

A Green Economy for Canada: Consulting with Canadians



A Green Economy for Canada: Consulting with Canadians

by Carolyn Webb

and

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**Canadian Institute for Environmental Law and Policy
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Carolyn Webb; photo taken in downtown Amsterdam, the Netherlands, as something Canada can strive for and hopefully soon achieve!

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About CIELAP

Founded in 1970, the Canadian Institute for Environmental Law and Policy (CIELAP) is an independent, not-for-profit professional research and educational institute whose mission is to inform legislative, policy and regulatory outcomes for Sustainability at the national and provincial / territorial levels of government in Canada.

CIELAP is a registered Canadian charity (11883 3417 RR0001).

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Executive Summary

Background

The Rio 2012 UN Conference on Sustainable Development (UNCSD), also referred to as the Rio+20 Earth Summit, will take place in Rio de Janeiro, Brazil, from June 4-6 2012. A main theme of the conference will be “a Green Economy in the Context of Poverty Eradication and Sustainable Development”. The term “Green Economy” is an emerging concept and there is no current consensus about its definition.

The Canadian Institute for Environmental Law and Policy (CIELAP) conducted the following national research study to seek the perspectives of diverse Canadian stakeholders on what a Green Economy could mean for Canada in the lead-up to Rio+20. Between November 2010 – February 2011 CIELAP conducted 27 interviews with participants from Canadian provinces, territories and municipalities; professional business associations, and non-government organizations using an interview schedule. These same questions were also responded to by 32 individuals from the broader public using an online survey. The content below summarizes what was heard.

Defining a Green Economy

All those who were interviewed had given thought to Green Economy concepts and many of their institutions are applying Green Economy ideas. Very few are using the term “Green Economy”.

- Canadians are approaching Green Economy concepts from different reference points including: concern over climate change; interest in leveraging environmental and economic gains; a realization that this direction makes economic sense and appeals to citizens; seeing an opportunity for innovation that addresses the world’s needs; and a desire to diversify economies and minimize risk.
- It was noted that the Green Economy should not be seen as separate from the main economy; we’re talking about *the* economy and we need to focus on making it greener.
- Just over half of those interviewed stated that they are looking at the issue holistically; as a way to link environmental, economic, and social objectives. Participants commented that a Green Economy could be a unifying concept and help governments and stakeholders work outside of silos.
- Approximately one third of participants commented that a definition or principles for a Green Economy would be useful to give direction and streamline communications efforts. A strong national dialogue on this issue would help.
- In responding to a list of potential principles of a Green Economy, participants emphasized *ensuring fairness and equity and addressing unjust disparities; systems-based and holistic, integrating all three spheres of sustainability; and strengthening resilience and reducing vulnerability.*

Potential Gains for Canada

Nearly every interview participant and all of the online survey respondents expressed that Canada could make significant gains at home and abroad by putting more emphasis on a Green Economy.

- At least 67% of those interviewed stated that Canada could increase its competitive advantage and that other economic gains could include: jobs; major cost savings; attracting stable and long term foreign investment; increased job satisfaction and retention; greater business productivity; earning revenues from improved ecosystems; and local economic stimulation.
- At least 63% of participants clearly offered that Canada could make significant gains for its reputation if it was seen as being a leader in a Green Economy.

- Respondents from all sectors highlighted the significant health and environmental benefits that are inherent in a shift to a Green Economy.

Some participants expressed concern that Canada was not taking full advantage of these opportunities.

Successes, Best Practices and Lessons Learned

Canadian provinces, territories, municipalities, businesses, and other stakeholders are making impressive advances towards a Green Economy using approaches that include a mix of financial mechanisms, regulation, procurement, investments in R&D and infrastructure, and education and skills training. Participants shared a number of lessons learned in their efforts to advance a Green Economy including: the need for good education and messaging; the need to adopt a systems perspective; that sustainability and Green Economy initiatives need to be positioned outside of any one pillar; that engagement of communities and businesses is difficult and can benefit from sustained engagement and strong support at the highest levels; and that Green Economy aims and initiatives need to be concrete and measurable.

Challenges and Opportunities

When asked what major obstacles were standing in the way of implementing a greener economy:

- Approximately 45% of those interviewed across sectors pointed to the current direction and lack of leadership at the federal level. Among its implications, this lack of leadership is producing uncertainty and challenges for businesses.
- Lack of public understanding was put forward as a major challenge in at least 60% of the interviews, across all sectors. Participants recommended that future communications efforts should highlight: that there are significant economic and social gains to be made; that such a transition does not need to be frightening; and that we're talking about *the* Economy, not a part of it.
- Three of those interviewed noted that getting the economic pillar right will be the biggest driver of a Green Economy and that those decisions that succeed will have made economic sense.
- Approximately one third of those interviewed commented on how change will be hard because of the inertia and mentality for maintaining the status quo. Building a Green Economy will require taking a great idea, exciting interests, building a business case, and creating momentum.
- Participants highlighted tensions among and between stakeholders and governments and suggested that jurisdictions need to work together to design policies and initiatives that work for all of Canada and build our reputation as a country. Participants referred to some exciting initiatives in this spirit, including the Canadian Boreal Forest Agreement and Western Climate Initiative.
- At least six interview participants noted that the separation of environment, economy and society into silos is a major challenge. The Yukon government's Climate Change Secretariat and Alberta's *Land Stewardship Act* offer possible models for horizontal governance.

Roles for Governments and Stakeholders

All of those interviewed felt that the Government of Canada has a strong role to play in a shift to a Green Economy including: being a model for other stakeholders; helping establish a vision and focus; helping provide a clear policy framework and price signals; investing in technology, R&D, and green business; representing Canada internationally; and facilitating partnerships and collaboration.

Participants noted that other governments and stakeholders also have a large role to play in such a transition and that different players can: share knowledge, best practices and lessons learned; continue to encourage partnerships; champion sustainability and provide leadership that could be modeled to

other jurisdictions and stakeholders; advocate for change; innovate and push new ideas forward; research and communicate potential solutions to policy makers; and act locally.

Rio+20 and Priorities for Canada

Many recommendations were put forward regarding what the Canadian delegation could take as its priorities to Rio+20 including: showing leadership on a Green Economy and the three pillars of sustainability; taking stronger action on climate change measures; involving Canadian stakeholders and governments; promoting technology investment and transfer; promoting Ecosystem Goods and Services; and encouraging a better understanding and clarification of the concept of a Green Economy as well as how this concept could be carried out at all jurisdictional levels.

One industry participant noted that Canada should focus on concrete, practical, short-term deliverables rather than grand-sounding statements. Two provincial / territorial representatives commented that Canada needed to focus on action at home first by developing a national Green Economy policy and action plan to drive national successes. THEN we could go to Rio+20 to share this plan with the world.

Suggested Next Steps

Stakeholders and governments from across Canada believe that we have much to gain by moving towards a Green Economy and much to lose by ignoring what is already a global transition in process. The initiatives and best practices shared by participants reveal that governments, NGO and business leaders are already implementing policies and other measures in this direction. CIELAP offers the following suggested next steps in response to what was heard:

- 1) **A call for Federal leadership:** Provincial / territorial and municipal governments as well as leaders from industry and NGOs in Canada are expressing a serious readiness and willingness to transition to a Green Economy. The Government of Canada could play a strong supportive role by: listening to and working with stakeholders, who have many keen ideas to share, to advance a shared understanding of a Green Economy in Canada; as well as by using the levers it has available to realize the benefits of a Green Economy path.
- 2) **Advance a strong national dialogue and development of a shared vision in advance of Rio+20:** Throughout the interviews participants expressed that if we are to advance the concept of a Green Economy in Canada, there is an absolute need to define and/or develop a set of principles to provide better clarity and vision about how to use the concept as an enabler for change. A strong focussed national dialogue that engages all interested Canadians would help enable our country to arrive at some consensus and understanding about the meaning of the Green Economy and how it could be pursued in a Canadian context. This process could include discussion about key messages and approaches and help establish consistent and comparable measures of progress.
- 3) **Establish clear price signals and invest in technology, R&D and green business:** Participants put forward the critical need to establish clear price signals and “get the economic pillar right”. The Federal Government can help provide rules of the game and price signals that guide the market towards more sustainable practices. The development of a well-articulated and coordinated Green Economy policy for Canada could also help in this effort. Given the divides in jurisdictional responsibilities, collaboration between all levels of government is needed.
- 4) **Federal leadership on the international stage:** Participants of this study advocated for Canada to play a strong leadership role at the Rio+20 World Summit on the issue of a Green Economy and to actively promote the three pillars of sustainable development.

Context - 2012 Rio+20 Earth Summit and the Nature of this Study

The Rio 2012 UN Conference on Sustainable Development (UNCSD), also referred to as the Rio+20 Earth Summit (to mark that it is being held 20 years after the initial 1992 Rio Earth Summit), will take place in Rio de Janeiro, Brazil, from June 4-6 2012. This summit has the **following objectives**:

1. To secure renewed political commitment to sustainable development;
2. To assess progress towards internationally agreed goals on sustainable development; and
3. To address new and emerging challenges.¹

One of the main themes of the Rio+20 UN conference will be “a Green Economy in the Context of Poverty Eradication and Sustainable Development”.

The term “Green Economy” is an emerging concept at the international stage. Although there is currently no consensus at the international level about its definition, for the purposes of Rio+20 there is agreement among Member States that a Green Economy must be considered in the context of sustainable development and so equitably entail environmental, social, and economic dimensions, and that it must adhere to the Rio principles². It is important to note that a Green Economy is sometimes referred to as Green Growth and is considered by some to be equivalent to a Low Carbon Economy, although many others do not equate the terms. Discussions relating to a Green Economy are also taking place at many other levels on the international stage, including by the OECD, the UN Environment Program, North America’s Joint Public Advisory Committee of the NAFTA’s Commission for Environmental Cooperation (CEC), and at the World Economic Forum this year in 2011.³

It is generally agreed among international stakeholders that there will be no single approach to a Green Economy but that, similar to Sustainable Development, it will look different for every nation-state.⁴

¹ Visit: UNCSD 2012’s Rio+20 website <http://www.uncsd2012.org> or Stakeholder Forum’s Earth Summit 2012 website at <http://www.earthsummit2012.org/> for more information.

² UNEP – United Nations Environment Programme (1992). *Rio Declaration on Environment and Development* [online]. Available from: <http://www.unep.org/Documents.Multilingual/Default.asp?documentid=78&articleid=1163> [Accessed: 09 November 2010].

³ For more information about conversations taking place on an international stage that relate to a Green Economy, as well as various definitions that have been proposed, see:

Canadian Institute for Environmental Law and Policy (2010). *Backgrounder on the 2012 United Nations Conference on Sustainable Development (Rio+20 Earth Summit) and its theme on a Green Economy in the Context of Poverty Eradication and Sustainable Development*. [pdf] Available at: http://www.cielap.org/pdf/CIELAP_GreenEconomyBackground.pdf [Accessed: 16 February 2011].

UNEP – United Nations Environment Programme. The Green Economy Initiative website. Available at: <http://www.unep.org/greeneconomy> [Accessed October 19, 2010].

OECD – Organisation for Economic Co-operation and Development (2009). OECD Declaration on Green Growth. Available from: <http://www.greengrowth.org/download/2009/news/OECD.declaration.on.GG.pdf> [Accessed October 19, 2010].

Commission for Environmental Cooperation - CEC (2011). *Citizen panel advises NAFTA environment ministers on greening the North American economy* (25 January 2011). Available from: <http://www.cec.org/Page.asp?PageID=122&ContentID=17601&SiteNodeID=655> [Accessed 16 February 2011].

World Economic Forum (2011). *UN Chief Urges “Revolution” to Achieve Sustainable Growth* (28 January 2011). Available from: <http://www.weforum.org/news/un-chief-urges-revolution-achieve-sustainable-growth>. [Accessed 16 February 2011].

⁴ United Nations (2010). *Report of the Preparatory Committee for the United Nations Conference on Sustainable Development*, First session (17-19 May 2010). Available from: http://www.uncsd2012.org/files/other_pdfs/prepcom1/ACONF216PC5.pdf [Accessed: 25 October 2010], p.15.

The Canadian Institute for Environmental Law and Policy (CIELAP) has conducted the following national research study to seek the perspectives of diverse Canadian stakeholders on what a Green Economy could mean for Canada in the lead-up to Rio+20. We thank all of those who have contributed to this important conversation.

Research Methodology

- A set of interview questions was developed (see Appendix B) to help us gauge:
 - how stakeholders and institutions viewed the emerging concept of a Green Economy and what conversations they had been having on it;
 - why this theme might be important for the Government of Canada and Canadians to further consider and advance;
 - what successes Canadians have experienced in their work towards a Green Economy that could be shared with other parties, including at Rio+20;
 - what lessons Canadians have learned in working towards a Green Economy;
 - what challenges existed in working to implement a Green Economy both within institutions and at a national level;
 - what role the Government of Canada and stakeholders could play in advancing a Green Economy; and what priority issues the Canadian delegation might want to consider bringing to Rio+20.
- A brief background document was researched and written to provide information to participants about sustainable development, Green Economy, Rio+20, international examples of a Green Economy in practice, and other relevant subjects that could help provide a basis for their participation in the discussion.⁵
- A diverse range of participants were sought who could provide some representation for the different regions, sectors and perspectives that exist across the country. Lead contacts were identified and interviews were requested from each of: Canada's ten (10) provincial and three (3) territorial jurisdictions; six (6) identified major municipal governments (St. John's, Nfld., Montreal, Toronto, Calgary, Ottawa, and Vancouver) and one (1) at the Federation of Canadian Municipalities; professional business associations; non-government organizations (NGOs); and Canada's First Nations. Representatives were sought who could speak to their institution's activities in the context of the three pillars of sustainable development.
- Participants were provided with CIELAP's background document before their questions about the study as well as the upcoming Rio+20 process and its focus on the Green Economy theme were answered.

⁵ Canadian Institute for Environmental Law and Policy (2010). *Backgrounder on the 2012 United Nations Conference on Sustainable Development (Rio+20 Earth Summit) and its theme on a Green Economy in the Context of Poverty Eradication and Sustainable Development*. [pdf] Available at: http://www.cielap.org/pdf/CIELAP_GreenEconomyBackground.pdf [Accessed: 16 February 2011].

- Representatives from 26 organizations and governments were each interviewed by telephone for approximately one (1) hour in time using a scheduled interview format. Participants were given the choice as to whether or not their names could be referenced in this study. By far the majority chose to make their names public although some have chosen to remain anonymous.
- An online survey was developed based on the same interview questions. This survey was circulated to the CIELAP listserv of 4500 individuals, to which sustainability leaders from all sectors including government, business, NGOs, media, academia, and other sectors are subscribed. We received 32 responses from this broad range of individuals.
- Results from the interviews and online survey were tabulated and condensed into this report. Quotes have been included from those interviewed and surveyed; however, the names of individual interviewees have not been specifically attributed to the comments. A number of these quotes have been paraphrased for grammatical purposes or to condense the statement into a shorter comment. Care was taken to ensure that the intention of these quotes remained consistent with how they were offered.

Note to consider:

- This study is not exhaustive and cannot be said to represent the opinions of all Canadians. While we aimed to obtain balanced geographic and sectoral representation, the size of this study has restricted our interviews to a limited number. It is also important to note that the study aimed to balance the social, economic, and environmental pillars of sustainable development by inviting a cross-section of individuals to participate in this study; those individuals who actually agreed to be interviewed provide a modest balance of representation from amongst the three pillars of sustainability.

Participants

Of a larger number of persons contacted to participate in this study, the following individuals agreed to be interviewed and have consented to having their names included in connection with this study. We thank them for their important contributions to this body of work.

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Mining Association of Canada

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Paul Shorthouse

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Paul Stothart

Vice-president, Economic Affairs
Mining Association of Canada

John Tylee

Director, Policy & Communications
Vancouver Economic Development Commission

Juvarya Warsi

Policy Analyst
Vancouver Economic Development Commission

Brian Wastle

Vice President of Responsible Care
Chemistry Industry Association of Canada

Defining a Green Economy

A Green Economy by a Different Name

To open the conversation, participants were asked whether they and their institutions had given thought to the idea and practice of a Green Economy. It is clear that all those who were interviewed and the vast majority of those who had participated in the survey had given thought to Green Economy concepts and that many of their institutions were applying Green Economy ideas. While very few participants stated that they or their associated organisations were using the term “Green Economy”, it was clear in the language used during the interviews that participants across sectors were indeed identifying their ideas using related terms such as “Clean Energy Economy” or “Sustainable Economy” or “Green Jobs”, or by noting that their associated organisations, departments or governments had a strong focus on sustainability, of which a green economy is a part. Very few of the participants referred to being informed about the conversations taking place at the international level on a Green Economy.

It was common to hear that participants’ ideas around these concepts, and how the concepts could be implemented within an organization, company or government, were in the early stages of development and so evolving.

Existing Confusion and Concerns Relating to Defining and Communicating a Green Economy

Those interviewed and surveyed expressed a number of concerns with respect to the process of defining and communicating a Green Economy. A couple of individuals cautioned that the term needed to be used for creating actual, constructive change and should not be co-opted for perception, either as ‘green washing’ or for promotional purposes. One participant said that the definition of green jobs was being limited to the so-called green sector and should be expanded to look at jobs more broadly and at what other sectors might be able to provide in terms of employment that could grow a green economy. Respondents expressed a wish that society would give strong thought to how the concept could be applied and one NGO participant expressed frustration at initiatives that had used the term when it had not been well understood.

Over the course of the interviews, it became clear that many participants equated environmental initiatives with advancing a Green Economy, without full recognition or consideration of the economic or social benefits. This reflects that the term “Green Economy” is frequently misunderstood as being equated with environmental considerations.

One business representative noted a hesitation within his association to even use this term as there is not yet a clear understanding of what it means. Is it just another way to say sustainable development? Is it different from what we’ve been doing? Does it add anything new or substantive to the debate?

The confusion and frustration speak to the apparent dynamic where the term “Green Economy” is used and understood differently by different people. Some might use it to mean a small, hyper-localized economy where goods are sought from a 100-mile radius, while others might see it as a massive system where scientists are able to genetically engineer plants and figure out how to move goods around the world with half the fuel. There is currently no standard use of the term.

Such differences in perception and understanding make it difficult for society to know what to work towards in advancing a Green Economy. Approximately one third of participants commented that a definition or principles for a Green Economy would be useful, either at a national level or at a more local

level, to give direction to others in society and to streamline communications efforts. One municipal participant expressed that defining such a term is a role that has been traditionally held by the Federal Government. However, given that the provinces have jurisdiction over and will be applying many aspects of a Green Economy they must be key players in any such effort.

Drivers of the Green Economy

The interviews revealed that Canadian stakeholders are approaching Green Economy concepts from a number of different reference points. Many come at it from a climate change perspective with the recognition that, as stated in the first sentence of British Columbia's 2008 Climate Action Plan: "Climate change is the challenge of our generation". It is understood in this context that energy is a major area where Green Economy concepts can be applied. Northern communities, in particular, are seeing the results of climate change and have a desire to mitigate the impacts it will have on their economic and traditional activities.

Others, particularly provincial and municipal governments, are approaching a Green Economy from a strong intersection point between environment and the economy. For some this involves encouraging green jobs for citizens and supporting green industries. Some provincial / territorial government participants noted that they were using such issues as renewable energy, waste management or alternative ways of valuing natural resources as opportunities to provide shared benefits. As stated by one provincial / territorial representative and alluded to by others, particularly other government representatives:

"we can't have economic growth at the expense of our environment; our economic growth comes from our natural resources."

