

PROCEEDINGS OF THE CANADIAN ROUNDTABLE ON THE GREEN ECONOMY - QUÉBEC CITY 2015

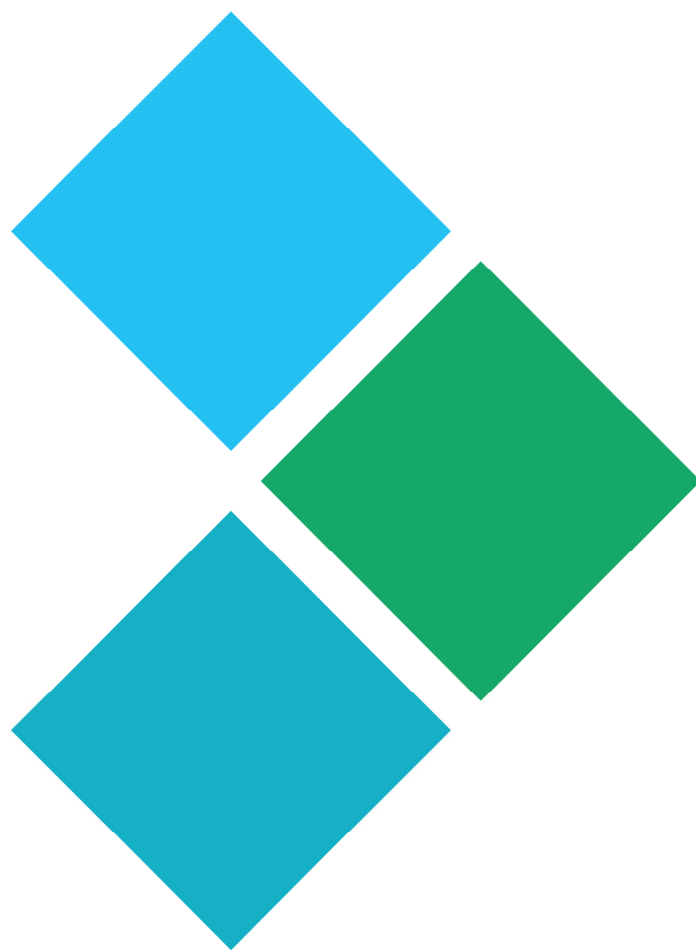
QUÉBEC CITY, APRIL 13, 2015



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About SWITCH

SWITCH, the Alliance for a Green Economy in Quebec, seeks to accelerate the shift towards a green economy in order to build an innovative, resilient and economically competitive society that balances social equality, the environment and quality of life. The Alliance works towards clear social, political and economic vision and leadership, gremy in the public, private, cooperative/mutual, non-profit and civil society sectors.

The Steering Committee of SWITCH



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TABLE OF CONTENTS

SUMMARY	6
SUMMARY STATEMENT FROM THE ORGANIZERS	8
1. OPENING PLENARY DISCUSSION	12
1.1. Opening remarks by the co-chairs	12
1.2. Opening remarks by Christiana Figueres (video broadcast).....	13
1.3. Opening presentation: The global green economy and what it means for Canada 14	
1.4. Opening discussion: the green economy, a unifying vision of Canadian economic development	15
2. PANEL AND WORKSHOP 1: CARBON PRICING	18
2.1. Summary of the panel.....	18
2.2. Results of the workshop discussion.....	19
3. CONFERENCE LUNCHEON	24
3.1. Introduction by Quebec Minister of Finance Carlos J. Leitão	24
3.2. Summary of luncheon conference: reconciling the economy and the environment 24	
4. PANEL AND WORKSHOP 2: INNOVATION: AT THE HEART OF URBAN DEVELOPMENT	26
4.1. Summary of panel.....	26
4.2. Result of workshop discussions.....	28
5. PLENARY MEETING AND RECAP	31
5.1. Canada in 2020, genesis of a success: recap of the Canadian Roundtable on the Green Economy – Québec City 2015	31
5.2. Recap of the day by Sophie Brochu, President and Chief Executive Officer, Gaz Métro and Ed Whittingham, Executive Director, Pembina Institute.....	32
5.3. Some comments on the day	32
5.4. Closing comments	33
6. ANNEX	35



SUMMARY

The **Canadian Roundtable on the Green Economy – Québec City 2015**, held in Québec City on April 13, 2015, brought together close to 200 participants from economic, non-profit and environmental sectors across Canada to discuss actions that we can take to promote a Canadian economy that is more modest in its carbon footprint and more efficient in its use of energy and resources.

During this day of reflection and discussion, three major questions were put to participants: (1) Can the green economy be at the heart of Canada's vision for economic development? (2) What are the hurdles associated with carbon pricing, and what are the best tools to implement it? (3) What practices and technologies must be used to transform Canadian urban development in terms of a green economy and innovation?

The discussions took shape through plenary sessions and workshops in which the participants were divided into round tables. This document describes the key interventions and points of discussion and consensus for this day, an important event in the ongoing pan-Canadian dialogue on the green economy.

Common ground that emerged during the day:

- With significant renewable resources, a number of industry niches and tens of thousands of jobs created in clean energy and technology to date, **Canada has the potential to become a global leader in the green economy.**
- **A significant portion of Canada's civil society and businesses support a transition to a green economy** and see in it an opportunity to create wealth while protecting the environment.
- The Paris Conference in December 2015, the arrival of Ontario as a partner in the Quebec-California carbon market under the Western Climate Initiative (WCI), the support of the majority of the population, and the upcoming federal elections are **creating momentum and accelerating the shift towards a green economy in Canada.**
- **It is now necessary to price carbon**, either through a tax or a carbon market.
- We need to educate, to ensure greater transparency and predictability in public policy, and to promote concrete benefits in order to **consolidate citizen support for carbon pricing.**
- **Harmonization of the mechanisms for carbon pricing** between different jurisdictions **will be necessary** to reduce the impact on the competitiveness of Canadian businesses.



- **Municipalities will be at the forefront of Canada's transition to a green economy through sustainable urban policies.** New practices and innovation should target land-use planning, public transportation and energy efficiency in buildings.
- Better mechanisms must be implemented to **support and disseminate the expertise and innovation** of Canadian companies working in the cleantech sector.



SUMMARY STATEMENT FROM THE ORGANIZERS

In bringing together such a diverse group of participants from different non-profit, business and environmental sectors, the **Canadian Roundtable on the Green Economy – Québec City 2015**, the first event of its kind, set itself a challenge: to show that there was sufficient converging interest in Canadian society to begin a productive discussion on creating an economy that is more modest in its carbon footprint and makes more efficient use of its resources.

With enlightening contributions made by guest speakers and the reflection work done by over 200 participants during round tables, many points of agreement were reached on actions to take to accelerate the shift towards a green economy. These actions include the need to price carbon, support for leadership by provinces and large Canadian cities during the transition, and the importance of supporting and encouraging innovation.

