



“This is not only great for my resume but also has helped me hone in on what type of education I will need *to get the career that I want.*”

With thanks to our sponsors:



## In 2017 we expanded the breadth of projects throughout the clean-growth economy.

Every year Clean strives to maintain an innovative list of internship projects. This year focused heavily on clean tech, sustainable aquaculture, research and design, providing the students a larger array of options better suited to their interest and aligning with current market needs and the clean economy.

This year we employed 59 full-time students across Nova Scotia:

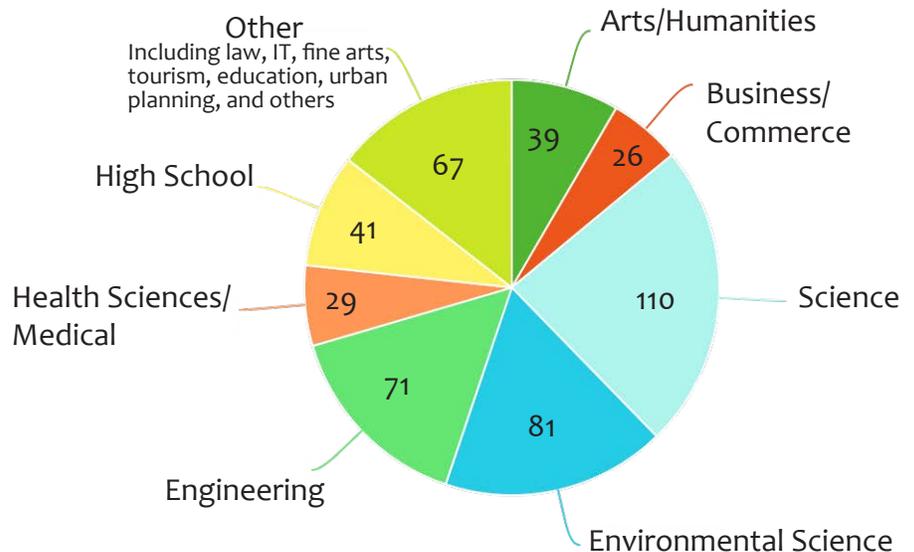
- 15 Indigenous Leadership students
- 13 Leadership students
- 31 9-week students
- 31 community partners
- 41 environmental projects.

Of the 59 interns:

- 18 self-identified as Indigenous
- 28 self-identified as female
- 31 were from rural communities
- 11 were high school students

## Educational background of 2017 internship applicants

Every year, we receive far more applications from students and employers than we can approve, simply due to funding restraints - this surplus reflects the need for and interest in the program. In 2017, we received almost 500 applications from interested youth from a broad range of educational backgrounds:



## Rebrand

As of September 2017, the Nova Scotia Youth Conservation Corps (NSYCC) program was rebranded by the Minister of Environment, Iain Rankin. The program's legal name will remain the same and will be used in materials and media, but all other communications will be under the new name: **Clean Leadership Program**. The rationale behind the rebrand is multifaceted:

- Many alumni do not identify with the current program name;
- Out-of-date terminology that does not reflect the current and future diversity of projects;
- Province-specific, which is a challenge to regional expansion
- The NSYCC acronym is long and difficult to remember;
- The term "Youth Corps" often carries religious or military connotations; and lastly,
- Youth have mistakenly referred to the program as the "Youth Corpse" program.



# Clean Leadership

After numerous internal and external brainstorming sessions, marketing consultants, and graphic design proposals, Clean developed the new identity of the program in hopes of increasing the brand attachment and pride with this unique program – which will be increasingly important as Clean strives to expand the program in 2018.

*"Inspired each day by the fact that I'm not the only nerd, and that it's actually cool to be skilled and use your knowledge to its full extent"*

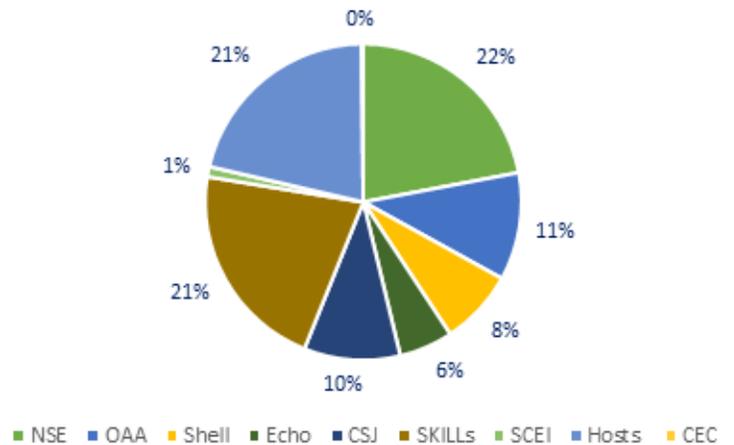
Foundation  
**Clean**  
Inspiring Environmental Change

## Budget and Funding

2017 funding was provided by Canada Summer Jobs program (CSJ), Nova Scotia Department of Environment, Strategic Cooperative Education Incentive (SCEI) and Student Summer Skills Incentive (SKILLS), Office of Aboriginal Affairs (OAA), as well as the Echo Foundation and Shell Canada.