These stakeholders have recognized that a resilient economy requires a healthy natural resource base. Another provincial / territorial representative spoke to this notion within the context of the region's First Nations residents, who recognize a desire to embrace activities related to the modern economy without compromising their ability to participate in traditional economies (i.e. resource extraction and other development activities are not to have a substantive impact on wildlife or landscape or water such that traditional activities, for instance caribou hunting, are compromised). One respondent, again from a provincial / territorial perspective, framed action towards a Green Economy as "risk minimization".

A few participants from different sectors have arrived at Green Economy ideas from a social dimension, partly with the recognition that fairness and equity are a critical piece if people are to embrace any changes in this direction. In the case of the City of Vancouver, an emphasis has been put on low-barrier green jobs to ensure that benefits are received by all sectors of the population.

Others, particularly from municipal and provincial governments, noted that they have arrived at these ideas through economic planning processes and/or the realization that such a direction will make good economic sense, diversify the economy, and appeal to citizens. At least three participants noted that moving in a greener direction is a way to appeal to youth. As noted by one provincial / territorial representative:

"policy that speaks to a multitude of interests, including the environment and people's pocketbooks, is really just good policy."

A couple of business leaders spoke of the major transformative shifts that have taken place within their industries and that they have been working to lead the way through innovation. Brian Wastle, Chemistry Industry Association of Canada, spoke about their members' recognition of higher expectations from society. The Association is working to show leadership with the perspective that, by helping society become more sustainable, companies will be able to remain viable. The Association and its members are aiming to be at the leading edge of whatever the transformation will look like, as allies rather than being seen as a threat. Roger Cook, Forest Products Association of Canada (FPAC), spoke about the FPAC's green transformation, which has been a major preoccupation of theirs in recent years. This sector has seized upon the business opportunity presented by the greening of industry, particularly the role that they can play in greenhouse gas emissions reduction and in the efficient use of resources. The Association and its members have been driving significant innovation and have set an ambitious target of being carbon neutral by 2015 without the use of carbon credits.

One municipal stakeholder pointed out that the Green Economy is being driven by the current reality: that scarcity is leading to price increases and that innovation is finding new business cases and approaches to address the situation. Another industry stakeholder commented that their organization had considered Green Economy concepts in terms of how their members could capitalize on such a shift.

One provincial / territorial representative noted that they have seen too many losses – infestations from warmer weather, receding glaciers, impacts on water resources – that have made the case for taking action very compelling. One municipal representative noted that their economy is reliant on only a few key sectors; they are looking to diversify their economy, build new strengths, and develop strategic advantages for the long-term.

All of these interests have led participants to explore and pursue the implementation of green economy concepts and ideas.

The Green Economy is *The* Economy

Two participants clearly put forward that it is important that the Green Economy isn't defined separately from the main economy; we're talking about *the* economy and making it greener in all respects should be the overriding goal. This is critical, particularly as people and organisations outside of what is currently labelled as the "Green Economy" need to recognize that a Green Economy does apply to them; it is a certain future direction. One provincial / territorial participant put forward an example: government used to talk about e-business as the new thing. At a certain point, however, everyone just said "no, it's no longer e-business; it's just business". The same is true for the Green Economy and a low-carbon economy.

The Scope of Green Economy Definitions

Just over half of those interviewed explicitly stated that they are looking at the issue holistically; as a way to link and achieve environmental, economic, and social objectives in tandem, for example:

"If farmers are economically stable they have a chance to contribute to their rural economies and landscape."

Many stated that such integration of the pillars of sustainability was necessary and would provide countless benefits. This theme was particularly heard from all of the industry representatives. Three participants from different sectors commented that a Green Economy could be a unifying concept and

one that would help governments, organizations, and society work outside of the silos that are currently the norm (e.g. across government departments that work independently from one another). The Green Economy concept asks that we think outside the box about our economic system, institutions, public participation, and other aspects of governance.

Some participants, particularly within municipal and provincial / territorial governments, acknowledged that their approach to a Green Economy was limited to one or two pillars of sustainability (environment, for example). One provincial / territorial representative noted that, particularly given the silos of government, it was difficult to work towards a holistic Green Economy. Another provincial / territorial participant put forward, however, that a Green Economy framework could provide them with a significant opportunity to highlight the mutual gains they were making in the other spheres.

Although participants were applying Green Economy concepts without the guidance of an explicit definition, at least six or seven, particularly industry associations and municipal governments, had developed principles tailored to their mandates to guide them in their efforts.^{6 7}

If the concept of a Green Economy is embraced at Rio+20, adopted for wider use and recognized as involving the intersection of the environmental, economic and social pillars, a strong national dialogue could help Canada arrive at greater consensus on and understanding of the meaning and applications of the term for our country.

Guiding Principles:

At an international level, there have been questions raised about whether a definition of a Green Economy is required and some countries, including some OECD-member states, have even questioned whether a Green Economy has anything to do with sustainable development. That said, some countries have suggested that a common set of principles be developed instead to provide common understandings and a road map that can be adapted to national circumstances. There have also been some suggestions that the UNCSO-Rio+20 develop and endorse such principles to assist member states.⁸

When interview participants were asked about whether Canada would benefit from a definition or principles associated with the concept of a Green Economy, opinions were mixed. Three expressed that principles would be much more useful than a definition, while one felt that a definition would provide better clarity and direction. One NGO respondent made a compelling argument that we need to radically reduce our greenhouse gas emissions and foster other dramatic changes. In this case, a

⁶ For more information about the principles of various industry Associations see:

Canadian Association of Petroleum Producers, *Climate Change Policy Principles website*. Available at: <http://www.capp.ca/environmentCommunity/Climate/Pages/CAPP-Policy-Principles.aspx#Zss612nNv1rs> [Accessed February 2, 2011].

Chemistry Industry Association of Canada, *Responsible Care Ethic & Principles website*. Available at: <http://www.canadianchemistry.ca/ResponsibleCareHome/ResponsibleCareBREthicPrinciplesBR.aspx>. [Accessed February 2011].

Mining Association of Canada (December 2004). *Towards Sustainable Mining Guiding Principles*. Available from: http://www.mining.ca/www/media_lib/TSM_Documents/principleseng.pdf.

⁷ Some provinces and municipalities have developed guiding documents and articulated goals and principles related to Green Economy concepts. See Appendix A for more information about these initiatives.

⁸ United Nations (2010). *Report of the Preparatory Committee for the United Nations Conference on Sustainable Development*, First session (17-19 May 2010). Available from: http://www.uncsd2012.org/files/other_pdfs/prepcom1/ACONF216PC5.pdf [Accessed: 25 October 2010], p.17.

definition could limit possibilities and create rigid structures and identities (e.g. an identity of a green job), while a set of principles would offer more flexibility and creativity in how we go about moving forward and create an open space for everyone and all ideas.

For the purposes of CIELAP's study, the following principles were drafted, based on existing literature and ongoing international discussions, and circulated to those interviewed and surveyed to catalyze discussion:

- Systems-based and holistic, integrating all three spheres of sustainability;
- Forward-looking;
- De-coupling economic growth from resource use and environmental degradation;
- Ensuring fairness and equity and addressing unjust disparities;
- Involving partnership, collaboration and reciprocity (within and between nation-states);
- Adoption of new measures of progress, prosperity and wellbeing;
- Internalizing negative externalities;
- Strengthening resilience and reducing vulnerability; and
- Acting within earth's ecological carrying capacity.

When asked "What elements or principles are key to achieving a Green Economy?" participants generally gave strong support for the list and many provided comments such as "yes - all are part of the picture – they put together a comprehensive picture of what elements might be necessary".

One municipal participant commented that it was difficult to mesh these principles with the initiatives their jurisdiction was undertaking as they were framed in very different ways. One NGO participant felt that the list was much too vague and non-committal and would never achieve gains in a positive direction; that the list needed to be made much more concrete and specific (an example of such a principle could be to improve the lives of Canadians by reducing their exposure to toxins). Another expressed a concern that the establishment of a definition or principles may be making things more complicated than needed; an approach taken by many is simply to put a price on carbon and to allow market forces to be innovative from there.

Individuals provided specific comments on each of the draft principles provided:

Systems-based and holistic, integrating all three spheres of sustainability

There was strong general support for this as a principle of a Green Economy, with participants across all sectors stating that "yes, this is exactly what we mean by sustainability"; "this is inevitable as all of the spheres are tied together"; "this is particularly important as we're trying to optimize 3 types of objectives and need to prevent one from usurping the others"; "yes, we have a group in our department looking at system-thinking and scenario planning". Such holistic and systems-based thinking might include a means to approach these issues outside of silos, create a framework to look at the cumulative impacts of decisions and contaminants, and/or allow governments to use adaptive management practices. Decisions would reflect an understanding of the interconnections among the pillars, and systems and structures would be designed to achieve multiple objectives. The online survey results reported that 80.6% of respondents were in favour of this as a principle of a Green Economy.

Forward-looking

This principle was seen as positive, although it did not receive much commentary. At least four participants, across government, industry and the NGO sector, commented on how the current

economic system encourages analysts to look at very short timeframes, which results in the erosion of systems in the long term, and that more forward-looking thinking could benefit economies and provide numerous benefits such as the efficient use of resources in the long-term. As noted by one municipal participant, long-term thinking is essential “to ensure that our communities are resilient and that we can sustain our ecosystems and quality of life for generations to come”. One municipal participant, however, commented that this potential principle was somewhat vague and could be further refined. Among online survey respondents, 80.6% were in favour of this principle.

Decoupling economic growth from resource use and environmental degradation

This potential principle generated some dispute. One business participant suggested that this is already happening in force; for instance, companies are leasing hazardous materials and so are responsible for properly managing these contaminants throughout their life cycles. Reference was made to the emerging practice of industrial ecology (i.e. waste to feedstock) – a concept that a growing number of businesses have built their business case around – and that those who can not adapt these concepts will wither. Two of those interviewed, from municipal and industry perspectives, expressed concern about this as a principle, however, as many industries are based on resource use and resource use is needed to generate economic growth. One municipal participant noted that resource use does not necessarily mean the environment needed to be degraded.

On the other side of the consideration, two comments were made by NGO representatives that we needed to go further than decoupling and to reconsider the perceived need for constant economic growth to achieve quality of life. Three participants from across sectors referred to how they looked at the issue as decoupling growth from greenhouse gas emissions; or reducing the intensity and impacts of energy production. It is possible that much of the disagreement about this potential principle comes from how it is interpreted and that the wording or intention needs to be further refined. Of the online survey respondents 70% agreed with the above statement as a principle of a Green Economy.

Ensuring fairness and equity and addressing unjust disparities

At least one third of those interviewed, across all sectors, highlighted this principle as being particularly critical for a Green Economy, both nationally and internationally, and that it was essential to emphasize as it was the easiest for countries and stakeholders to forget about or ignore.

One municipal respondent noted that this principle was critical for 2 reasons: because such a shift as moving to a Green Economy can have negative impacts on those who are vulnerable (e.g. a gas tax or loss of jobs) and these needs must be attended to; and that environmental impacts occur when people don't have the resources to do more than meet their basic needs (e.g. they can not then finance energy efficiency improvements). Another municipal respondent framed this principle as recognizing the value of diversity and ensuring that residents lead healthy, creative and fulfilled lives. Participants made specific reference to the need for climate justice and food security among other applications of this concept.

Several business representatives highlighted the need for fairness and equity. Canadian business leaders have long focused on health and safety issues, involving First Nations people and local communities, and ensuring employment in rural areas. Towards Sustainable Mining, for instance, requires that members assess their performance regarding safety and health, crisis communications, and

aboriginal and community outreach.⁹ One business representative noted that individuals and families who don't have enough money and resources can't think about the environment. By supporting people we will help ensure that environmental gains can be made.

Four participants from industry and government sectors reflected on the significant challenges in quantifying and measuring social gains. One NGO participant noted that, in Canada, the discussion relating to this principle has largely focused on the issue of green jobs rather than poverty. In other countries, the links may be clearer. Among online survey responses 74.2% felt that this was a valuable principle for a Green Economy.

Involving partnership, collaboration and reciprocity (within and between nation-states)

No one disagreed that partnerships and collaboration were critical, although not much elaboration was provided other than strong support for their potential. Of those surveyed on-line, 71% agreed with this as a principle.

Adoption of new measures of progress, prosperity and wellbeing

There was no disagreement about this point, although, again, little elaboration was given. As one NGO participant stated: "if you can measure it you can change it". One participant noted that this might be more of an operational tool than a principle. Among online survey respondents 74.2% agreed with this as a principle.

Internalizing negative externalities

A couple of participants disagreed with this principle. While many participants agreed that having players bear the true costs of their activities is key to avoiding the degradation that results from economic growth, one comment was made that certain segments of society (including farmers) would be stretched to internalize their impacts given such small profit margins. The concept might be more palatable if the costs were taken on or shared by others including consumers. One municipal participant noted that this area is a major one where a difference can be made and elaborated that positive externalities also need to be taken into account and internalized into pricing structures.

Of the online survey respondents, 48.4% agreed with this as a principle. Little elaboration was given for this low response from survey respondents and it is unclear about whether there was strong disagreement or whether the concept was not clearly understood.

Strengthening resilience and reducing vulnerability

This principle received strong approval from those interviewed, receiving comments such as "yes, this is one of the most important for farmers... to reduce their vulnerability to future changes" and "the current economic system is in trouble as it's entirely based on oil". Participants noted that this will be critical in moving forward, particularly for vulnerable populations. Of the online survey respondents, 77.4% agreed with this principle.

⁹ Towards Sustainable Mining website, Performance Indicators (2011). Available at: http://www.mining.ca/www/Towards_Sustaining_Mining/Performance_Indicators/index.php [Accessed: 20 February 2011].

Acting within earth's ecological carrying capacity

This principle did not receive much comment from those interviewed, although there was strong general support for the concept. One person commented that this is very difficult to define: what would it mean in practice? Among those who completed the online survey, 93.5% agreed with this as a principle.

Other

When asked for additional suggestions for principles, at least six participants pointed out that the notion of **public understanding, education and engagement** was missing. Participants framed this gap in a number of ways. One provincial / territorial representative said that we needed to help our population think globally and make compromises at the local level that may produce national or global benefits. One participant from an NGO perspective commented on the need for a culture shift and that transparency and citizen involvement were key. Another provincial / territorial participant stated that a Green Economy was about connecting people to the environment and helping people understand why they should care. Three others commented on a need for greater public involvement and participation. One NGO responded that any policy framework needed to be able to engage all population segments. This resounding response suggests strong support for a principle that centres on the concept of building an informed and engaged citizenry.

At least four participants across sectors spoke to the need for the concept of **innovation and knowledge-based services** to be highlighted. This would include new ways to do business; new ways to develop technology; and new ways to spread that knowledge.

Localization of local economies, including supporting food production and sourcing, advancing decentralized and localized energy production systems, and creating home-based markets, was raised frequently by close to one third of both survey participants and those interviewed (primarily among NGO, provincial and municipal respondents), as a necessary component of a Green Economy and one that they were giving thought to. In the majority of these cases the concept of localizing the economy and creating decentralized systems was spoken of as *equating* a shift to a Green Economy. Participants across the sectors stated that such a shift would help create a more robust, resilient, and locally sustainable system that could withstand the changes ahead; ensure a more stable supply of energy and support food security; foster green jobs that would support a local population and stimulate the economy at a local level; support rural and remote populations; ensure greater local control of resources and production; foster creativity and innovation; and support people as opposed to multinational corporations. One municipal stakeholder commented that such a shift was necessary and that in looking at long-term scenario thinking, we need to be prepared for when the world gets a lot smaller in part due to rising fuel costs. One provincial / territorial representative noted that the small communities they represent see dollars breeze through their community and that individuals have expressed a strong interest in keeping those dollars circulating locally.

One provincial / territorial participant commented that any initiative had to make economic sense and that the **economic benefit** needed to be found in any initiative for it to gain public support. An NGO representative noted the need to build up the role of the business sector as a stimulus for change: when a Green Economy is good for business, business will be happy to steer towards the Green Economy. This includes the need to provide greater market certainty and capacity for business investment.

One NGO participant commented on the need to build our systems around **closed loop systems** (circular rather than linear systems).

One provincial / territorial representative spoke of the need for **transformative change** to be a central principle in a shift to a Green Economy. Another NGO participant similarly spoke of the need to **reconfigure the earth-human relationship** in a deeply transformative shift.

Potential Gains for Canada

Nearly every interview participant and all of the online survey respondents generally expressed that yes, Canada could make significant gains at home and abroad by putting more emphasis on a Green Economy: “Absolutely. Why isn’t Canada the hotbed of green?”; “Yes, I believe Canada can only gain by supporting a Green Economy”; “You can only win with this strategy – it takes into account people, innovation, and a lot of other aspects”; “Canada should be green – we should be a leader in the world”; “it would be hard to argue no”; “You can always be successful when you’re talking about win-win situations”. One municipal participant noted that he was certainly in agreement as long as it was the case that a green economy attended to all of the pillars of sustainability – including the social dimension. Another municipal participant cautioned that many of these potential gains will depend on who Canada chooses to be its international trading partners. A Green Economy will only advantage Canada internationally if these partners prioritize green. As stated by one provincial / territorial representative, a Green Economy:

“can mean the diversification of sustainable businesses, increased profits, creation and retention of green jobs, improving social disparities and equities, enhancing the natural environment, increasing innovation and investments, increasing production and the use of renewable energy, decreasing fossil fuel consumption, decreasing greenhouse gas emissions, decreasing pollutant releases, decreasing volumes of waste, decreasing water consumption. These are the benefits to acting.”