We warmly welcome this enthusiasm, and we will continue to support the dialogue that has begun.

We extend our sincere thanks to all who participated in the event. Their contribution will help accelerate Canada's shift to a green economy. We hope that new organizations from the business and environmental world join in the discussion and that this overall dynamic helps promising new projects emerge throughout Canada.

Steering committee, SWITCH.

June 2015



Message from the Co-Chairs¹

The past year has seen unprecedented mobilization around climate and environmental issues, and the continuation of the global shift towards a green economy, a shift that was already well under way.

Support for more sustainable, less environmentally damaging means of production is gaining momentum, as exemplified by the historic climate march that brought together over 300,000 people in New York last fall, the hundreds of billions of dollars invested in renewable energy in recent years, and the call for carbon pricing by 73 countries and 1,000 businesses ¹. In the lead-up to the Paris Conference, which is expected to usher in a new climate change agreement that will require contributions from everyone, Canadian organizations and businesses need to step it into high gear.

With a wealth of renewable resources, over 27,000 jobs created to date in the clean energy sector and the recent implementation of major joint initiatives promoting green taxation and the reconciliation of environmental protection with economic prosperity, Canada is uniquely poised to become a leader in the transition to a green economy.

However, in order for our country to become that leader, we must put an end to the divisive polarizations that are stalling us: environmental protection cannot come at the cost of wealth creation, in the same way that a strong economy is impossible without sound management of our natural resources.

It is this shared view that brought us here today at the Canadian Roundtable on the Green Economy – Québec City 2015. All of us, decision-makers from the economic, non-profit and environmental sectors, have come to this pan-Canadian forum to discuss actions we can take to promote a Canadian economy that is more modest in its carbon footprint and more efficient in its use of energy and resources.

Our discussions and reflections today must be guided by three key questions: Can the green economy be at the heart of Canada's vision for economic development? What are the best tools and the biggest hurdles associated with carbon pricing? What practices and technologies must be used to transform Canadian urban development in terms of a green economy and innovation?

The Canadian Roundtable on the Green Economy is the next step in a movement that unites stakeholders from the economic, non-profit and environmental sectors, a movement that is both necessary and profitable for Canada. The work we accomplish and the ideas we put

¹ As shown in the participant workbook.

forward today will allow us to accelerate our entry in the economy of the future—a green economy.

See you around the table!



Sophie Brochu,
President and Chief Executive
Officer Gaz Métro



Ed Whittingham,
Executive Director
Pembina Institute



SPEAKERS

Léopold Beaulieu, Chief Executive Officer, Fondation;

Sophie Brochu, President and Chief Executive Officer of Gaz Métro

Pauline D'Amboise, Secretary General and Vice-President Corporate governance and social responsibility, Mouvement Desjardins;

Martin Dampousse, Mayor of Varennes

Brian De Pratto, Economist, TD Bank Group;

Yves-Thomas Dorval, President and CEO, Quebec Employers Council

Guy Drouin, President and CEO, Biothermica;

Marc-Antoine Ducas, Founding President of Netliff;

Stewart Elgie, Founder and chair of Sustainable Prosperity;

Christiana Figueres, Executive Secretary of the United Nations Framework Convention on Climate Change;

Benoit Forcier, Partner, Cycle Capital Management;

Bret Gilmour, Executive Director of QUEST;

Steven Guilbeault, Cofounder and senior director of Equiterre, Steering committee member, SWITCH, the Alliance for a Green Economy in Quebec;

David Heurtel, Minister of Sustainable Development, Environment and the Fight against Climate Change, Quebec;

Marie-Hélène Labrie, vice-présidente, Senior Vice President Government Affairs and Communications;

Robert Hornung, President, Canadian Wind Energy Association;

Carlos J. Leitao, Minister of Finance

Joanna Kerr, Executive Director, Greenpeace Canada

Denis Leclerc, President and CEO, Écotech Québec; Chairman, International Cleantech Network; Steering Committee member, SWITCH, the Alliance for a Green Economy in Quebec;

André Levasseur, Chief Financial Officer, Agrisoma;

Simon Olivier, Vice president and growth leader, General Electric Canada;

Chris Ragan, Chair, Canada's Ecofiscal Commission;

Glen R. Murray, Minister of the Environment and Climate Change, Ontario

Marlo Reynolds, Vice President, Market Development, BluEarth Renewables Inc.

Peter Robinson, Chief Executive Officer, David Suzuki Foundation;

Jean Simard, President and CEO, Aluminum Association of Canada, and Steering Committee member, SWITCH, the Alliance for a Green Economy in Quebec;

Katie Sullivan, Director, North America and Climate Finance, IETA;

Scott Vaughan, President and CEO, International Institute for Sustainable Development;

Ed Whittingham, Executive Director, Pembina Institute.

Dan Woynillowiz, Director, Policy and Partnerships, Clean Energy Canada.





1. OPENING PLENARY DISCUSSION

Speakers

Opening of the plenary roundtable, by co-chairs **Sophie Brochu**, President and Chief Executive Officer, Gaz Métro, and **Ed Whittingham**, Executive Director, Pembina Institute.

Opening remarks by **Christiana Figueres**, Executive Secretary of the United Nations Framework Convention on Climate Change;

Opening presentation: The global green economy and what it means for Canada, by Stewart Elgie, Founder and Chair, Sustainable Prosperity.

Opening discussion: The green economy, a unifying vision of Canadian economic development :

Benoît Forcier, Partner, Cycle Capital Management, **Marlo Raynolds**, Vice President, Market Development, BluEarth Renewables Inc., **Joanna Kerr**, Executive Director, Greenpeace Canada; **André Levasseur**, Chief Financial Officer, Agrisoma; **Ian Bruce**, Manager, Science and Policy, David Suzuki Foundation; **Yves-Thomas Dorval**, President and CEO, Quebec Employers Council; **Léopold Beaulieu**, Chief Executive Officer, Fondaction; **Robert Hornung**, President, Canadian Wind Energy Association; **Brian De Pratto**, Economist, TD Bank Group, **Guy Drouin**, President and CEO, Biothermica.

1.1. Opening remarks by the co-chairs

- **Sophie Brochu**, President and Chief Executive Officer, Gaz Métro,
- **Ed Whittingham**, Executive Director, Pembina Institute.

The co-chairs began by acknowledging the size and diversity of the group present that day.

Sophie Brochu noted, before the discussions even began, that there was already present a remarkable diversity of participants from non-profit, environmental and economic sectors. "People understand more and more that they have to reconcile the environment and the economy, and that this doesn't have to be a painful reconciliation, but rather that it can lead to wealth and job creation."



Ed Whittingham also invited participants to overcome the opposition between the environment and the economy, to create a vision of Canada's economy that would be truly inclusive, prosperous and sustainable.

