



**IRON +
EARTH**

2015-2024 Decade Impact Report



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Land Acknowledgement

Iron & Earth was founded within Treaty 6 Territory and within the Métis homelands and Métis Nation of Alberta Region 4. We acknowledge this land as the traditional territories of many First Nations, including the Nehiyaw (Cree), Denesuliné (Dene), Nakota Sioux (Stoney), Anishinaabe (Saulteaux), and Niitsitapi (Blackfoot).

Iron & Earth acknowledges that our work takes place on the traditional, ancestral, and unceded territories of Indigenous Peoples from coast to coast to coast. We recognize the ongoing impacts of colonialism and the deep connection that Indigenous communities have with the land, water, and environment. Our commitment to a Just Transition is informed by Indigenous land stewardship principles. We are dedicated to fostering partnerships with Indigenous communities, respecting their sovereignty, and learning from their knowledge and traditions. We strive to ensure that our initiatives are inclusive and support community-driven climate solutions, contributing to a sustainable and equitable future for all. We honor the diverse histories, languages, and cultures of Indigenous Peoples and commit to continuing our journey of learning and reconciliation as we work together toward a thriving green economy.

From Our Executive Director

In the time that I've been at Iron & Earth, we've seen many changes, both internally and externally. Our world is being shaped in new and unexplored directions. But one thing remains constant at the organization: our steadfast dedication to empowering those at the forefront of the energy transition.

When I took on my role at Iron & Earth back in 2021, my first impression was that it was small organization with a big heart. I wasn't completely right on that front: although the team was few in the early days, the organization had a huge reach across Canada and beyond. These connections are strong enough that in 2026, I'm still meeting folks who met the organization in its early days, and tell me: "I love Iron & Earth and I've followed you guys for years!" I joined during the middle of the COVID-19 pandemic, rife with rolling lockdowns. The world was confusing, and a bit scary. Many people felt a sense of dread and were waiting; feeling like their life was on pause. When I started at Iron & Earth, it was within this context of anxiety, fear, and waiting for the light at the end of the tunnel. Our community was ready to cast off the past, get back into life, and bring a strong drive to move forward.

While still in lockdown, we began preparing our first Renewable Skills delivery. It took a village to plan and execute, and the better part of a year to bring to the fore. Many bumps in the road – shipping, supply chains, inventory – arose during our project planning. But what struck me most was seeing the project in the context of a community responding to devastation: the isolation and lives lost to the COVID-19 pandemic, and the systemic barriers that make a Just Transition difficult. We worked with the community, for the community, and moved at the pace of trust. We thoughtfully created something visible to all community members, from young children to their elders; evidence of the opportunities possible for future generations. I remember the community celebration clearly: throughout the feast and ceremonies, it was such a welcoming environment. I knew everybody by name, and I felt like I was among family and friends.

I hope to continue to carry this forward for many, many years, and that Iron & Earth is able to continue supporting communities across Canada to amplify their voices, bring their concerns to the fore, be a partner in deliveries, and humbly listen and learn from others' lived experiences.

Luisa Da Silva, Executive Director

Iron & Earth



2015-2016

Lunchroom Chats

In 2014, Iron & Earth's founders were working in Canada's oil sands and watching the price of oil drop. As a bust hit the industry and a trickle of layoffs became a steady flow, their lunch conversations increasingly turned to alternative career paths in other industries - jobs that would be ecologically and economically sustainable.



The lunchroom where Iron & Earth was founded, AB

Our founders could see the opportunities for skilled workers in the green economy: potential for the workers who were losing jobs in oil and gas to diversify their skill sets and build climate solutions. When the big bust of 2015 hit and thousands of workers were laid off daily, our founders started planning to build something that would help workers like them voice their concerns and find sustainable work. In late 2015, Iron & Earth was born.

The first year involved a lot of community building in the worker communities our founders knew best. We engaged over 1000 people to develop the Workers' Climate Plan (WCP) : a vision of a Just Transition informed by workers both in and out of the fossil fuel industry. A core component of Iron & Earth's mission is challenging narratives about fossil fuel workers and envisioning a broader horizon of possibility for the people who work in the field, and the WCP was a big first step. Read more about the WCP in the Reports/Publications section. Iron & Earth also held press conferences and was featured in over 20 publications in our first year.

2017

Chapter Model

Iron & Earth began with worker chapters: groups of likeminded workers with connections to the fossil fuel industry, who gathered regionally to learn about climate change, retraining opportunities, and the Just Transition. Each chapter held regular events for members and connected with industry and grassroots organizations in their area. The chapter model succeeded by tapping into local contexts and developing strong community ties. Iron & Earth had three chapters: one in Edmonton, one in Calgary, and one on the East Coast. The first chapter, Iron & Earth - Calgary, began in late 2016. Iron & Earth East would soon follow in 2017. Over the course of 2017, each chapter would host local worker engagement events called Shop Talk Nights and start working towards providing training programs and other local projects for members.

Iron & Earth East would design a solar training course in line with the Canadian Standards Association Guidelines, delivered in 2018. Out west, Iron & Earth was engaging the Energy Futures Lab and connecting with the Louis Bull Tribe, who would be our first installation project partner. We would collaborate to train 15 former fossil fuel workers in solar skills. Our chapters demonstrated that many fossil fuel workers balance working in the oil and gas industry with passion for climate action, sustainability, organizing, and social change.