The following gains were elaborated on:

Competitive advantage

At least 67% of those interviewed (approximately two thirds) of those interviewed explicitly stated that Canada could increase its competitive advantage relating to increased trade, recruiting talent, establishing jobs, as well as many other gains, by putting more emphasis on a Green Economy:

- “There are benefits for countries that develop infrastructure and economic systems in line with where the world is moving. Countries that are thinking ahead to future demand will be thinking about energy conservation, renewable energy, etc... This will be useful for employment, manufacturing, sustainable development growth, among other advantages and will prevent locking-in to systems that won’t have appeal in the future.” (NGO representative)
- “Our competitiveness could be hurt if we continue to be weak in energy innovations. If we started to build a Green Economy that involves technologies and practices that use less resources we could develop expertise that could be exported.” (municipal representative)
- “Canadian competitiveness in agriculture comes from our ability to produce high-quality products for export. Export markets have more desire to see environmental and sustainability criteria wrapped around them. Anything that Canada does to promote the concept of a Green Economy can only aid our perception abroad. This is similar domestically. Producers and retailers are increasingly putting more efforts on sustainability and environmental issues.” (industry representative)

- “We’re trying to compete in a global marketplace against countries that have lower labour standards. So how do we compete? We can position ourselves as being ethical producers. There is probably a market for that.” (municipal representative)
- “The ability of Northern resources to be accepted on the export and domestic markets will depend upon how those resources are extracted, how local communities are seen to benefit, and what impacts are placed on the environment. For instance, diamonds are not a necessary commodity and people have a tendency to judge them based on whether diamonds come from a sustainable mine and what impact that mining has had on the environment and local people. Diamond mining companies in the North are very aware of that and it influences their ability to market and sell their product. This approach will benefit Canada for all of our resources.” (provincial / territorial representative)
- “We need to realize that we can be more competitive if we invest in a transition: new technologies, solar panels, building materials, etc... We have great opportunities but we keep looking at old technologies and old patterns.” (NGO representative)
- “There is a feeling that there are now higher expectations on our industry. If we don’t do anything, and if we don’t get a sense of our place in the value chain, we’ll go the way of the dodo bird.” (industry representative)
- “We all know that the green economy is one of the fastest, if not the fastest, growing sector of the economy. Obviously it’s hugely important. That’s one reason why we’re putting a lot of emphasis on it.” (municipal representative)
- “We’re hiring for new positions and it’s remarkable how many of the best candidates that we interview say that they’re applying because they like our emphasis on a Green Economy.” (municipal representative)
- “We are currently missing a huge opportunity to retool our economy and take advantage of new markets.” (survey response)
- “Businesses could innovate if there was a multi-year policy direction, regulations, and incentives that gave greater certainty for business investments.” (provincial / territorial representative)
- “The innovation and expertise that Canada can develop in trying to take a leadership aspect to a green economy is highly exportable in itself.” (provincial / territorial representative)
- “We need to apply conservation strategies at the local level and, when successful, sell the solution to other communities, other provinces and other nations. By creating home grown conservation strategies, we can create marketable solutions that can benefit the global community.” (survey response)
- “Positive policy instruments could increase our partnerships within Canada and internationally and help us leverage expertise in aspects including processes, mediation, technology improvements, among others in a wonderful myriad of ways.” (provincial / territorial representative)
- “By making the necessary investments in the Green Economy it will open up numerous trade advantages as our expertise and goods become more and more in demand.” (survey response)
- “A Green Economy will foster education in the green sector to make our people more employable.” (NGO representative)
- “It will create economic wealth. There will be huge demand for green products inside Canada and around the world.” (survey response)

- “You hear about companies saying that they are improving their business practices because that’s what the new recruits want – new graduates want green policies.” (NGO representative)
- “A Green Economy is about a knowledge economy, which helps us to compete and maintain income in the face of increasing innovation; it facilitates competition.” (municipal representative)
- “It is a worldwide interest, which means that there are a lot of opportunities for us to get involved.” (provincial / territorial representative)
- “There is a need to develop stronger national, regional, and local green energy policies that signal our interest to work together with other countries including China, India, and South Korea to increase trade and investment opportunities in the green economy.” (NGO representative)
- “A Green Economy is about being productive and efficient. You always win if you’re smarter and more efficient with resources: you see higher value added, you save energy. If you spend money on energy, you get energy. BUT if you spend money on *clean* energy you get energy and cost savings, innovation, new models of economic growth, high quality jobs.” (provincial / territorial representative)
- “After the collapse of the economy in 2008 there was a fear that investment in clean technology would dissipate. What has become clear, though, is that businesses are aware of the green economy. In fact, many are taking a sustainable development approach as a core business practice. There is a fundamental shift in how businesses are operating. Any business that doesn’t go this route will lose a huge business advantage.”¹⁰ (NGO representative)

As can be seen, there was significant support for the advancement of a Green Economy, although concern was expressed by at least six or seven of those interviewed that Canada was not taking full advantage of these potential opportunities.

One industry participant cautioned that while there are gains to be made the challenge is that every other advanced country in the world is trying to do the same thing. Companies will have to develop their own strengths within the sector.

Economic gains

In addition to increasing competitiveness, those interviewed and surveyed listed a number of economic gains that could be made by Canada and its businesses by transitioning to a Green Economy:

- Job creation;
- Helping Canada save millions if not billions of dollars from preventing natural disasters that are likely to result from climate change;
- Attracting stable and long term foreign investment into the country;
- Increased job satisfaction and retention leading to less staff turnover, less retraining, and money saved as employees feel energized and know that they are contributing to a healthy place for Canadians and future generations;

¹⁰ A recent article in Harvard Business Review was referenced to provide further support for this comment: Lubin, D.A. and Esty, D.C. (2010). The Sustainability Imperative. *Harvard Business Review*, [online] May 2010. Available from: <http://hbr.org/2010/05/the-sustainability-imperative/ar/1>. [Accessed 25 January 2011].

- Becoming a hub for green trade and manufacturing; including attracting foreign companies to set up shop in Canada;
- Having businesses become more productive in generating less waste and more value;
- Significant cost savings through water reclamation and energy conservation;
- Alleviating stress placed on our health care system, and saving billions of dollars from the environmental destruction that is associated with worker health and safety as well as public illnesses;
- Earned revenues from improved ecosystems, which can benefit fishing and tourism;
- Creation of an economy with jobs that are healthy for workers and that promote a healthy environment, while alleviating poverty; and
- Stimulating our local economy through greater localized food production.¹¹

National reputation and leadership

At least 63% of participants clearly offered that Canada could make significant gains for its reputation if it was seen as being a leader in a Green Economy. A major theme that was reported by approximately 40% of those interviewed, including those from the industrial sectors and many who completed the online survey, was a clear disappointment in Canada's current reputation on the international stage, particularly with regard to climate change. It was felt that advancing a Green Economy could help rebuild this international regard.

- "Even today, reading the newspaper, Canada has already picked up 3 fossil awards in Cancun. Regarding its reputation, Canada has all the pieces in place to be a real front runner in the Green Economy. It exists in many ways but we're not sure if it's being promoted properly or developed properly." (industry representative)
- "We could renew our international reputation, that has been badly tarnished in recent years, and become a respected leader in sustainability." (NGO representative)
- "Our reputation isn't too good – especially with regards to climate change. We are falling behind. Canada has to beat its own drum. Climate change is an excellent example – our current policy is to follow the United States. It's time for Canada to say what we're going to do ourselves." (provincial / territorial representative)
- "We used to be the 'good people'. We used to be an example – everyone wanted to be Canadian and immigrate to Canada. If we could have leadership in a Green Economy we could be well looked upon. We have already lost a lot and if we don't do that we'll lose a lot more. It's very annoying what has gone on in Cancun and Copenhagen. We're an international nation with a lot of respect

¹¹ A number of studies have shown that economic benefits, including significant job opportunities, can emerge from marrying environmental and economic interests. See:

Thompson, D. (2009). *Green Jobs: It's Time to Build Alberta's Future*. [pdf] Sierra Club Prairie, Greenpeace, and Alberta Federation of Labour. Available at: <http://www.afl.org/index.php/View-document/114-Green-Jobs-It-s-time-to-build-Alberta-s-future.html> [Accessed February 16, 2011].

Globe Foundation (2010). *British Columbia's Green Economy: Building a Strong Low-Carbon Future*. [pdf] Available at: http://www.globe.ca/media/3887/bcge_report_feb_2010.pdf [Accessed February 16, 2011].

Peyman, H. (2010). *Vancouver's Green Economy: Green Economy Working Paper #1*. [pdf] City of Vancouver, VEDC, and ISIS Research Centre at the Sauder School of Business.. Available at: <http://vancouvereconomic.com/userfiles/VEDC%20GREEN%20JOBS.pdf> [Accessed February 16, 2011].

and we're gradually being kicked out of discussions because of our position." (municipal representative)

- "We can regain our position in the world as leaders and innovators; this is fast being lost if not gone." (survey response)
- "Canada can make gains abroad in promoting an international system that maintains things like open markets and free trade while dealing with climate change, which has real impacts in Canada. We have a real ability to promote solutions globally that get at the problem. We're a supplier and have a lot of clean technology sources; we can help others do it. We have zero credibility by telling people what to do without doing it ourselves. If we want to sell electricity, natural gas, renewable fuels we need to do it with credibility." (provincial / territorial perspective)
- "Canada's reputation on the world stage would increase and we would have the opportunity to act as an international example for other countries." (NGO representative)
- "Our slow progress in this direction may be costing us internationally in terms of credibility, persuasion and support." (survey response)
- "If we had a government that would support this it could help tremendously. We could take advantage of huge opportunities for Canada to be a leader and build a brand new economy around the concept. This could create tremendous monetary wealth for Canadians." (survey response)
- "We could make gains for our reputation; we have a bit of fence mending to do internationally at the moment." (municipal representative)
- "We could create greater diplomatic ties by setting a good example for developing countries and stop hindering more progressive policies at the international level." (survey response)
- "With climate change, we know that emerging economies are going to grow their economies and emissions in the future. We can help them figure out a low carbon growth path." (industry representative)
- "Some of these gains include restoring a tarnished reputation amongst international leaders on environmental issues and, more specifically, climate change issues. It has been too many consecutive years in a row that Canada has won the Fossil Fool award." (NGO representative)
- "There's an opportunity for Canada to show leadership in this area. Everyone is looking for those success stories. We can certainly build reputation and influence on the international scene." (provincial / territorial perspective)

The resounding trend in these conversations is that Canada can become a leader in this area and build its reputation with great advantage but that we need to shift our current direction.

One industry participant did note that Canada's small size gives us an advantage in being an innovator and leader, which had been our role for a number of years. It was expressed that it has been easier for companies to innovate in Canada due to the small size of our operations and we have been able to act as an experimental training ground. This participant commented that showing leadership at the international level has been and should continue to be a natural fit for Canada.

Building economic and business resilience

Seven of those interviewed and surveyed, from across different sectors, expressed that shifting towards a Green Economy would help Canada and its businesses gain greater stability and resilience. At least

three of those interviewed commented that the world is moving in this direction and those who are ‘on the bandwagon’ will benefit greatly from the transition. Canada has lost a huge number of manufacturing jobs in recent years that we can not easily bring back. It makes sense to diversify our economy into sectors that seem to be expanding globally.

Such a shift would diversify our resource base and help us rely less on fossil fuels and so reduce our vulnerability to potential future shifts; it will help us be more resilient to environmental policies that may be implemented internationally; it might involve localizing our economy and help us become more self-reliant; and it will help our economy be less risky for future investment. As one industry association participant stated, such a shift will help businesses remain relevant to society, as opposed to being seen as a threat, and be more sustainable in the long-term.

Health and environmental benefits

Respondents from all sectors highlighted the significant health and environmental benefits that are inherent in a shift to a Green Economy, which would place more emphasis on social and environmental objectives. One provincial / territorial participant commented on how an ecosystem services approach, for example, could help us recognize and support the huge financial, environmental and social benefits that we gain from ecosystem conservation. One industry representative noted that technological advancements in this direction will help us achieve significant gains including growth with less impacts, more production with less resource use, jobs with less environmental degradation, better liveability of cities, improved transportation, and better air.

The need to support future generations, as well as to ensure the health of the planet and our future resources, was recognized as a gain and responsibility. One NGO participant noted that being able to support a positive future for the next generations was heard as a significant theme in a 12-month study conducted by Globe Foundation to identify core components of the green economy in British Columbia.¹² Over the course of this study a significant number of participants of focus groups and in-depth interviews – perhaps even a majority – spoke about the next generation and the need to leave the world better; to leave opportunities for work; and to leave their children and grandchildren with a sense of empowerment that they can make change. A greener economy would help to achieve these.

Greater business certainty

A number of participants across all sectors, and particularly within industry groups, expressed the view that the current market uncertainty, including that relating to carbon and energy production and the current policy of the Government of Canada to follow the climate change lead of the United States, was problematic for industry as it was making it very difficult to invest and do business. Greater federal leadership and a predictable and stable national direction that steers businesses towards future realities were said to be essential for competitive advantage, future investment, and the advancement of a Green Economy. This called-for federal leadership particularly includes measures related to climate change.¹³

¹² Globe Foundation (2010). *British Columbia's Green Economy: Building a Strong Low-Carbon Future*. [pdf] Available from: http://bcgreeneconomy.globeadvisors.ca/media/227/bcge_report_feb_2010.pdf. [Accessed: 14 January 2011]

¹³ A publication by the Canadian Council of Chief Executive elaborates on this point and makes a compelling case for the need for a coherent national plan of action that would provide businesses with greater certainty in their decisions. See: Canadian Council of Chief Executives (2007). *Clean Growth: Building a Canadian Environmental Superpower*. [pdf] Available at: http://www.ceocouncil.ca/publications/pdf/test_14a7f87d43da18e574aa830d322a9cbe/Clean_Growth_ELI_Policy_Declaration_October_1_2007.pdf [Accessed: 16 February 2011].

In addition, industry groups and others expressed that there are benefits to ensuring a level playing-field for Canadian industry in its transition to a green economy in Canada and that the Government of Canada could do this by setting regulation that establishes the rules of the game.

Other benefits

Participants also referred to the following benefits:

- Preventing lock-in to technologies, such as coal-fired plants, that may become outdated in a matter of years.
- Gaining more local control that would come with distributed energy systems, which would especially benefit rural Canada.
- Better understanding the co-benefits of the system so that gains and tradeoffs can be assessed. Taking a holistic approach, as offered by a Green Economy, would allow the economic and social benefits of environmental initiatives, for example, to be better understood, accounted for, and communicated. It would allow us to gain greater respect for our time and resources and would provide us with significant information that could be used in decision-making and the assessment of tradeoffs. This area could be one in which Canada could demonstrate significant international leadership.
- Providing opportunities for local innovation and procurement: a Green Economy can provide a basis for innovation and offer a framework for local businesses to be competitive.
- Providing opportunities for useful concepts and technologies to be developed and shared with others.
- Building opportunities for consumers to make good choices, for example providing choice so that consumers can choose restaurants that buy local; demand better packing, etc...
- Pride of Place. Canadians are proud to be associated with progressive initiatives such as using resources more efficiently.
- Building a Green Economy could bring the country together on a mission; it could be a unifying force and project.

Successes and Best Practices

When asked what initiatives stakeholders had engaged with or felt held promise for advancing a Green Economy, a number of exciting initiatives emerged as some key best practices. See Appendix A for a number of case studies and best practices put forward as examples. Participants elaborated on categories of initiatives as follows:

Financial mechanisms such as pricing negative externalities, removing subsidies, providing tax incentives, or tax restructuring

Online survey respondents and those interviewed strongly felt that financial mechanisms could help in a shift to a Green Economy. “This is the heart of the Green Economy”; “We make choices every day based on what things cost”. A couple of NGO participants expressed that the current economic system is not set up in a way to give attention to environmental and social consequences. Initiatives such as subsidy shifts (e.g. from oil to renewable energy), investment in solutions, and financial programs (e.g. tax incentives and restructuring) need to be encouraged. One NGO participant commented that industry

needs incentives to create the business case for thinking about environmental and social benefits. Financial mechanisms can help correct current market failure.

Market-based instruments have been initiated across provinces and municipalities, including Alberta's *Land Stewardship Act* and the province's work relating to valuing ecosystem goods and services; BC's Carbon Tax; the City of Montréal's tax rebate program for businesses renovations; and various energy efficiency programs in numerous jurisdictions.

Regulation

Participants agreed that regulation was a critical piece in shifting towards a Greener Economy, as long as it was structured well and enforced. At least three participants across sectors noted that well-thought through regulations can in fact encourage business innovation and help them become more profitable through economizing their resource use and producing fewer wastes and externalities. One provincial / territorial participant noted that regulations should be set in strong discussion with industry to ensure that the rules encourage desired behaviour, restrict unforeseen consequences, and maximize benefits. Various participants noted that regulation would not work well alone but needs to be part of a strong policy mix.

Procurement policies

Procurement policies received enthusiasm and mention by participants across sectors as a mechanism to enable change. The Governments of PEI, Yukon, Alberta, Manitoba, Calgary, St. John's, Ottawa, and Vancouver among others highlighted that procurement policies have formed a strong component of their policy frameworks. A number of industry associations' codes of practice have included considerations for procurement. Participants noted that such policies can create markets, especially in more experimental areas, and foster environmental standards. The benefits of supporting a local economy were debated as positive, yet a challenge in some cases because these initiatives might be considered illegal according to international trade rules. This appeared to be an issue that participants were debating how to address.¹⁴

Investing in R&D, green infrastructure, and support for clean energy and technology

At least one third of participants from across all sectors noted that significant benefits can be gained from investment in R&D, green infrastructure, and technology. Where a green technology might need significant support to become operational and generate income Investment, R&D can help address market failure. One municipal participant noted that granting programs and investment can allow champions to get ahead and can help more cautious communities and players witness best practices that can be more widely used. At least three government participants referred to the role that the public sector can play in spurring innovation in a greener direction.

Some participants noted, however, that research and investment were only a piece of a strong policy mix. Three NGO participants cautioned that technology should not be used alone to solve a problem and

¹⁴ One participant referenced tools that could be of value to those implementing local and sustainable procurement policies: Procura+ and ICLEI (2007). *The Procura+ Manual: A Guide to Cost-Effective Sustainable Public Procurement* [online]. Available from: <http://www.procuraplus.org/index.php?id=4611>. [Accessed February 14, 2011].
SMART SPP: Innovation Through Sustainable Procurement website. Available at: <http://www.procuraplus.org/index.php?id=4611>. [Accessed February 14, 2011].

that it should not be used solely for the sake of using technology. One NGO participant noted that a lot of technology exists but it needs to be better deployed. One NGO representative noted that decisions can not be delayed because of the absence of conclusive science and research and that a precautionary approach needs to be used.

Education and Skills Training

Although participants referred to education and skills training initiatives that they and their members had undertaken, this category did not attract as much interest from respondents as some of the others. Because a lot of Green Economy initiatives are relatively new, four participants from across sectors, particularly NGOs, commented that technical education and training will be vital in a transition to a Green Economy. One participant noted that it will be important to expand the potential for existing skilled trades to embrace work in the green economy, rather than creating entirely new trades that deal solely with green. This will support a versatile, robust, and well-versed trade sector.

Social policies to ensure that social goals can be achieved without compromising the intentions of current or proposed economic policies and objectives

While participants reiterated their support for social policies and supporting vulnerable populations, few participants elaborated on initiatives that they were undertaking or were aware of under the category of social policies. Many of the case studies found in Appendix A have elements that speak to social aspects and that support vulnerable groups.

Marketing strategies and policies that seek to improve the availability of information available to consumers, or measures to promote change in public behaviour

Three participants from industry and NGOs commented that these were absolutely necessary and shouldn't be difficult to implement. People are responsive to information (e.g. smart meters) and businesses already use environmental criteria to market products and to gain a business advantage.

Development and use of indicators that consider and interconnect the social, economic and environmental measures of sustainability, rather than just those related to economic growth

At least six participants from across sectors expressed their support for and use of such alternative indicators. "You need to be able to see what you're measuring to demonstrate that you're on a path to sustainability". Identifying and making use of alternative indicators has become a key part of industry initiatives such as Responsible Care, forest certification, and corporate sustainability reporting. Indicators that measure quality of life, access to public services, leisure, and other indicators of wellbeing were referred to as being an important piece of this shift.

Other approaches

At least six participants, largely survey respondents, noted that **political will** was essential, particularly regarding climate change. "None of the rest will work if we don't have political will from the Federal Government that indicates that this is important." (NGO participant)

One NGO participant noted that **promoting public discussion and engagement** among Canadians (including academics and businesses) around the Green Economy was critical. This would help determine stakeholder perspectives, promote media interest, and engage Canadians.

Working outside of silos was also raised by provincial / territorial governments as well as other sectors as a key tool to advance a Green Economy. Alberta's Cumulative Effects Management System and the Yukon Climate Change Secretariat, for example, provide examples of how jurisdictions are taking a holistic approach to governance.

Lessons Learned

Participants were asked about what initiatives they have seen or been a part of to advance a Green Economy that were not particularly successful and what was learned from the experience. The following learnings were reported and elaborated on:

There is a critical need for good education and messaging when any new initiative or direction is undertaken. Such education can speed transition, help avoid greenwashing, and build public support. Participants from across sectors noted that supportive individual behaviour is an essential component for a Green Economy. Participants spoke of their roles in working to market Green Economy initiatives and the challenges experienced in securing public confidence and support. Any initiative that does not have a strong marketing and public education aspect runs a high risk of failure. This needs to be a key consideration in any transition initiatives towards a Green Economy.

