



Canada Green, Clean & Jobs for All – Strategic Project Plan

A Social Franchise Initiative by Canadian Dream Consulting

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1. Project Vision

Canada Clean, Green & Jobs for All is a national employment and sustainability project dedicated to transforming urban environments while creating dignified jobs for marginalized individuals. We clean streets, plant pride, and build futures.

2. Mission Statement

To restore Canadian neighborhoods—physically, socially, and economically—by employing youth, seniors, students, newcomers, homeless individuals, and persons with disabilities in meaningful urban cleaning and beautification roles.

3. Why This Project Exists

- Unemployment remains disproportionately high among vulnerable populations
- Our streets are increasingly neglected, affecting community pride and safety
- Current programs are fragmented and underfunded
- There is a growing public desire for environmental action and visible impact
- We need solutions that unite economic, social, and environmental outcomes

4. Who We Employ

- Seniors
- Youth and students
- Individuals experiencing homelessness
- Newcomers and immigrants
- Persons with disabilities
- The long-term unemployed

5. What We Do

- Street and park cleaning
- Sidewalk sweeping and waste removal
- Seasonal beautification (planting, banners, art)
- Snow clearance (where feasible)
- Public education and awareness events
- Local engagement with schools, BIA groups, and municipalities

6. Delivery & Franchise Model

We launch as a centralized pilot (Hamilton), then replicate our model in other cities through social franchising. Each city will have its own franchise license managed by local coordinators with training, branding, and operational oversight from Canadian Dream Consulting. We provide the systems, policies, marketing, and technical support. Franchisees hire, manage, and clean.

7. Sustainability & Job Creation Model

We don't just clean—we create pathways to independence. Every worker receives:

- Uniforms and equipment
- Initial and ongoing training
- Supervision and mentoring
- Transportation support (if needed)
- Emotional wellness check-ins

The program aligns with UN SDGs: Good Jobs, Sustainable Cities, and Reduced Inequalities.

8. Growth Roadmap

- Year 1: Hamilton pilot, 50+ workers, 100+ locations cleaned
- Year 2: 10 city franchises across 4 provinces
- Year 3–5: 50+ cities, over 3,000 workers
- Year 10: National scale, 10,000+ workers employed
- Ongoing: Expand to other countries under UN, NGO, or corporate models

9. How We're Funded

- Government startup and job creation grants
- Private sponsorship (banks, retailers, property developers)
- Local business improvement area (BIA) contracts
- Direct municipal funding
- Optional donor and crowdfunding support

10. Franchising Goals

By Year 2, we aim to offer franchise packages including:

- Training manuals
- Hiring and supervision templates
- Local marketing materials
- Operations dashboard
- Licensing and reporting structure

We estimate one franchise per mid-size city, employing 100 people per site by Year 5.