The co-chairs invited participants in the day to find common ground on central themes for making the transition to a green economy, such as carbon pricing and the main areas of urban development innovation.

Ms. Brochu and Mr. Whittingham then reminded participants of the opportunities for action at the upcoming Quebec climate summit (April 14, 2015) and the 2015 United Nations Climate Change Conference in Paris on December 2015.

Ontario enters the North American carbon market

The co-chairs, Ms. Brochu and Mr. Whittingham, were extremely pleased to learn of Ontario's entry into the North American carbon market under the Western Climate Initiative (WCI) and made the announcement to participants in concluding their opening remarks.

The decision of Kathleen Wynne's government was favourably received by those present at the opening plenary discussion, and the news led to further exchanges during the day.

For example, different subsequent interventions touched on the fact that with Ontario's entry alongside Quebec in the WCI, and with the existence of a carbon tax in British Columbia, 75% of Canadians will be living in a province that has adopted some form of carbon pricing.

1.2. Opening remarks by Christiana Figueres (video broadcast)

- **Christiana Figueres**, Executive Secretary of the United Nations Framework Convention on Climate Change.

Christiana Figueres began by thanking SWITCH, the Alliance for a Green Economy in Quebec, for having invited her to speak. She then spoke of the urgency of taking collective action against climate change—a very real phenomenon for which humankind is without any doubt responsible.

For Ms. Figueres, this responsibility requires implementing drastic measures: the aim must be decarbonization of the global economy. While we have difficult choices to make, the solutions to be taken are in fact rational, from both an economic and an environmental standpoint, and in terms of energy security.



According to Ms. Figueres, a greener Canada that is fully sustained by renewable energies is possible, and stakeholders such as cities and provinces must be part of the solution.

In this context, Ms. Figueres invited participants to the Canadian Roundtable on the Green Economy – Québec City 2015 to add their voices to the global dialogue that she calls “an opportunity for action.”

1.3. Opening presentation: The global green economy and what it means for Canada

- **Stewart Elgie**, Founder and chair of Sustainable Prosperity

Stewart Elgie’s presentation set the table for the day’s discussion and helped prepare for defining and identifying the contours of the green economy from a Canadian and global perspective.

Mr. Elgie noted that the shift to a green economy means not just reducing our environmental footprint, but also generating wealth.

According to Mr. Elgie, the environmental problems we face on the planet should be considered a phenomenon of economic scarcity: a company that has ways to solve the problem is bound to have success as a business. The shift to a green economy, then, must be seen not only as a necessity but as a sound business opportunity.

Mr. Elgie argued that Canada has to seize this opportunity to gain a comparative “green” advantage that will allow it to get a leg up in international markets in the coming years, especially in terms of the use of natural resources.

In addition, Mr. Elgie suggested five principles that should guide the actions of decision-makers in making the shift to a green economy:

- Separating environmental impacts from economic growth
- Promoting investment and demand for clean technologies and renewable energy sectors
- Promoting the displaying of prices for goods and services that recognize their environmental externality, in favour of more sustainable products
- Prioritizing public investment in certain areas, such as public transportation and infrastructure
- Considering the green economy as an overarching project that will make all of Canada’s economic sectors more sustainable

1.4. Opening discussion: the green economy, a unifying vision of Canadian economic development

1.4.1. Preliminary comments

Following the opening remarks and presentation, co-chairs Ms. Brochu and Mr. Whittingham led a brief discussion to invite early feedback and gather impressions from participants.

Benoit Forcier, Partner, Cycle Capital Management:

“Investment in innovation and clean technologies is increasing in Canada and across the world. However, starting a company in the cleantech sector can be extremely expensive. Access to venture capital and catalysts remains crucial. The government has an important role to play in financing as well as in developing incentives and green taxation.”

Marlo Reynolds, Vice President, Market Development, BluEarth Renewables Inc.

“There are two ways to reduce our greenhouse gas emissions: penalize emitters, and reward those who reduce their emissions. With the right public policies, we can get there. But we need support from stakeholders actors in the field, starting with members of the First Nations.”

Joanna Kerr, Executive Director, Greenpeace Canada :

“It is impressive to see such a significant gathering of business people and policy-makers to discuss carbon pricing. Environmental groups have been asking for this for a long time. In political terms, we need to make this proposal a paying proposition. We’ve come some of the way already: more than half of Canadians are in favour and want us to take care of the environment.”

André Levasseur, Chief Financial Officer, Agrisoma

“It is entirely possible to protect the environment while being guided by profitability. Recent research and investment in carinata as a new biofuel that is potentially more effective than canola is proof.”

Karel Mayrand, Executive Director Quebec, David Suzuki Foundation :

“It’s a well-kept secret, but a green economy is emerging in Canada: the clean technology sector is one of the country’s highest growth sectors. Jobs in this sector increased greatly compared to those in the hydrocarbon sector, and almost 60% of entrepreneurs are exporters. With the right policies, Canada can take an important place in this niche.

Introducing carbon pricing is crucial, and the provinces have to play a prominent role in this respect and share their ideas with each other.”

Yves-Thomas Dorval, President and CEO, Quebec Employers Council:

“Sustainable development is based on three pillars: economic growth, equality and environmental protection. There are a number of means to ensure its implementation and to begin a shift to a green economy: pricing, regulation, innovation, and stimulating demand from consumers. When we talk about setting a price on carbon, it’s important to discuss the best way to do so from an economic standpoint. In Quebec, the burden on taxpayers is already heavy. As a result, it is important that tax measures promoting the green economy have a neutral impact: for instance, by using the ‘polluter pays’ principle.”

Léopold Beaulieu, Chief Executive Officer, Fondation:

“The green economy must be at the centre of our wealth creation strategy. Carbon pricing, investment and innovation are key elements in this regard. Finance also has to be brought closer to the real economy. It’s a real challenge, and we don’t have infinite time.”

Robert Hornung, President, Canadian Wind Energy Association:

“The development potential for the green economy is huge. Unfortunately, Canada remains in a less than optimal situation. More actions need to be taken to promote the shift to a green economy, especially in the provinces. Opportunities are there for entrepreneurs, First Nations and citizens. Everyone needs to be involved in the shift and not remain a spectator.”

Brian De Pratto, Economist, TD Bank Group :

“The real question is ‘how do we accelerate the shift to a green economy?’ In the coming years, our decision-makers must have a clear, consistent and comprehensible vision to present to citizens on this matter. The discussion today must define the bases for this vision.”

Guy Drouin, President and CEO, Biothermica

“For businesses, the market signals must be very clear. For example, a floor price must be set on carbon credits to prevent their value from plummeting. Also, the next climate treaty negotiated at the United Nations must be sustainable (for at least 25 years), and must be applied and applicable so as to minimize market uncertainties for businesses operating in the green economy. Canada and its provinces must bring a clear vision to negotiations in Paris in 2015.”