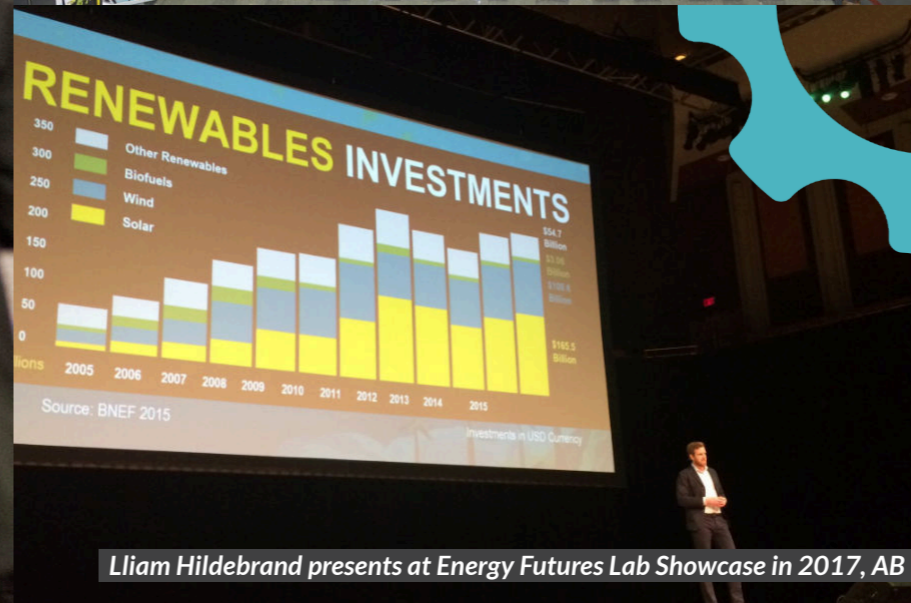
The formal launch of Iron & Earth in 2016, AB



Iron & Earth East training, NLD



Iron & Earth East gathering, NLD



Liam Hildebrand presents at Energy Futures Lab Showcase in 2017, AB



Workers' Climate Report press conference, AB

2018

In 2018, our Edmonton chapter formed, and programming grew, with more Shop Talk Nights, training exploration, and outreach to renewables businesses, including RenuWell, which we would eventually partner with. Iron & Earth also presented at the International Labour Organization's Academy on Social & Solidarity Economy. We engaged over 5000 people in our petitions and campaigns.

2019

In 2019, Iron & Earth explored new potential directions, including social enterprise options, renewable skills programs, possibilities in the hydrogen sector, and an online renewable career resource. This research shaped the initiatives that now form our programming. Our chapters were also developing member engagement, including polls and research initiatives, and participation in the Energy Futures Accelerator and Solar Alberta conferences.

2020

In 2020, as the world went online, so did we. We had already begun working with an instructional designer to develop renewable skills training programs in November of 2019, and we began developing the Climate Career Portal. We also participated in more collaboration with organizations and policy makers, including participating in events hosted by the Energy Futures Lab, and the Just Transition Conference.

2021

Shift to Initiatives

During 2021, while the world was transforming from the height of the COVID-19 pandemic, Iron & Earth was going through its own transition. The chapters had been hit hard by the pandemic but the organization was ready for growth and looking for a new executive director. Iron & Earth needed a new approach to effectively support a Just Transition for fossil fuel workers.

Iron & Earth shifted from a regional chapter-based organization model to a national initiative-based model, with four primary initiatives. The **Renewable Skills Initiative** would handle renewable installations built for and by communities, with an emphasis on remote and Indigenous communities. **Community Talks** would pick up the community engagement and research component in communities most affected by the energy transition. The **Prosperous Transition Campaign** was reimagined as an Indigenous-led research team exploring how the Just Transition can be realized in Indigenous communities. **Net-Zero Pathways** would host work-integrated learning in the renewable energy sector. Lastly, Iron & Earth would develop and launch the **Climate Career Portal**, Canada's first and only one-stop shop for climate career education, mentorship, and career opportunities, with job postings and profiles for the renewable economy.

In May 2021, then Executive Director Lliam Hildebrand, transferred the leadership reins to Luisa Da Silva, Iron & Earth's new Executive Director.

Renewable Skills: Train the Trainer

We ran our first major Train the Trainer program, designed to equip interested individuals to instruct during future RSI projects. In 2021, we trained eight people through the program, one of whom had already helped with an RSI project in 2017.

This program works with a wide variety of potential trainers, including experts at renewable energy companies, instructors and local tradespeople, and representatives from Indigenous communities. Training individuals from a wide variety of backgrounds and locations enables RSI to operate flexibly and reach a wide range of communities.