Funding is provided to the program in two ways: general program funds or directly funded positions. The accepted funding determines, to some extent, which projects are approved for the summer. Though a ranking system is developed to rank all projects using criteria developed from the application template, funding approvals can dictate which projects get approved and how many interns each project receives.

2017 Funding Breakdown



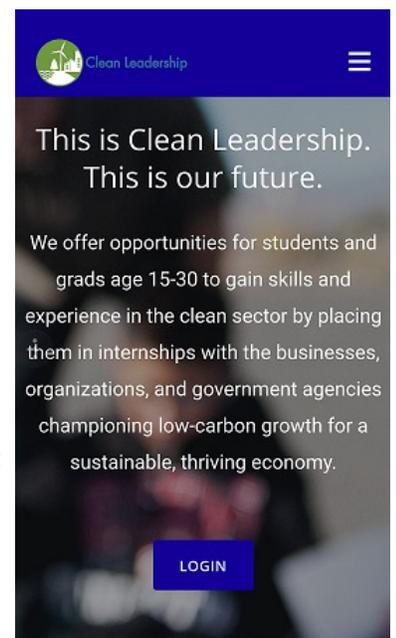
2017 Program Budget		
Item	Amount (\$)	Notes
Intern wages	306,994	59 interns (28 Leaders for 15-week, 31 summer interns for 9-week)
Human resources	77,000	Program coordinator, assistant, admin, HR, communications, finance, etc.
Training, Conferences and Showcases	18,500	Venues, workshops, accommodations, meals, etc.
Mileage paid out	6,600	Interns and guests
Program travel	6,200	Accommodation and meals for recruitment and site visits
Other program costs	5,400	Marketing, printing, communications materials
<b>Total</b>	<b>420,694</b>	

## Communications

This year we implemented our own online communications platform – a new social network that we are affectionately referring to as **the Hive**. It is an online platform for strengthening the Atlantic Canadian low-carbon economy by connecting highly motivated students, young professionals, and cutting-edge employers all working to build the environmental and clean-tech sectors.

*The Hive is for everyone working in Atlantic Canada's clean-growth economy - join us!*  
**Learn more and request an account at [clean-foundation.hivebrite.com](http://clean-foundation.hivebrite.com).**

We also implemented an online application process for all interns and employers; digitizing this process saved administrative time and was more user-friendly, not to mention that it cut down on printing!



## Project recruitment

The call for submission is sent throughout the Youth Corps network, its stakeholders and on various social media outlets. Additional efforts were put in place to recruit **new hosts**, specifically those in **clean tech**.

The review and jurying process was updated for 2017 to reduce the burden and time commitment from the jury members and increase transparency. The program manager performed a preliminary assessment of all applications, noting any missing information or issues. 10 pre-approvals were given to projects that involved returning hosts with a long-standing relationship with Clean, proof of successful and impactful past projects, and positive intern experience reviews. Next, the program manager assessed each remaining project application against the objectives and goals of the program, their environmental impact, level of professional/personal development potential, and connection to the clean sector and gave a recommendation for the project: approved, declined, or up for review.

During the jurying session, the program manager presented the recommendation for each project, and the jury would either agree and move the recommendation forward, ask for reasons for the recommendation and potentially offer a counter recommendation, or collectively decline the project.

### Some highlights:



James spent the summer at **Shandaph Oyster Farm** implementing, monitoring, and maintaining oyster growout units suspended in water columns to integrate sustainable practices into oyster farming.