This learning was repeated in countless ways, particularly by online survey participants:

- “The Canadian Eco-Energy grant for Buildings could have been successful if people knew about it and understood more about climate change, peak oil and what they can do about it.” (survey response)
- “The message of the Green Shift was that it was going to cost consumers more. People need more motivating messages.” “The Green Shift was not particularly successful but this was a function of marketing and politics rather than content.” (survey response)
- “You need to engage the imagination of citizenry. If you don't engage people right at the front they won't think an initiative is legitimate or they'll just think it'll change so why should they buy in? Time needs to be spent up front ensuring that there is acceptance among target audiences. They need to know what the initiative is, why it's going into place, and how it will affect them.” (provincial / territorial participant)
- “Ontario's eco fee lacked information and it was unclear where the money went.” (survey response)
- “Wind farms in rural Ontario are not getting much support by local residents. Currently people just see higher electric bills and ask why?” (survey response)
- “The Region of Waterloo proposed Light Rail Transit to re-urbanize the urban core and prevent sprawl. At the time of our municipal election, the only info given to the public was the estimates for the system which was quite high. During the election, citizens vocally opposed the system saying it was too expensive. The problem is, after the election, the news came out that without the LRT, the cost of upgrading roads to support our provincial growth targets would cost taxpayers a whopping 1.2 billion. The LRT could have offset 500 kilometres of new roads and saved us \$265 million. Unfortunately the Region will now have a difficult time changing the hearts and minds of the voters and our representatives. Most elected representatives say they will not support it due to the initial public outcry during the election. Information should have been made public BEFORE the election, not after.” (survey response)

One survey participant commented on the challenge that leaders and innovators in various fields often do not have the financial resources to do the research, and break through the market and into the public consciousness.

Programs and plans need to involve a review process that evaluates successes and assesses where to go next, rather than being completed on a checklist basis. One municipal participant commented on how far too many successful pilots have provided excellent starts but have not carried through to broader implementation. Projects tend to be pursued based on tasks and targets and where the project itself is checked off rather than asking how to bring it to the next stage. This happens, in part, because staff have little time to give strategic thought to the initiatives they're undertaking.

Decisions need to be looked at closely and with a systems perspective in mind. One provincial / territorial participant commented on how they had been strongly considering the use of biofuels and almost initiated a strategic push to become an ethanol producer. A careful analysis, however, revealed that this move would provide very little net energy gain and that the agricultural processes involved would have detrimental environmental impacts. A similar case could be made for the use of expensive subsidies for other measures such as feed-in-tariffs. These need to be carefully evaluated to ensure that they do not create dependencies that are not viable or competitive in the long-term. Instead, well structured subsidies and incentives need to encourage local market development and long-term viability. Another stakeholder pointed out that when renewable energy projects are initiated, there are enormous gains to be made by training local people to repair and manage them. This kind of broad look at the issues at hand needs to be a key element of Green Economy thinking.

It's a challenge to go it alone. One municipal participant referred to an interest in playing a role in the carbon market; however, without political relevance at the federal level and without consistency across provinces any initiative would likely not have seen success. As a response, interest was shifted elsewhere, including to this Green Economy work where there is more collective interest. In another example, British Columbia's effort to put a price on carbon has in some ways left businesses at an immediate financial disadvantage to those in neighbouring provinces and states. For carbon pricing to be most effective, it must be significant and applied multilaterally.

Sustainability and Green Economy initiatives need to be positioned outside of any one pillar. One municipal participant noted that sustainability initiatives used to be conducted out of his jurisdiction's environmental department. With this positioning, however, people inside and outside of the government saw sustainability as primarily being about the environment, while the social and economic spheres received little consideration or understanding. Moving responsibility for sustainability to a more centralized office within the government has helped expand people's understanding of the concept and its holistic nature. The same would be true for Green Economy.

Engagement of communities and businesses is extraordinarily difficult and can benefit from sustained engagement and strong support at the highest levels. One participant from a municipal jurisdiction commented on a project that had been undertaken to engage businesses and members of the public. There weren't enough resources put into it, however, and the efforts were not sustained. The project promoted some interaction in the not-for-profit community and early adopters came on board but the project was not overly successful. In order to succeed, programs aimed to shift society towards a Green Economy can benefit greatly from being supported at the highest levels within a government and by engaging individuals across departments as well as external advisory members.

Initiatives need to be carefully thought through and implemented to reduce failures and so that we can have continued innovation. One provincial / territorial participant commented on how some early experiments in the mid-1990s with renewable fuels were not successful, largely because of issues of contract management rather than because of interest or commitment. This experience created such a strong risk aversion and reluctance to innovate that persists today.

A mix of policy measures is essential. As noted by one municipal participant, while regulation is essential governments cannot use it alone to incite changes in behaviour. While targeted regulation is instrumental, often people don't know how to start; they need to be engaged. This is particularly the case with complex issues. Also, as noted by one NGO representative, technology investment alone will not produce viable solutions: after billions of dollars invested, carbon-capture and storage will only be viable when carbon is priced significantly.

There is a risk to picking a specific technology, process, or product to support. One provincial / territorial participant commented that it is important that programs, such as grants to Sustainable Technology Development Canada, are not made technology or process-specific (e.g. funding purely for carbon capture and storage). Policies and mechanisms intended to support a Green Economy should be technology neutral.

Often policies and initiatives aren't successful because they lack political will. One NGO participant reflected on how some initiatives are too small; some are badly designed; sometimes people aren't aware of them or people haven't been informed of their goal. "Failures have mainly come because the needed policies haven't been introduced, not necessarily because that those that have been introduced have failed."

Green Economy aims and initiatives need to be concrete and measurable. As put forward by one provincial / territorial participant, if these are lofty concepts and vague ideas there is a lot of potential for green washing (something that may look good but isn't really driving positive innovation). Carbon is a powerful tool because it can be measured and can be easily understood and communicated. If you put a price on carbon you can start talking in business terms, creating quantifiable measures, and impacting business decisions.

Flexibility may be better than being prescriptive. As noted by one municipal government participant, many of these ideas are into very new territory. Rather than setting prescriptive requirements, governments may be wise to set standards and targets and leaving businesses to devise how best to meet them. This may allow greater room for spurring innovation and efficiency.

It is critically important to listen to critics. As noted by one industry representative, regulations can have benefits. While they limit action they also provide a lot of clarity. A critic can be one of an industry's best allies and they give an honest outside opinion. That is incredibly valuable.

Challenges and Opportunities for Advancing a Green Economy

Participants were asked what were the major challenges they had personally encountered in trying to achieve a green economy as well as what obstacles were standing in the way of implementing a greener economy more broadly. It is hoped that these challenges can also be seen as opportunities for taking action. Participants elaborated on the following:

Political Will and Federal Leadership

Approximately 45% of those interviewed across sectors and approximately 50% of the online survey respondents offered that the current direction and lack of leadership at the federal level presented a major challenge for a Green Economy to be achieved. Comments pointed to the lack of any political will from the Federal Government on this issue, including with regard to climate change:

“The current decision is to align with the United States. It is difficult to imagine our country doing that for any other policy area (health, finance, etc...). This is not how a government responds to something that is important; the decisions don’t reflect much political will. How can this continue?”
(NGO representative)

One NGO participant comment was made that the government could find support among Canadians for stronger climate change policies and that it needed to move in this direction.

As has been noted in other areas of this study, at least five participants across sectors commented that this lack of leadership is producing significant uncertainty and challenges for businesses to move towards a Green Economy.

“We need coherency around climate change. Uncertainty is the biggest killer of anything.”
(industry representative)

One industry participant noted that companies will continue to act on a Green Economy but will do so more slowly than if they were pushed forward by the Federal Government.

As has been highlighted above, in the section on Potential Gains for Canada, as well as the section below on the Government of Canada’s Potential Role, participants across sectors believe that Canada can be a major leader in this area and that the Government of Canada could provide a critical role in efforts to advance a Green Economy in Canada.

Opinions were mixed about whether the provinces were making gains in supporting businesses or not.

Building Public Understanding and Vision

Lack of public understanding was put forward as a major challenge for a Green Economy in at least 60% of the interviews, across all sectors, and by many survey respondents.

“Even if one has the best policy, unless the public buys in then we are nowhere.” (survey response)

Some participants expressed that, while individuals want to do good things such as use more green products and take action on the environment, the public often isn’t convinced about the actual benefits of taking action. Often the label green comes with the idea of making sacrifices. People who are struggling need to put food on the table, while those who are comfortable have an interest in remaining comfortable. The question is - will the average person pay the transition costs of moving in this direction? One industry representative noted that it is one thing for people to put out their blue boxes but it’s quite another to get individuals to think about how they live, work, and commute.

At least five participants across sectors noted that individuals need to receive clearer communications about the potential benefits, particularly the economic benefits and job creation aspects rather than just the environmental gains that could be realized from a Green Economy. To date, this issue has been

framed with an either-or dimension rather than seeing the positive benefits that could result. People are afraid and see it as a threat to our lifestyles and natural resource sector. One municipal participant noted that the issue needs to be positioned differently and that, rather than looking at what people might have to give up, which in all likelihood will not be much, it should be presented as the new “in” thing. People are always looking to transition to the new and exciting. Long-term thinking is needed and we need to establish greater public awareness about the synergies that can be achieved with a Green Economy approach.

One municipal participant noted that we need to really figure out the costs and benefits that will be involved in a shift to a Green Economy and provide more certainty to the public about what such a shift will cost, how long it might take, and what the real benefits might be. This will give individuals a clearer picture of what their actions will lead to. Another provincial / territorial representative noted that the public needs to see more successful demonstration projects that show that individuals and businesses can thrive with a green transition.

“If something is imposed from the top without properly preparing the people ahead of time they will never accept it.” (survey response)

“If we don’t help people understand why change is needed; what the benefits are to change; and then give them tools and support to make change, we’re not going to move forward quickly.” (provincial / territorial representative)

At least six participants from across the different sectors commented that a major challenge for bringing the public on board has been the lack of ability to articulate what a Green Economy is to be, the lack of a clear focus from government, and misinformation provided by the media. The broader Canadian public needs to be engaged in this notion and offered a clearer vision. At the same time, one provincial / territorial representative noted that it is a significant challenge to communicate around such complex issues.

One NGO participant did caution that the notion of a Green Economy should be implemented with an interest in creating real positive change rather than simply as a marketing and positioning strategy. Any education that takes place needs to be multi-faceted and provide a comprehensive picture of the issue, potential benefits and concrete ways to get there.

On the positive side, one provincial / territorial participant noted that Green Economy-type communications is getting easier all the time. This is, in part, because members of the public are getting accustomed to the ideas and also such initiatives appeal both to environmental and economic interests and so have a greater chance of achieving uptake and success.

Getting the Economic Drivers Right

At least three of those interviewed, across sectors, noted that getting the economic pillar correct will be the biggest driver of a Green Economy. Profit margins for a number of sectors are razor thin and decisions that will succeed will need to make economic sense. The costs of unsustainable practices will need to be reflected in goods and services if people are to take action on this issue. In this sense, a Green Economy is both a challenge and an opportunity.

Four government and industry participants highlighted that the current economic climate has slowed down a transition to a Green Economy. The recession has caused setbacks and has slowed what may

have been more aggressive action otherwise; some companies are so locked into short-term survival that they haven't been able to delve into this as much as they would like. One municipal government participant noted that small businesses especially don't have the capacity to do anything except survive and make payroll given the economic climate. One provincial / territorial government participant did note that an issue may be our long history of thinking about the economy versus the environment and that when the economy isn't in good shape the environmental piece suffers. This needn't be the case.

One NGO participant noted that a major barrier for the Green Economy is the amount of financial investment needed to transition away from our traditional economic system. Another municipal participant noted that with our current market structure, externalization of costs, and existing disincentives a lot of green sectors will require a lot of public investment to overcome market failure. Unfortunately many green technologies will require continued investment from external sources until people start buying them in critical numbers. From an economic perspective it is not clear how long this investment might need to happen. In general, the money and finances needed to support such a transition present a challenge.

Although a couple of municipal participants did note that such a transition would likely come with costs, such concerns were not a common theme heard by participants. This may reflect that those interviewed believe that the benefits will vastly outweigh the costs or that the issue is so new that many have not closely considered what these costs may be.

One municipal government representative commented that the large majority of greenhouse gas emissions fall within local government jurisdiction, i.e. relating to local transit, buildings, and other sectors that are regulated by local municipalities. A least two other municipal representatives stated that there are a wide range of other key issues that relate to a Green Economy that fall to municipalities to address. Municipalities do not have the resources, however, to make a strong shift happen and lack many of the tools and drivers needed. Cities would benefit from greater clarification about their status and authority and would gain from stronger financial levers that they could bring into play. It was also noted by at least two government participants that Canada's wide geographic distribution and small communities makes it difficult for some initiatives to be economically viable.

One industry participant also put forward that Canada, compared to other developed countries, is still a major producer of energy and that our economy has a significant reliance on its natural resource base. The opportunity to extract and gain from our resources remains significant given commodity prices. In areas of climate change this makes us look like a laggard and it does lead to the continued reliance on natural resource extraction.

Change Management and Overcoming Inertia for the Status Quo

"Change is hard. Change without a specific catalyst is even harder."
(provincial / territorial representative)

Approximately one third of those interviewed commented on how change will be hard because of the inertia and mentality that currently exist for maintaining the status quo. People are risk adverse and resist change. Humans are creatures of habit. Deeply embedded structural, social, and political systems make it difficult for individuals to accept new paradigms.

Two participants commented that it is a huge challenge to imagine a new society and to see beyond our current economic model to a system that places greater value on non-monetary aspects such as health, ecological integrity, equity and human well-being. It is also difficult to invest scarce resources in an unknown future. Much of this, as stated in the public understanding section above, likely stems from the association people make between change and sacrifice. One provincial / territorial representative noted that businesses have been resisting the move to LEED certified buildings while the evidence is coming in that LEED buildings often come in cheaper than other buildings because of resource savings. The same is true for the natural resource sectors: forestry, energy, and other sectors have been shown to benefit from the vision around climate change.

As one provincial / territorial participant, noted: “if people aren’t made aware of the advantages of making change, we will fail”. Building a Green Economy will require taking a great idea, exciting interests, building a business case, and creating momentum in the right direction. This is different from an earthquake, where it is much easier to get government focus and resources for. Some catalysts exist: for instance, climate change is visible in the North and oil prices are climbing. It was noted that government interests will also need to be captured.

Four participants, primarily survey respondents, also referred to entrenched institutions and powerful vested interests who benefit from and continue to lobby for the status quo and that this has had the effect of slowing any shift to a Green Economy.

Overcoming Stakeholder Tensions and Jurisdictional Divides

Approximately 30% of those interviewed from across the sectors highlighted the tensions that existed among and between all levels of government. Trust and collaboration is sometimes lacking between the provinces and federal government; municipalities compete with one another in the absence of provincial coordination; Quebec is touted as green and responsible while Alberta is labelled dirty based on each province’s natural resource base – such differences result in tradeoffs and feelings of “I win, they lose” when decisions have to be made.

Participants suggested that jurisdictions needed to put aside their differences and work together to design policies and initiatives that work for all of Canada and build our reputation as a country. Provinces could play a coordinating role for municipalities, such as identifying and supporting hubs of expertise that could develop and foster specific niches. Cities should be brought to the table as important partners in these discussions.

As noted by one survey respondent, not-for-profits and business players could better communicate with and understand one another rather than touting each other as evil. Advocacy groups need to recognize how ubiquitous the use of resources are in people’s lives (e.g. fuel is needed to heat houses in -30 degree weather) and that industry provides such services. Industry groups, meanwhile, can help recognize the implications of their practices and take measures to address them. These stakeholders need to come together to find solutions. Interview participants referred to some exciting initiatives in this spirit; for instance the Canadian Boreal Forest Agreement, which 21 forest companies, who are members of the Forest Products Association of Canada, and nine leading environmental organizations came together to develop.¹⁵

¹⁵ The Canadian Boreal Forest Agreement website. Available at: <http://www.canadianborealforestagreement.com/>. [Accessed February 15, 2011].

The same was said for political differences and parties. Rather than solely seeing the tactical advantage of demonizing other parties' ideas, one industry participant stated that leaders need to have a debate about rational choices.

One NGO participant noted that in general Canadians are pitted against each other (urban vs. rural, men vs. women, newcomers vs. existing Canadians). Rather than these divides we need to have a conversation about a shared vision.

Balancing Costs and Benefits

One municipal participant noted that advancing a Green Economy will involve balancing and making tradeoffs between social, economic and environmental objectives. Short-term and long-term costs will also need to be assessed and balanced and proportional benefits to society will need to be considered. A challenge will be in getting the prices right to give the public, which has to be on board, the right benefits to compensate for the costs they're incurring. This same participant noted that a key Rio principle is that development is about people; Sustainable Development needs to be about people. People won't want to be used for the purpose of serving a theoretical Green Economy. They need to see real benefits.

Measuring and Evaluating Success

At least five participants, particularly municipal and provincial respondents, reflected on how difficult it is to measure impacts that relate to complex and multi-faceted issues; such as the advancement of a Green Economy. One municipal participant noted the incredible challenge of defining and measuring indicators that can be indicative of a Green Economy as well as ensuring that the numbers are credible. The diversity of players and initiatives involved in a Green Economy make it difficult to determine consistent and comparable measures of success. Appropriate metrics need to be developed and highlighted, particularly to engage the business community.

One municipal participant noted that it is a particular challenge for cities to measure outcomes that they don't have a lot of control over (e.g. poverty) because they simply don't have the right levers available.

Another municipal representative commented on how a challenge that exists is that programs are frequently not evaluated in terms of lessons learned and how they can be improved upon and moved forward, but are rather completed and simply checked off.

One municipal representative noted that the lack of good data to measure performance is problematic and with the elimination of the long-form census, which has provided reliable local social and economic data, this challenge will only worsen.

Moving Beyond Silo Structures and Thinking

At least six interview participants across sectors referred to the nature of silo thinking – that separates environment from economy from society – as a major challenge for achieving a Green Economy. This has been part of the historical way that governments at all levels are organized, where Departments are separated into categories such as environment, natural resources, culture, and finance. None have the mandate to address complex interdisciplinary issues; Departments may have conflicting agendas; and all are competing with one another for money and resources.

Canada lacks a holistic view about how we could unite economic, environmental and social aspects. Into the future governments need to become better at horizontal governance. One industry participant

commented that sustainability thinking could perhaps be addressed through the cabinet process. The Yukon government's Climate Change Secretariat and other provincial models exist as potential examples of cross-government bodies. Alberta's *Land Stewardship Act* attempts to get away from such silos. These examples need to be learned from so that all jurisdictions can begin to think about a Green Economy in an integrated manner.

Addressing Inconsistent Science and Changing Consumer Demand

One industry participant put forward a business challenge: that it is difficult to establish strong Corporate Social Responsibility practices and to market greener products and services when the science relating to costs and benefits are always changing and when consumer demand is consistently in flux as new information and trends emerge. Industries sometimes have a hard time implementing better and safer alternatives when the issue is not very clear cut (e.g. there are major tradeoffs between electricity use and toxic materials as in the case of CFL lighting). It is typically difficult to know where the market is heading and how to plan for that. This is particularly an issue when major investments need to be made, for instance in building a new manufacturing plant. It is difficult to create greener products when consumers demand the lowest price. While some consumers will pay more, they represent a limited market share. One business representative also noted that it is a significant challenge to keep up with constantly changing markets as well as new methodologies to measure one's environmental footprint.

