

Welcome to this Clean Energy Canada webinar

Buy Clean lessons from the U.S.

May 12, 2022



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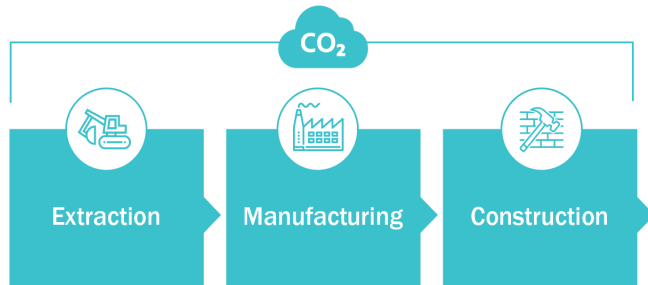
What is 'Buy Clean'?

Use public procurement and infrastructure to reduce “embodied carbon” in construction materials

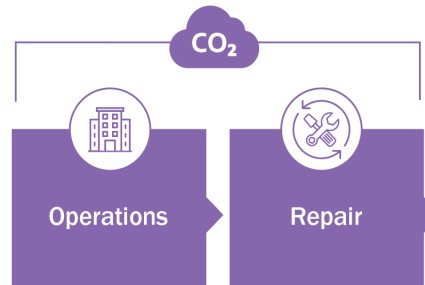
Embodied carbon can account for 50% of building lifecycle emissions

Reducing embodied carbon is key to net-zero for buildings and industry

CRADLE TO GRATE EMBODIED CARBON



OPERATING CARBON



END OF LIFE CARBON



Why Construction Materials?

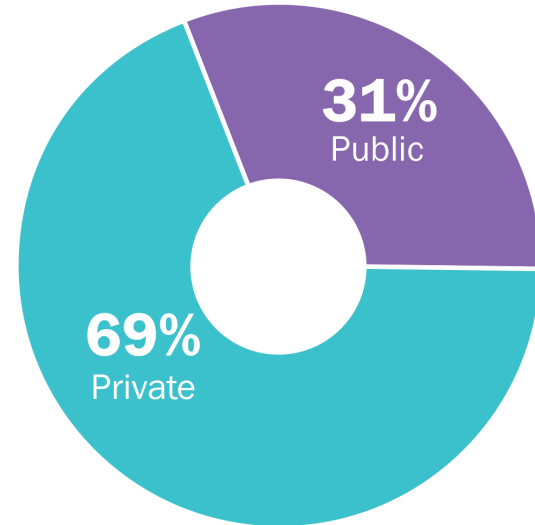
- Basic building blocks of all infrastructure
- Millions of tonnes used each year
- Emissions intensive
- Relatively little focus until now
- Government has an important role to play



The Role of Public Procurement

- Public sector buys \$5 billion of construction materials annually
- ~30% of the market for steel and cement/concrete
- Opportunity to align federal and provincial infrastructure investments with climate goals

Canadian market for steel, cement and concrete (% of total)



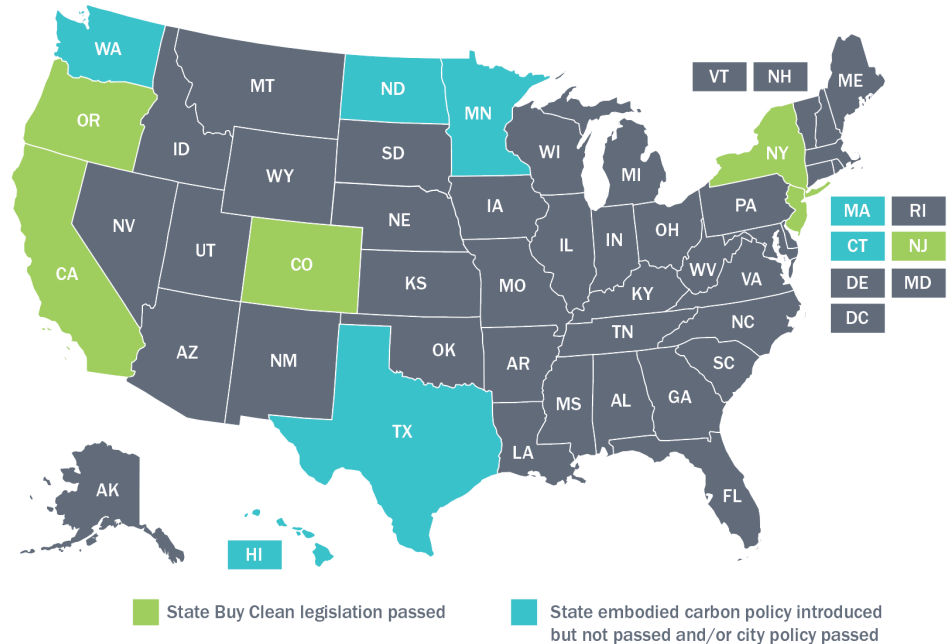
Can Canada Seize the Opportunity?