Expanded Beneficiaries

In 2021, we began to expand our programs to include beneficiaries beyond fossil fuel and Indigenous workers. The programs were designed to serve not only fossil fuel and Indigenous workers, but also their wider communities, as well as youth, unemployed and underemployed workers, newcomers, and willing individuals



2022



Finished RenuWell installation in Taber, AB

Renewable Skills: RenuWell Energy

After developing a relationship with RenuWell over the course of three years, we collaborated to build a large solar installation and train 12 workers in solar energy skills. RenuWell designs and installs solar panel systems that fit on orphan well sites, which reduces land reclamation costs and diversifies local energy. This project supported the installation of a 1.5 MW solar installation, and included training for local fossil fuel workers and Indigenous workers from local First Nations, in partnership with Medicine Hat College, the District of Taber, SkyFire Energy, the Municipal Climate Change Action Centre, and Irrican Power.

Climate Career Portal: Mentorship

With our foundational CCP resources for upskilling, retraining, and opportunities in sustainable and green jobs, we turned our focus to the human connections that accelerate career development: mentorship. Our mentorship program empowers individuals interested in the green economy to transition into green jobs by connecting them with renewable energy mentors from a wide range of industries and positions.

Prosperous Transition Campaign: Development and Launch

In 2021 and 2022, the Prosperous Transition Campaign was being refined to best support Just Transitions for Indigenous communities. After analyzing the research from 2021, PTC interviewed 39 fossil fuel industry workers on their thoughts about Just Transition. It also began the process of centering Indigenous Peoples from different communities and Nations as the leaders of future Just Transition research.

Community Talks: Hinton

Iron & Earth launched its newly formed Community Talks program in Hinton, Alberta, in January of 2022. Community Talks is Iron & Earth's engagement initiative designed to spark conversations about how environmental, social, and economic changes impact people across Canada. We open up space for conversation, uncovering insights into the complex dynamics within a community and its relationship to energy and the energy transition.

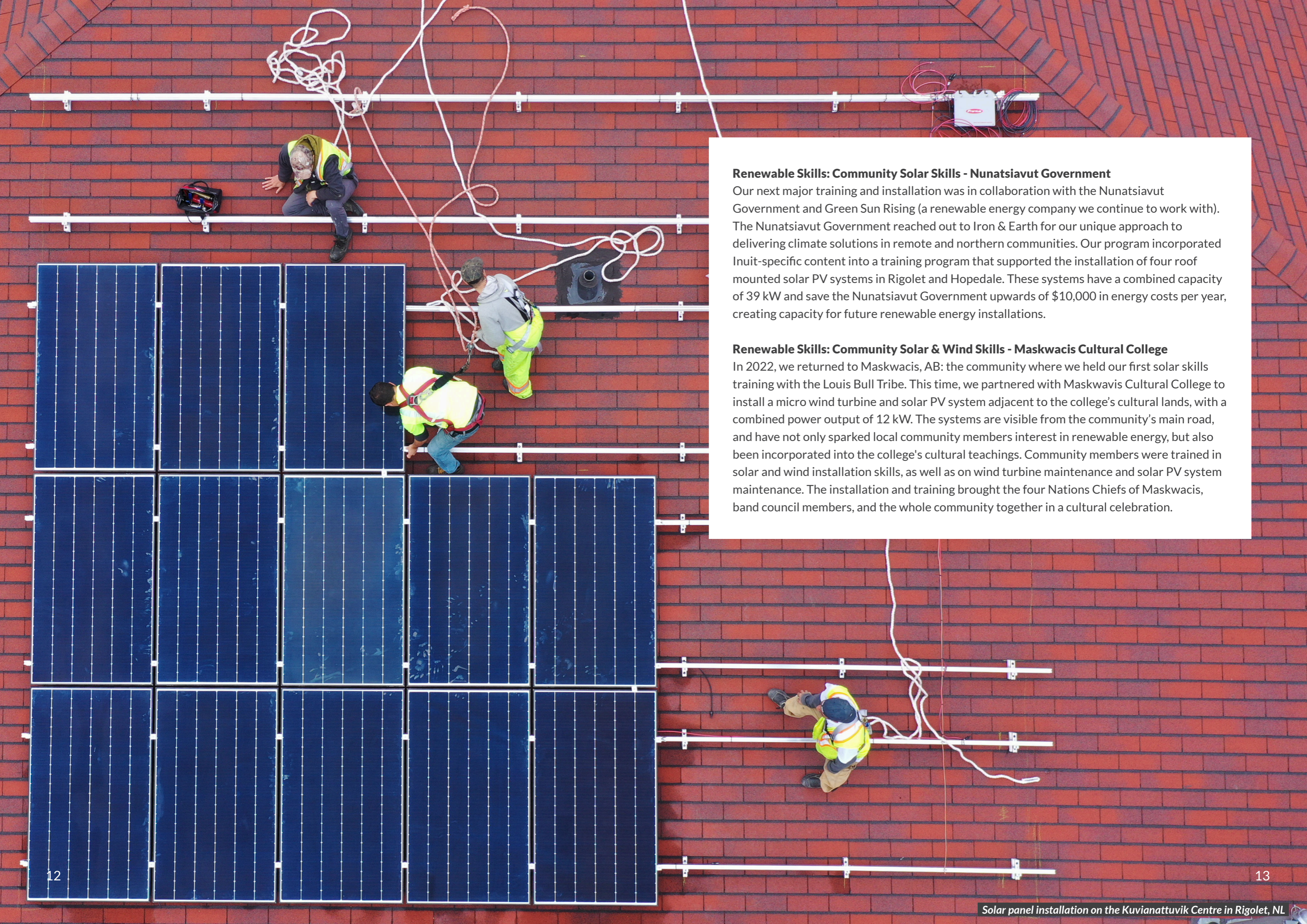
Hinton is a community with a close economic connection to the fossil fuel industry. As a resource-based economy, oil, gas, and coal have built prosperity for Hinton. However, climate-induced weather events have also negatively impacted the community. We offered this session as a space to talk about these issues, understanding the diversity of opinions, and bringing the community together to find innovative solutions tailored to Hinton's needs.

