




2022 ANNUAL REPORT

 CLEAN ENERGY CANADA



Clean Energy Canada,
a program at 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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2022 Annual Report

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SFU

MORRIS J. WOSK
CENTRE FOR DIALOGUE

A light at the end of the tunnel

Clean Energy Canada continued to make an outsized impact on climate action and policy over the past year. Here's a snapshot of all that transpired.

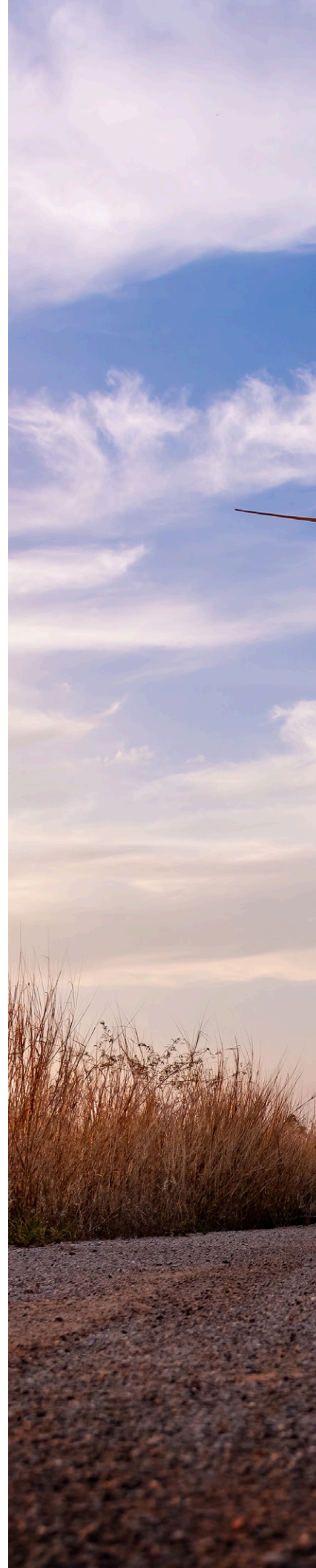
In 2022, Canada released a groundbreaking roadmap to reach its updated 2030 and 2050 climate targets, launched a national critical minerals strategy to support the development of a domestic EV battery industry, and made significant progress on a national sales mandate for zero-emission vehicles. Meanwhile, the climate crisis, marked by record-breaking floods, heat domes, and other climate disasters across the nation, continued to underscore the urgent need to transition to clean energy.

Beyond our borders, Russia's invasion of Ukraine triggered an energy crisis that accelerated Europe and the world's shift to renewable energy. The United States also passed its most comprehensive climate bill to date, which contained sweeping measures that could signal a new era in global trade.

In the current global context, Canada faces a choice—and an opportunity—to forge and strengthen climate-aligned trade relationships that will facilitate sustainable growth and prosperity. Step one: ensuring that our goods and services are among the cleanest, and thus most competitive, in the world.

Of course, no issue dominated the airwaves—and the hearts and minds of Canadians—more than worsening affordability. Just as clean energy is integral to building a sustainable economy, so it is with making life more affordable for Canadians.

As we enter yet another year of headwinds, Clean Energy Canada will continue championing the clean path forward. After all, it's the only one that will truly lead us to the light at the end of the tunnel.



Clean Energy Canada's **OBJECTIVES** **FOR 2022/2023**



Support the continued implementation of Canada's new climate plan to reduce emissions by at least 40% below 2005 levels in 2030.



Work with the federal government to implement and build public support for its proposed national zero-emission vehicle sales mandate to drive down emissions and drive up EV availability for all Canadians.



Encourage the federal government to develop and implement a national Buy Clean policy to increase the use of low-carbon construction materials in infrastructure projects—while boosting the competitiveness of clean Canadian suppliers.



Help Canadians draw the connections between clean energy, energy security, and affordability in order to increase public support for climate action.



Help governments target their strategies and investments into areas of the clean economy, such as the EV battery supply chain, where we have clear competitive advantages to ensure Canada remains an attractive destination for business.



Help federal and provincial governments plan and build out their electricity grids to achieve Canada's near-term Clean Electricity Regulations while preparing for the growing electricity needs of a net-zero 2050.



RESEARCH & REPORTS



The True Cost

MARCH 2022 | OBJECTIVES:   

With gas prices rising to record highs last spring, cash-conscious Canadians were considering the merits of switching pump for plug. Clean Energy Canada's first report of the year analyzed total ownership costs for a number of popular EV models compared to their gas equivalents, finding EVs to be significantly cheaper. The report landed with a splash: Clean Energy Canada staff gave more than 20 interviews on local morning radio shows across the country.

