



2021 ANNUAL REPORT

 CLEAN ENERGY CANADA



Clean Energy Canada, a program of the Morris J. Wosk Centre for Dialogue at Simon Fraser University, is leading the conversation on clean energy and climate policy in Canada.

CLEAN ENERGY CANADA

Clean Energy Canada is uniquely situated to inform and inspire Canadian federal and provincial governments to adopt strong policies to advance clean energy. We also reach millions of Canadians through both traditional and social media to build public support for this transition. We promote the transition to clean electricity and clean transportation as part of a growing clean economy. Our message: **policies driving the clean energy transition also deliver jobs and economic benefits.**

Our work spans the following four areas:

- 1 We conduct persuasive **research**.
- 2 We inspire strong government **policy** and action.
- 3 We build influential **collaborations**.
- 4 We invest in high-impact **communications**.



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2021 Annual Report

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MORRIS J. WOSK
CENTRE FOR DIALOGUE

Another milestone year

Welcome to our first ever annual report. Clean Energy Canada has been fighting the good climate fight since 2010, but as we've grown in size and impact, we saw a need to step back and summarize the work of the past year. Climate action, after all, is about seeing the forest for the trees.

Things seldom slow down at Clean Energy Canada, and 2021 was no exception. Canada increased its 2030 climate target, announced a plan to get there (which included key policies Clean Energy Canada has long advocated for), hosted yet another federal election, and—tragically—suffered some of the worst impacts of climate change yet out west.

Beyond our borders, COP21 saw an increase in international ambition and cooperation, European nations made big competitive bets on a clean energy future, and American automakers finally turned their focus to electric vehicles. And yet, as of writing this, our southern neighbours are still working their climate plan through congress.

I am nonetheless encouraged by progress, even if it's imperfect and even when there's lots more to do. To that end, this annual report is our attempt to summarize, very briefly, how Clean Energy Canada contributed to such progress in 2021.

In many ways, it was another milestone year for us—and for Canada—though we know it won't be the last. However strong the tides seem now, a tsunami of change is still on the horizon.



Merran Smith,
Executive Director, Clean Energy Canada



Clean Energy Canada's TOP POLICY GOALS IN 2021/2022



Ensure Canada's new climate plan will realistically achieve or surpass Canada's increased target of reducing emissions by 40-45% by 2030.



Support the implementation of a strong national zero-emission vehicle standard to drive down emissions and drive up EV availability for all Canadians.



Work with governments and industries to transition medium- and heavy-duty vehicle fleets to zero-emission versions.



Support the development of a federal Clean Electricity Standard to make our electricity grid 100% non-emitting and scale up generation and transmission in preparation for a net-zero future.



Support the development of a national Buy Clean Strategy to prioritize the use of low-carbon steel, concrete and other materials in Canadian infrastructure projects.



Help federal and provincial governments develop their clean economies with informed strategies and investment dollars targeted toward areas where Canada has competitive advantages, including the battery supply chain and clean hydrogen.

RESEARCH & REPORTS



The Next Frontier

MARCH 2021 | POLICY GOALS:



As more and more countries pledge to reduce emissions, including Canada's closest trading partners, the materials required to build a net-zero world are increasing in demand. Clean Energy Canada's first report of 2021, *The Next Frontier*, argued that to seize this significant opportunity, Canada needs a federal action plan for clean industry.

Media coverage: Toronto Star, Canada's National Observer, Yahoo, Business in Vancouver, iPolitics, Utility Drive, Supply Professional, Humboldt Journal



The New Reality

JUNE 2021 | POLICY GOALS:



Our flagship report of 2021 and a sequel to our jobs reports of 2019, *The New Reality*, revealed that 430,500 people are already employed in Canada's clean energy sector today. By 2030, our modelling (done with Navius Research) projected that number would grow almost 50% to 639,200, based on new announcements in the federal government's December 2020 climate plan.