Participants thought that connecting climate change with its economic impacts was sensible and highlighted the desire for local solutions that are comprehensive and support social and cultural aspects for economic transitions to be robust and inclusive. The region experienced an extreme storm event in August 2022 causing, basement flooding, sewage failures, and damage to infrastructure, road and trails. This prompted concern for the expense these extreme weather events would cause to residents in the short and long term. This event coloured the conversations at the second session. Our third and final Community Talks event in Hinton wrapped up in October 2023. The third community session highlighted the need for improving community infrastructure, fostering Hinton's growth and the interconnectedness between neighbouring communities.

RSI programs are often (but not exclusively) delivered with renewable installations that support energy-source diversification and meet community needs. This includes large-scale solar projects that feed megawatts of energy into the electrical grid, such as our project with Renuwell, and off-grid small-scale installations, like our work in the Northwest Territories. Most of our projects are connected to the grid, but small-scale.



Trainees learn about solar panel installation for Maskwacis Cultural College, AB



Renewable Skills: Community Solar Skills - Nunatsiavut Government

Our next major training and installation was in collaboration with the Nunatsiavut Government and Green Sun Rising (a renewable energy company we continue to work with). The Nunatsiavut Government reached out to Iron & Earth for our unique approach to delivering climate solutions in remote and northern communities. Our program incorporated Inuit-specific content into a training program that supported the installation of four roof mounted solar PV systems in Rigolet and Hopedale. These systems have a combined capacity of 39 kW and save the Nunatsiavut Government upwards of \$10,000 in energy costs per year, creating capacity for future renewable energy installations.

Renewable Skills: Community Solar & Wind Skills - Maskwacis Cultural College

In 2022, we returned to Maskwacis, AB: the community where we held our first solar skills training with the Louis Bull Tribe. This time, we partnered with Maskwacis Cultural College to install a micro wind turbine and solar PV system adjacent to the college's cultural lands, with a combined power output of 12 kW. The systems are visible from the community's main road, and have not only sparked local community members interest in renewable energy, but also been incorporated into the college's cultural teachings. Community members were trained in solar and wind installation skills, as well as on wind turbine maintenance and solar PV system maintenance. The installation and training brought the four Nations Chiefs of Maskwacis, band council members, and the whole community together in a cultural celebration.

2023

Community Talks: Edmonton - O-day'min/Downtown

Community Talks collaborated with the David Suzuki Foundation, Employment and Social Development Canada, and Alberta EcoTrust to undertake three community engagement sessions across the O-day'min/Downtown ward in Edmonton as the start of a larger engagement which would include O-day'min/Downtown, Dene/Sherwood Park, and Karhiio, from 2023-2025. We chose O-day'min as a starting point for these conversations because community members already voiced concerns about declining economic opportunities, housing unaffordability, and other issues that will be exacerbated by climate change and industry transitions.


These sessions were held at a pivotal moment in the O-day'min community, following several years of economic challenges due to the COVID-19 pandemic and increasing awareness of the immediacy of climate change following the 2023 wildfire season. The overwhelmingly positive feedback received from participants indicates that we succeeded in providing a non-polarizing environment to discuss the many environmental and economic changes underway in O-day'min and Edmonton at large. Participants shared their fears of the future, expressing exhaustion over the looming threat of climate change and the increasing unaffordability of everyday life.

Prosperous Transition Campaign: Engagement and Research

In 2023, the PTC further refined their research focus, frameworks, and methodologies, in preparation to engage communities in 2024. The PTC is now an Indigenous-informed research initiative centering Indigenous knowledge and local economies, with a carefully crafted methodology.

Community Talks: Surrey

In collaboration with the Sustainable Workforce Coalition, Community Talks undertook three community engagement sessions in Surrey from 2023-2024. Surrey was identified as a critical city for British Columbia's energy transition. As one of the fastest growing and most culturally diverse cities in Canada, Surrey is a prime location for fostering community discussions centered around the interconnected issues of climate change, income security, and sustainability. Surrey residents attended the conversation sessions, and talked about a wide range of issues, including transportation, training opportunities, accessibility, cost of living, and climate change, especially as British Columbia faced more extreme heat waves in recent years.



"The average person doesn't know, or doesn't have the opportunity to even talk about these things. That's why I like these types of sessions that can actually help."

