

GROWING

A RESILIENT AND DIVERSE WORKFORCE

2024 ANNUAL REPORT



PLT Canada wrapped up 2024 with much to celebrate. Our efforts in environmental education, forest literacy, and career pathways continue to resonate with Canadians.

Educators, parents, and professionals have actively leveraged PLT Canada's resources to engage students and cultivate future environmental leaders. Our career pathways programming has empowered young adults with essential skills through training, boosted their confidence via mentorship, and provided employment opportunities through our Green Jobs program.

In 2024, we celebrated seven years of the Green Jobs program. It has supported over 8,100 job placements since 2018, with 53% going to women and 16% to Indigenous youth. This year, 19% of our Green Jobs were filled by Indigenous youth. Since 2018, we've successfully placed 2,950 young adults facing barriers to employment, such as youth self-identifying as involuntary NEET (not in employment, education, or training), youth living with a disability, and members of the 2SLGBTQIA+ community. Thanks to the ongoing support from the Government of Canada, we're excited to continue our important work in 2025 through the Green Jobs programs funded by the Youth Employment and Skills Strategy. I would also like to extend a heartfelt thank you to the 440+ dedicated employers from the Sustainable Forestry Initiative and Canadian Parks Council networks who have provided young adults with valuable green job experiences.

Since 2018, we have delivered 12 mentorship cohorts with over 650 participants. We also sponsored our largest Youth Delegates cohort ever with 50 students and young professionals that participated in the 2024 SFI Annual Conference in Atlanta. Participants took part in a career readiness bootcamp, networked with industry leaders, and advanced their career paths.

In 2024, we launched *Trees & Me: Activities for Exploring Nature with Young Children*. *Trees & Me* and the *Explore your Environment K–8 Activity Guide* have created the foundation for significant formal and educator outreach that is building PLT Canada's brand. In 2024, PLT Canada engaged more than 700 educators to support environmental education.

PLT Canada is also a founding member of the Nature Education Collective, which champions quality nature education across Canada. The Nature Education Collective includes the Canadian Wildlife Federation, Ducks Unlimited Canada, Earth Rangers, Outward Bound Canada, and PLT Canada.

We look forward to continuing this work in 2025 and thank you for joining us on this journey.



KATHY ABUSOW
PRESIDENT AND CEO



Project Learning Tree Canada **BELIEVES IN A WORLD THAT VALUES AND BENEFITS FROM SUSTAINABLY MANAGED FORESTS AND NATURE.** PLT Canada is committed to advancing environmental education, forest literacy, and career pathways using trees and forests as windows onto the world.



**THE HONOURABLE
JONATHAN WILKINSON,
MINISTER OF ENERGY AND
NATURAL RESOURCES**

Canada

“Trees are essential to our lives: they clean the air we breathe, make our urban spaces more enjoyable, provide new habitat for wildlife and act as ally in the fight against climate change. As we accelerate work year over year to plant more trees to benefit more and more Canadians across the country, we thank our partners such as Project Learning Tree Canada that provide jobs for young Canadians, help them to be apart of the solution, and build a prosperous future for everyone.”



**THE HONOURABLE STEVEN
GUILBEAULT, MINISTER OF
ENVIRONMENT AND CLIMATE
CHANGE AND MINISTER
RESPONSIBLE FOR PARKS CANADA**

Canada

“Trees are one of our most powerful allies in the fight against climate change. Responsible forest stewardship captures and stores more carbon pollution, while sustaining the livelihoods of countless communities across our country. By protecting our forests, we are safeguarding vital ecosystems and the vital habitat of species, many of which are seriously threatened. Together, we can ensure that our forests continue to thrive and help us build a healthier, more sustainable world for our kids and grandkids. Thank you, Project Learning Tree Canada for your leadership.”

