

Clean, Green Economy Insights

In this short report we highlight information around the clean, green economy. Our definitions around what industries comprise this sector are modeled after Workforce WindsorEssex’s methods that highlight 41 key industriesⁱ that support the green economy. These industries can be divided into sectors like energy production, energy efficiency, and environmental management.

It is important to note that that data around the jobs in these industries are not necessarily clean, green jobs. However, they are in industries that would support the clean, green economy.

When we consider the industries that comprise the clean, green economy, in December of 2023 Niagara housed 1,115 business with employees (57.8% had fewer than 5 employees) and 1,930 sole proprietor businesses (see Table 1).¹

Table 1. Business counts by number of employees, Niagara, December 2023ⁱⁱ

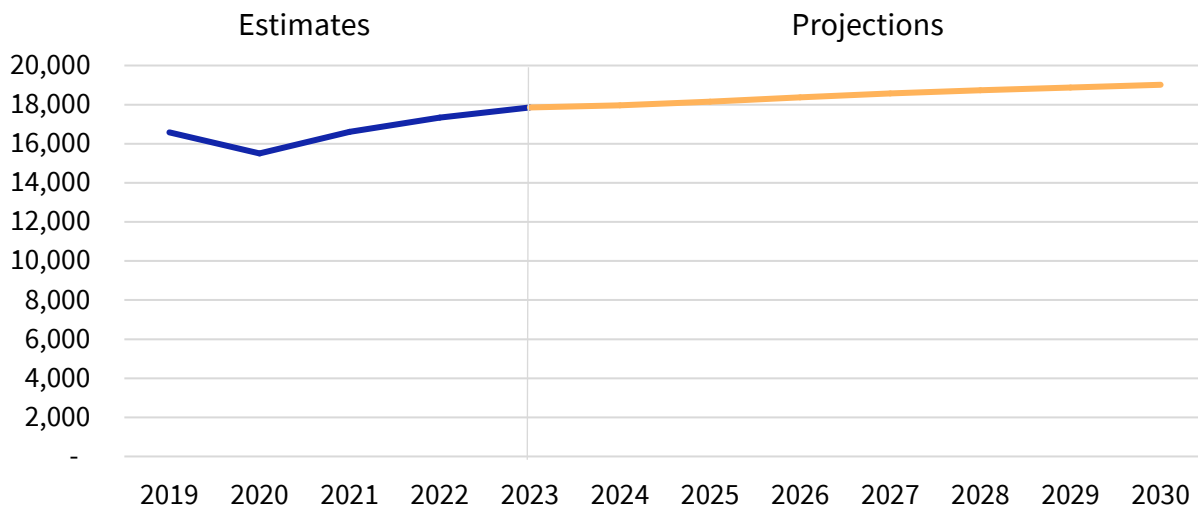
Businesses	Count	Percentage
Without employees	1,930	
With Employees	1,115	
Micro (1-4 employees)	645	57.8%
Small (5-99 employees)	457	41.0%
Medium (100-499 employees)	12	1.1%
Large (500+ employees)	1	0.1%

¹ Note: these data are available at a 4-digit NAICS code so smaller industries (i.e., at a 6-digit NAICS level) are grouped into their larger industry category.



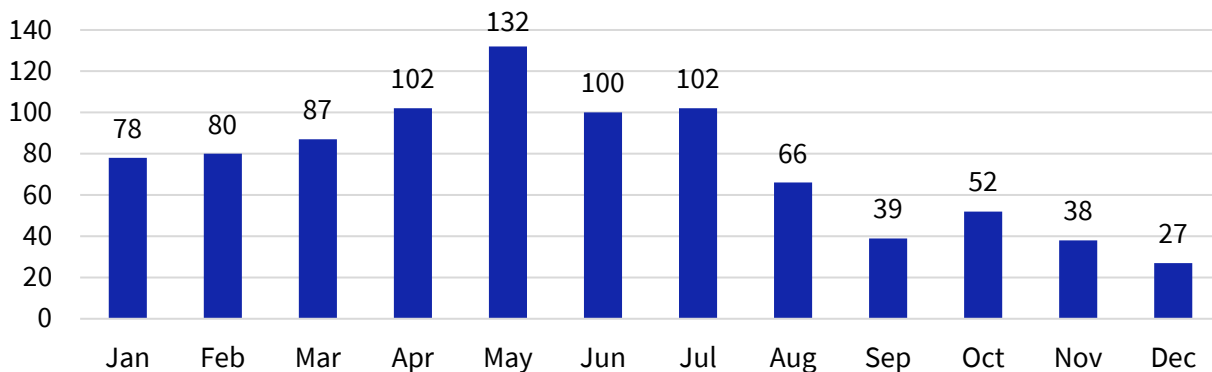
Data from Lightcast² provides information about the number of jobs that exist in industries across Niagara. In Figure 1 we see the estimated number of jobs between 2019 and 2023, and the projected number of jobs and estimated job growth between 2023 and 2030. Between 2019 and 2023 there was an estimated growth of 7.7% in the number of jobs. There is projected to be an additional 6.5% growth in jobs between 2023 and 2030.