- Participant, Community Talks

"I wanted to add that this session today, even offering an honorarium, offering childcare support, offering transportation support, I don't see a lot of that. I just want to say that that is a great way to bring communities together and acknowledge the time commitment that these things take. "

- Participant, Community Talks

Net-Zero Pathways

In 2023, we launched a new pilot program, Net-Zero Pathways (NZIP). NZIP is a capacity building program, based on work-integrated learning for individuals interested in a career in renewable energy. Those who want to transition to a new career often face the lack-of-work barrier: employers often favour applicants with experience in the field. NZIP was designed to bridge this gap by pairing up program participants with employers in the renewable energy industry. Participants gained hands-on real world experience with an employer, often leading to full-time employment. It offers participants wrap-around support, including daycare, transportation, and personal protective equipment.

The first execution of NZIP hit several hurdles that ultimately prevented it from successfully meeting all of its goals. At a legislative level, the increase in regulatory restrictions on renewable projects in Alberta led to cancelled projects and withdrawal on the employer side of the program. This led to some participants shifting their career goals before or during the training program. As a non-profit that works directly with people employed in the fossil fuel industry, hitting barriers as the landscape changes is a challenge we're used to navigating, and we know how to assess when our resources are better spent on other initiatives. Our pilot program gave us strong data for future projects. We are proud of what we accomplished with NZIP, and we hope to pick it up again in the future.

Renewable Skills: Train the Trainer

We ran our second Train the Trainer program, designed to equip interested individuals to instruct during future RSI projects. In 2023, we trained 7 people through the program.

Renewable Skills: Introduction to Solar PV Systems in Lac La Ronge Indian Band

We modified our Community Solar Skills program to deliver a condensed, bespoke training to 13 individuals from three communities in Lac La Ronge Indian Band. This collaboration is part of an ongoing dialogue with the community, which may eventually support an installation and full training.



Climate Career Portal: Blueprint Launch

In 2023, the Climate Career Portal launched Blueprint, an innovative career and education planning program integrated into the information resources on the rest of the platform. Blueprint provides users with an open visual space to plan their journey to a green career. Users can map out their previous experience, multiple education opportunities and career paths, and incorporate career and training opportunities listed on the Climate Career Portal.

Climate Career Portal: SkillLab Partnership

In 2023, the Climate Career Portal partnered with a Dutch company, SkillLab, to provide registered CCP users with an AI resume resource. SkillLab's AI app condenses employment and life experiences into digestible, resume-ready skill statements and career narratives, and identifies matching job profiles to suggest career paths job seekers may not have considered before. It is particularly helpful for those who have never written a resume, or those who are transitioning to identify their transferrable skills.

Renewable Skills: Introduction to Solar PV Systems & Solar Skills for Electricians with Gonezu Energy Inc.

In 2023, Iron & Earth began working with Gonezu Energy Inc. on the first of three solar trainings over a two year period. Our first project delivered Community Solar Skills training in Hay River, a town located on the south shore of Great Slave Lake, and Fort Simpson, a village in the Dehcho Region, both in the Northwest Territories. Although these two towns are over 400 kms apart, 18 community members from First Nations in the Dehcho region participated in the training. To meet the needs of partners and community members, we condensed our training into a two-day introduction to solar PV systems course. Trainees were also present for the system installations on their remote cabins, in observation of best handover practices. This training covered practices safe for non-electricians to perform, supporting 28.98 kW of solar energy production capacity across all installations.

The second training with Gonezu Energy Inc delivered Iron & Earth's Solar Skills for Electricians program to three local electrician apprentices from Fort Providence, NWT, and local Dehcho communities. This program goes beyond the Community Solar Skills programming, offering training specifically in climate solutions, renewable energy, and sustainability to electricians and electrician apprentices. This kind of program ensures a community has a local network of experts to lean on who can address more significant electrical problems.

2024

Renewable Skills: Introduction to Solar PV Systems with Gonezu Energy Inc. and Ehtseo Ayha School - Délı̨ne Got'ı̨ne, NWT

We collaborated with Gonezu Energy Inc. a second time for another solar installation and training session for remote cabin owners; this time in Délı̨ne Got'ı̨ne, NWT, in collaboration with Ehtseo Ayha School. Délı̨ne Got'ı̨ne is a very remote community, relying on a seasonal road for fuel deliveries over the winter. Climate change is making the winter road less reliable, leaving the people of Délı̨ne Got'ı̨ne energy insecure when the ice is unstable.

This training was held to support off-grid solar system installation on remote cabins, training 19 cabin owners and community members in solar PV system maintenance, and contributing 1.6 kW of power, reducing the use of diesel generators.

Renewable Skills: Career Pathways with Outland Youth Employment Program

In 2024, we collaborated with Dexterra Community Initiatives' Outland Youth Employment Program (OYEP) to deliver two Renewable Career Skills programs for Indigenous youth, ages 16 to 19, participating in OYEP's 6-week summer camp program. Our Renewable Skills Initiative and the Climate Career Portal teamed up to design a bespoke climate training program for Indigenous youth, incorporating hands-on renewable energy learning activities and career path guidance.

Iron & Earth collaborated with OYEP in Blairmore, AB, and Lubicon Lake Band, AB, in 2024, and trained 45 youth. The program was a big success with OYEP staff and campers, leading to further collaboration in 2025 and 2026.