7 YEARS 2018-2024

PLT CANADA'S MILESTONES

2018

PLT CANADA PLACED
YOUNG ADULTS IN
750
GREEN JOBS

100+
EMPLOYERS

SUPPORTED
85 INDIGENOUS YOUTH

IN **4** OUTLAND YOUTH
EMPLOYMENT
PROGRAM CAMPS



2019

SINCE 2018, REACHED
2,000 GREEN JOBS
PLACEMENTS

200 EMPLOYERS
provided these young adults
with green job experiences

SPONSORED
30 YOUNG ADULTS
to attend the Canadian Parks Council
Conference with #NatureForAll, Société
des établissements de plein air du
Québec, and Canadian Parks Council



Signed an MoU with Outland Youth
Employment Program to develop
an evolving suite of services to
ensure all Indigenous youth are
meaningfully supported in
their education
and careers



TRAVELLED
9,215 KM



ENGAGING WITH
230 YOUTH
AND
52 GREEN JOB
EMPLOYERS

2020

SINCE 2018, REACHED
3,500 GREEN JOBS
PLACEMENTS

INCLUDING OVER
500 INDIGENOUS
YOUTH

from over
80 INDIGENOUS
COMMUNITIES
and
250 EMPLOYERS

SUPPORTED
140 INDIGENOUS YOUTH
in obtaining advanced skills training

LAUNCHED THE PLT CANADA
GREEN MENTOR PROGRAM

SUPPORTING OVER
200 PARTICIPANTS
in national and Indigenous cohorts

RELEASED
5 ONLINE COURSES
to support professional development
and personal well-being

AND

6 ONLINE RESOURCES
to help teachers introduce green
careers to youth

DEVELOPED THE
**GREEN JOBS CAREER
PERSONALITY QUIZ**

CREATED THE
A DAY IN THE LIFE
videos for OYEP camps

2021

SINCE 2018, REACHED
6,000 GREEN JOBS
PLACEMENTS

INCLUDING OVER
900 INDIGENOUS
YOUTH

from over
100 INDIGENOUS
COMMUNITIES
and
400 EMPLOYERS

REACHED
7 MENTORSHIP
COHORTS supporting over
500
PARTICIPANTS

RELEASED THE FIRST
INDIGENOUS RIGHTS AND
RELATIONSHIP BUILDING COURSE
WITH SAULT COLLEGE

RELEASED THE FIRST
GREEN JOBS:
EXPLORING FOREST
CAREERS VIDEOS



PUBLISHED THE
FOREST LITERACY FRAMEWORK
17 LEARN ABOUT
FORESTS
ACTIVITIES



LAUNCHED
DIVERSE PERSPECTIVES
IN NATURAL RESOURCE
MANAGEMENT



2022

SINCE 2018, REACHED
7,300 GREEN JOBS
PLACEMENTS

HOSTED THE
#MYGREENJOB CAREER FAIR
with
28 EMPLOYERS
for
250 JOB SEEKERS

REACHED
9 MENTORSHIP COHORTS
including the first global cohort
in collaboration with the World
Forestry Congress

→ **100** PARTICIPANTS
37 COUNTRIES

LAUNCHED FIRST ACTIVITY COLLECTION
TRILLIONS
OF TREES



2023

SINCE 2018, REACHED
7,600 GREEN JOBS
PLACEMENTS

INCLUDING OVER
1,900
who identified as a
YOUTH FACING BARRIERS
TO EMPLOYMENT

from over
420+ EMPLOYERS

LAUNCHED
ENVIRONMENTAL EDUCATION
PRODUCTS



REACHED
11 MENTORSHIP
COHORTS
for over **600** PARTICIPANTS

SPONSORED
40+ YOUTH
DELEGATES
with SFI to attend the
SFI ANNUAL CONFERENCE

LAUNCHED
LIFETIME OF
LEARNING VIDEO



HOSTED
1ST FOREST
WEEK
with
OYEP
EQUITY & OPPORTUNITY

2024

SINCE 2018, REACHED
8,100 GREEN JOBS
PLACEMENTS

LAUNCHED
TREES & ME
RESOURCE



LAUNCHED
GREEN MENTOR FIRST
BINATIONAL
MENTORSHIP
COHORT



FIRST
FACILITATOR/
EDUCATOR
TRAINING



LAUNCHED
PROFESSIONAL
DEVELOPMENT COURSES



HOSTED
2ND FOREST
WEEK
with
OYEP
EQUITY & OPPORTUNITY

PLT CANADA'S LIFETIME OF LEARNING

PLT Canada offers educational resources to connect children and young people to the outdoors, grow forest literacy, and share diverse and exciting career opportunities in Canada's green sector.