1.4.2. Open discussion

During the opening plenary discussion, different points of view were expressed regarding the way in which the green economy can constitute an integrated, unifying vision of economic development in Canada, and the measures necessary to achieve this.

Main arguments for intervention:

- The shift to a green economy is **necessary and urgent**.
- With the entry of Ontario into the North American carbon market (under WCI), **the majority of Canadians will be living in a province with carbon pricing**.
- A positive and proactive stance from the federal government will be necessary on an international level, but **the provinces must take the lead on climate issues and the green economy**.
- **Innovation is at the heart of the green economy**, and measures promoting innovation require government support.
- Discussion on the green economy cannot be relegated to a select few: **the public and all sectors must be involved**.
- **Public education** on the importance of the shift to a green economy and on measures required to achieve this shift is necessary.
- **Access to funding** for the cleantech sector is crucial: **the financial services sector is an important stakeholder** in the shift to a green economy.
- **Subsidies for the oil industry must be abolished**.
- **Harmonization of regulations and modes of carbon pricing** with our economic partners is essential for Canadian industries.
- Major announcements must be followed by actions **anchored in the long term** and based on a **culture of transparency**.



2. PANEL AND WORKSHOP 1: CARBON PRICING

There is increasing demand worldwide for more green taxation and in particular for a carbon tax. How, from a public policy perspective, can governments implement a carbon tax plan or policy? What are the biggest hurdles, and how can we overcome them?

The first round of work was divided into two parts. First, a panel of experts spoke on the main challenges for carbon pricing across Canada. Next, questions were submitted to participants for a roundtable discussion workshop.

2.1. Summary of the panel

Panel and Workshop 1: Carbon pricing, led by **Steven Guilbeault**, Co-founder and Senior Director, Équiterre; Steering Committee member, SWITCH, the Alliance for a Green Economy in Quebec.

Panelists : **Chris Ragan**, Chair, Canada's Ecofiscal Commission; **Scott Vaughan**, President and CEO, International Institute for Sustainable Development; **Guy Drouin**, President and CEO, Biothermica, **Dan Woynillowicz**, Director, Policy and Partnerships, Clean Energy Canada.

In introducing this first panel, Steven Guilbeault began by asking the panelists their thoughts on the importance of carbon pricing for Canada's shift to a green economy, and on the best practices to implement it.

The panelists unanimously answered that carbon pricing is one of the essential pillars of a broader policy to create a green shift in the economy. Their responses on the issue of best practices varied.

Chris Ragan, Chair of Canada's Ecofiscal Commission, said that the recent report from the Commission has taught us two things: (1) carbon pricing via market mechanisms generally provides better results than regulations, and (2) Canadian provinces are key players in implementing the carbon tax, since they can adapt more easily to regional differences than a single centralized mechanism that would be implemented in Canada at a national level.

Scott Vaughan, President and CEO of the International Institute for Sustainable Development, argued that any carbon pricing mechanism must be accompanied by the abolition of subsidies to the fossil energy sector and public education on the benefits of such a mechanism, and must take inspiration from best practices around the world.



Guy Drouin, President and CEO of Biothermica, emphasized the importance of predictability, transparency and sustainability of all carbon pricing mechanisms for businesses and investors.

The facilitator, Mr. Guilbeault, then asked the panelists their thoughts on two key questions that would structure the discussions at the first workshop of the day: **(1) Are Canadians ready for carbon pricing, and what slows or accelerates the adoption of this measure? (2) What opportunities are available, in the coming months, to promote the adoption of carbon pricing across Canada?**

Dan Woynillowiz, Director of Policy and Partnerships at Clean Energy Canada, said that the majority of Canadians are in favour of carbon pricing in principle, but its application is a delicate subject for the decision-makers, for whom a bad decision can be politically costly. In light of this, Mr. Woynillowiz believes that we have to look to international examples for inspiration.

According to Chris Ragan, while the Canadian public accepts the principle of carbon pricing, there is still awareness-raising work to be done. A dialogue must be initiated on how a carbon pricing mechanism will affect consumers. Mr. Ragan also believes that carbon pricing can be implemented by the provinces, but would still be only one component of a broader coherent climate policy that must be implemented by the federal government. Mr. Ragan believes that the Paris Conference in December 2015 can play an accelerating role in this respect.

Scott Vaughan believes that harmonization and adjustments of carbon pricing mechanisms between the different provinces will be necessary for them to function and gain acceptance. Mr. Vaughan also reminded the group that Canada's first cap and trade system for acid rain was adopted by a conservative government. In light of this, he believes it is possible that we could see favourable actions from the federal government in the lead-up to the next election.

According to Guy Drouin, the challenge of gaining public acceptance for carbon pricing is largely a matter of education: the public must become aware that the atmosphere and air have a price, just like other resources. Mr. Drouin also believes that the 2015 Paris Conference will be a crucial moment for implementing a carbon pricing system: in order to send a positive signal to the markets, this system must be part of a broader set of new rules that are permanent, predictable and enforceable, and that emerge from a new global climate agreement.

2.2. Results of the workshop discussion

Two main questions were addressed to participants during this first workshop:

- **Are Canadians ready for carbon pricing? What factors are hindering the implementation of carbon pricing by policy-makers? Conversely, what factors are encouraging its adoption?**

- **What opportunities are available over the coming months to promote adoption of carbon pricing throughout Canada?**

Discussions on these issues took place through closed discussions between participants divided into 10 tables with 15 people at each. We offer here a summary of the major points of consensus and discussions around each of these questions.

“ . . . 10 provinces with 10 economies, 10 governments and 10 different carbon footprints; it would be very difficult to have a coherent Canadian policy on carbon pricing.”

—**Réjean Carrier**, Quebec Wood Export Bureau (QWEB)

“Now that there’s a policy on the table, the business community really needs to put its shoulders behind it and show its support. That support can no longer just be theoretically”

—**Adam Auer**, Director, Sustainability and Stakeholder Relations, Cement Association of Canada



1) Determine participants' level of support for setting a price for carbon emissions at all relevant levels of governance—through a marketplace, a tax or any other mechanism deemed to be effective

Overall, round table participants **agreed with the principle of carbon pricing**, insofar as transparent, predictable and permanent mechanisms are implemented and explained to the public and to businesses. These mechanisms can take the form of **taxation or a carbon market**, according to needs and to the governments that implement them. Participants agreed that, to avoid hindering competitiveness for businesses, carbon pricing mechanisms and standards would require **a certain degree of harmonization** between the governments that apply them.