Prosperous Transition Campaign: Algonquin Nation Study

In 2024, the PTC began undertaking a study with the Algonquin Nation. This case-study reviews the sociopolitical context of Canada Nuclear Laboratories and its impact on Algonquin rights, nationhood, environmental protection, and intergovernmental negotiations. The study situates Canada Nuclear Laboratories as a key financial player in Ontario, providing thousands of people with jobs and hundreds of people with training opportunities relevant to the field of radioactive science. It also explains how the forced removal and disempowerment of local Algonquin communities was integral for the establishment of Canadian institutions such as Canada Nuclear Laboratories, which are located on traditional Algonquin territory.

By analyzing the recent project, titled "Chalk River Near Surface Disposal Facility," through a critical Indigenous lens, we provide an alternate narrative to the legacy of Canada Nuclear Laboratories by positioning the institution within a historically structural context of displacement and disempowerment of Indigenous peoples.



"I seriously loved everything about this course, and the instructors were so friendly and took their time for us."
- Participant, OYEP

Community Talks: Edmonton - Dene/Sherwood Park

The word Dene refers to communities that live along the North Saskatchewan River. In Alberta, this ward comprises a mix of rural land and neighbourhoods. Sherwood Park is a hamlet within the municipality of Strathcona County, which borders the eastern edge of Edmonton. It's home to more than 70,000 residents, and was initially developed in the early 1950s as a one-hundred home community for workers employed in the energy plants located east of Edmonton. Ward Dene and Sherwood Park were jointly selected for community engagement due to their close proximity to energy production: these communities hold "Canada's largest hydrocarbon processing centre." Refinery Row – the unofficial name granted to a group of oil refineries and businesses servicing the energy sector – is located east of Ward Dene in West Sherwood Park. The refineries process hundreds of thousands of barrels of oil per day, employing thousands of local residents. Given their closeness to Edmonton's industrial sector, residents of Ward Dene and Sherwood Park have a unique and urgent perspective to offer on the topics of climate change and energy transition.

Community Talks: Surrey

In March 2024, Iron & Earth hosted two sessions in collaboration with the Sustainable Workforce Coalition. The community members' concerns centered around three themes: fears and overwhelm, education and youth engagement, and an expansive vision of the green economy. People shared feelings of demoralization when thinking about the future. Some participants expressed gratitude for the strides made towards a better future, but they shared anxiety about navigating government and community programs that might improve their lives. Many Surrey community members discussed a desire for expanded access to education on topics relating to the green economy, with a focus on engaging youth in the community. They emphasized that awareness must precede training and that educating children is an important step in reaching adults. Rather than listing a narrow list of careers, they expressed that people working in all career paths must view themselves as part of the transition to a more sustainable world. Overall, participants spoke at length about the necessity of meeting basic needs like education, housing, and healthcare as the basis of a thriving green economy in Surrey.


Community Talks: Otipemisiwak Métis Government

Community Talks partnered with the Otipemisiwak Métis Government (OMG) to co-lead a series of in-person sessions and host an online survey for community members across the Otipemisiwak Métis Nation. These programs engaged 283 participants in total across 17 municipalities. We have developed a strong, long-term relationship with the OMG.

The research project found that participants were primarily concerned with energy cost, environmental impact, and reliability, with ranging thoughts on what energy transition might look like, its pace, practicality, and the role the Métis nation could play.

Community Talks: Taber

In 2024, Community Talks held two events in partnership with RenuWell and Eagle Spirit Nest Community Association (ESNCA). Our sessions found that while community members observed the impacts of a changing climate, they did not view these effects as entirely negative, as it lengthened the growing season for Taber's agricultural industry. Community member instead had greater concerns about the community's economic sustainability as agriculture in the region becomes more corporatized and restricted by regulations. The full report on the Taber sessions has not yet been publically released.



"I found it very interesting to read the details of the conversations. Reading a story told in the storyteller's words is powerful. It can be difficult to parse through all of the noise in social media so I found it valuable to read the stories and reflect on where people were coming from."

- Participant, Community Talks

"I read the full report and have a lot more appreciation for the methodology that was used and the amount of effort that it took to do this. There is a lot of planning and work required to figure out the questions to ask, give people space to talk, listen deeply to people, analyze the results and then capture the conversations. I hope that people feel that they were heard!"

- Participant, Community Talks

Publications, Conferences, and Major Appearances

Iron & Earth has always had a major focus on challenging the existing narratives around fossil fuel workers and exploring their complex relationships with their employers, their work, and the environment.

Community Talks Reports

Community Talks produced 12 reports from their engagement sessions from 2022-2024, covering five communities in two provinces. These reports reveal critical information about how community members navigate pressing issues in climate, politics, and economics in the context of their communities, and provide valuable insights for local changemakers. These reports are available at communitytalkscanada.ca/reports.