FACILITATOR/EDUCATOR TRAINING

PLT Canada, with funding from the Ontario Ministry of Natural Resources was able to host two, one-day workshops at the Canadian Agriculture and Food Museum in Ottawa. A total of 22 educators from across the region joined PLT Canada to become trained as facilitators. Participants were provided copies of PLT Canada resources that they are now using to help expand our reach into K-12 formal and non-formal education. These new facilitators have started to deliver workshops and trainings and are eager to continue to enhance PLT Canada's impact.

"I'm delighted with the event. There is so much potential curriculum to cover. I'm going through my books, with much interest, very happy to have them. The training felt very exciting, and meeting fellow trainees was equally great."

SUZANNE HALE
Non-formal educator



RESOURCES

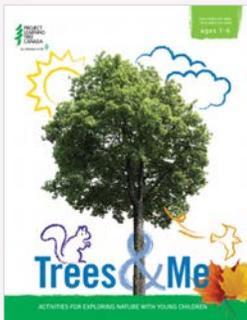
VISIT OUR STORE
RESOURCE LIBRARY



ENVIRONMENTAL EDUCATION

Educational resources and professional development for formal and non-formal educators that teach young people how to think about complex challenges using trees and forests as windows onto the world.

NEW IN 2024

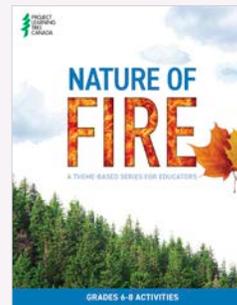
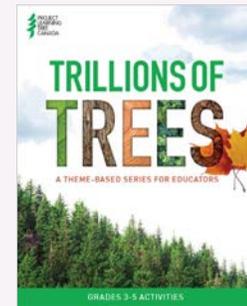


TREES & ME: ACTIVITIES FOR EXPLORING NATURE WITH YOUNG CHILDREN

Ages
1-6

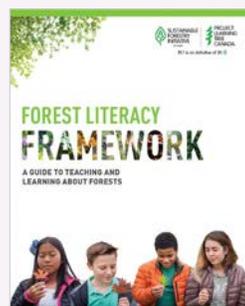
Introducing young children to nature from an early age benefits them in so many ways. In PLT Canada's newest activity guide, *Trees & Me: Activities for*

Exploring Nature with Young Children, offers hundreds of ideas for fun, hands-on experiences for families and teachers to connect children ages 1–6 to nature, with a focus on trees. Through indoor and outdoor activities, children explore nature through their five senses, experience trees throughout the seasons, and connect with their community.



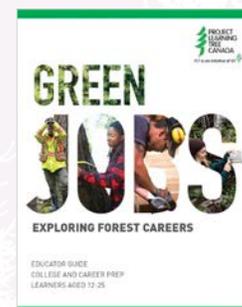
FOREST LITERACY

Knowledge building tools and resources that teach important concepts around forests and sustainability.



CAREER PATHWAYS

Programming and opportunities that support young people in finding and advancing through career pathways in the forest and conservation sector.



PLT CANADA'S CAREER PATHWAYS GREEN JOBS

Green Jobs allow youth to GAIN VALUABLE WORK EXPERIENCE that will help them pursue careers as foresters, wildlife biologists, Indigenous knowledge coordinators, park rangers, and much more.