Building Allies to Move Forward With

One participant noted the real risk of moving too far out in front of other economies. There is a need to find allies and move forward in collaboration with others. An excellent recent example of such initiative is the Western Climate Initiative (WCI), which is a collaboration of jurisdictions in Canada and the US including BC, Ontario, Québec, and Manitoba who are teaming up to implement policies that address climate change.¹⁶

Complexity and Escaping One-Size-Fits-All Solutions

One municipal representative commented on the large diversity of businesses that exist, each of which has its own needs and challenges as well as capacities to address the problem. These qualities not only differ across sectors but also between suburban, rural and urban regions and across the provinces. It was noted that a Green Economy needs to be implemented at the regional and city levels to address these difference and nuances. A broad national policy without flexibility and consideration of these differences might hurt a lot of businesses because it doesn't take this diversity into account.

One provincial / territorial representative noted that we haven't figured out a Green Economy yet because it's dynamic, tough to qualify and quantify, and the issues change with the season. It's complex and there's no easy answer. Another provincial / territorial participant noted that getting the original vision and buy-in has been promising but that implementation of action, including getting time and resources in line, will certainly be far more challenging because of the complexity.

Changing Landscape

One municipal representative noted that it will be a challenge to plan for a new future while dealing with new economic trends such as demographic changes (population growth, aging population, changes in how people move, spend money, live and consume); labour shortages (from aging populations as well as talent shortages); technological change; and increasingly scarce and more expensive resources such as

¹⁶ Western Climate Initiative website. Available at: <http://www.westernclimateinitiative.org/>. [Accessed February 15, 2011].

fossil fuels all at a time where our impacts on the environment have become both more evident and severe.

In closing, one NGO participant noted that there hasn't been much real progress towards a Green Economy because that would involve large holistic shifts that we haven't yet seen.

Government of Canada's Potential Role

Participants were asked what role the Government of Canada could play in facilitating a transition to a Green Economy. All of those interviewed felt that the Government of Canada had a strong role to play in such a shift: "The Government plays a crucial role. We can't move towards green economy without the Federal Government being involved"; "The Government of Canada could play a key role"; "The Government of Canada should play a strong role"; "We need to make sure we play a credible role."

Participants elaborated with the following roles that could be played by the Government of Canada:

Provide Leadership for the Rest of Canada

The most common theme expressed by participants was that Canada could play a leadership role for the rest of the country, primarily with regard to helping **coordinate and support a transition** to a Green Economy, in addition to **being a model for other stakeholders**.

At least five or six of those interviewed expressed that they would like to see the Government of Canada **engage stakeholders in discussion** and **help establish a focus** so that stakeholders could work towards a Green Economy in a structured way. This could involve helping the country foster a vision and agree to a direction to move in, establishing criteria and targets, producing a comprehensive strategy, and setting overarching policies that might provide greater direction and coherence at the national level. Specifically, the Government could facilitate a national conversation of where our country could be headed regarding a Green Economy. One municipal participant noted that leading the development of a consensus on the question of "what is a Green Economy" is a role that has been traditionally held by the Federal Government. Another industry participant noted that the *Federal Sustainable Development Act* could provide a basis for such a detailed strategy.

Such leadership would give stakeholders a common framework to work within; a common message would help with international negotiations and communications; it would provide details that are badly needed; and it would help stakeholders in Canadian society, particularly businesses, put in efforts that are cohesive and synergistic rather than fragmented. One participant commented that everyone would appreciate the Government of Canada sending clear signals that this is an area of importance.

One NGO participant suggested that the Government of Canada can play a leadership role by **being an example**; for instance, implementing green practices in its own buildings or even striving for energy neutral buildings. The Government can play a key role in **communicating messages to the public** and raising the profile of this effort. It can also provide leadership by **promoting successful case studies**, demonstrating what works, and being there when other jurisdictions are looking for examples.

Provide a Clear Policy Framework in line with a Green Economy

At least 30% of survey and interview participants suggested that the Government of Canada could play a clear leadership role by **helping set a framework and policies for the market to operate**.

Such direction would help provide businesses greater certainty, which many of those interviewed, particularly industry groups, suggested was currently lacking:

“Capital investments are very large and costly. If you don’t have access to full or as much information as you can get it leads to a lot of uncertainty that makes it hard to do business. It would make a lot of sense if the Federal Government would take a leadership role.” (industry representative)

At least five industry and government participants noted that it is important for national governments to **establish and send clear price signals** for the economy to respond to and to give businesses and individuals greater clarity about the future prices of their business decisions. One industry stakeholder commented on how “a lot of business decisions are not being made right now because of the uncertainty – around climate change, for instance”.

Participants noted that the Federal Government could use the policy tools it has at its disposal to **provide such price signals** and to **help guide the market towards more sustainable practices**. Such tools include regulation, penalties, incentives including tax incentives, research, programs, shifting subsidies, strengthening health and environmental standards, and making use of indicators. One provincial / territorial participant noted that the Government could play a key role in helping **develop a well-articulated and coordinated green economy policy for Canada**.

While many of these responsibilities fall to the Canadian provinces given the divide in jurisdictional responsibilities, two government participants noted that a strong policy framework at the Federal level could help equalize disparities among provinces and territories and would hold them to a **minimum standard**. Another NGO representative noted that the Government of Canada could **remove barriers and empower provinces and municipalities** to make regulatory and planning decisions that will lead to more sustainable urban development, efficient buildings and infrastructure, and better use of available land and natural resources.

At least four interview participants, particularly from NGO perspectives, and five of those surveyed noted that the Government of Canada could shift subsidies towards initiatives that are in line with a Green Economy – renewable energy and energy conservation, for instance. It was noted that in the short term, green technologies cost more because of the market conditions that don’t account for negative externalities. Governments can help **balance market conditions** and **encourage green technologies** so that they can get a strong footing in the market. Green initiatives can then go from being a market failure to a “market success”.

A couple of participants also noted that the Government of Canada could incite positive action through **procurement**, including purchasing from local clean technology companies and incorporating funding criteria that require green elements and that prioritize green suppliers.

Invest in a Green Economy – Technology, R&D, and Green Business

Approximately 25% of interview participants, particularly industry and government stakeholders, expressed support for Federal Government **investment in technologies** that will help us move towards a Green Economy, as well as investing in the incubation of good ideas that can be used domestically and exported. There could likely be a shared role with provinces and other stakeholders to develop and

market such technologies. One business stakeholder framed this role as **encouraging a climate of investment**.

Approximately half of those who supported technological investment particularly noted its importance for climate change and greenhouse gas emissions, including renewable energy technologies, power grid renewal and distributed power generation. Such investment will give Canada standing, provide us with an opportunity to determine how those technologies will be applied, and help us develop capital that can be developed and exported. Participants noted the potential that the development of new technologies could play in fuelling local economic development and creating jobs.

Four of those interviewed and surveyed, including a couple of industry participants, also noted the government's potential role in providing **funding assistance** to grow businesses, jobs, skills training, not-for-profits, and opportunities towards a Green Economy. Such investments could include supporting projects, such as wind energy development in the North. Companies could be allowed to write off the cost of investments in green technologies more easily, or other incentives could be provided through the tax system.

Balance and Minimize Risks

Four interview participants, particularly from the municipal sector, and noted that the Government of Canada could play a key role in helping to balance risks among stakeholders. For instance it could help mitigate the impacts on people who will be affected by the transition to a Green Economy in negative ways (e.g. the shut-down of a coal plant) by supporting retraining and opportunities to find other jobs. The federal role can be to help make sure there is a smooth transition on a national scale and to minimize regional disparities and differences.

The Government can also share political risks experienced by other levels of government through actions such as providing funding programs or bonus funds to help municipalities develop innovative programs and infrastructure and giving them incentives to move towards a Green Economy.

Represent Canada Internationally and Encourage Investment

At least three of those interviewed noted that the Federal Government is the only one with the ability to negotiate and sign on to international treaties and trade agreements, which are very important for a Green Economy at both domestic and international levels. This must continue to be one of its roles.

Two industry and NGO representatives noted that the Federal Government needs to play a strong role in promoting the potential of Canadian businesses when it travels internationally.

Based on a recent conversation with the Asia Pacific Foundation, one participant put forward that emerging economies have noted that that Canada needs to do more to develop a federal clean energy policy. This will help us attract foreign investment and partnerships with developed and emerging countries, including South Korea, China, and India. Canada has great potential to work with these countries on joint policy development that would affect regional and municipal levels. On the international stage, Canada needs to communicate that it has a definition of a green economy and that we're open for business and for investment.

The Government of Canada can play a strong role in promoting Corporate Social Responsibility and international action on this issue. As noted by one industry participant, our Government can help other

governments build the infrastructure needed to make sure that resources gained from companies working abroad are fairly shared among local communities. Canada can also help developing countries recognize what can be gained from collaboration, and that climate change efforts are a way to help us all support shared needs in the long run.

Facilitate Partnerships and Collaboration

Participants also noted that the Federal Government could play an important role in promoting and facilitating partnerships and collaboration among governments as well as all sectors of society.

General

Participants noted that the *Federal Sustainable Development Act* is a good starting point and that the Government can abide by this regulation to ensure greater accountability for its actions.

It is important to note that some concern was raised about the Government of Canada's current perceived *disinterest* in Green Economy principles. There was concern about the Government's current direction and uncertainty expressed about whether the above roles would be enacted. One provincial / territorial representative elaborated by noting that:

"Canada has lost countless opportunities due to a lack of vision and programs. We could have: planned a gradual transition to achieving greater greenhouse gas emissions reductions; created a carbon market; valued no-till agricultural practices; designed technologies and systems in a smart-grid context; pushed hard on alternative energy."

In general there was strong support for the role that could be played by the Government of Canada.

Roles for Other Stakeholders

When asked what role they could play in helping Canada transition to a green economy, many participants noted that a transition to a Green Economy certainly wasn't the sole responsibility of the Federal Government. Provinces have huge constitutional powers that relate to a Green Energy economy including transit, procurement, energy, and health, and municipalities deal with issues at a local level. All need to be heavily involved. Participants' responses focused on a few key themes:

Sharing expertise and encouraging partnerships

Participants across all sectors expressed strong support for the role they could play in acting as a partner and in building partnerships, noting that bringing diverse groups to the table to address a problem can result in excellent results. Stakeholders commented on the value that there is in sharing knowledge, best practices and lessons learned. It was remarked by one municipal participant that a Green Economy will have to be all about partnerships.

Three NGO respondents noted that, as independent organizations, they could play a broker role in bringing groups together in conversation and that this role was increasingly needed. Provincial / territorial representatives noted the leadership they had already shown and would continue to provide on initiatives such as the Western Climate Initiative and work through the Council of the Federation.

Other participants noted that provincial governments and the Government of Canada need to maintain strong relationships. Groups such as the Canadian Council of Ministers of the Environment (CCME) and

the National Round Table on the Environment and the Economy (NRTEE) provide places where those involved can convene, where everyone is on equal footing, where strong guidelines can be developed, and where governments can work toward specific objectives that can bring all parties together with a common vision.

It was also noted by a number of participants that all sectors of society need to be brought into the collaboration.

Acting as Sustainability Champions and Models

At least half of industry, government and not-for-profit participants expressed that they could champion sustainability and provide leadership that could be modeled to other jurisdictions and stakeholders. It is important to acknowledge here the excellent leadership that a number of Canadian provinces have already shown in this direction (see Appendix A for a number of these initiatives).

A common theme expressed by municipal participants was that there is more support for actionable initiatives at the local level and that municipalities can be testing grounds for initiatives that would be more difficult to model at a provincial or federal level. Municipalities also have responsibility for many systems (e.g. energy generation, water and sewage, electricity) and thus have much scope to take action and to explore methods of improvement. It was noted by at least two municipal participants that a significant percentage of greenhouse gases are produced by systems that are run at the municipal level (e.g. transportation and energy) and that major gains in emissions reductions could be achieved if Canada was to work with local authorities. Another comment was made that there are so many municipalities that they are bound to come up with innovative ideas and solutions that others can adopt. In addition, the level of command is shorter than for the provincial and federal governments and so municipalities can foster significant innovation. For example, Germany's widely acclaimed feed-in-tariff was developed by three German municipalities.

At least four government participants expressed that their initiatives could be models for other levels of jurisdiction to adopt. For instance, the Yukon Government has established a cross-government Climate Change Secretariat that can work to build partnerships and connections because of its role outside of any one department. This notion – of a corporate secretariat within government – could be a model that the Federal Government could adopt, perhaps to address the complex issue of a Green Economy. Municipalities and provinces can also spark innovation and encourage jurisdictions above them to model successful initiatives. Participants also reflected on how they could play a strong role in communicating their leadership to the world.

Two provinces / territories and local jurisdictions expressed that they can help Canada in international discussions by injecting regional differences, conditions, perspectives and considerations, for instance the unique circumstances of the North which, in many ways, is small but very important from an environmental perspective.

One NGO participant commented that governments and other institutions, including universities, are in a position to innovate and push new ideas forward that may not see immediate economic gains. Their role can be to model initiatives as examples that can then gain support in the public eye. Such actions make ideas available for others to take up.

Not-for-profit organizations and business associations commented that they could advocate for change; educate the public; foster champions; support people's wellbeing; and research and communicate potential solutions to policy makers and members of the public (act as a think-tank for their sector). They could also communicate innovative concepts and government messaging to their members.

One municipal participant noted that it was important to be there as an advocate for those who would be impacted by the transition and to ensure that social objectives were supported locally and internationally.

Taking Action Locally

Participants expressed that, at the very least, they could act locally. Municipalities expressed how they are the closest level of government to the people (they talk to people every day) and they are the ones who are closest to the problems (e.g. greenhouse gases don't arise over Canada; they arise over metropolitan areas). It can also be argued that all jobs are local. Given that solutions can't be one-size-fits-all, municipalities will play a strong role in addressing future challenges.

One municipal participant reflected on how local economic development departments could come together to share best practices, develop how-to guides, and generate an understanding of the economic benefits of advancing a Green Economy as well as what the local advantages could be and what rural and urban differences existed. This information could be extremely valuable for higher levels of government.

Some participants discussed how they could take small actions in their own lives to make change including continuing to be informed; participating in local government; advocating for change; learning to use the system of government; and continuing to reach out at local level.

It was also noted by one industry representative that they can help provide the tools, materials and technologies needed to shift to a Green Economy.

Overall, participants expressed strong enthusiasm and pride for the role that they could take in helping Canada transition towards a Green Economy.

Rio+20: Priorities for Canada

In closing, participants were asked what the Canadian delegation should take as its priorities to Rio+20. A wide variety of opinions were expressed.

- To start, at least four of those interviewed across different sectors expressed a desire to see Canada make a constructive contribution at Rio+20 that shows leadership on a Green Economy and the three pillars of sustainability. Two NGO participants noted that at recent meetings Canada has been seen as an obstructive force and hoped that this would not be the case at Rio+20.
- At least six of those interviewed, particularly NGO representatives but also government and industry participants, highlighted that they would like to see stronger action on climate change, reducing emissions, increasing renewable energy generation, advancing carbon trading and pricing, and committing to mandatory science-based targets. One NGO participant noted that businesses must be empowered to implement emissions reducing solutions that "create jobs, that raise standards of living, and that address major environmental problems that are being exacerbated by climate change." Canada should stress the need for governments to put in place policies that set market

prices on carbon and for governments to provide incentives for businesses, in all sectors, to adopt lower carbon intensive practices. One NGO participant noted that climate finance is a key issue where we can play a leadership role.

- One NGO representative noted that “the post-Kyoto regulatory regime must not be simply a wealth transfer mechanism designed to solely alleviate poverty or compensate developing world countries for climate change impacts that may or may not have been caused by them. What we want from the Rio+20 are practical incentives for on-the-ground changes that create opportunities for all to improve their standards of living and to halt environmentally damaging practices.”
- At least six of those surveyed and interviewed stated that they would like the delegation to involve other Canadian stakeholders through: holding meaningful public consultations that include a broad range of NGO and business actors; bringing forward leaders from the provincial and municipal governments; listening to real solutions put forward by local and international indigenous groups; and promoting inclusive decision-making.
- One provincial / territorial representative noted that Canada could push that all international agreements should have sustainable development and Green Economy as guiding principles and requirements.
- Five interview participants from across sectors suggested that Canada could contribute through the promotion of technology investment and transfer, including with regards to ensuring a stable energy supply. A couple of participants suggested that Canada would do well to help developing countries leapfrog to leading edge solutions rather than using damaging technologies of the past. One NGO participant urged that such initiatives needed to address barriers relating to copyright.
- At least five survey and interview respondents across sectors pointed to the concept of Ecosystem Goods and Services as one that Canada would do well to promote at the international level given the country’s advancements in the area.
- A couple of participants reflected that Canada would benefit from sharing learnings – both modelling its successes as well as asking what other countries can offer us.
- One NGO representative noted that Canada could stress the business opportunities that could come from public-private partnerships associated with the greening of national economies.
- At least four participants, particularly from governments and industry, commented on how Canada could encourage a better understanding and clarification of the concept of a Green Economy as well as how this concept could be carried out at all jurisdictional levels
 - Canada could help in the development of a definition of a Green Economy.
 - Canada could support more visionary planning and help develop a process that can be used among nation-states to work towards a Green Economy. This might begin by identifying national sectors that need attention; establishing implementation plans with targets; and then moving forward with implementation. Such a process would need to include flexibility (i.e. that national governments could focus on their unique circumstances).
 - Canada could help encourage opportunities for local action – allowing for innovation, creativity, and concrete action.
- Participants also expressed that Canada could promote:
 - A Norway-style approach to incorporating well-being measures into global national accounts.

- Research and development centres of excellence around the world so that local and traditional knowledge can be harnessed for all to benefit from.
- Cumulative effects management, as is being modelled in Alberta.
- The rigorous use of Strategic Environmental Assessment in decision-making to advance the sustainability agenda. This concept could be mentioned in Rio+20 text as a tool that must be used more to advance sustainability.
- International debt reduction as a mechanism to help countries build the capacity to advance sustainability.
- Internationally enforceable ethical and environmental production standards that nations would need to adhere to. This would ensure that all countries are operating consistently. Such standards could perhaps be applied into GATT or another mechanism.

Some scepticism was expressed by three industry and government representatives about the potential to make achievements at big international summits such as Rio+20. One industry participant noted that Canada should focus on some concrete, practical, short-term deliverables that support both developing and developed countries rather than grand-sounding statements. Another municipal participant noted that bilateral agreements may be a better way to achieve change.

Two provincial / territorial representatives commented that Canada needed to focus on action at home first by developing a national Green Economy policy and action plan to drive national successes. THEN we could go to Rio+20 to share this plan with the world.

Suggested Next Steps

It is clear that study participants from across the country and from a broad range of sectors believe that **Canada has much to gain** by moving towards a Green Economy. Interview and survey respondents highlighted that Canada can: increase its competitive advantage; make significant economic gains; advance our national reputation and leadership; build greater resilience for our business community and economy as a whole; see major health and environmental benefits; and foster Canadian pride.

A Green Economy could be used as a unifying concept that could bring our country together in a common vision. It could help governments, organizations, and society work outside of the silos that are currently the norm and devise innovative ways to think about our economic system, institutions, public participation, and other aspects of governance. Moving towards a Green Economy would also: appeal to a multitude of interests and thus make for excellent public policy; provide economic stimulation as has been the case in British Columbia, Ontario and other jurisdictions; allow Canada to become a hub for green trade and manufacturing; and help our country be prepared for and seize on the market advantages for the direction the world is moving in.

Participants clearly put forward that Canada has much to lose by ignoring what is already a global transition in process; one toward sustainable living and a Green Economy.

