions can be directed to Green Economy Canada's Board at EDSearch@greeneconomy.ca.

To Apply

Email your cover letter and resume to EDSearch@greeneconomy.ca as follows:

- Subject line: Executive Director and <your last name>
- Cover letter and resume saved as one PDF document using the naming convention: LastNameFirstName-Application-Position-Year.pdf
 - Example: LowryKyle-Application-Executive-Director-2018.pdf

Application Deadline

The Board will begin to contact selected interviewees the week of June 18.



Appendix 1 – Organizational Chart