PLT CANADA HAS PLACED
YOUNG ADULTS IN

8,100+
GREEN JOBS

since 2018

375+
GREEN JOBS

in 2024



Since 2018

53%+ YOUNG
WOMEN

WERE PLACED IN
IN GREEN JOBS

Since 2018

16% INDIGENOUS
YOUTH

WERE PLACED IN
IN GREEN JOBS

and

19%
in 2024

THANKS TO
FUNDING FROM



Funded in part by the Government
of Canada under the Youth
Employment and Skills Strategy



371
JOBS

102
JOBS

2,835
JOBS

367
JOBS

21
JOBS

150
JOBS

198
JOBS

61
JOBS

2,950+ YOUNG
ADULTS

FACING BARRIERS

WERE PLACED IN GREEN JOBS
since 2018



- INDIGENOUS
- LIVING WITH A VISIBLE OR NON-VISIBLE DISABILITY
- VISIBLE MINORITY
- MEMBER OF THE 2SLGBTQIA+ COMMUNITY
- OFFICIAL LANGUAGE MINORITY
- NEW CANADIAN
- INVOLUNTARY NEET (NOT IN EMPLOYMENT, EDUCATION, OR TRAINING)
- YOUTH THAT HAVE NOT COMPLETED HIGH SCHOOL

PLT CANADA WOULD
LIKE TO THANK OUR

440+ EMPLOYERS

for providing these young adults
with green job experiences



PLT CANADA'S MENTORSHIP

Mentorship can help inspire and support this and future generations in choosing a green career in the forest and conservation sector.

In September, PLT Canada and SFI launched a joint, binational Green Mentor cohort. It was the first ever three-month program. Workshops were held, such as check-ins, a resume workshop, a session on elevator pitches and dressing for success, and a green workforce panel. This binational cohort supported 98 participants.

PLT CANADA REACHED
98 MENTORS AND
MENTEES
IN 2024
WITH THE FIRST
BINATIONAL
MENTORSHIP COHORT



GREEN MENTOR PROJECT LEARNING TREE CANADA

PROJECT LEARNING TREE CANADA'S GREEN MENTOR PROGRAM

"My connection with my mentor has allowed me to connect with other professionals, hear how they reached their current career, and has given me a drive to reach the goals I have set for the PLT Green Mentor program and beyond."

LILLIAN DINKINS
MENTEE



SINCE 2018, PLT CANADA
HAS SUPPORTED

650+ MENTORSHIP
PARTICIPANTS
IN **12** DIFFERENT COHORTS



50 YOUTH DELEGATES

were sponsored by PLT Canada and SFI to attend the 2024 SFI Annual Conference in Atlanta

Attendees went through a career readiness bootcamp, heard from some of the foremost thought leaders in the forest and conservation sector, and advanced their career pathways with networking opportunities.

“The SFI conference was a great experience. Being able to network and meet people of all levels and experiences helped me understand where I want to go in my future career. Being able to experience the conference with other youth helped create an open space for career brainstorming, networking, and making lasting connections. I would recommend

this conferences for anyone looking to open up different ideas in their career pathways or for those who need career guidance in their current forestry career.”