The initiatives and best practices shared by participants revealed that **governments, NGOs and business leaders are already implementing policies and other measures in this direction**, although most are not using the term “Green Economy” when doing so. Participants noted a range of financial mechanisms, regulatory measures and planning processes, procurement policies, investments, training opportunities, and other measures that have been put in place to advance quality of life, environmental gains, and

economic resilience in tandem. A transition is clearly already underway and the foundation is set to support future efforts in this direction.

Recommendation 1: A call for Federal leadership

Provincial / territorial and municipal governments as well as leaders from industry and NGOs in Canada are expressing a **serious readiness and willingness to transition to a Green Economy**. The world is heading in this direction and Canada has an opportunity to become a leader.

While many segments of Canadian society are already moving in this direction, sectors are looking to the Federal Government to take national and even international leadership.

The Government of Canada could play a strong supportive role by: listening to and working with stakeholders, who have many keen ideas to share, to advance a shared understanding of a Green Economy in Canada; as well as by using the levers it has available to realize the benefits of a Green Economy path. Such a move could provide additional benefits such as supporting the federal economic action plan, helping mature the Federal Sustainable Development Strategy, providing guidance to the Finance Minister's framing of the annual budget announcements, and in establishing Canada as a leader on the international stage in Rio in 2012.

Recommendation 2: Advance a strong national dialogue and development of a shared vision in advance of Rio+20

Throughout the interviews participants expressed that if we are to advance the concept of a "Green Economy" in Canada, there is an absolute **need to define and/or develop a set of principles** to provide better clarity and vision about how to use the concept as an enabler for change. As stated by one provincial / territorial representative:

"Many of these initiatives didn't come about because they were created under auspices of Green Economy / Green Jobs. They happened because they were the right decisions at the right time. In moving forward we can't let these initiatives continue to develop organically. We need a strong framework to guide them and strengthen them."

While an organic approach has helped Canada make significant progress to date, particularly at the provincial levels, it likely won't create the tipping point alone and a framework with guiding principles and leadership would help considerably. The lack of coherence in how the concept is currently being perceived and understood is creating confusion and is making it difficult for society to know what to work towards, how to seize upon the concept's potential implications and opportunities, and how to enable strong and consistent communications efforts.

Many participants over the course of these interviews proposed that **a strong focussed national dialogue that engages all interested Canadians** would help enable our country to arrive at some consensus and understanding about the meaning of the Green Economy and how it could be pursued in a Canadian context. As stated by participants, such a collaborative effort could be used to develop a national vision for Sustainability and a Green Economy, as well as a comprehensive national

implementation strategy. This discussion would enable Canadians to devise a shared language and establish a framework to support common goals, objectives and approaches for a Green Economy in Canada. The process could be used to strengthen the national identity of our country, to bring citizens together under a new common mission, and to help jurisdictions determine how they can work across silos and achieve mutual gains. A broad national dialogue would also help raise the profile of a Green Economy and the development of common ideas and key messages would help with national communications efforts as well as international negotiations. An essential component of this discussion will also be the establishment of strong, consistent and comparable indicators and measures of progress.

While some participants noted that members of the public did not need to be fearful of such a transition, a couple of those interviewed highlighted the need to communicate the potential costs involved, including for consumers, workers, and businesses, particularly for those who wish to continue operating in an unsustainable manner.

Participants have put forward that Canadians need to work together in this effort. The Federal Government and provinces can help play a coordinating role and cities can be brought to the table as important players in the conversation. All stakeholders and governments can help model behaviour, share best practices domestically and internationally, and learn from one another. Successful partnerships can serve as examples including the new Canadian Boreal Forest Agreement; the Western Climate Initiative; and programs such as the Federation of Canadian Municipality (FCM)'s Partners for Climate Protection. Such a dialogue could be initiated by the Federal Government, provinces in collaboration, and/or one or more independent third parties. It would be valuable if this effort was put forward in advance of Rio+20 so that Canada could bring its process to the world stage.

Such an effort could stand alone or it might focus on providing guidance to existing planning process within government, such as Canada's economic action plan, the new Federal Sustainable Development Strategy and supporting Act, annual budget announcements, and in framing Canada's interaction on the world stage at Rio+20.

It is important, however, that we not get hung up on defining exactly what Green Economy is but rather encourage creative thinking and the sharing of experiences. The focus should be on determining what a Green Economy can and should be in a Canadian context, taking into account considerations such as our immense geography, our cold climate, and our considerable economic dependence on natural resource exploitation.

As noted by at least a third of those interviewed, fairness and equity are a critical component of a Green Economy. It will thus be important for all those involved to ensure that the social element of sustainability, including poverty, health and wellbeing, is considered in initiatives intended to advance a Green Economy and that those who may suffer from a transition to a Green Economy are supported. The Federal Government may be able to play a role by establishing a framework to provide a smooth transition on a national scale and to minimize regional disparities and differences.

Recommendation 3: Establish clear price signals and invest in technology, R&D and green business

As noted by at least two of those interviewed, **establishing clear price signals that support a Green Economy** will be one of the most critical pieces for such a transition. The Government of Canada could provide significant leadership in this area. Such action would help provide industry with greater certainty and assist them with decision-making, investments and innovation. This direction would help guide the market towards more sustainable practices.

Participants expressed support for **investment in R&D, innovation and technologies**, particularly climate change and greenhouse gas emission technologies, to help Canada move towards a Green Economy. As noted by several NGO representatives, technology should be promoted as an important part of a policy mix, not as a solution in and of itself.

Participants also noted that the Federal Government can help provide rules of the game and price signals that guide the market towards more sustainable practices. Such game-starting rules and drivers could include a mix of regulation, penalties, incentives, research, programs, shifting subsidies, strengthening health and environmental standards, and making use of indicators. A well-articulated and coordinated Green Economy policy for Canada could also help in this effort.

While many of these responsibilities fall to the Canadian provinces, given the divides in jurisdictional responsibilities, participants noted that the Federal role could be to help equalize disparities among provinces and territories, hold them to a minimum standard, remove barriers, and help them to make strong regulatory and planning decisions. As noted by many of those interviewed, partnerships will be a key element of a Green Economy. Collaboration between all levels of government is needed.

Recommendation 4: Provide leadership on the international stage

Participants of this study advocated for Canada to play a strong leadership role at the Rio+20 World Summit on the issue of a Green Economy and to actively promote the three pillars of sustainable development. Stakeholders and governments noted that Canada could develop its own definition and/or guiding principles on a Green Economy to share with other world leaders at Rio+20. Canada could also play a role by helping develop guiding principles and a definition of a Green Economy at an international scale, promoting partnerships, supporting strong governance, and sharing planning and accountability processes with other nation-states. Participants noted that careful attention should be placed on the social pillar of sustainability to ensure that it is not lost in discussions.

Many of those surveyed and interviewed stated that they would like the Canadian delegation to Rio+20 to involve other Canadian stakeholders, including a broad range of NGO and business actors as well as leaders from the provincial and municipal governments, through meaningful public consultations.

Participants noted other areas that Canada can contribute to on the world stage including technology transfer, programs that place value on ecosystem goods and services, and the rigorous use of Strategic Environmental Assessment in decision-making.

Throughout the interviews, participants put forward the need to localize our economy as a major element of a Green Economy (i.e. supporting local food production and sourcing, advancing local

decentralized energy production systems, fostering local green jobs, ensuring greater local control of resources and production). The question is: how do we achieve the benefits of localization given the increasing trend towards globalization? Rio+20 might be an opportune time for stakeholders around the world to explore the balance between local economic development and participating in the global economy. In all of these discussions, the aims of advancing human wellbeing and sustaining a healthy environment need to be paramount.

Conclusion

It is an exciting time. Many leaders across Canada are pursuing ideas and initiatives to advance a so-called Green Economy while others are planning out how to capitalize on this opportunity. As was stated by a number of those interviewed, the world is heading in this direction. It is reassuring that Canadians are already on board.

But how do we seize this opportunity to its fullest? The answer is in partnership, as we have everything to gain by working together.

In our effort to move forward, let us celebrate our successes and embrace a brighter future by working collaboratively to: create a shared vision that inspires us as Canadians; achieve mutual benefits; improve our governance structures and processes; share best practices and learn from one another; lead on the international stage; improve our quality of life; create a resilient economy; and foster a vibrant and healthy natural environment. As stated by one participant “you can only win with this strategy”.

Appendix A: Initiatives and Best Practices

Financial mechanisms such as pricing negative externalities, removing subsidies, providing tax incentives, or tax restructuring

<p>Alternative Land Use Services (ALUS)</p>	<p>ALUS was piloted in Norfolk County, Ontario. Prince Edward Island is the first jurisdiction to offer the program province-wide. ALUS compensates the farm community, who are the biggest private owners of land in Canada, with tax money to support the ecological services that their practices provide.</p> <p>ALUS can be considered a best practice because: it gives incentives to landowners to provide public benefits; it puts an economic value on particular services (e.g. planting trees, buffers, etc...), which farmers love, rather than regulating, which farmers hate; it is about rewarding farmers for being conservationists; it has seen much buy-in from stakeholders and has resulted in significant uptake; it shifts the economy from rewarding consumption and use to one of conservation (the marketplace typically hasn't paid for beneficial stewardship practices, which is an issue of market failure); and ALUS deals with real issues (sedimentation stream, pesticides, etc.).¹⁷</p>
<p>Province of British Columbia Revenue Neutral Carbon Tax</p>	<p>BC's revenue neutral carbon tax puts a relatively small price on carbon (\$30 / tonne by 2012) and then uses the income to enable tax cuts and support BC's economy. This tax requires that the cost of carbon emissions be factored into the cost of doing business. It has allowed for greener building practices, the use of clean energy; the creation of jobs; and cost savings in the long run. The revenue stream has allowed BC to have the lowest business tax in Canada; the lowest personal income tax rate; and to give dividends to low-income families.</p> <p>The program can be considered a best practice because: the tax is very predictable in that it starts out at a certain level and increases every year; there is a legislated decision that revenues raised will go to tax cuts for individuals and companies; it is a broad-based tax without many exceptions; it is aggressive, it cuts taxes, and provides money to lower-paid workers; and it has involved strong communications to the public.¹⁸</p>
<p>Ville de Montréal</p>	<p>PR@M Industry is a subsidy program for owners of industrial buildings in the metropolitan Montréal to accelerate investment in property development and improve Montréal's competitive position. The program offers grants for building</p>

¹⁷ Prince Edward Island Department of Agriculture website, Alternative Land Use Services (ALUS) Program (2010). Available at: <http://www.gov.pe.ca/growingforward/index.php3?number=1024407&lang=E> [Accessed: 15 February 2011].

Personal Communication, John A. MacQuarrie, Deputy Minister, Environment, Energy and Forestry, Government of Prince Edward Island, December 15, 2011.

Keystone Agricultural Producers website, Alternative Land Use Services (ALUS): Farmers Growing a Better Environment. Available at: <http://www.kap.mb.ca/alus.htm> [Accessed: 15 February 2011]

¹⁸ British Columbia Ministry of Finance, *Tax Cuts, Funded by a Revenue Neutral Carbon Tax*. [online] http://www.fin.gov.bc.ca/tbs/tp/climate/carbon_tax.htm [Accessed: 15 February 2011].

Horne, M. and MacNab, J., 2010. *Putting a Price on Climate Pollution*. [pdf]. Pembina Institute. Available at: <http://pubs.pembina.org/reports/carbon-tax-fact-sheet-sept14.pdf> [Accessed: 15 February 2011].

Personal communication, Clare Demerse, Associate Director, Climate Change, The Pembina Institute, November 19, 2010.

PR@M Industry	owners to improve such features as lighting, implementing LEED standard, and other positive retrofits. ¹⁹
Province of Ontario Feed-In Tariff Program	<p>“Ontario's feed-in tariff or FIT Program is North America's first comprehensive guaranteed pricing structure for renewable electricity production. It offers stable prices under long-term contracts for energy generated from renewable sources, including: biomass, biogas, landfill gas, on-shore and off-shore wind, solar photovoltaic (PV), and waterpower.”²⁰</p> <p>The program is a leader in North America; it was modelled on Germany’s feed-in-tariff; it guarantees rates for 20 years and so provides a level of market certainty; it is geared to local procurement within the province; and it is explicitly designed to create industries in the province, not just provide the lowest-cost electricity.²¹</p>
Province of PEI Wind Power Development	Approximately 18% of PEI’s energy comes from wind power. This percentage is set to increase in the near future. PEI’s push towards wind power happened because it made economic sense. A number of important spin-offs have taken place including economic stimulus and public education and interest on the issue. The initiative has encouraged distributed benefits: a certain percentage of the economic gain is given to landowners while some is given to adjacent land owners. In this way, wind power both produces energy and provides benefits to landowners. People have gained a lot of pride from this focus and the province has been able to produce significant amounts of green power. ²²
Manitoba Hydro Power Smart program	Power Smart is Manitoba Hydro’s energy conservation strategy. It is designed to help residential, commercial and industrial customers use energy more efficiently and meet energy needs through increasing efficiency rather than through developing new sources of generation. ²³

Regulation and planning initiatives

Province of Alberta Cumulative Effects Management System	The Government of Alberta is shifting to a Cumulative Effects Management System (CEMS) to comprehensively manage activities that affect the environment, economy and society. The CEMS is an adaptive management system that follows a plan-do-check-act approach to establishing, implementing and evaluating place-based outcomes. Alberta’s Department of Environment has been given a legislative mandate to perform cumulative effects management with its recent legislation: the <i>Water Management Act</i> ; the <i>Environmental Protection and Enhancement Act</i> and the
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¹⁹ Ville de Montréal. *PR@M-Industry* [pdf]. Available at: http://ville.montreal.qc.ca/pls/portal/docs/page/inv_mtl_en/media/documents/DEPLIANT_INDUSTRIE_EN_FINAL.pdf [Accessed 12 February 2011].

²⁰ Ontario Power Authority website (2010), Renewable Energy Feed-In-Tariff Program. Available at: <http://fit.powerauthority.on.ca> [Accessed: 8 January 2011]

²¹ Personal communication, Clare Demerse, Associate Director, Climate Change, The Pembina Institute, November 19, 2010.

²² Personal communication, John A. MacQuarrie, Deputy Minister, Environment, Energy and Forestry, Government of Prince Edward Island, December 15, 2010.

²³ Manitoba Hydro Power Smart website. Available at: http://www.hydro.mb.ca/your_home/what_is_power_smart/index.shtml [Accessed: 15 February 2011].

<p>Risk Management Approach</p>	<p><i>Climate Change Act.</i></p> <p>This represents a significant shift out of silos and crosses departments; it helps provide a framework to examine the interplay with all of the issues and to set thresholds and standards to maintain quality of life. (e.g. No one department can hold the <i>Water Act</i> legislative arm because everyone impacts water). The system focuses on a vision and how to get there.²⁴</p> <p>Alberta’s Risk Management Approach includes the 2010 Agriculture Drought Risk Management Plan (ADRMP), which focuses on planning and preparedness measures. Risk management reduces the impact of drought on producers in the short and long term and is fiscally responsible. It offers a framework to provide a coordinated, proactive approach that will aim reduce the short- and long-term impacts of drought and other effects of climate change on Alberta farmers and ranchers.²⁵</p>
<p>Province of British Columbia</p> <p>Carbon Neutral Government</p>	<p>In 2010 British Columbia, in an effort to walk the talk and become credible to those they were regulating, became a carbon-neutral government. This includes every school, university, and hospital. Government and institutions must measure their carbon footprint and offset what they can not reduce.</p> <p>The province has used a carbon price of \$55/tonne on carbon. They are already seeing changes, for instance switches to more renewable fuels. Government buildings are reducing their footprint and seeing significant cost savings. Demonstration projects are being put into place and jobs are being created (for instance bringing district energy systems across the schools).</p> <p>A systems-wide transformation is underway. Approximately 2 million British Columbians (half of the population) learn, work in or visit government buildings every year. The educational value of these demonstration projects is enormous when half of BC comes into a carbon-neutral building every year and can see these benefits.²⁶</p>
<p>Province of British Columbia</p> <p>Provincial Agricultural Land Reserve (ALR)</p>	<p>The Agricultural Land Reserve (ALR) is a provincial zone in British Columbia in which agriculture is recognized as the priority use. Farming is encouraged and non-agricultural uses are controlled. The ALR covers approximately 4.7 million hectares. It includes private and public lands that may be farmed, forested or vacant land. Some ALR blocks cover thousands of hectares while others are small pockets of only a few hectares. In total, the ALR comprises those lands within BC that have the potential for agricultural production.</p> <p>The Agricultural Land Reserve takes precedence over, but does not replace other legislation and bylaws that may apply to the land. Local and regional governments, as</p>

²⁴ Government of Alberta, Cumulative Effects Management website. Available at: <http://environment.alberta.ca/0891.html> [Accessed: 13 February 2011].

²⁵ Government of Alberta, Agriculture Drought Risk Management Plan for Alberta (2010). Available from: [http://www1.agric.gov.ab.ca/\\$department/deptdocs.nsf/all/ppe3883](http://www1.agric.gov.ab.ca/$department/deptdocs.nsf/all/ppe3883) [Accessed: 13 February 2011].

²⁶ Personal communication, James Mack, Head of the BC Climate Action Secretariat, Ministry of Environment, Government of British Columbia, January 28, 2011.

<p>and</p> <p>Provincial Agricultural Land Commission (ALC)</p>	<p>well as other provincial agencies, are expected to plan in accordance with the provincial policy of preserving agricultural land.²⁷</p> <p>The Provincial Agricultural Land Commission (ALC) is an independent Crown agency. The Commission’s mission is to preserve agricultural land and encourage and enable farm businesses throughout British Columbia.</p> <p>The purpose of the Commission is: to preserve agricultural land; to encourage farming in collaboration with other communities of interest; and to encourage local governments, First Nations, the government and its agents to enable and accommodate farm use of agricultural land and uses compatible with agriculture in their plans, bylaws and policies.²⁸</p>
<p>City of Calgary</p> <p>Triple Bottom Line Policy</p>	<p>Calgary’s Triple Bottom Line (TBL) Policy became effective on September 12, 2005. As stated in the Policy, “Council is committed to creating and sustaining a vibrant, healthy, safe and caring community that ‘works’ for all today and tomorrow”. The Policy aims to “ensure a more comprehensive, systematic and integrated approach to decision-making by Council and Administration” and acts to provide a framework for the City to advance sustainable development. The policy provides a major service by developing an overarching framework for the City’s existing policies initiatives, which are categorized into 20 themes under four categories: Economic, Social, Environmental and Smart Growth policies.</p> <p>The TBL Policy ensures that social, economic and environmental concepts are considered in all of the City’s planning and decision-making activities by embedding them into the City’s operations. Each of these pillars has to be included in reports to council; needs to be taken into account in the business planning process; and needs to be incorporated into project management and risk management.²⁹</p>
<p>Province of Manitoba</p> <p>Sustainable Development Framework</p>	<p>Manitoba’s <i>Sustainable Development Act</i> was assented to on June 28, 1997 and, at this time, the Manitoba Round Table for Sustainable Development was established in law to promote sustainable development and provide advice and recommendations to government. Since that time Manitoba has continued to advance a framework for sustainable development that has included:</p> <p><u>A 2000 Sustainable Development Strategy</u> for Manitoba to establish goals and a framework for sustainable development policy.</p>

²⁷ Government of British Columbia (no date). ALR – About the Agricultural Land Reserve. Available from: http://www.alc.gov.bc.ca/alr/alr_main.htm [Accessed: 19 February 2011].

²⁸ Government of British Columbia (no date). Provincial Agriculture Land Commission – About the Commission. Available from: http://www.alc.gov.bc.ca/commission/alc_main.htm [Accessed: 19 February 2011].