Workers' Climate Report

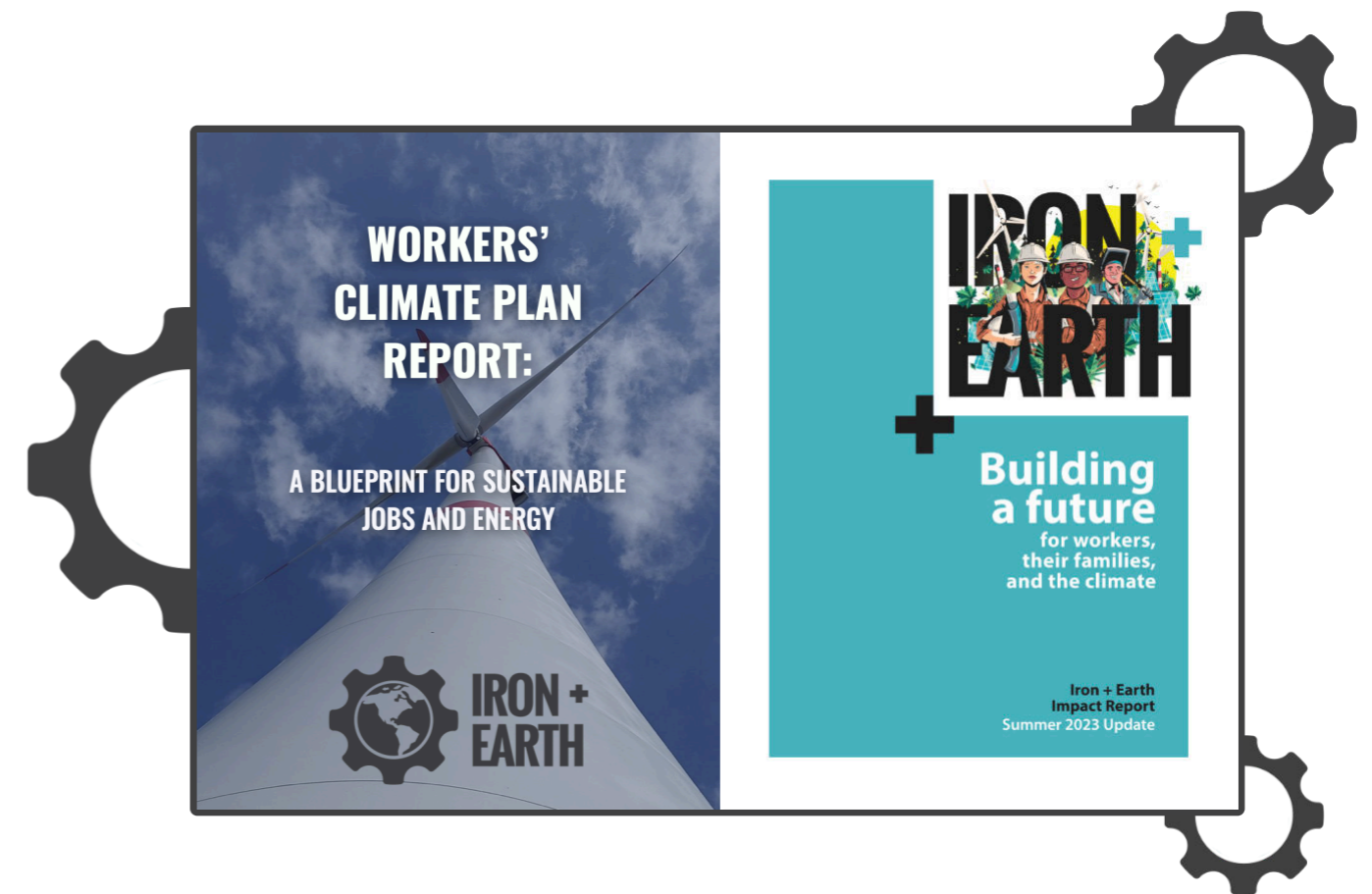
The Workers' Climate Report was Iron & Earth's first major publication, released in 2016. Developed from a survey of over 1000 individuals both in and out of the fossil fuel industry, undertaken after the massive industry-wide layoffs of 2015, the report illustrates uncertainty about the future of the industry from its works and cautious hope towards a Just Transition.

Of the fossil fuel workers polled, 69% believed Canada should make a full transition to renewables by 2050, and 90% believed skilled workers should be retrained for the renewables sector. The report identified three energy priorities from workers and policy recommendations to meet each, as well as a four-point plan for Canada's Just Transition.

Climate Emergency Polling & Transition to Renewable Sources with Fossil Fuel Workers

In 2021, Iron & Earth worked with Abacus Data to conduct a survey of over 300 fossil fuel workers on topics related to the Just Transition. The survey found that 67% agreed climate change is an emerging challenge we need to address, and 61% believe Canada should pivot to a net-zero emissions economy by 2050 to remain competitive.

While these workers believe in the prospect of a green economy, 59% are worried about being left behind in the net-zero transition. When presented with a list of renewable projects, over 50% believed they would need retraining, and 80% would support a National Upskilling Initiative to rapidly upskill fossil fuel industry and indigenous workers for careers in the net-zero economy. This report informed our approach to developing the CCP and future fossil fuel worker engagement projects.



Building a Future Report

The Building a Future Report was our second major publication, released in 2023. This report covered Iron & Earth's successes and future programming, highlighting our projects and accomplishments across all of our initiatives.

