



BACKGROUND

OUR STORY

Iron & Earth is led by oilsands workers committed to catalyzing Canada's renewable energy sector. It was created in 2015, when oil prices were falling, and job losses and energy diversification were dominating conversations on the job site.

We believe:

- Energy sector development must prioritize healthy, safe and fair jobs for workers and their families, a clean environment and prosperous economy.
- The greatest opportunities for Alberta tradespeople lie in industrial renewable energy development.

We are committed to helping prepare workers today for the challenges of tomorrow.

We are developing programs and initiatives to create tangible opportunities for workers, **and we are calling on government and industry to do the same.**

Most importantly, Iron & Earth is ready to work. Today.

RENEWABLE ENERGY OPPORTUNITIES

Alberta has committed to phase out coal and to have 30% renewable energy by 2030. This creates opportunity in a wide range of renewable energy sources, including utility, commercial, and residential solar - which is the target of our inaugural campaign, which aims to begin the retraining of some of the 15,000 Alberta workers who were laid off on 2015.

Future campaigns will focus on other trades, such as pipefitters and boilermakers, who will help build our geothermal, wind, and biomass industrial energy marketplaces.

IRON & EARTH SOLAR SKILLS CAMPAIGN

Our training plan will:

- Be uniquely technical - every jobsite will be a classroom
- Offer the provincial government a new avenue for its job stimulus package
- Leverage the existing skills of talented journeymen tradespeople who are ready to work

The goal of this campaign is to support the re-training of 1,000 unemployed Alberta electricians as professional solar panel installers by the year 2018.

To achieve this goal, our campaign is challenging the Government of Alberta to assist in identifying 100 public buildings that could benefit from solar panel retro-fits or new installations.



Iron and Earth will help facilitate the recruitment and training of electricians for this program, and we will work with provincial governments across Canada who wish to pursue similar programs.

ABOUT ALBERTA'S ELECTRICIANS

The electrical workers' union (IBEW local 424 union) reports that 44% of its members were out of work as of last month (approx. 3,500 of 8,000 members). These out-of-work professionals are an example of a willing workforce that is waiting to be reassigned.

- Solar power training programs can upgrade their skills
- Once trained, entrepreneurial workers will explore business opportunities, as the demand for solar grows and costs fall.
- As an example: a five-day training program can train an average of 10 solar workers, and could include installation of a 10kw unit on a public building (estimated cost of training and installation \$80,000).