Overall, major points of consensus emerged from the discussions:

- **Governments, like provinces, can implement carbon pricing measures that correspond to their economic reality.**
- **These measures must be transparent, intelligible, permanent and predictable.**
- **Some harmonization of the mechanisms and pricing between Canadian and US jurisdictions is necessary.**
- **Social acceptance for the measures will be achieved through education and communication with the public.**
- **Carbon pricing must be made attractive by including information on jobs and benefits.**

2) Key catalysts in the adoption of carbon pricing

Participants agreed on several cultural, political and economic catalysts already in place that could promote the adoption of carbon pricing mechanisms in different Canadian jurisdictions. The conversation then shifted to potential catalysts that could emerge in the coming years:

Cultural catalysts

- **In principle, the Canadian public and large businesses in Canada are ready to accept carbon pricing.**
- **The younger generation is more committed to the environment and is generally in favour of mechanisms to protect it.**

Political catalysts

- **The current impetus in provincial and municipal jurisdictions, including Quebec**
- **The entry of new jurisdictions such as Ontario in the carbon market**
- **The emergence of charismatic spokespersons to promote the project**



Economic catalysts

- **The existence of business models that respect the environment**
- **The promotion of these business models through tax benefits**
- **The creation of catalysts, tax credits, preferential interest rates and better access to funding for the cleantech sector**
- **The adoption of carbon certification to inform consumers**
- **The integration of considerations related to low-carbon-footprint products and services for public supply contracts**
- **Emergence of promoters to champion taxes (in provinces and municipalities) and the green economy (from businesses)**

3) Main constraints in the adoption of carbon pricing

As with catalysts, participants identified a certain number of cultural, political and economic constraints that may slow or complicate the adoption of carbon pricing:

Cultural constraints

- **Beyond the theoretical level, Canadians and Quebecers are still not ready for a “tax” to be implemented in actuality; nor are they ready to change their habits, since they don’t see themselves individually as polluters.**
- **The public’s strong lack of trust toward political leaders could lead to questions about transparency and the actual objectives of a carbon pricing mechanism.**

Political constraints

- **Some provincial governments may be more hesitant, depending on their electorate.**
- **Lack of collaboration and dialogue between provinces and the federal government.**
- **Inconsistency of existing policies (maintenance of subsidies for fossil fuels).**

Economic constraints

- **Fear of a loss of competitiveness from businesses.**
- **In the context of a harmonized system, some provinces, such as Alberta, risk becoming economically disadvantaged.**
- **Carbon taxes, like that of British Columbia, are regressive and may adversely affect certain segments of the public and the business world.**

4) Opportunities to promote and implement carbon pricing during the coming months

Participants were asked about opportunities in the coming months to facilitate the promotion and adoption of carbon pricing in Canada. Several circumstances and events were identified, the first and foremost being the upcoming **federal elections** (October 2015),

and the **Paris Conference in December 2015**; both are chances for a dialogue with elected officials at all levels on climate change and carbon pricing:

- **The 2015 federal elections**
- **The Québec Summit on Climate Change in April 2015, which brought together Canadian premiers**
- **The Paris Conference on climate change in December 2015**
- **The Federation of Canadian Municipalities 2015 Annual Conference and Trade Show**
- **The forthcoming provincial elections, particularly in Alberta**
- **The progressive elimination of coal in New Brunswick**
- **Premiers and governors from Eastern Canada will meet this summer and may discuss carbon pricing**
- **Canada's 150th anniversary is an opportunity to develop a vision of the country as a leader of the green economy in the future**

5) Additional comments

Although they did not attract consensus, some participants' comments offered further insight on the issues at hand. Some specific proposals were put forward, and other contributions reflected opinions that did not attract consensus:

- **The carbon market is more effective than regulation or taxation and less harmful to industry.**
- **We need a mechanism for international harmonization, and to integrate stakeholders such as OPEC in the United Nations system, so that jurisdictions adopting carbon pricing mechanisms do not become isolated.**
- **The loss of government revenue resulting from a possible drop in the use of fossil fuels may hinder the adoption of carbon pricing.**
- **The falling oil price may hinder the adoption of carbon pricing by making people habitually more dependent on hydrocarbons.**
- **The falling oil price should be seen as an opportunity to implement carbon pricing and to diversify the Canadian economy.**
- **The context of austerity may be favourable for implementing a carbon pricing mechanism to the extent that the amounts collected will generate new revenue for the government.**





3. CONFERENCE LUNCHEON

Following the first panel and workshop on carbon pricing, participants were invited to return to the plenary room for a conference luncheon on the topic of reconciling the environment and the economy.

Opening remarks by **Carlos J. Leitão**, Minister of Finance

Conference Luncheonled by **Katie Sullivan**, Director, North America and Climate Finance, IETA :

- **Peter Robinson**, Chief Executive Officer, David Suzuki Foundation;
- **Simon Olivier**, Vice president and growth leader, General Electric Canada

3.1. Introduction by Quebec Minister of Finance Carlos J. Leitão

Carlos J. Leitão began by praising Quebec's efforts in the fight against climate change, both in terms of successfully reducing greenhouse gas emissions and for its ambitious target of reaching 20% below 1990 levels by 2020. According to Mr. Leitão, Quebec has become a leader not only for Canada but also for North America, and its participation with California in the carbon market has shown that investing in clean technologies and energy can be profitable.

Mr. Leitão also said he believed that the carbon market will attract interest from other governments in the near future, leading to economic opportunities while effectively reducing greenhouse gas emissions.

According to Mr. Leitão, the transition toward a stronger and more sustainable economy is well underway, and the time when business and the environment were at odds has come to an end.

3.2. Summary of luncheon conference: reconciling the economy and the environment

After presenting the two keynote speakers, Peter Robinson and Simon Olivier, the facilitator, Katie Sullivan, presented two questions to launch the discussion: can we reconcile the economy and the environment, and what role can carbon pricing play in this respect?



In response, Peter Robinson said that in his view it would be impossible to truly reconcile the economy and the environment, insofar as no mechanism exists that can "repair" the damages that have already been done to the ecosystems. According to Mr. Robinson, it would be more appropriate to talk about "restoring" the relationship. To this end, mechanisms for carbon pricing would be welcome, as would clean technologies. However, the social acceptability of implementing these measures is currently a problem, particularly due to the level of distrust toward elected officials that exists. In Mr. Robinson's view, the hope for a real shift to a green economy lies above all with the younger generation, which has a high level of awareness, and in small-scale initiatives.

Offering a different point of view, Simon Olivier suggested that reconciliation between the economy and the environment is possible overall, with the help of technology. However, Mr. Olivier also recognized that having the population accept the change is a challenge at a time when issues related to other topics than the environment are numerous. Mr. Olivier believes that economic tools such as the carbon market are interesting since they have a positive impact on the economy and the environment by limiting activities that are both destructive and counterproductive. Mr. Olivier concluded, however, that these tools must be accompanied by strong leadership from governments. According to him for example, Canada has great potential for innovation, but lacks the speed and the will to propel itself to the forefront of the global shift to a green economy. With this context of immobility, action from the provinces will play a determining role for the future.