11. Social & Environmental Outcomes

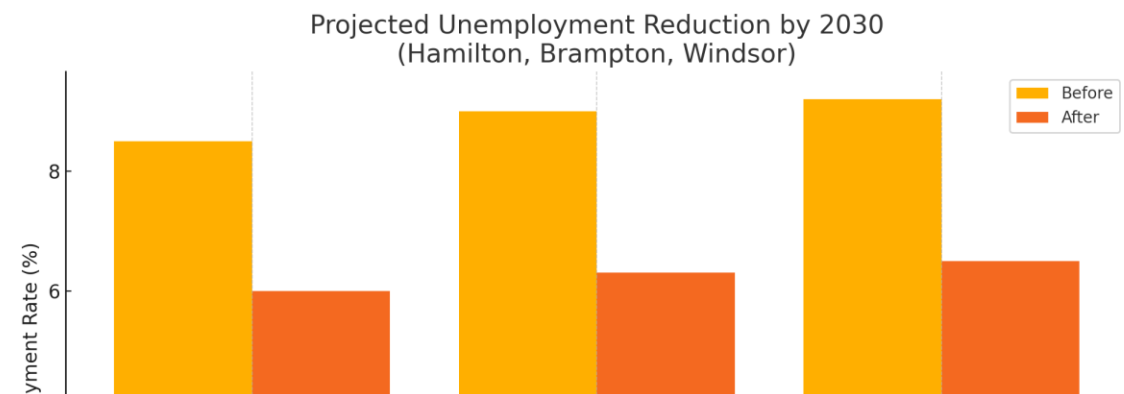
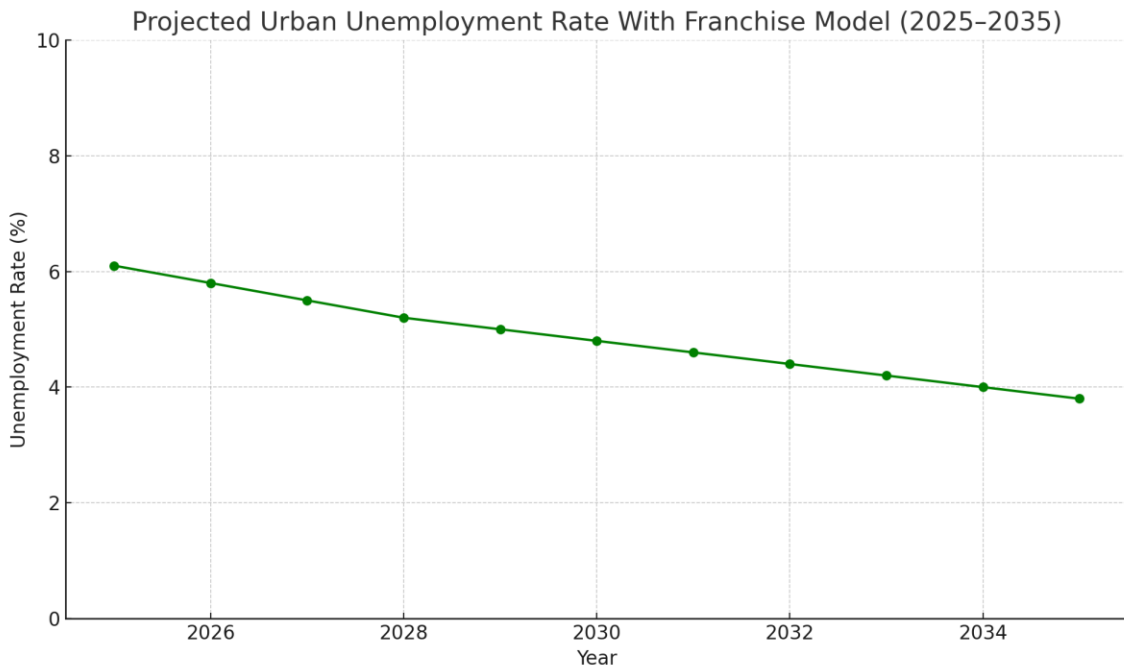
- Jobs created: 10,000+ (by Year 10)
- Public areas cleaned: 10,000+
- Unemployment reduction: 15–25% in pilot cities
- Visible improvements to health, safety, and pride
- Social reintegration for seniors, youth, and the unhoused

Appendix A: Legal & Service Disclaimer

This program is operated by Canadian Dream Consulting. We do not sell securities, collect public donations, or provide immigration or legal representation. All franchise, employment, and training activities are regulated under Canadian provincial and federal business laws. All services are inclusive, ethical, and documented.

Appendix: Unemployment Impact Visualization

Visual projection of how franchise expansion reduces urban unemployment by city and province.





Final Statement: A Shared National Mission

Canada Clean, Green & Jobs for All is not just a project—it's a promise. A promise to never forget the people who are too often forgotten. To show that sustainability is not just about the environment—it's about people. It's about seniors who still have purpose. Youth who deserve their first chance. Newcomers looking for dignity and cities that should reflect the pride we all carry.

This is a model for inclusion, for justice, for practical action.

If you believe in rebuilding Canada from the street up, in creating real jobs for real people, and in proving that we don't need to wait for change—then join us.

Let's clean. Let's green. Let's build jobs for all.

— Amal AlEzzani
Founder, Canadian Dream Consulting