MICHAEL BUKIT



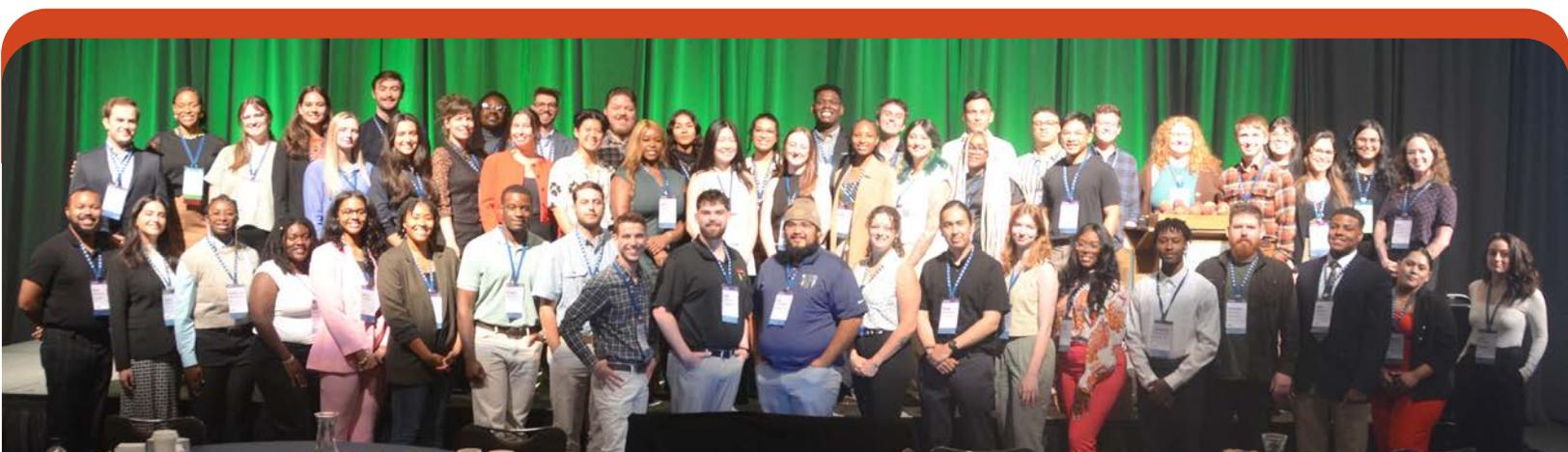
“I felt that this opportunity helped me feel more confident when reaching out and networking with people in the industry. It improved my confidence by teaching me to reach out with curiosity and passion and to most importantly make friends. I now better understand the green jobs industry better than I ever have before and have received an abundance of advice to take with me in future endeavors from my mentor, the SFI crew, and other Green Job Leaders.”

MEGHAN NEMETH



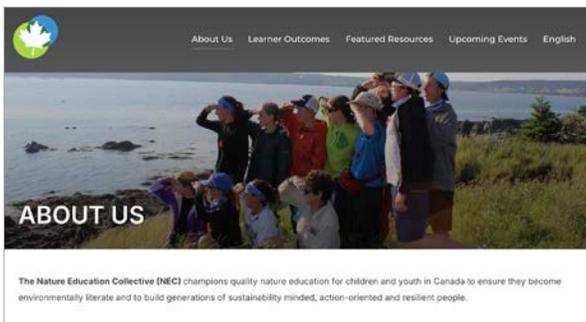
“I’ve never received formal guidance or advice on how to effectively network, so I learned a lot and made so many connections. Meeting and having this experience with other young professionals was absolutely incredible. I grew close and formed lasting friendships with so many of my fellow youth delegates. Throughout the conference I felt very supported by all of the SFI staff, mentors, and conference attendees. I was encouraged to grow and given tools to succeed in making meaningful career connections throughout the week. Most importantly I was believed in and felt valued and respected throughout the entire process.”

CÈILIDH SMITH



PLT CANADA'S PARTNERSHIPS

NATURE EDUCATION COLLECTIVE



The Nature Education Collective (NEC) came together as a result of the Education Dialogue Day on the margins of UN Biodiversity COP15 in Montreal in December 2022. The NEC is made up of Canada's leading national nature education NGOs: Canadian Wildlife Federation, Ducks Unlimited Canada, Earth Rangers, Outward Bound Canada, and Project Learning Tree Canada, all of which recognized there is an immediate need to create consistent, national-scale climate and biodiversity education for all children in Canada.

The NEC was successful in receiving support from Environment and Climate Change Canada for a three-year nature-based education program. Alberta is the first of seven regions that will be engaged in teacher training, direct-to-student programming, and regional systems-leader dialogues. These efforts will be replicated and expanded upon for the next two years. The NEC website was created and designed by SFI staff.

Learn more: natureeducation.ca.

YMCA

PLT Canada and the YMCA know that getting kids outside breathes new life into environmental education. PLT Canada worked with children at three Ottawa summer camps as part of a YMCA science-theme week.