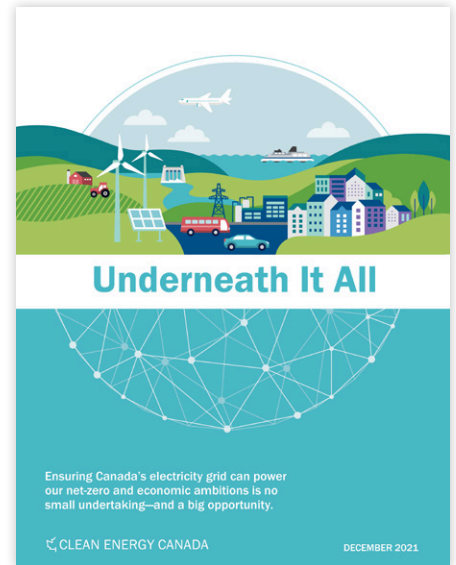
Media coverage: 24 local CBC radio stations (including Toronto's Metro Morning, Calgary's Eyeopener, and Vancouver's Early Edition), The New Yorker, Global News, Reuters, The Globe and Mail, Toronto Star, Financial Post, Canada's National Observer, Calgary Herald, Edmonton Journal, Windsor Star, Londoner, Business in Vancouver, Northern Miner, PV Magazine USA, Hill Times, Electric Autonomy

Underneath It All

DECEMBER 2021 | POLICY GOALS:  

Our last report of the year, *Underneath It All*, explored four reasons why Canada needs to roughly double its output of electricity with clean energy by 2050: to ensure Canada can effectively combat climate change, to diversify and strengthen Canada's economy, to further expand Indigenous clean energy ownership, and to improve energy security and affordability.

Media coverage: Toronto Star (exclusive), The Globe and Mail (twice, including an editorial), Canada's National Observer, 630 CHED Edmonton and Calgary radio, Energi Media



Technical reports

Clean Energy Canada circulated two key policy reports in 2021 that were widely praised by government stakeholders:

Turning Talk into Action: Building Canada's Battery Supply Chain

MAY 2021 | POLICY GOALS:   

Released in May, this report represented one of the first serious examinations of Canada's opportunity to establish itself as a major player in the global battery industry, along with recommendations for action. Informed by a number of stakeholders, the report was the subject of a lengthy exclusive in The Globe and Mail.

A Buy Clean Roadmap for Canada

JULY 2021 | POLICY GOALS:  

Published in July, this report outlined a roadmap for the federal government to develop and implement a Buy Clean approach to public procurement in Canada. This report was also informed by relevant industry stakeholders and co-released with Blue Green Canada.

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Clean Energy Canada was quoted by the **New York Times** and the **New Yorker** in 2021.

GOVERNMENT & INDUSTRY ENGAGEMENT

in 2021

- 23** external events participated in
- 15** written briefs provided to governments
- 10** advisory groups offered our expertise
- 8** submissions given to governments
- 7** events convened with industry stakeholders
- 2** standing committee testimonies delivered

Advancing a Canadian EV battery sector

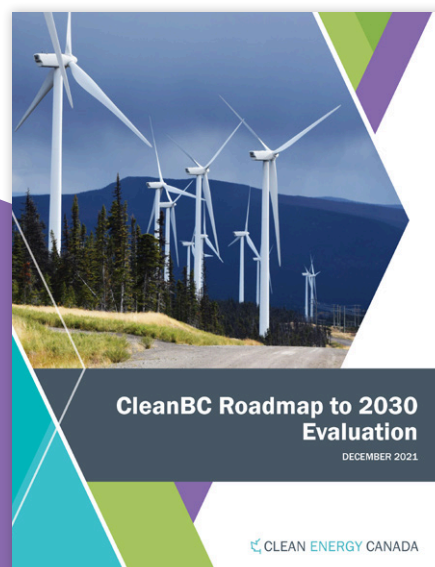
Canada has a chance to establish itself as a major player in the global battery industry, but we must act fast to seize this opportunity. If we don't, other countries will fill the gap in meeting the growing demand for EVs and secure the advanced manufacturing jobs, intellectual property, and other economic gains that come with it. Developing Canada's battery supply chain and manufacturing capacity will anchor our existing auto sector, ensure we capture the jobs and value created in the transition to electric vehicles, and support the growth of new jobs and industries in the clean energy economy.

Clean Energy Canada convened a selected group of industry stakeholders and other experts to develop the report described on page 5. We have subsequently engaged in ongoing dialogue with key federal government officials to formalize actions that would help grow the sector.