4. PANEL AND WORKSHOP 2: INNOVATION: AT THE HEART OF URBAN DEVELOPMENT

Innovation is driving the transition towards a green economy—an economy with greater efficiency and a smaller environmental footprint. On the front lines is urban development, with innovations in intelligent transportation and urban planning. Is Canadian urban development headed in the right direction in terms of a green economy and innovation? What practices and technologies are transforming urban development? What is helping and what is hurting the dissemination of those practices and technologies? How can they be promoted?

This second round of work of the Canadian Roundtable on the Green Economy – Québec City 2015 was also divided into two parts. First, a panel discussion spoke about the main issues related to innovation and urban development as a driver of Canada's transition to a green economy. Questions were then submitted to participants for roundtable discussion.

4.1. Summary of panel

Panel and Workshop 2: Innovation as the driver of urban development, led by **Jean Simard**, President and CEO, Aluminum Association of Canada, and Steering Committee member, SWITCH, the Alliance for a Green Economy in Quebec.

Panelists :

- **Denis Leclerc**, President and CEO, Écotech Québec; Chairman, International Cleantech Network; Steering Committee member, SWITCH, the Alliance for a Green Economy in Quebec;
- **Marc-Antoine Ducas**, President and CEO, Netlift,
- **Marie-Hélène Labrie**, Senior Vice President Government Affairs and Communications, Énerkem,
- **Brent Gilmour**, Executive Director, Quest,
- **Brian De Pratto**, Economist, TD Bank Group;
- **Martin Damphousse**, mayor of Varennes.

In opening the panel, **Jean Simard** began by emphasizing the key role of innovation in urban areas for making the shift to a green economy: a circular economy, optimization of assets, managing and converting waste, smart grids and public transportation are issues that will be at the heart of the growth of cities in coming years.



Mr. Simard then asked for participants' thoughts on whether technological changes and new practices in urban areas should be encouraged to facilitate our shift to a green economy, and if so, in what ways.

Denis Leclerc, President and CEO of Écotech Québec and President of the International Cleantech Network, brought attention to the essential role that cities play in testing innovations and clean technologies in Canada. Mr. Leclerc also wanted to point out the importance of understanding the specific issues for each city, so that businesses can develop suitable solutions: "Cities must have flexibility in the shift to a green economy, and they should be provided with solutions that match their needs," he said. Mr. Leclerc thus insisted on the need to develop platforms to put entrepreneurs and municipalities in contact at the provincial level and throughout Canada.

Marc-Antoine Ducas, President and CEO of Netliff, emphasized the upheaval created by the arrival of e-commerce and mobile applications for urban planning. In particular, Mr. Ducas saw these applications as potential solutions to traffic congestion and the saturation of public transportation systems. Like Mr. Leclerc, Mr. Ducas specified that businesses need to identify the needs of cities that may be interested in developing testing beds for clean technologies, and said that municipalities and entrepreneurs must be allowed to work together to develop interesting possibilities for citizens.

Marie-Hélène Labrie, Senior Vice President of Government Affairs and Communications, Enerkem, highlighted the importance of waste recovery for cities in the future. She said that leadership from municipalities in this sector of the green economy will be a major source of employment. Local initiatives in this area will also have an educational aspect due to their proximity to citizens.

Brent Gilmour, Executive Director of QUEST, pointed out that cities account for almost 60% of energy consumption in Canada, which makes them essential pillars in the shift to a green economy. Mr. Gilmour also argued that four conditions must be met for this shift to succeed: (1) the right signals, such as carbon pricing; (2) an environment favourable to innovation; (3) the establishment of a culture of information; and (4) community engagement.

Brian De Pratto, Economist at TD Bank Group, focused on the environmental and public health benefits that may result from innovative measures in urban areas. Mr. De Pratto thus urged elected officials and mayors not to ignore existing solutions and resources for innovation.

Finally, **Martin Damphousse, Mayor of Varennes**, praised the ability of the municipal government to make decisions that match the public interest, whether in terms of transportation, waste management or infrastructure. Mr. Damphousse believes that in this respect, municipalities have an obligation to promote innovative projects, especially those targeting neutral energy balances and renewable energies. According to Mr. Damphousse, municipalities must create partnerships with private enterprises, and must stop considering innovation as a cost, and start seeing it as an investment for the future, with additional benefits in electoral terms.

4.2. Result of workshop discussions

Two major questions were put to participants for the discussion in this second workshop:

- **What technological changes and new practices must be encouraged to facilitate the transition to a green economy?**
- **How can we promote the dissemination of these technologies and practices?**

The exchanges on these questions took the form of closed discussions between participants divided into 10 tables of about 10 people. Here is a summary of the discussions and major points of consensus for each of the axes related to the questions asked.

“The best transportation planning is urban planning.”
—**Christian Savard**, Executive Director at Vivre en Ville

« Follow the carbon which is in buildings and transportation »
—**Julia Langer**, Chief Executive Officer of Toronto Atmospheric Fund

1) Technological and practical changes that should be promoted to facilitate the transition in Canadian cities

Roundtable participants were asked about the technological changes and new practices that should be promoted to facilitate Canadian cities' transition to a green economy. While there was no precise consensus on the technologies and practices to implement, **buildings, transportation and energy** are the three areas of intervention that participants prioritized:

- Create new land use plans with a focus on the provision of intermodal public transportation, in accordance with the transit-oriented development (TOD) principle
- Promote technologies and infrastructure that improve the alternative transportation mix (public transportation, bicycling, walking)
- Promote technologies that allow carbon neutrality as well energy efficiency and self-sufficiency of buildings
- Promote the establishment of smart grids
- Promote technologies that allow better water and waste management
- Promote the electrification of public transportation and the fleet of municipal vehicles
- Promote technologies that contribute to a sharing economy
- Promote technologies that make telecommuting possible

2) What measures can ensure the dissemination of these technologies and practices?



