

GREEN TEENS: MORE THAN HALF ARE INTERESTED IN WORKING IN THE ENVIRONMENT*Yet the same amount don't understand the wealth of opportunities ahead*

MISSISSAUGA, ON, July 18, 2011 – Survey results released today by Canon Canada reveal that 56 per cent of Canadian teens are interested in a career in the environment, but close to the same amount (51 per cent) aren't clear on the career opportunities available to them.

The survey, conducted by Harris/Decima on behalf of Canon Canada, polled 1,001 teens across Canada and marks the kick-off to the annual Canon Envirothon, one of North America's largest high school environmental competitions. More than 250 teens from across Canada and the United States will be testing their environmental knowledge through a variety of challenges at the competition, which is being hosted in Sackville, New Brunswick from July 24 to 29, 2011.

The new research shows that while 68 per cent of teens surveyed believe jobs in the environmental sector are increasing, they don't feel they know enough about the types of jobs available. In fact, 88 per cent agree that more access to information about environmental jobs is needed.

ECO Canada is a national, not-for-profit organization that works to ensure an adequate supply of people with the appropriate skills and knowledge are available to meet the human resource needs of the environmental sector. The organization believes this lack of information is a concern for Canada's green economy.

"With more than 100,000 environmental sector workers expected to retire within the decade,¹ there are huge opportunities ahead and a shortage of skilled labour to fill the demand," says Janelle Thomlinson, Director of Research and Communications at ECO Canada, which provides environmental career resources for teachers and students. "Today's teens need more resources and guidance to educate them about the types of jobs available if they want to pursue a green career path."

Every year across North America, about 500,000 teenagers compete in provincial and state competitions for the chance to go to the Canon Envirothon, where they vie to win scholarships, prizes and awards. These teams are led by volunteer advisors and teachers who train the teens in hands-on environmental problem-solving after school or on the weekend.

"Our survey showed us that just 12 per cent of Canadian teens currently participate in extra-curricular activities that are focused on the environment, yet a full 86 per cent want more access to environmental activities in their community," says Colleen Ryan, Senior Director of Corporate Communications at Canon Canada. "We're proud to bring environmental learning to students in communities across North America, and hopefully inspire them to think about the impact they can have on our planet - whether they choose a green career or simply live a more sustainable life."

"The Canon Envirothon offers students at my school a chance to learn in a hands-on outdoor setting, meet mentors and experts in the field, and work together to lead and solve problems about the environment," says Rick Wowchuk, a teacher at Manitoba's Swan Valley Regional Secondary School, who has participated in the competition for 14 years. "The competition provides opportunities they wouldn't have otherwise and shines a light on the wealth of environmental career opportunities out there. It would be great if there were more programs like this in Canada."

Here is a snapshot of additional key findings from the Canadian teen survey:

- **85 per cent** of teens surveyed had started to seriously think about their career path already, including **67 per cent** of grade nine students
- **51 per cent** consider job availability when choosing a future career path

- Of those who are interested in an environmental career, **69 per cent** cite making the world a better place as the reason
- **One third (35%)** of Canadian teens learn about possible career paths from their extra-curricular activities
- **77 per cent** agree that participating in environmental extracurricular activities would help with their decision about whether to pursue a green career

For more information about the Canon Envirothon please visit www.envirothon.org and for more information on ECO Canada, go to www.eco.ca.

About Canon Canada Inc.

Headquartered in Mississauga, Ontario, the company employs 1,200 people at its offices nation-wide, servicing the Canadian market from coast to coast. Innovation and cutting-edge technology have been essential ingredients in Canon's success. Canon's leadership in imaging, optical and document management technology and solutions is based in large part on the thousands of patents the company has secured throughout its history. Since 1994, Canon Inc. is among the top four US patent recipients.

The company's comprehensive product line includes networked multifunction devices; digital copiers (colour and black and white); printers, scanners, image filing systems and facsimile machines; calculators, digital camcorders, digital cameras and lenses; medical imaging equipment, semiconductor, broadcast and other specialized industrial products.

For more information, visit www.canon.ca

About ECO Canada

Over the past 18 years, ECO Canada has grown into its own as an organization focused on supporting Canada's environment industry by communicating with industry stakeholders, conducting research and creating the necessary resources required to address human resource needs in order to ensure the success of this dynamic sector.

ECO Canada develops programs that help individuals build meaningful environmental careers, provides employers with resources to find and keep the best environmental practitioners, and informs educators and governments of employment trends to ensure the ongoing prosperity of this growing sector. ECO Canada is funded in part by the Government of Canada's Sector Council Program. For more information please visit: www.eco.ca.

About the poll

The survey was conducted online using Harris/Decima's online panel. A total of 1,001 Canadian teens were surveyed from May 18th to 29th, 2011. Surveys were conducted among a random sample of panel members across Canada.

This was a standard panel survey among a random sample of Harris/Decima's Canadian panel members. In a fashion similar to a telephone study, email addresses from Harris/Decima's panel were pulled at random, according to population and gender specifications, in order to make the study representative of the Canadian population by region and gender. When contacted to solicit participation, participants had no prior knowledge of the subject matter of the study. Harris/Decima controls access to the study through passwords to ensure that respondents can participate only once. Subsequent to completion of the study, the data was weighted by region, age, and gender.

For more information, please contact:

Wayne Doyle
Senior Manager, Corporate Communications
Canon Canada Inc.
Tel: (905) 565-4598
Cell: (416) 710-4367
wdoyle@canada.canon.com

April Brown
High Road Communications on behalf of Canon Canada
Tel: (416) 644-1793
april.brown@highroad.com

April Smith
Public Relations Specialist
Canon Envirothon
Cell: (601) 259-8485
april-smith@nacdnet.org

ⁱ *Profile of Canadian Environmental Employment 2010* report by Eco Canada