The group included stakeholders from the following organizations: Automotive Parts Manufacturers' Association, Battery Metals Association of Canada, Delphi Group, Electric Mobility Canada, Unifor, Lion Electric Co., Dunskey Energy Consulting, Lithion Recycling, Mining Association of Canada, Li-Cycle, E3 Metals, The Transition Accelerator, General Motors Canada, E-One Moli Energy (Canada), Magna International, Propulsion Québec, Blue Solutions Canada, and Polaris Strategy + Insight

Buy Clean Industry Alliance

A Buy Clean approach to government procurement, which prioritizes the use of low-carbon construction materials in public and private infrastructure projects, is one of the best tools the government has to create jobs and enhance economic competitiveness while accelerating the transition to a net-zero economy. Additionally, many Canadian-made materials—from cement and concrete, to wood, to steel and aluminum—are lower carbon than international competitors. **The Buy Clean Industry Alliance** convened by Clean Energy Canada, which informed the report mentioned on page 5 and supports its recommendations, is comprised of the Canadian Steel Producers Association, the Cement Association of Canada, the Aluminum Association of Canada, the Forest Products Association of Canada, and Blue Green Canada. Alongside these stakeholders, Clean Energy Canada continues engaging with government officials to help make the report's recommendations a reality.



CleanBC and the Climate Solutions Council

Since 2017, Clean Energy Canada has also engaged on building a framework for climate and clean energy policy in B.C., most notably through Executive Director Merran Smith's role as co-chair of the province's Climate Solutions Council. This work culminated in the fall 2021 release of the **CleanBC Roadmap to 2030**, which includes a number of policies (particularly addressing emissions in the transportation and building sectors) that place B.C. among the most ambitious jurisdictions in North America when it comes to climate action.



Credit: Alcoa

PUBLIC ENGAGEMENT

in 2021



4,305
media mentions



61,320
Facebook engagements
per month



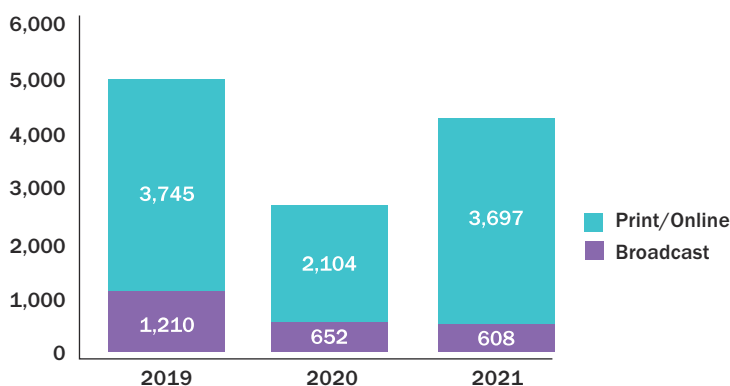
140,704
Canadians reached
per month on Facebook

151,211
Twitter impressions
per month

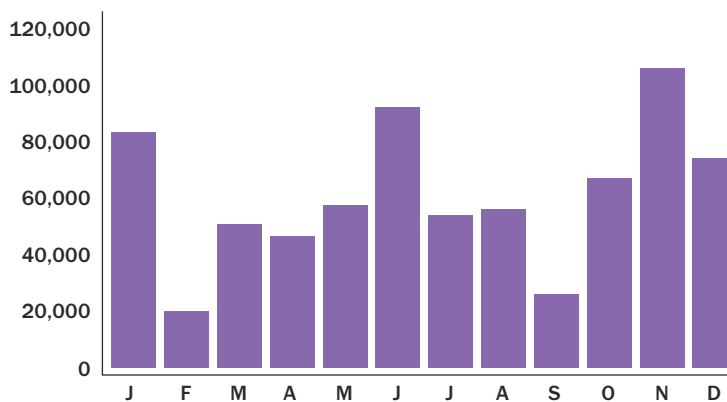
1,676
Twitter engagements
per month

YEARLY EARNED MEDIA BY PRINT/ONLINE AND BROADCAST (TV/RADIO) COVERAGE

Annual mentions of "Clean Energy Canada" and staff in print, online and broadcast



2021 FACEBOOK ENGAGEMENTS BY MONTH



WHAT WE PUBLISHED



5 reports



16 op-eds



39 media releases



4 media briefs



6 polls



5 videos

THANK YOU



Thank you for your support

Clean Energy Canada could not champion climate solutions without the resources to fight for a brighter future. To that end, we would like to graciously thank the individuals who supported us in 2021, along with the following foundations:



IVEY foundation

M.H. Brigham Foundation





CLEAN ENERGY CANADA

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