²⁹ City of Calgary (2005). Triple Bottom Line Policy [online]. Available from: http://www.calgary.ca/docgallery/bu/cityclerks/council_policies/lup003.pdf [Accessed 13 February 2011].

City of Calgary Triple Bottom Line website. Available at:

http://www.calgary.ca/portal/server.pt/gateway/PTARGS_0_0_780_237_0_43/http%3B/content.calgary.ca/CCA/City+Hall/Business+Units/Environmental+Management/Strategic+Environmental+Initiatives/Triple+Bottom+Line/Triple+Bottom+Line.htm [Accessed: 13 February 2011].

Personal communication, Derek Cook, Research Social Planner, Community and Neighbourhood Services, Social Policy and Planning Division, City of Calgary, January 26, 2011.

	<p><u>Manitoba’s 2005 Green and Growing Strategy</u> that spoke directly to a Green Economy.</p> <p><u>Manitoba’s Climate Change and Emissions Reductions Act</u> (2008)</p> <p>The preparation of a <u>Provincial Sustainability Report for Manitoba</u> following the release of the national census data.</p> <p><u>Manitoba’s Sustainable Development Code of Practice</u></p> <p><u>Manitoba’s Financial Management Guidelines</u>, which were established to evaluate the sustainability of spending decisions on activities and programs.</p> <p>A requirement for <u>Manitoba Crown Corporations</u> to adopt a corporate sustainable development code of practice as well as financial management and procurement guidelines.</p> <p><u>The Sustainability Guidelines for Local Authorities, School Divisions, Universities, Colleges and Regional Health Authorities Regulation.</u>³⁰</p> <p><u>Manitoba’s Water Strategy</u>, which aims to ensure that the social, economic and inherent environmental value of water is protected and realized.³¹</p>
<p>Ville de Montréal</p> <p>2010-1025 Community Sustainable Development Plan</p>	<p>Montréal’s 2010-1025 Community Sustainable Development Plan was developed using a collaborative approach that involved 180 groups. It establishes a set of actions that set out to achieve nine specific sustainable development objectives including reducing greenhouse gas emissions, improving air quality, keeping families in the city, improving green infrastructure, and making Montreal a green economy leader.</p> <p>The plan confirms Montreal’s commitment to sustainable development and emphasizes partnerships with organizations and local governments. The City has also established a Corporate Sustainable Development Plan to complement the Community Sustainable Development Plan.³²</p>
<p>Province of Ontario</p> <p>Water Opportunities</p>	<p>In 2010 Ontario unveiled its Open Ontario Plan to strengthen the economy, create jobs, and embrace opportunities for the future. As a part of this plan the Government of Ontario introduced the <i>Water Opportunities Act</i> to lay the foundation for jobs in the province; support the development and sale of new water conservation and</p>

³⁰ Government of Manitoba website, Sustainable Development. Available at: <http://www.gov.mb.ca/conservation/susresmb/sd/index.html> [Accessed 13 February 2011].

³¹ Government of Manitoba Water Strategy. Available at: <http://www.gov.mb.ca/waterstewardship/waterstrategy/pdf/index.html> [Accessed: 13 February 2011].

³² Ville de Montréal website, Sustainable Development Plan 2010–2015. Available at: http://ville.montreal.qc.ca/portal/page?_pageid=7137,78111572&_dad=portal&_schema=PORTAL. [Accessed: 13 February 2011].

<p>Act</p> <p>Ontario Bill 150, Green Energy and Green Economy Act</p> <p>Ontario's Greenbelt Act</p>	<p>treatment technologies and services; encourage more efficient use of water; and provide sustainable infrastructure and conservation planning within the province.³³</p> <p>In May 2009 Ontario passed the <i>Ontario Bill 150, Green Energy and Green Economy Act</i> (GEGEA), which set the province toward a green energy path. The GEGEA enacted the <i>Green Energy Act, 2009</i> while amending 18 statutes and repealing two others. Its underlying goals are to reduce greenhouse gas emissions; stimulate the economy; and transform Ontario's electricity infrastructure. The Act is designed to support renewable energy generation in the province, promote energy conservation and efficiency, and support the infrastructure of the electricity grid. This initiative represents a fundamental shift by the Government of Ontario towards a Green Economy.³⁴</p> <p>Ontario's <i>Greenbelt Act, 2005</i>, was established to protect 1.8 million acres of sensitive land and agricultural land in Ontario from development. The Goals of the greenbelt are to "enhance Ontario's urban and rural areas and overall quality of life by promoting: Agricultural protection; Environmental protection; Culture, recreation and tourism; A strong rural economy; A sustainable approach to infrastructure and natural resources"³⁵</p>
<p>City of Ottawa</p> <p>Choosing our Future</p>	<p>Choosing our Future is an initiative of the City of Ottawa, the City of Gatineau and the National Capital Commission to prepare Canada's Capital Region to be successful in meeting the challenges of the 21st century by integrating sustainability, resiliency and liveability into all facets of the community. It's about making informed choices and considering the long-term impacts of how we travel, where we live and how we build prosperous, healthy communities.</p> <p>The initiative, which has sought broad public engagement, has developed 6 guiding principles and a series of goals for a sustainable, resilient and liveable National Capital Region that relate to health and quality of life, economic prosperity, culture and identity, biodiversity and ecosystem health, governance and decision-making, climate change, energy, connectivity and mobility, materials and solid waste, water and wastewater, housing, and food and agriculture.</p> <p>Choosing our Future will lead to the creation of three plans for the National Capital Region:</p> <ul style="list-style-type: none"> • A Sustainability and Resilience Plan, which will identify strategies to reach the City's long-term sustainability goals and principles • A Risk Mitigation and Prevention Plan, which will increase the region's ability to

³³ Ontario Ministry of the Environment, Water Opportunities and Water Conservation Act website. Available at: http://www.ene.gov.on.ca/environment/en/legislation/water_opportunities/index.htm [Accessed: 15 February 2011].

³⁴ Ontario Office of the Premier, Open Ontario – A Five-Year Plan for our Economy website. Available at: <http://www.premier.gov.on.ca/openOntario/index.php?Lang=EN> [Accessed: 15 February 2011].
Environmental Commissioner of Ontario, 2010. Powering the Future: The Green Energy and Green Economy Act, 2009. *Redefining Conservation, ECO Annual Report, 2009/10* [online] Available at: http://www.ecoissues.ca/index.php/Powering_the_Future:_The_Green_Energy_and_Green_Economy_Act,_2009 [Accessed: 15 February 2011].

³⁵ Ontario Ministry of Municipal Affairs and Housing, Greenbelt website. Available at: <http://www.mah.gov.on.ca/Page7087.aspx> [Accessed: 14 February 2011].

	<p>withstand sudden changes like floods or extreme weather as well as slower changes such as climate change.</p> <ul style="list-style-type: none"> • A Regional Energy and Emissions Reduction Plan, which will recommend strategies for sustainable energy use.³⁶
<p>Province of Nova Scotia</p> <p><i>Environmental Goals and Sustainable Prosperity Act</i></p>	<p>Nova Scotia's <i>Environmental Goals and Sustainable Prosperity Act</i> was passed in 2007 with the premise of linking and advancing the environment and the economy in tandem. It states as a principle that "the health of the economy, the health of the environment and the health of the people of the Province are interconnected" and calls for innovative solutions, management of the environment and economy for current and future generations, and a long-term approach to planning.</p> <p>Section 4 of the Act states that "The long-term environmental and economic objective of the Province is to fully integrate environmental sustainability and economic prosperity and to this end to (a) demonstrate international leadership by having one of the cleanest and most sustainable environments in the world by the year 2020; and (b) provide certainty to all sectors of the economy through the Government's economic development strategy entitled Opportunities for Sustainable Prosperity and establish clear environmental goals while improving the Province's economic performance to a level that is equal to or above the Canadian average by the year 2020."</p> <p>The province aims to achieve its aims through a wide range of goals that include ecosystem protection, solid waste, sustainable purchasing, air emissions, energy-efficient buildings, renewable energy, water quality, and contaminated sites.³⁷</p> <p>The Act established the Round Table on the Environment and Sustainable Prosperity.</p>
<p>Province du Québec</p> <p>2010-2013 Research and Innovation Strategy</p>	<p>The 2010-2013 Québec Research and Innovation Strategy is helping the province innovate in the direction of promising markets. It highlights a strong commitment by the province to the green economy, which is referred to as "the economy of the future", and states the government's interests in using Québec's know-how to advance green technologies.³⁸</p>
<p>City of Toronto</p> <p>Green Roof Initiative</p>	<p>The City of Toronto adopted its Green Roof bylaw in May 2009, which requires the construction of green roofs on new development. The Bylaw applies to new building permit applications for residential, commercial and institutional development made after January 31, 2010, and will apply to new industrial development as of January 31,</p>

³⁶ City of Ottawa, Choosing Our Future website. Available at: http://www.choosingourfuture.ca/principles_goals/index_en.html [Accessed: 14 February 2011].

³⁷ General Assembly of Nova Scotia (2007), Bill No. 146 Environmental Goals and Sustainable Prosperity Act [online]. Available at: <http://www.gov.mb.ca/conservation/susresmb/sd/index.html> [Accessed: 13 February 2011].

Government of Nova Scotia. Nova Scotia's 2020 Vision [online]. Available at: <http://www.gov.ns.ca/nse/pollutionprevention/docs/2020FactSheet.pdf> [Accessed: 13 February 2011].

³⁸ Développement économique, Innovation et Exportation Québec. The 2010-2013 Québec Research and Innovation Strategy (summary) [online]. Available at: http://www.frsq.gouv.qc.ca/en/publications/pdf/sqri_summary.pdf [Accessed: 15 February 2011].

³⁹ City of Toronto website, Green Roof Bylaw. Available at: <http://www.toronto.ca/greenroofs/> [Accessed: 6 February 2011].

	2011. ³⁹
City of Vancouver	In early 2009 the City of Vancouver initiated the Greenest City Initiative to become the greenest city in the world by 2020.
Greenest City Initiative	<p>The Greenest City Action Team (GCAT) recommended more than 80 “quick start” actions to speed up implementation, most of which are well underway. The team also prepared “Vancouver 2020: A Bright Green Future”, a report that lays out 10 long-term goals, suggested targets for 2020, and a number of possible strategies to get there.</p> <p>The following 10 goals provide direction to the Greenest City Initiative:</p> <ul style="list-style-type: none"> • Gain international recognition as a mecca of green enterprise • Eliminate dependence on fossil fuels • Lead the world in green building design and construction • Make walking, cycling and public transit the preferred means of travel • Create zero waste • Provide incomparable access to green spaces • Achieve a one-planet footprint • Enjoy the best drinking water of any major city • Breathe the cleanest air of any major city • Become a global leader in urban food systems <p>A working group has been formed for each of these goals that is run by staff</p> <p>In June 2010 the City launched Talk Green To Us to seek broad public input and engagement into the initiative.</p> <p>The program is taking a systems-perspective to its work; it is involving a tremendous number of partnerships (150 organizations are involved in the 10 working groups); it is designed with measurable targets and processes are being put into place to track progress; implementation plans are being designed for each of the working groups; and significant outreach has been conducted at every step along the way.⁴⁰</p>
Government of Yukon	The Yukon Government is aiming to have developed a province-wide emissions target within 14-18 months. This will involve a process of identifying sources of emissions and looking at best practices elsewhere with the aim of substantially reducing emissions. This initiative will cut across all sectors – corporations, individuals, and First Nations governments. ⁴¹
Emissions Target	

⁴⁰ City of Vancouver, Talk Green Vancouver website. Available at: <http://talkgreenvancouver.ca/> [Accessed February 13, 2011].

⁴¹ Personal communication, Eric Schroff, Director of the Climate Change Secretariat, Environment Yukon, Government of Yukon, December 17, 2011.

Procurement policies

City of Calgary	The City of Calgary has established a <u>Sustainable Environmental and Ethical Purchasing Policy (SEPP)</u> that provides a supplier code of conduct to require that purchasing decisions improve environmental, ethical and economic performance. ⁴²
Government of Manitoba	<u>Manitoba's Sustainable Development Procurement Guidelines</u> were developed so that all goods, materials and services would be consistent with the principles and guidelines of sustainable development. ⁴³
Government of Yukon	The <u>Yukon Government's Green Procurement Policy</u> was implemented in 2010 as a part of an integrated approach to reducing greenhouse gas emissions and addressing climate change. The policy gives the Government a basis to address environmental performance and lifecycle assessment in purchasing decisions. ⁴⁴
Wal-Mart Canada's environmental procurement	Walmart's sustainability initiative encompasses three goals: To be supplied entirely by renewable energy, to create zero waste, and to sell products that sustain resources and the environment. Initiatives have included retrofitting stores to improve energy efficiency by 20%, slashing plastic bag use in half and diverting 90% of Walmart's waste from landfills by 2014. This move is leading to changes all down the supply chain. ⁴⁵

Investment in R&D, green infrastructure, and support for clean energy and technology

Federation of Canadian Municipalities	Endowed by the Government of Canada, FCM's Green Municipal Fund provides affordable loans and grants as well as education and training to municipal initiatives that are intended to improve air, water and soil quality, and climate protection. GMF funds municipalities to develop plans, feasibility studies and field tests for projects that could have measurable environmental benefits.
Green Municipal Fund (GMF)	This program can be considered a best practice because it: provides municipalities with the capacity to try out new initiatives that would have not have otherwise happened; allows champions to get ahead and helps more cautious municipalities observe best practices in action; allows municipalities to learn new lessons and test what works; opens the door to innovation; gives flexibility to communities to set their own priorities and implement programs based on local situations. ⁴⁶
Province of Manitoba Sustainable	Manitoba's Sustainable Development Innovations Fund (SDIF) was created in October 1989 to financially support environmental innovation and sustainable development projects. The Fund was continued under the 1998 <i>Sustainable Development Act</i> . The SDIF provides support for research, technology demonstration, community

⁴² City of Calgary (2008). Sustainable Environmental and Ethical Procurement Policy (SEPP) [online]. Available from: http://www.calgary.ca/docgallery/bu/cityclerks/council_policies/fcs010.pdf [Accessed: 14 February 2011].

⁴³ Government of Manitoba (2000). Manitoba's Sustainable Development Procurement Guidelines [online]. Available from: http://www.gov.mb.ca/conservation/susresmb/pdf/procurement_guid.pdf [Accessed: 15 February 2011].

⁴⁴ Yukon Government (2010). New green procurement practices support Climate Change Action Plan [online] June 29, 2010. Available from: <http://policymonitor.ca/environment/yukon-green-procurement-policy/> [Accessed: 15 February 2011].

⁴⁵ Walmart Canada CSR – Environment website. Available at: <http://www.walmartcsr.ca/index.php/en/environment> [Accessed 6 February 2011].

⁴⁶ FCM website (2010), FCM's Green Municipal Fund. Available at: <http://gmf.fcm.ca> [Accessed: 6 February 2011].

Development Innovations Fund (SDIF)	enhancement, and educational opportunities that advance the province’s social well-being, environment, human health, economy, and sustainable communities. Funding is provided to projects that demonstrate: (1) Partnerships between groups and individuals; (2) Pride in the community; and (3) Concern for the environment. ⁴⁷
ÉcoTech Québec Québec Cleantech Cluster	Québec’s Cleantech Cluster supports the cleantech industry to become a strategic sector and part of a new economy in Québec. This involves promoting cohesion, synergies, and linkages between sectors to develop innovation and wealth creation. ⁴⁸
Northwest Territories Energy Priorities Investment Plan	<p>Between 2009-2013 the Government of the Northwest Territories invested \$60 million in its Energy Priorities Investment Plan. By investing in energy initiatives such as biomass, thermal energy, mini-hydro and wind energy, the plan is aiming to reduce residents’ costs of living, reduce the territory’s reliance on imported fuel, and to reduce its greenhouse gas emission levels.</p> <p>This plan is based on a series of community assessments that have examined economic, social and environmental aspects of energy use including carbon footprint, benefits to communities, potential for employment opportunities, creating a reliable energy supply, the environment, and risks to changes in the landscape.⁴⁹</p>
Ville de Montréal BIXI	<p>BIXI is Montréal’s public bike system. Members of the public borrow a bicycle; pay a small fee (if it’s for 30 minutes it doesn’t cost); and drop the bike off at the stand closest to their destination. The closest bike stands can now be found using an ipod.</p> <p>The program saw more than 3,000,000 trips during the 2010 biking season⁵⁰. The program is convenient and affordable. Users can go on the BIXI site to see all the bike stand locations. As a green innovator Montréal is now selling the technology, which was a local innovation, abroad: 8 or 10 cities including New York and San Francisco have bought the whole system (the bikes, technology and design). The program has increased mobility and it is leading to significant greenhouse gas emission savings.⁵¹</p>
Manitoba Organic Transition Program	This granting program, supported by Manitoba Agriculture, Food and Rural Initiatives, assists producers and processors in Manitoba with the costs of transitioning to certified organic status. ⁵²

⁴⁷ Government of Manitoba, Sustainable Development Innovations Fund website. Available at: <http://www.gov.mb.ca/conservation/pollutionprevention/sdif/index.html> [Accessed: 15 February 2011].

⁴⁸ Québec Cleantech Cluster website. Available at: http://www.ecotechquebec.com/index_en.php [Accessed 15 February 2011].

⁴⁹ Miltenberger, J.M. (2011). Budget Address 2011 – 2012 Northwest Territories [online], (3 February 2011). Available at: <http://www.fin.gov.nt.ca/address/index.htm> [Accessed: 15 February 2011].

Personal communication with Ray Case, Director, Environment Division, Environment and Natural Resources, Government of the Northwest Territories, Tuesday February 8, 2011.

⁵⁰ BIXI Montréal Website, BIXI-Corpo (2010). Available at: <http://montreal.bixi.com/corpo-bixi-service> [Accessed 21 February 2011].

⁵¹ BIXI Montréal Website (2010). Available at: <http://montreal.bixi.com/home> [Accessed 26 January 2011].

Personal communication, Robert Besner, Commissaire, Environnement et développement durable, Ville de Montréal and Martine Éthier, Conseillère en planification, Division des affaires économiques et institutionnelles, Ville de Montréal, December 16, 2011.

⁵² Manitoba Agriculture, Food and Rural Initiatives, Organic Transition Program website. Available at: <http://web2.gov.mb.ca/agriculture/programs/index.php?name=aaa01s22> [Accessed 26 January 2011].

Sustainable Waterloo	Helps companies to streamline their existing operations to cleaner, greener technologies. Firms have saved millions of dollars while mitigating toxic chemicals in water supplies. ⁵³
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Education and Skills Training and Social Policies

Green Change Project in the Jane/Finch Community in Toronto	This project won the 2010 Toronto Green Award. It educates local low-income communities to focus on reducing their carbon footprint and to support and promote a local green economy that will provide training and jobs for local youth. ⁵⁴
Brandon Energy Efficiency Program (BEEP)	The Brandon Energy Efficiency Program “integrates training, environmental stewardship, and poverty reduction while helping low-income households take advantage of energy efficiency opportunities. The benefits of BEEP include improving existing housing units through energy-efficiency upgrades, reducing energy and water costs for low-income families, and providing skill development opportunities for local residents.” ⁵⁵ Since 2007 BEEP has retrofitted 293 Brandon and area homes. Many of those trained have moved on to further training or opportunities. ⁵⁶
Warm Up Winnipeg	This program works in Winnipeg’s inner city to combine poverty reduction and emission reduction. They provide training in skilled trades to Winnipeg’s inner city residents and do housing retrofits, which provide energy savings, energy efficiency improvements, and increased comfort for low-income families. ⁵⁷
Manitoba’s Northern Healthy Foods Initiative	This program aims: (1) to promote and establish local food self-sufficiency in Northern Manitoba; (2) to stimulate economic development and diversification in Northern Manitoba; (3) to encourage Northern Manitobans to take on a healthier lifestyle, by making healthier food choices and increasing physical activity; and (4) to engage community members to voice their concerns and issues to create strong community involvement and develop new approaches to improve food accessibility in Northern Manitoba. ⁵⁸

Marketing strategies and policies that seek to improve the availability of information available to consumers, or measures to promote change in public behaviour

Manitoba Green Building Products	This online Directory connects Manitoba-based manufacturers and distributors of green building products with professionals who design, construct and operate buildings in the province. This resource provides a one-stop source for information
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⁵³ Sustainable Waterloo website (2011). Available at: <http://www.sustainablewaterloo.org> [Accessed 26 January 2011].

