

# Green Career Centre

## Sponsorship Package





## Introduction

The Green Career Centre is a non-profit organization with a mission to prepare underrepresented youth for green careers. With a focus on supporting BIPOC, newcomers and women, the Green Career Centre works by and for these communities to bridge the gap between equitable, accessible and transparent social and environmental employment opportunities. Our key areas and initiatives include hosting green career events, conducting innovative participatory and community centered research, and developing useful and impactful resources.





## Why Us?

At the Green Career Centre, we realize that as a business, you want to increase your exposure to youth all across the GTA. You also want to build goodwill in the community and establish yourself as a socially responsible brand. This is why as a sponsor, you can leverage these key benefits in partnering with us.

### **Support a youth organization and their members in the GTA.**

By partnering with us, you are promoting growth in the youth organization sector and helping young adults reach their full potential. You will help us reach our goals as we do our best to fulfill yours.

**Connect with youth aged 18-30 in the GTA.** Our events regularly attract students from various post secondary institutions in the local community. In the past, we have had 100+ attendees for our webinars, 85+ for our workshops and 250+ for our career fair. Partnering with us provides you with an opportunity to reach and gain loyalty from a larger market of young adults.

**Promote your products and/or services.** We hold many in-person events such as career fairs and workshops, you will have great opportunities to promote your company. We welcome your representatives at our events, as well as any swag you would like to provide to our attendees such as coupons or other in-kind donations.

**Be featured on our social media.** We have 9000+ combined followers on Instagram, Facebook, LinkedIn, and Twitter. Want to increase your social media presence with young individuals? This is the perfect way for you to do just that.





## Our Past Initiatives

**Green Career Fair:** The Green Career Fair held in Feb 2023 was a remarkable success, bringing together over 16 vendors and 250+ attendees that share a passion towards sustainability and the green economy. The event provided a platform for job seekers, professionals, and organizations to connect, collaborate, and explore opportunities in the thriving green sector. Employers showcased booths that provided them a chance to promote themselves and provide a means for attendees to learn more about them. The fair prioritized sustainability by promoting responsible waste management and offering planet-friendly food and water options. Overall, the Green Career Fair fostered a sense of community, sparked meaningful connections, and ignited a collective passion for building a more sustainable future.







**How to Land a Sustainable Summer Job Webinar:** The “How to Land A Sustainable Summer Job” webinar, held in April 2023, attracted over 86+ online guests who were eager to explore sustainable career opportunities. The webinar provided invaluable guidance and insights for individuals seeking summer jobs in the green industry. The session was led by Lauren Castelino, who shared her expertise and practical advice. She discussed various aspects of landing a sustainable summer job, including identifying relevant sectors, tailoring resumes and cover letters, showcasing sustainability skills and experiences, and effectively networking in the green industry.

**Women in Sustainability Webinar:** The “Women in Sustainability” webinar, held in April 2023, was a highly anticipated event, drawing over 109+ online guests who were eager to engage in meaningful discussions about the role of women in driving sustainability initiatives. The webinar provided an empowering platform for women to share their experiences, insights, and success stories in the field of sustainability. The session was led by a diverse panel of accomplished women who are leaders and change-makers in the sustainability sector. They shared their expertise, challenges, and strategies for overcoming barriers in a traditionally male-dominated industry. The panelists discussed topics such as gender equality, work-life balance, mentorship, and opportunities for women in sustainability.





## Research Pieces

### Youth Perspectives on Securing Green Jobs: An Equity Perspective

The end goal of this research is to help underserved youth secure employment in the environmental field by taking into account justice, equity, diversity and inclusion considerations. This research further serves to confirm the hypothesis that the environmental field is not racially diverse and needs to find ways to include people from racialized groups.

### Youth Perspectives on Green Job Resources and Career Gaps

The objective is to use this research and the data collected in focus group sessions to provide recommendations for how governments, employers, and non-profit organizations can expand opportunities and resources for underserved communities looking for environmental employment.

Moreover, this policy brief addresses systematic exclusion practices that have been in place to discriminate against BIPOC, youth, and newcomers.

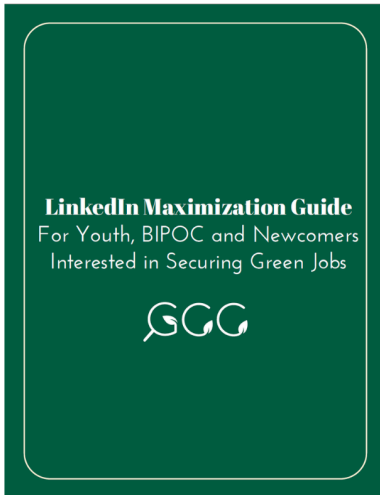


### Sustainability and Gender Inequality: A Local and Global Perspective

This policy report addresses the systemic barriers faced by underserved self-identifying women in the sustainability sector in what is currently Canada and recommends actionable measures to promote gender equity and inclusivity in local organizations. The general public has a commonly held belief that sustainability organizations are staffed entirely by altruistic individuals who are unaffected by the existence of political influence, ego clashes, or power dynamics. As evidenced by this research, these institutions are just as prone to gender bias and discrimination, much like any other organization



## Our Resources



### **LinkedIn Maximization Guide:**

A practical guide with tips and tricks to optimize your LinkedIn profile and find green jobs through LinkedIn's various features. The guide includes additional tips and tricks including a sneak peak into LinkedIn recruiters' search panel, useful ways to highlight your career gaps, introduces the build your resume feature and how to use LinkedIn's recommendations feature.



### **Wage Subsidy:**

A tool for underserved youth and employers to get connected to 100+ wage subsidies and work integrated learning opportunities for their next internship/full time role.



### **Youth Green Jobs Network:**

Join our Youth Green Jobs Network, where we share entry-level green job opportunities across what is currently Canada and encourage networking amongst members. Connect with exciting green job opportunities tailored to your interests and skills, as well as network with leaders in the environmental industry.



## Our Sponsors

Thanks to all our sponsors that help us in making our initiatives possible. Every dollar invested helps engage youth to pursue the dire need to address environmental issues and empowers the young leaders of today.



environmental &  
urban change







## What Can We Offer You?

### Bronze Sponsor

- Up to **\$500** or in-kind donation
- Company logo displayed on website (small size)
- Social media promotion



### Silver Sponsor

- Up to **\$1000** or in-kind donation
- Company logo displayed on website (medium size)
- Social media promotion
- Company logo displayed at venue



### Gold Sponsor

- Up to **\$1500+** or in-kind donation
- Company logo displayed on website (large size)
- Social media promotion
- Representatives and company swag welcomed at event
- Company logo displayed at venue
- Explicit mention during event address





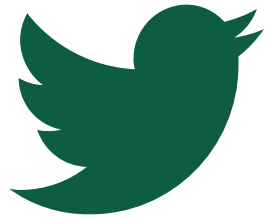
## Contact Us

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