The participants were asked about measures that will make it possible to disseminate the technologies and practices listed above at the municipal level. A wide range of measures were identified by participants, most of them related to the **testing of technologies, funding for their development** and the **creation of networks to allow partnerships between entrepreneurs and municipalities**. In other cases, participants instead identified constraints to the dissemination of technologies and practices:

Measures to implement

- Create pilot districts for innovation and ways to showcase innovation
- Develop innovation platforms that put cities in contact with each other, with entrepreneurs and with other levels of government
- Ensure better funding for innovative projects and technologies through the creation of special funds
- Develop a provincial strategy that promotes urban climate action
- Strengthen capacities for action and train a competent workforce that is familiar with the latest practices at the municipal level, especially for smaller municipalities
- Replace municipal regulations that hamper innovation in favour of flexible regulations that promote local and private initiatives
- Review financing methods for Canadian cities, which are heavily dependent on property tax
- Include criteria based on life cycle assessment and the total cost of ownership in municipal supplies
- Develop regulation to promote new carbon-neutral and energy self-sufficient buildings
- Promote the installation of renewable energy modules and energy efficiency to owners and promoters via access to grant programs or preferential borrowing rates
- Create research and innovation centres in collaboration with teaching institutions
- Promote and inspire success at home and internationally

Potential constraints

- Although technologies and practices promote urban densification, citizens will continue to use their car to leave the city.
- Attitudes must change: the workplace is still resistant to telecommuting, and unions tend to fear technological change.
- Measures that put a price on traffic congestion risk disproportionately affecting less affluent households



3) Additional comments

Although they did not attract consensus, some participants' comments offered further insight on the issues at hand. Some specific proposals were put forward, and other contributions reflected opinions that did not attract consensus:

- **Technological innovation should not be the end goal. We must change practices and behaviours, and technological changes will follow.**
- **The strategies, practices and technologies that facilitate Canada's transition to a green economy must also take rural regions into account.**
- **We must promote access to and the use of public transportation by making them free.**
- **We must demand results from Canadian cities based on objectives set by provincial governments.**





5. PLENARY MEETING AND RECAP

Speakers :

- **Sophie Brochu**, présidente et chef de la direction, Gaz Métro ;
- **Ed Whittingham**, directeur général, Institut Pembina.

Closing remarks by **Glen R. Murray**, Minister of the Environment and Climate Change, Ontario and **David Heurtel**, Minister of Sustainable Development, Environment and the Fight against Climate Change, Quebec.

5.1. Canada in 2020, genesis of a success: recap of the Canadian Roundtable on the Green Economy – Québec City 2015

In order to present a positive picture of the reflection that was begun at the Canadian Roundtable on the Green Economy – Québec City 2015, Joanna Kerr, Executive Director at Greenpeace Canada, and Pauline D'Amboise, Secretary General and Vice-President, Governance and Social Responsibility at Desjardins Group, offered a projection of what Canada's transition to a green economy could look like between now and 2020, based on the consensus that emerged during the day.

Joanna Kerr envisions Canada in 2020 as a country that has developed one of the largest green economies in the world, after having implemented diverse measures such as carbon pricing mechanisms that apply to all jurisdictions and to major sectors of the Canadian economy.

Going back to the common ground that emerged during the first roundtable workshop, Ms. Kerr said that this vision of the future is not impossible, given the favourable view of most Canadians, particularly the younger generation, major Canadian businesses are accepting the principle of pricing, and leadership from the provinces on the issue.

Ms. Kerr also highlighted certain caveats and concerns that could hinder the adoption of carbon pricing, particularly the fear of a loss of competitiveness for Canadian businesses, and potential inertia on the part of the federal government. She added that the Paris Conference in 2015 and the coming federal elections are seen by participants as opportunities for urging decision-makers at different levels of government to position themselves and show leadership on carbon pricing.

Pauline D'Amboise portrayed a Canada in 2020 where municipalities would be at the forefront of the transition to a green economy. Referring to the day's consensus, Ms.

D'Amboise described densified cities where car sharing and free electrified public transportation are widely used.

Her vision is of cities that develop innovative projects, that establish building standards based on energy performance, that submit their supplies to performance criteria and life cycle analysis, that showcase technology, that launch pilot projects and implement ecodistricts that promote proximity and concrete benefits for residents, and that develop centres of expertise and knowledge that can be exported around the world.

Ms. D'Amboise emphasized that Canada's municipalities can achieve this reality with a vision that is clear, coherent and adequately equipped, driven by strong political leadership and informed by local needs and existing technological innovations.

5.2. Recap of the day by Sophie Brochu, President and Chief Executive Officer, Gaz Métro and Ed Whittingham, Executive Director, Pembina Institute

As part of the recap of the Canadian Roundtable on the Green Economy – Québec City 2015, the event's co-chairs, Sophie Brochu and Ed Whittingham, said that the day was a "success even before it began," simply due to the presence of participants from such a wide range of fields.

Despite the multitude of viewpoints expressed during plenary discussions and roundtables, the co-chairs saw that there was almost unanimous support for the principle of carbon pricing, regardless of the mechanism adopted.

Ms. Brochu and Mr. Whittingham also remarked on an observation made by a number of participants: putting a price on carbon will not be enough to ensure Canada's transition to a green economy. This shift will also require political and financial support for innovation in the future.

Ms. Brochu and Mr. Whittingham said that it's up to the decision-makers, citizens, and those present at the roundtable to inspire businesses and give them the motivation to innovate for the future.

5.3. Some comments on the day

Following their recap of this first Canadian Roundtable on the Green Economy, the co-chairs conducted a last roundtable to gather comments and impressions from the day's participants.

Jean Simard, President and CEO of the Aluminium Association of Canada and member of the Steering Committee of SWITCH, the Alliance for a Green Economy in Quebec:

“It appears important now to establish a platform for the sharing of best practices, information, needs and innovative solutions between municipalities and businesses. Just as Canada’s growth was tied to its major railway in the past, it is now time to continue this development by building a green economy.”

Steven Guilbeault, Cofounder and Senior Director of Équiterre and member of the Steering Committee of SWITCH, the Alliance for a Green Economy in Quebec:

“The mainstream media were greatly surprised at the broad consensus between people from the business world and environmentalists on the issue of the environment. It is our duty now to tell the public about this consensus and to continue spreading the word.”

Denis Leclerc, President and CEO of Écotech Québec, President of the International Cleantech Network, and member of the Steering Committee of SWITCH, the Alliance for a Green Economy in Quebec:

“It is important to pursue the dialogue that has begun today. This is only the beginning.”

Patrick Bonin, head of the Climate and Energy campaign, Greenpeace Canada:

“Ontario’s entry today into the North American carbon market is very good news. It reinforces the day’s discussion on leadership from the provinces. However, subsidies for the oil industry still need to be addressed in the future.”

5.4. Closing comments

- **Glen R. Murray**, Minister of the Environment and Climate Change, Ontario;
- **David Heurtel**, Minister of Sustainable Development, Environment and the Fight against Climate Change, Quebec.

Glen R. Murray and David Heurtel closed the Canadian Roundtable on the Green Economy – Québec City 2015 by thanking the days’ participants and the organizing committee of SWITCH, the Alliance for a Green Economy in Quebec.

Mr. Murray and Mr. Heurtel also stated that as representatives of Ontario and Quebec they were committed to working together to support leadership by the provinces in Canada’s transition to a greener economy.