Science week at the day camps underscores the YMCA's recognition of the importance of environmental education based on STEM (science, technology, engineering, and math) in today's world. Collaborating with PLT Canada helped the YMCA deliver high-quality, engaging content that encouraged children to explore and understand the environment around them.



"At the Y, we want to put environmental learning front and centre to really engage kids on the issues that matter, like conservation and climate change. PLT's educators are experts at getting kids outside and using the outdoors like an interactive classroom."

BRAYDON BIRKS

Camp Coordinator

YMCA of the National Capital Region in Ottawa

PLT Canada signed an agreement with the Ontario Ministry of Natural Resources to:

1. Deliver and promote career pathways, environmental education, and forest literacy programming for Indigenous youth in Ontario
2. Develop an online wood construction course for secondary-level learners
3. Promote and distribute environmental, forest literacy, and career pathways resources to Ontario students and educators

1. OUTLAND YOUTH EMPLOYMENT PROGRAM

PLT Canada spent two days with Indigenous youth at the Mink Lake OYEP camp in August. Learners were introduced to forestry, green careers, and building a career pathway. PLT Canada staff attended and were able to increase the quality and quantity of youth interactions. As much time as possible was spent outdoors being active to encourage connections with nature and there were opportunities to win prizes.



2. ONLINE WOOD CONSTRUCTION COURSE

PLT Canada, in collaboration with the Canadian Wood Council, is developing an online wood construction course for secondary-level learners. They will start by learning how sustainable forest management produces wood for construction from a renewable resource. The course will explore various techniques showcasing how timber is used to produce innovative and beautiful designs. Learners will also be introduced to career opportunities in the sector.



3. ENVIRONMENTAL LEARNING TO EDUCATORS

This funding will help train up to 30 educators in Kenora's Keewatin Patricia District School Board. This leverages funding from Weyerhaeuser. PLT Canada has also been asked to present at a career fair at Thessalon First Nation at the end of October. A representative from the Ontario Ministry of Natural Resources will be these with their heavy equipment simulator. A former mentee in our mentorship program reached out from the Michipicoten First Nation. We will be using Ministry funding to deliver training for up to 10 educators.



“I cannot describe how excellent this professional development session was. I was fully engaged and interested in the host, the content, and the learning the entire time. I’ve been to a lot of these sessions and this was easily one of the very best.”

JEFF NYBERG
Lillian Berg School
Kenora's Keewatin Patricia District School Board

ECO CANADA



Thanks to funding from ECO Canada, PLT Canada delivered two interactive workshops to equip 47 educators with the knowledge, skills, and resources necessary to inspire the next generation to be responsible stewards of our planet, address pressing environmental challenges, and build a more sustainable future for all. During the workshops, educators were instructed in the use of the PLT Canada *Explore Your Environment K–8 Activity Guide* by performing hands-on learning with activities straight from our resources.

Learn more: eco.ca

100% of respondents agreed or strongly agreed that **THEY WOULD RECOMMEND THIS PROFESSIONAL DEVELOPMENT EVENT TO A COLLEAGUE**

100% of respondents agreed or strongly agreed that **THEY FEEL MORE CONFIDENT IN INCORPORATING TOPICS ABOUT THE ENVIRONMENT INTO THEIR TEACHING**

“This was a truly excellent presentation. It was very hands on and allowed us to delve into the text. I think the way it was presented was very inspiring. I’m certain our teachers will be using it!”

JOANNE TANSEY

Educator at Carisbrooke Elementary
North Vancouver School District



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ABOUT PLT CANADA

Project Learning Tree Canada (PLT Canada) is committed to advancing environmental education, forest literacy, and green career pathways, using trees and forests as windows onto the world. Our award-winning resources offer a lifetime of learning from early childhood through adulthood. Our wide and diverse network provides professional development for educators and opportunities for young people to explore nature and the diversity of green careers in the forest and conservation sector. Together, we are growing future forest and conservation leaders.

PLT Canada is a non-profit charitable organization.



Funded in part by the Government
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