Iron & Earth has also been proud to present our work and insights to many different stakeholders nationally and internationally. Among our speaking invitations and conference presentations, we've been invited to:

- Speak at a Virtual Roundtable Discussion with Canada's Net-Zero Advisory Body - 2021
- Contribute an editorial piece to the OECD Forum Network - 2021
- Present to the Standing Committee on Natural Resources - Creating a Fair and Equitable Canadian Energy Transformation - 2022
- Compete in (and win) the Global Ashoka competition - Ashoka Changemakers - 2022
- Present to the Standing Committee on Environment and Sustainable Development - Clean Technologies in Canada - 2022
- Speak at the Canada-United States-Mexico Agreement 2022 - Global Affairs CUSMA Competitiveness Committee Third Trilateral Forum on Workforce Development in North America - 2022
- Present at the Senate's Standing Senate Committee on Energy, the Environment and Natural Resources (Climate Change: Canadian Oil & Gas Industry) - 2023
- Attend a "Structural Change in Germany" program hosted by the Federal Foreign Office of Germany - 2023
- Present at the Canada-Germany Just Transition Workshop - 2023
- Attend the Government of Canada Workforce Summit - 2024

Impact by the Numbers

Renewable Skills Initiative

Key Performance Indicator	2022	2023	2024
Training Programs Delivered	4	3	3
Trainees Who Completed Training	36	34	102
Applications	84	39	106
Completion Rate	78%	94%	95%
Kilowatts of Energy Installed*	1550.66	28.98	24

Climate Career Portal

Key Performance Indicator	2022	2023	2024
Total Active Users (approx.)	5 200	11 000	10 000
Canadian Active Users (approx.)	3 900	6 500	6 100
New Accounts Created	252	256	146
Views (approx.)	24 000	72 000	47 000
Unique Job Postings	9057	9708	8338

Community Talks

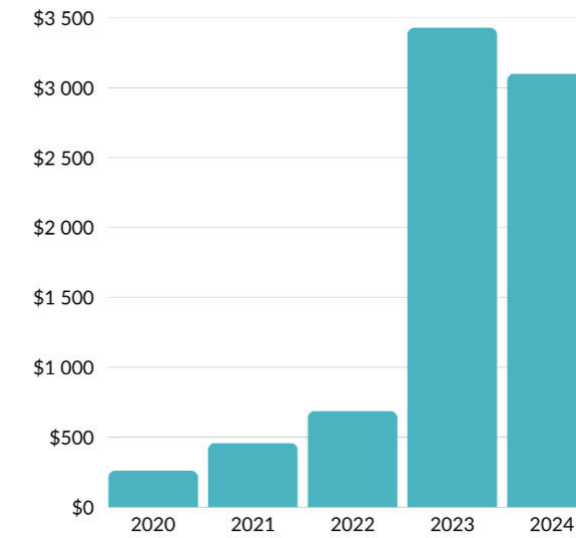
Key Performance Indicator	2022	2023	2024
Community Talks Sessions	2	5	5
Metis Nation of Alberta Sessions	-	-	11
Participants	17	118	386
Reports Released	2	5	4

As specified earlier in the report, the Prosperous Transition Campaign is not releasing data about their work until reports have been finalized and approved for publication by the involved communities.

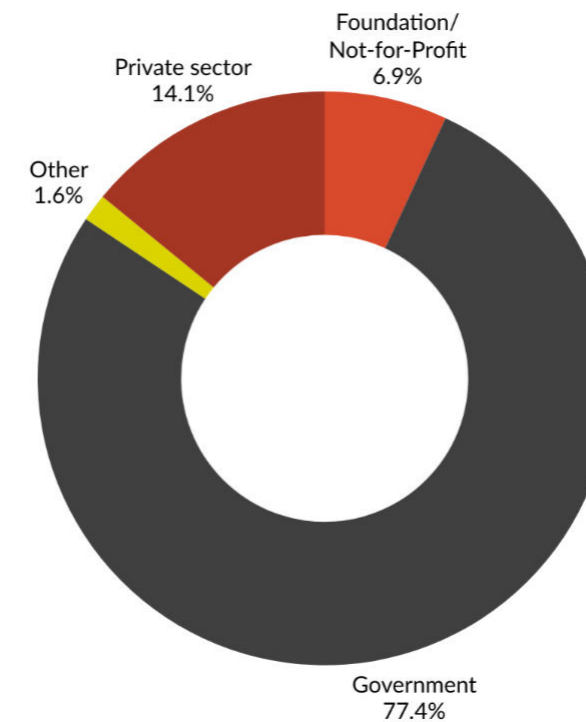
*These numbers reflect kW of renewable energy installed at projects where RSI delivered training; many of these energy installations are not directly funded by Iron & Earth. 11.6 kW were directly funded by Iron & Earth.

Funding Breakdown, 2020-2024

FUNDING BY YEAR (in 1000's)



FUNDING BY SOURCE SECTOR 2020-2024



Our 2024 Funders

Thank you to our 2024 funders! Iron & Earth's work is only possible through their generous support.



Funded by the Government of Canada's Future Skills Program



TURNING SUN SOLAR



Thank You to the Past Funders Who Have Supported Us Over the Years

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Bruce Wilson
Desiree Maurice
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**Thank you to everyone -
especially the staff,
contractors, and volunteers -
who have supported our work
over the past ten years.**