- Federal Buy Clean Strategy commitment
- Centre for Greening Govt and LCA2
- COP26 international procurement coalition
- Budget 2022: \$\$ for low-carbon materials



The U.S. is Taking Action on Buy Clean

- Momentum behind Buy Clean
- 18+ state and local policies
- Federal Buy Clean program, standards and demonstration projects
- \$650 Bn procurement market for Cdn exports



CEC's New Report: What Can Canada Learn?

- Interviews with 15 policy experts
 - Policy makers
 - Government staff
 - Researchers and advocates
- Six key lessons to help inform Canada's 'Buy Clean' strategy



Six Lessons on ‘Buying Clean’

LESSON 1

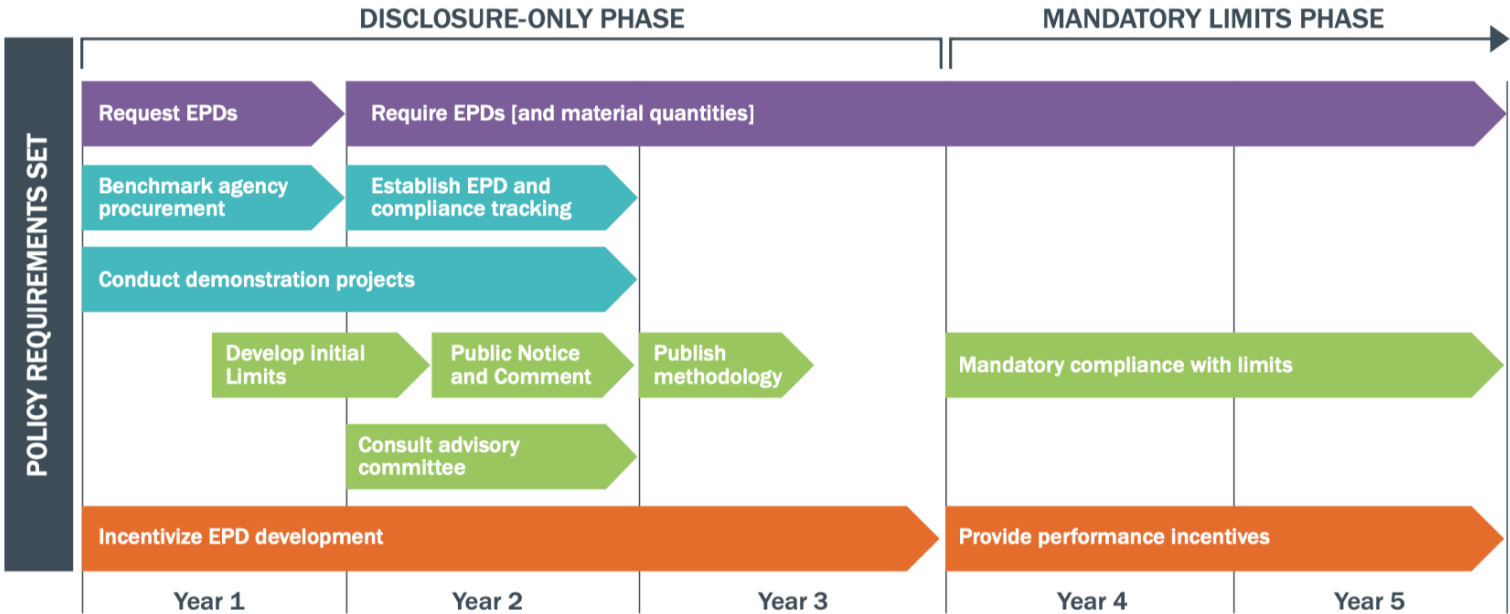
Start simple and grow
ambition over time



“It’s better to focus on a few materials. This is a new policy that is cutting edge, and being focused will help get the most out of it. It’s also easier when you have fewer lobbyists against you.”

Representative Frank Hornstein, Minnesota

Phasing in Policy Over Time



Key: Action relates to ■ Environmental Product Declaration Disclosure ■ Agency practices ■ Embodied carbon Limits ■ Incentives

Six Lessons on ‘Buying Clean’

LESSON 1

Start simple and grow ambition over time

LESSON 2

Engage industry in policy design



“Implementation of embodied carbon requirements is complex—there are a lot of stakeholders and standards attached to building materials. It’s important to understand the human side as well as the technical side.”