Figure 1. Job Counts, Niagara, December 2023ⁱⁱⁱ



Insights from Workforce Collective’s job aggregation tool show that there were 903 new job ads posted that related to these industries throughout 2024 (see Figure 2).

Figure 2. New monthly job posts, Niagara, 2024^{iv}

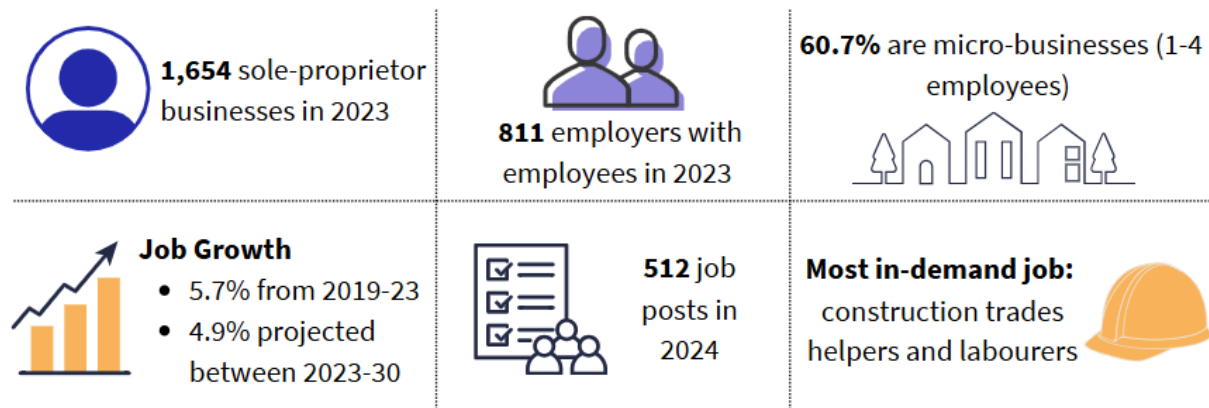


² Note: these data also are only available at a 4-digit NAICS code so smaller industries (i.e., at a 6-digit NAICS level) are grouped into their larger industry category.

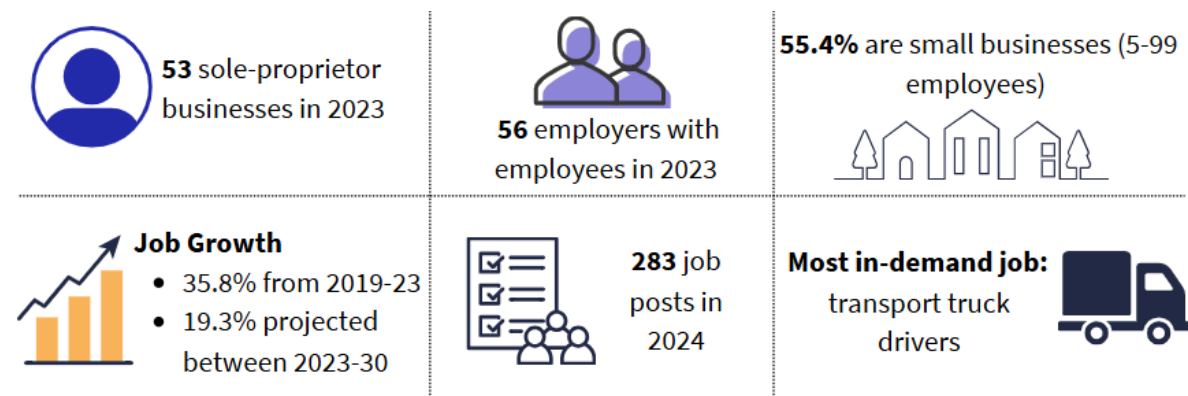
ENERGY PRODUCTION: This area houses industries with activities that support the production, transmission, and distribution of clean energy.



ENERGY EFFICIENCY: Industries that either create efficient products, construct buildings that are energy-efficient, or house services that promote energy efficiency.



ENVIRONMENTAL MANAGEMENT: This area houses industries with activities that support environmental management, conservation, and natural resources.



EMPLOYER INISGHTS

Data from Niagara Region's Employer Survey^v provides us further insight into the conditions of the Green Economy from the employer perspective.

- In 2023, there were 328 employers who responded to their survey and who are involved in an industry that is related to the Clean, Green Economy.
 - Approximately 268 (81.7%) identified one of the Green Economy industries as their primary sector. These employers employ about 7,380 people
 - The remaining 18.2% noted a clean economy industry as a secondary sector

ⁱ Workforce WindsorEssex (2024) The Green Economy in Windsor-Essex. Available [here](#).

ⁱⁱ Canada Business Counts, December 2023, data provided by Niagara Region Economic Development; analysis conducted by WFC

ⁱⁱⁱ Lightcast 2024.3 run, employees. Access to Lightcast is supported through the Ministry of Agriculture, Food and Rural Affairs (OMAFRA). The views expressed in this report do not necessarily reflect those of OMAFRA.

^{iv} Workforce Collective job demand aggregation tool. New job posts between January 1-December 31, 2024.

^v 2023 Niagara Employer Inventory, data provided by Niagara Region Economic Development, analysis conducted by WFC