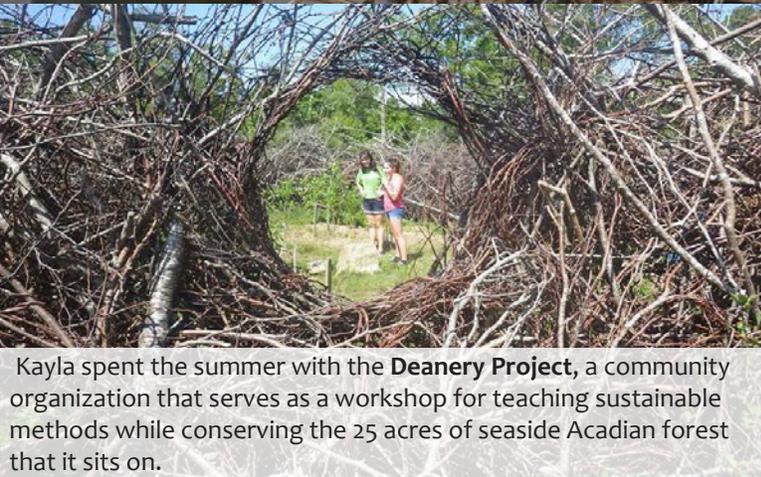
Of 31 employers this summer there were:

**7** Indigenous communities/businesses

**5** clean tech ventures



Haley worked in the **Verschuren Centre**, which has 3 minewater treatment plants that produce over 300 tons of iron oxide every day. Her internship focused on removing unwanted metals and minerals from water and attempting to reuse viable materials in an innovative way. This is the second batch of iron oxide magnets she made at the lab!



Kayla spent the summer with the **Deanery Project**, a community organization that serves as a workshop for teaching sustainable methods while conserving the 25 acres of seaside Acadian forest that it sits on.

59 interns worked a total of

**23,613** hours

*...work that directly benefitted Nova Scotian businesses and communities*

## Training and support

Clean facilitates two mandatory **training conferences** for all interns: the first in early May for the leadership interns, and the second at the end of June for both summer interns and leadership interns. Participants have the opportunity to become part of a network of environmentally conscious youth, develop career skills, and prepare them for their placement and future employment endeavors. This year, staff made an extra effort to push the professionalism of these conferences and the opportunities they provided.

At the end of the summer, three **regional showcase events** bring interns, hosts and stakeholders together a final time for collaboration, storytelling and feedback collection. All interns are required to attend one day-long event and each individual/team presents on their internship. Breakout sessions are used to debrief professional and personal development and preparedness and to discuss efficiencies of the program and areas for future development.

Students networking in the evening during the training conference



*“This job is in my field of study and I am so excited to put the textbooks away and **learn through hands-on experience.**”*

Career coach Ali Breen’s presentation on professionalism



Clean provides **support and mentorship** to both employers and interns from the very beginning through the end of their participation. The 28 leadership interns were each matched with professionals whose role aligns with interns’ individual interests and career goals. Through this four-step formal mentorship, interns and mentors meet at least four times throughout the summer to set goals, gain new contacts, grow their network and learn best practices and tips for success.

This mentorship is positively received every year by both interns and mentors and remains one of the key features that **differentiates the Clean Leadership program** from other Canadian internship programs.

*“The insight gained from our conversations helped to maintain a **mindset of growth** not only as a professional but as an individual with growing values as well. [...] To be able to reflect on my growth, take advice and apply that as I grow is a skill in itself and one I find very helpful in **staying mindful and engaged.**”*



## Challenges and Recommendations

We innovate and improve the program each year to make sure that Clean Leadership stays relevant and efficient. Our goals for 2018 are to:

- Expand the program **throughout the Atlantic Canadian region**, aiming for:
  - NS – 30 leadership interns; 35 summer interns
  - NB – 10 leadership interns; 5 summer interns
  - PEI – 10 leadership interns
  - NLL – 10 leadership interns
- Incorporate **more clean tech** project placements
- Look into incorporating the **tourism industry** as potential hosts
- Increase **competitiveness** at approval stage to ensure quality projects
- Offer **heightened responsibility** to suitable hosts
- Refine and improve the program incorporation of **Indigenous knowledge**
- Continue to increase the usage of **the Hive** for networking and Alumni connection
- Host intermittent **webinars and Live Webcasts** for employers and interns
- Encourage **project-to-project** student visits where possible
- Implement the ‘Peer Connectors’ Project with the **Barbados Youth Corps**

## Now Offering Full-time Internships

We are thrilled to announce that we now offer a full-time post-graduate internship stream, proudly funded through Environment and Climate Change Canada’s **Science Horizons** program.

Clean Leadership’s full-time internship stream (6-12 months) provides a wage subsidy of 50% (up to \$15,000) to help employers anywhere in Canada hire the talent they need and increase the supply of highly qualified professionals in the environmental sector. **Learn more at [clean-foundation.hivebrite.com](http://clean-foundation.hivebrite.com).**