Stacey Foreman, Sustainable Procurement Program Manager, City of Portland

Six Lessons on ‘Buying Clean’

LESSON 1

Start simple and grow ambition over time

LESSON 2

Engage industry in policy design

LESSON 3

Collect enough data to inform decisions



“Time is the problem—we don’t have 10 years to build a publicly available life-cycle inventory database. For many materials, we don’t need (and might never have) perfect data, just data that is good enough for decision-making. There’s a lot of EPD data available right now that meets that requirement.”

Six Lessons on 'Buying Clean'

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Start simple and grow ambition over time

LESSON 2

Engage industry in policy design

LESSON 3

Collect enough data to inform decisions

LESSON 4

Use policy sticks and carrots

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Engage industry in policy design

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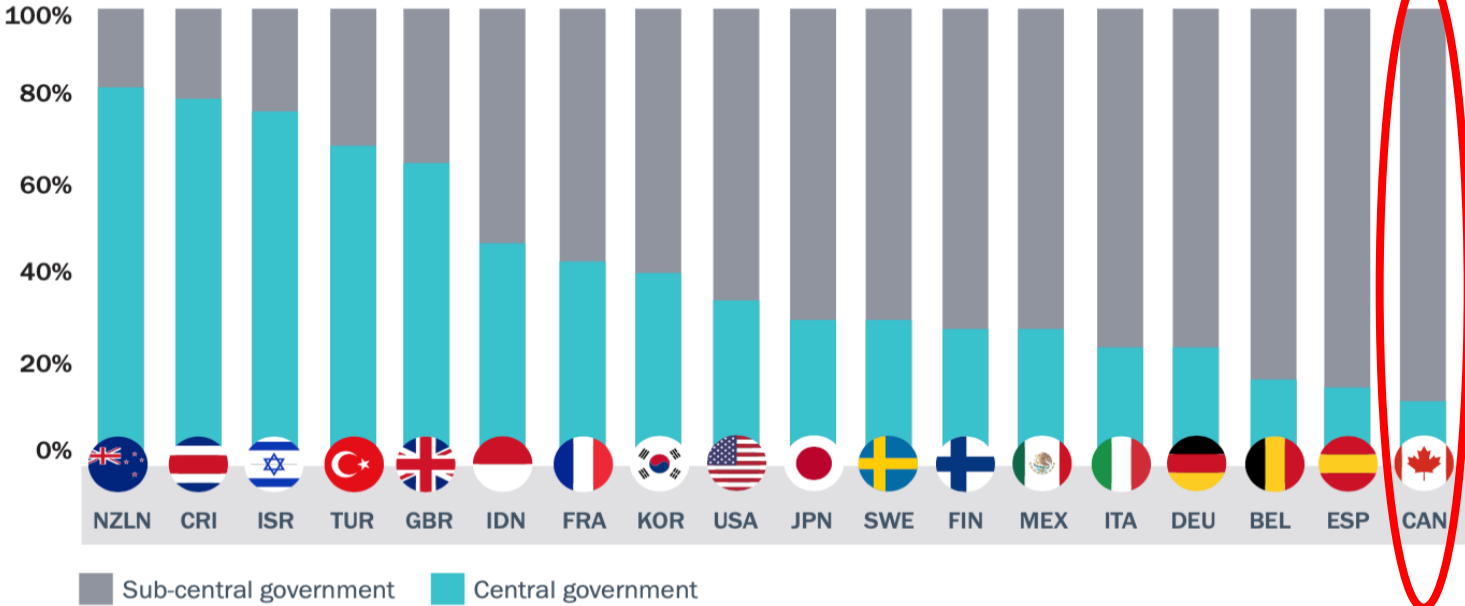
LESSON 4

Use policy sticks and carrots

LESSON 5

Federal policy champion

Federal Leadership is Essential



~80% of Canada's procurement is at provincial, territorial and municipal levels

Six Lessons on 'Buying Clean'

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Engage industry in policy design

LESSON 3

Collect enough data to inform decisions

LESSON 4

Use policy sticks and carrots

LESSON 5

Federal policy champion

LESSON 6

Broader policy package for industry

Closing Thoughts

“

“For Canada, with its clean steel production and electricity, Buy Clean is a way to support domestic industry and contrast it with carbon-intensive imports from China, India and Russia.”

Mike Williams, Senior Fellow,
Center for American Progress



Track the energy transition

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**For follow-up questions,
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