Mr. Murray then said he was very happy to see Ontario enter the North American carbon market alongside Quebec, and emphasized that it was an opportunity to strengthen cooperation between the provinces. According to Mr. Murray, one province alone cannot

meet the significant challenges posed by the transition to a green economy. The provinces must join forces and work together.

Mr. Murray also specified that actions taken to accelerate this transition should not be seen through the lens of competition but rather through that of economic development, since efforts in one province can lead to jobs in another. Mr. Murray concluded by describing the shift to a green economy as an opportunity that we can and must seize.

Mr. Heurtel praised the work of Mr. Murray and Ms. Kathleen Wynne, which allowed Ontario to enter the North American carbon market. According to Mr. Heurtel, Ontario's arrival will encourage other Canadian provinces and American states to price carbon in the future.

Mr. Heurtel also noted the great amount of work that remains to provide Canada with a greener and more sustainable economy. This work will involve collaboration with the federal government and the United States and between the provinces, especially through the Council of the Federation and meetings such as the Québec Summit on Climate Change.

In conclusion, Mr. Heurtel recalled the important role subnational entities such as provinces, federal states and large cities must play in major negotiations on the climate issue, such as those that will take place in Paris in December 2015. He ended by affirming that "our work must continue."



6. ANNEX

Press release

Canadian Roundtable on the Green Economy Nearly 200 Business People and Environmentalists From All Over Canada Reach Important Consensus

Québec City, Monday, April 13, 2015 – Nearly 200 decision-makers from Canada's various economic, financial, non-profit and environmental sectors gathered in Québec City today to discuss key actions to be taken to accelerate the country's shift towards a green economy. The aim of this unusual meeting between business people and environmentalists was to discuss issues of shared concern. Participants agreed on the importance of carbon pricing and of promoting sustainable and innovative urban development. The event was also an opportunity to recognize the Government of Ontario for its decision to set a price on carbon by joining the Québec-California carbon market.

In the months leading up to the Paris Conference, which is expected to usher in a new climate change agreement that will require contributions from everyone, Canadian organizations and businesses need to step it into high gear. "It's clear that many within civil society and industry across Canada are ready to do their part, and that they see the transition to a green economy as an opportunity to create wealth while also protecting the planet. There's momentum in favour of accelerating the transition to a green economy, which is clearly seen in the Government of Ontario's decision to adopt carbon pricing. Canada is ready to take action. Today's discussions are proof of that," said one of the Roundtable's co-chair Sophie Brochu, President and CEO of Gaz Métro,

"We are seeing unprecedented mobilization around climate and environmental issues. The global shift towards a green economy is gaining momentum. The historic climate march that brought together over 300,000 people in New York last fall, the hundreds of billions of dollars invested in renewable energy in recent years, and the call for carbon pricing by 73 countries and 1,000 businesses are all clear signs that there is strong support for more sustainable and less environmentally damaging modes of production. The interest in the Canadian Roundtable on the Green Economy is yet another demonstration of that," said Ed Whittingham, Executive Director of the Pembina Institute and the Roundtable's other co-chair.

Canada's major environmental and business leaders gathered in attendance

The Roundtable was a sign of a welcome agreement of perspectives between environmental and business leaders, bringing together the heads of many large

organizations, including the Canadian Wind Energy Association, the David Suzuki Foundation, the Aluminum Association of Canada, Greenpeace Canada, the Canadian Solar Industries Association, the Pembina Institute, Sustainable Prosperity, Canada's Ecofiscal Commission, RECYC-QUÉBEC, Fondation CSN, the International Institute for Sustainable Development (IISD), Equiterre, the Regroupement national des conseils régionaux de l'environnement du Québec (RNCREQ), Gaz Métro, Climate Action Network Canada, the Conseil du patronat du Québec, Réseau Environnement, the Association québécoise pour la maîtrise de l'énergie, the Canadian Hydropower Association, the Quebec Business Council on the Environment, Ecotech Québec, Vivre en Ville, Clean Energy Canada, Cascades and the International Emissions Trading Association.

Also in attendance were ministers of environment responsible for climate change Randy Delorey of Nova Scotia, Glenn Murray of Ontario and David Heurtel of Quebec, as well as the Quebec Minister of Finance, economist Carlos Leitão.

Carbon pricing and encouraging cities' green innovations

Participants quickly agreed on the importance of carbon pricing, in the form of a carbon tax like in British Columbia, or in the form of a carbon market like in Quebec and California.

"There is growing interest from businesses and governments in carbon pricing. The Government of Ontario's decision to join the Western Climate Initiative is good news and will certainly lead the way for other provinces to do the same. This is more tangible proof of the momentum we're seeing across the country," said Steven Guilbeault, host of the panel on carbon pricing.

Discussions also addressed the importance of cities' roles in making the transition to a greener economy. "Cities are at the heart of this transformation. They are major contract givers, and they can quickly react to any issues that greatly affect our ability to build a low-carbon economy, such as transportation and land-use planning," said the host of the panel on innovation as a driver of urban development Jean Simard, President and CEO of the Aluminum Association Canada and a Steering Committee member at SWITCH, the Alliance for a Green Economy in Quebec.

Canada can lead the transition to a green economy

"With a wealth of renewable resources, tens of thousands of jobs created to date in the clean energy sector and the recent implementation of major joint initiatives promoting green taxation and the reconciliation of environmental protection with economic prosperity, Canada is uniquely poised to become a leader in the transition to a green economy," said the two co-chairs of the 2015 Canadian Roundtable on the Green Economy.



The Canadian Roundtable on the Green Economy – Québec City 2015 is an initiative by SWITCH, the Alliance for a Green Economy in Quebec. It receives financial support from Clean Energy Canada, the lead partner of the event, as well as from the Quebec government's Green Fund, the Aluminium Association of Canada, the David Suzuki Foundation, Sustainable Prosperity, TD Bank Group, Fondaction, Deloitte, SNC-Lavalin, Gaz Métro, Écotech Québec and Cycle Capital Management.

About SWITCH

SWITCH, the Alliance for a Green Economy in Quebec, hopes to accelerate the shift towards a green economy in order to build an innovative, resilient and economically competitive society that balances social equality, the environment and quality of life. The Alliance works towards clear social, political and economic vision and leadership, greater consistency in government policies and actions, and the convergence of initiatives for a green economy in the public, private, cooperative/mutual, non-profit and civil society sectors. The Alliance brings together organizations from different economic, financial, non-profit and environmental sectors: Cycle Capital Management, the David Suzuki Foundation, Écotech Québec (Quebec's Cleantech Cluster), Équiterre and the Aluminium Association of Canada. It also collaborates with a number of partners that make up its advisory committee: Desjardins Group, Enkern, Innergex, WWF, the Confédération des syndicats nationaux (CSN), Gaz Métro, the Conseil du patronat du Québec (CPQ) and the Regroupement national des conseils régionaux de l'environnement du Québec (RNCREQ).

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