⁵⁴ Jane / Finch Community and Family Centre Green Change website (2009). Available at: <http://www.janefinchcentre.org/community-office/green-change> [Accessed: 26 January 2011].

⁵⁵ Government of Manitoba (2010). *ALL Aboard: Manitoba’s Poverty Reduction Strategy*. [online] (Issue 1 Spring 2010). Available at: http://www.gov.mb.ca/fs/allaboard/pubs/allaboard_report.pdf [Accessed: 26 January 2011].

⁵⁶ Brandon Energy Efficiency Program website (2011). http://www.bnrc.ca/index.php?option=com_content&view=article&id=11&Itemid=23 [Accessed 6 February 2011].

⁵⁷ Warm Up Winnipeg website (2008). Available at: <http://www.warmupwinnipeg.ca/> [Accessed 11 February 2011].

⁵⁸ Northern Association of Community Councils’ Northern Healthy Food Initiative website. Available at: http://nacc.cimnet.ca/cim/350C345_536T30469.dhtm [Accessed 13 February 2011].

Directory	about environmentally-preferable building products and materials for Manitoba's sustainable design and building community. ⁵⁹
Whitehorse Green Guide	The Whitehorse Green Guide and website are available to help members of the public find green products and services in Whitehorse. ⁶⁰
Certification of Public Forests under FSC across PEI	PEI is the first government in Canada to actively engage in certifying all of its public forests under FSC. The PEI government's initiative is helping to demonstrate the benefits of FSC throughout the province. ⁶¹
City of Toronto Toronto Solar Neighbourhoods	Toronto Solar Neighbourhoods has supported the installation of 100 solar hot water heaters on homes in the City's east end. The program is now being duplicated across Canada by other municipalities. ⁶²
City of Toronto SolarCity and SolarCity Technology Assessment Partnership	Over the past 10 years the City of Toronto has installed close to 60 photovoltaic installations on its own facilities. An assessment of the program has been taking place for approximately 2 years thanks to financial support from FCM's Green Municipal Fund. All of the results will be made public on the program's website at the completion of this assessment. This program is worth noting because projects done on city buildings can be a testing ground and a model for others. Members of the public can see them and become more comfortable with such initiatives. These kinds of undertakings allow for assessment and communication of best practices and lessons learned. The Technology Assessment Partnership will provide learnings and resources for other stakeholders (e.g. how do you implement solar projects on large roofs?) There has not yet been an evaluation of solar technology installations for self-improvement purposes; this study aims to tread new ground and fill that gap. ⁶³
Industry Stewardship Program	The Canadian Association of Petroleum Producers (CAPP) has implemented a number of industry stewardship programs including the Steward of Excellence Awards. This award is a forum to model best practices among companies. ⁶⁴
Agricultural Best Management Practices	Provinces, the Federal Government, and provincial Federations of Agriculture produce and maintain a set of Best Management Practices that relate to agricultural issues such as biodiversity, pest management, bird maintenance, etc... This suite of

⁵⁹ Manitoba Green Building Products Directory website. Available at: <http://greenbuildingproductsmb.ca/home/> [Accessed: 6 February 2011].

⁶⁰ Whitehorse Green Guide website (2011). Available at: <http://www.taiga.net/whitehorsegreenguide> [Accessed: 16 February 2011].

⁶¹ Government of PEI (2010). *Province Pursues Forest Certification* (September 17, 2010) [online]. Available at: <http://www.gov.pe.ca/envengfor/index.php3?number=news&newsnumber=7311&dept=&lang=E> [Accessed: 13 February 2011].

⁶² City of Toronto, Solar Neighbourhoods website. Available at: <http://www.solarneighbourhoods.ca/> [Accessed: 21 January 2011].

⁶³ City of Toronto, Solar City website. Available at: <http://www.toronto.ca/taf/solarcity.htm#solarcity> [Accessed 21 January 2011].

Personal communication with Rob McMonagle, Senior Advisor, Green Technology and Green Energy, Economic Development & Culture, City of Toronto, January 7, 2011.

⁶⁴ Canadian Association of Petroleum Producers, Stewardship website (2011). Available at: <http://www.capp.ca/EnvironmentCommunity/Stewardship> [Accessed: 11 January 2011].

	programs and resources has been developed to give farmers the tools they need to apply more sustainable practices. ⁶⁵
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Other approaches for achieving sustainability in practice

Towards Sustainable Mining (TSM)	TSM is an approach for the mining industry to improve its performance. The program is mandatory for members of the Mining Association of Canada; it was developed by looking at the best practices of other industry associations; it is all about improving performance and provides measures to track progress over time; it involves a verification and assessment process where companies get graded and measured to assess their performance and progress; TSM is constantly working to improve itself and is expanded depending on company performance; and it looks at how members engage with aspects across the pillars of sustainable development: greenhouse gas emissions, aboriginal communities, emergency preparedness, tailings management, community involvement, biodiversity, and health and safety. ⁶⁶
Partners for Climate Protection Program (PCP)	“The Partners for Climate Protection (PCP) program is a network of Canadian municipal governments that have committed to reducing greenhouse gases and acting on climate change.” PCP is a partnership between the Federation of Canadian Municipalities (FCM) and ICLEI – Local Governments for Sustainability. “It is based on the CCP Campaign of a five milestone framework used to guide municipalities to reduce greenhouse gas emissions. The five milestone process is a performance-based model which remains flexible; milestones do not need to be completed in sequential order. Each milestone provides an opportunity for municipal capacity building.” ⁶⁷
Chemistry Industry Association of Canada Responsible Care Program	As stated on their website: “Responsible Care® is the chemical industry’s global voluntary initiative under which companies, through their national associations, work together to continuously improve their health, safety and environmental performance, and to communicate with stakeholders about their products and processes. The Responsible Care® ethic helps the industry to operate safely, profitably and with due care for future generations.” There are currently 53 national chemical industry associations that embrace the Responsible Care ethic. ⁶⁸ The program has led to real measurable change. Companies and critics alike find it valuable. It requires companies to be transparent with the public as companies are assessed by their critics and the findings are made public. Reports build in

⁶⁵ Agriculture and Agri-Food Canada’s Agricultural Best Management Practices website (2007). Available at: <http://www4.agr.gc.ca/AAFC-AAC/display-afficher.do?id=1197485172103&lang=eng> [Accessed: 6 January 2011]. Note that provinces and Federations of Agriculture also maintain a series of Best Management Practices and many of these are posted online.

⁶⁶ Towards Sustainable Mining website (2011). Available at: http://www.mining.ca/www/Towards_Sustaining_Mining [Accessed: 6 January 2011].

Personal communication with Julie Gelfand, Vice President, Sustainable Development, Mining Association of Canada and Paul Stothart, Vice-president, Economic Affairs, Mining Association of Canada, December 1, 2010.

⁶⁷ Federation of Canadian Municipalities, About Partners for Climate Protection website (2010). Available at: <http://gmf.fcm.ca/Partners-for-Climate-Protection> [Accessed: 6 January 2011].

⁶⁸ International Council of Chemical Associations, Responsible Care website (2011). Available at: <http://www.responsiblecare.org> [Accessed: 5 January 2011].

⁶⁹ Personal Communication with Brian Wastle, Vice President of Responsible Care, Chemistry Industry Association of Canada, November 23, 2011.

	<p>accountability and help participants stay on track. Each company has to come up with their own definition of what ‘sustainability’ means to them and they must be prepared to defend that when verifiers come around.⁶⁹</p>
<p>Forest Products Association of Canada (among many others)</p> <p>Canadian Boreal Forest Agreement</p>	<p>On May 18, 2011, 21 major Canadian forest products companies and nine leading environmental organizations came together to sign the Canadian Boreal Forest Agreement, which applies to over 72 million hectares of forest across Canada. The agreement aims to support collaborations between the two parties, helping the forest industry be more competitive while supporting a better protected and more sustainably managed Boreal Forest. It recognizes the treaty rights and titles of Aboriginal peoples as well as the need to involve them and their governments.⁷⁰</p> <p>“The Agreement, when fully implemented, will conserve significant areas of the vast Boreal Forest in Quebec and Canada, protect threatened woodland caribou and apply the highest environmental standards to forest management. Environmental organizations will engage in recognizing and applauding the efforts of participating companies to international markets, giving them a competitive market edge.”⁷¹</p>
<p>FPAC Carbon Commitment</p>	<p>In 2009 Forest Product Association of Canada (FPAC) member companies committed to becoming carbon neutral throughout their supply chain, without the purchase of offsets, by 2015.⁷²</p>
<p>University of Ottawa</p> <p>Campus Sustainability Initiatives</p>	<p>The University of Ottawa’s campus Sustainability Office is responsible for the University’s sustainable development activities. The University produces a lot of its own energy and heat, and over the years it has seen significant financial savings from reducing its footprint. Being a green campus motivates students to want to go there and be there.</p> <ul style="list-style-type: none"> - The University: owns its own power plant; provides cogeneration of heat and electricity; has an industrial composter; and its waste management team is seriously talking about becoming a zero waste campus. - The University has reduced its total consumption of water over the past decade despite major growth of its population and floor space. - Despite tremendous growth, energy consumption levels have remained constant since 1974. - The University generates half the greenhouse gas emissions of any other institution. - The University has reduced the quantities of waste it sends to landfill by 60% since 1987.⁷³

⁷⁰ Canadian Boreal Forest Agreement website (2010). Available at: <http://www.canadianborealforestagreement.com/index.php/en/> [Accessed: 21 February 2011].

⁷¹ Canadian Boreal Forest Agreement (2010). *Forest Industry and Environmental Groups Sign World’s Largest Conservation Agreement to Protect the Boreal Forest*. (May 18, 2010) [online]. Available at: http://www.canadianborealforestagreement.com/media-kit/Boreal_PR_Quebec_English_final.pdf [Accessed: 21 February 2011].

⁷² Forest Products Association of Canada, Sustainable Solutions website. Available at: <http://www.fpac.ca/index.php/en/sustainable-solutions/> [Accessed: 16 February 2011].
 FPAC Sustainability Report 2009 [pdf]. Available at: <http://www.fpac.ca/index.php/publications/publication-viewer/373/> [Accessed 12 February 2011].

⁷³ University of Ottawa Sustainable Development website. Available at: www.sustainable.uottawa.ca [Accessed 7 January 2011].

Dockside Green	Located in Victoria, BC, Dockside Green is a 15-acre mixed-use harbourfront community that incorporates holistic closed-loop design (i.e. where waste from one area produces food for another). This community features green spaces, a vehicle sharing program, mini-transit system, and mixed housing that allow for senior housing and market affordable units for low-income residents. ⁷⁴
Green Economy Network	The Green Economy Network is made up of unions, environmental and social justice organizations to form a common front of NGO groups for the building of a green economy in Canada. ⁷⁵

Rausseo, J. (2010). *Office of Campus Sustainability: Annual Report 2010* [pdf]. Available from: <http://www.sustainable.uottawa.ca/uploads/editor/documents/Sustainable%20Development%20Annual%20Report%202009.pdf> [Accessed: 7 January 2011].

⁷⁴ Dockside Green website. Available at: <http://docksidegreen.com> [Accessed: 16 February 2011].

⁷⁵ Green Economy Network website (2011). Available at: <http://www.greeneconomynet.ca/> [Accessed: 16 February 2011].

Appendix B: Interview Questions

Interview Questions – Canadian Provincial/Territorial, Municipal, and First Nations Governments:

Definition of a Green Economy:

- Has your department / government given any thought to a green economy? If so, what have been the major points of discussion?
- Does your department / government hold views on what elements or principles are key to achieving a green economy? These might include some of the following:
 - Systems-based and holistic, integrating all three spheres of sustainability
 - Forward-looking
 - Decoupling economic growth from resource use and environmental degradation
 - Ensuring fairness and equity and addressing unjust disparities
 - Involving partnership, collaboration and reciprocity (within and between nation-states)
 - Adoption of new measures of progress, prosperity and wellbeing
 - Internalizing negative externalities
 - Strengthening resilience and reducing vulnerability
 - Acting within earth's ecological carrying capacity
- Can Canada make gains at home and abroad by putting more emphasis on a green economy (i.e. ensuring that Canada's economy advances economic, social and environmental aims in tandem)? If so, what might these gains be?

Initiatives and best practices:

- Could you explain what initiatives, if any, your department / government has engaged in with the intention of advancing a green economy? These may include any of the following:
 - Financial mechanisms such as pricing negative externalities, removing subsidies, providing tax incentives, or tax restructuring
 - Regulation
 - Public procurement policies
 - Investing in R&D, green infrastructure, and/or support for clean energy and technology
 - Education and skills training
 - Social policies to ensure that social goals can be achieved without compromising the intentions of current or proposed economic policies / objectives
 - Policies that seek to improve the availability of information available to consumers, or measures to promote change in public behaviour

- Development and use of indicators that consider and interconnect the social, economic and environmental measures of sustainability, rather than just those related to economic growth
- Other approaches (please elaborate)
- In your opinion, which of these initiatives have been successful and could be considered as a best practice and why? Where could I find out more information about these initiatives?
- Are there any initiatives that your department / government has implemented to promote a green economy that have not been particularly successful and what you have learned from the experience?
- In your experience, what have been the major challenges, if any, that your department / government has encountered in trying to achieve a green economy and why?

Broader picture and Rio+20 meetings:

- What role, if any, should the Government of Canada play in promoting / facilitating a national transition to a green economy and why?
- Sustainability calls for innovative interconnexions and partnerships. What role could your department / government best play in helping Canada transition to a green economy?
- More broadly, what are the main obstacles standing in the way of implementing a greener economy and why?
- [ONLY ASKED OF MUNICIPALITIES] What role do Canadian municipalities play in advancing a green economy? Could they play a bigger role and, if so, how?
- What priorities should Canada's delegation promote at the upcoming preparatory meetings for the 2012 Rio+20 Summit, specifically as these may relate to achieving a greener economy in Canada and abroad?

Closing:

- Are there any other related topics of concern you would like to discuss?
- Is there anyone else you would suggest I contact?

Interview Questions – Industry Associations:

Definition of a Green Economy:

- Has your association given any formal thought to the idea of a “green economy”? If so, what have been the major points of discussion and does your association have views on what elements or principles are key to achieving a green economy? These might include some of the following:
 - Systems-based and holistic, integrating all three spheres of sustainability
 - Forward-looking

- Decoupling economic growth from resource use and environmental degradation
 - Ensuring fairness and equity and addressing unjust disparities
 - Involving partnership, collaboration and reciprocity (within and between nation-states)
 - Adoption of new measures of progress, prosperity and wellbeing
 - Internalizing negative externalities
 - Strengthening resilience and reducing vulnerability
 - Acting within earth's ecological carrying capacity
- Do you believe that Canada can make gains at home and abroad by putting more emphasis on a green economy, i.e. ensuring that its economy advances economic, social and environmental aims in tandem? If so, what might these gains be?

Initiatives and best practices:

- What initiatives, if any, have your association or your members engaged with in an effort to promote a greener economy and can you describe some of these initiatives? Some examples might include:
 - Procurement policies with environmental and social considerations
 - Investing in sustainability R&D, green infrastructure, and/or support for clean energy and technology
 - Sustainability education and skills training of employees or customers
 - Social policies (e.g. establishment of a CSR officer) to ensure that social goals can be achieved alongside current or proposed economic strategies and plans
 - Marketing strategies to improve sustainability-related messaging to consumers
 - Development and use of indicators that consider and interconnect the social, economic and environmental measures of sustainability, rather than measuring economic growth alone
- In your opinion, which of the initiatives you've mentioned have been successful and could be considered as a best practice and why? Where could I find out more information about these initiatives?
- Are there any initiatives your association or members have implemented to promote a green economy that have not been particularly successful and can you tell me what you have learned from the experience?
- In your experience, what, if any, have been the major challenges your association and members have encountered in trying to achieve a green economy?

Broader picture and Rio+20 meetings:

- What role, if any, should the Government of Canada play in promoting / facilitating a national transition to a green economy and why?

- Sustainability calls for innovative interconnexions and partnerships. What roles could your association and members best play in helping Canada transition to a green economy?
- More broadly, what are the main obstacles standing in the way of Canadian society implementing a green economy and why?
- What priorities should Canada's delegation promote at the upcoming preparatory meetings for the 2012 Rio +20 Summit re: achieving a greener economy in Canada and abroad?

Closing:

- Are there any other related topics of concern you would like to discuss?
- Is there anyone else you would suggest I contact?

Interview Questions – Canadian NGOs:

Definition of a Green Economy:

- Has your organization given any thought to the idea of a “green economy”? If so, what have been the major points of discussion?
- Do you have views on what elements or principles are key to achieving a green economy? These might include some of the following:
 - Systems-based and holistic, integrating all three spheres of sustainability
 - Forward-looking
 - Decoupling economic growth from resource use and environmental degradation
 - Ensuring fairness and equity and addressing unjust disparities
 - Involving partnership, collaboration and reciprocity (within and between nation-states)
 - Adoption of new measures of progress, prosperity and wellbeing
 - Internalizing negative externalities
 - Strengthening resilience and reducing vulnerability
 - Acting within earth’s ecological carrying capacity
- Does your organization believe that Canada can make gains at home and abroad by putting more emphasis on a Green Economy? If so, what might these gains be?

Initiatives and best practices:

- What initiatives have you either been involved with or observed in Canada that have had the intention of advancing a green economy? Would any of these be considered as a best practices? Why would you consider them to be successful? Where could I find out more information about these initiatives?

- What types of initiatives or mechanisms do you believe hold promise for advancing a green economy? These may include any of the following:
 - Financial mechanisms such as pricing negative externalities, removing subsidies, providing tax incentives, or tax restructuring
 - Regulation
 - Public procurement policies
 - Investing in R&D, green infrastructure, and/or support for clean energy and technology
 - Education and skills training
 - Social policies to ensure that social goals can be achieved without compromising the intentions of current or proposed economic policies / objectives
 - Policies that seek to improve the availability of information available to consumers, or measures to promote change in public behaviour
 - Development and use of indicators that consider and interconnect the social, economic and environmental measures of sustainability, rather than just those related to economic growth
 - Other approaches (please elaborate)
- Are you aware of initiatives that have been implemented to promote a green economy that have not been particularly successful? What do you think was learned from the experience?

Broader picture and Rio+20 meetings:

- What role, if any, should the Government of Canada play in promoting / facilitating a national transition to a green economy and why?
- Sustainability calls for innovative interconnexions and partnerships. What role could your organization best play in helping Canada transition to a green economy?
- More broadly, what are the main obstacles standing in the way of implementing a green economy and why?
- What priorities should Canada's delegation promote at the upcoming preparatory meetings for the 2012 Rio+20 Summit, specifically as these may relate to achieving a greener economy in Canada and abroad?