Media coverage: Over 20 CBC stations, CTV News National, CTV News BC, Toronto City News, the Vancouver Sun, Alaska Highway News, the St. Albert Gazette, and more



Canada's New Economic Engine

SEPTEMBER 2022 | OBJECTIVES:   

Clean Energy Canada's biggest report of the year put a spotlight on Canada's battery-making potential as an economic and job-creating opportunity. Through our modelling with the Trillium Network for Advanced Manufacturing, we found that if Canada plays its cards right, it could build a domestic EV battery supply chain that could support up to 250,000 jobs by 2030 and add \$48 billion to the Canadian economy annually. The research was widely circulated among government and industry stakeholders (including through a webinar), which led to our report being cited directly in Canada's first Critical Minerals Strategy.

Media coverage: Mentions in multiple Toronto Star op-eds, a Financial Post article and podcast, the Windsor Star and other postmedia papers, CBC National, CBC Saskatchewan, Glacier Media papers, Business in Vancouver, Yahoo News, La Presse, the Northern Miner, the Canadian Mining Journal, Auto News Canada, Electric Autonomy, and more

TECHNICAL REPORTS

Lessons from the United States on “Buying Clean” and recommendations for Canada

April 2022 | OBJECTIVES:   

The Buy Clean approach to government procurement is a win-win tool for cutting emissions and enhancing economic competitiveness. Clean Energy Canada’s second report of the year gathered lessons and insights from Canada’s more Buy-Clean-experienced neighbour. Our staff interviewed 15 Buy Clean authorities from jurisdictions across the U.S. and distilled the findings into six takeaways for Canada in developing its own Buy Clean policy. The report was circulated among federal political and civil service staff and presented in a webinar for industry stakeholders, while an accompanying op-ed was placed in *Policy Options*.

How Canada can design a truly effective zero-emission vehicle mandate

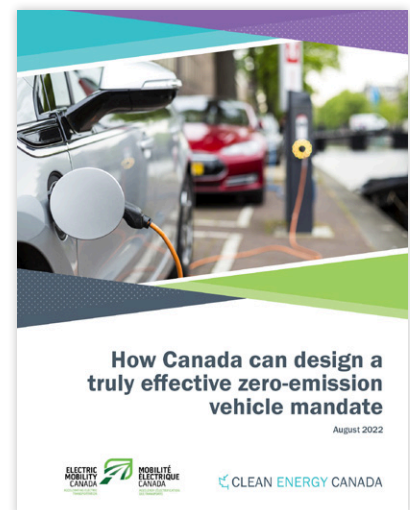
AUGUST 2022 | OBJECTIVES:  

To help the federal government enact its promised national zero-emission vehicle mandate—a policy designed to remedy Canada’s EV supply crunch—Clean Energy Canada provided a set of recommendations (written jointly with Electric Mobility Canada) to the federal government on how best to design the crucial regulation. In the final weeks of December, Canada introduced its draft of proposed regulated sales targets for zero-emission vehicles.

Money Talks

OCTOBER 2022 | OBJECTIVES:   

Our final report of the year, *Money Talks*, provided groundbreaking data—developed in partnership with Global Efficiency Canada—on the potential emissions benefits of adopting a Buy Clean policy in Canada. The report received widespread support from key stakeholders across industry, labour, and environmental nonprofits and made its way into the hands of key government contacts.





CONVENING STAKEHOLDERS

3 Webinars with **463**
total registrants

15 Events (**5** hosted
by Clean Energy
Canada)

14 Advisory groups

17 Written briefs

15 Submissions

3 Standing committee
testimonies

Canadian Battery Task Force

OBJECTIVES:  

As co-chairs of the Canadian Battery Task Force, Clean Energy Canada and Accelerate brought together experts from across the battery supply chain—including industry, academia, and labour—to build consensus on a ‘blueprint’ for advancing Canada’s nascent battery industry. The resulting work demonstrated to government officials what a Canadian battery strategy needed to look like, and what they needed to prioritize as their next steps.

Buy Clean Industry Alliance

OBJECTIVES:   

Building on the information we created for federal policymakers in our Buy Clean reports, Clean Energy Canada held joint dialogues with steel, cement, and other industry stakeholders in the Buy Clean Industry Alliance (convened by Clean Energy Canada) to further inform a competitive Buy Clean approach to public procurement in Canada. The alliance currently brings together 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.

Government of Canada Zero-Emission Vehicle Technical Working Group

OBJECTIVES:

Designing good policies is no easy feat. As part of the federal government's Zero-Emission Vehicle Technical Working Group, we worked side-by-side with federal policymakers and other technical experts to ensure that key decarbonization policies—like the forthcoming federal zero-emission vehicle sales mandate—are well-crafted and truly effective.



POWERFUL ECONOMICS

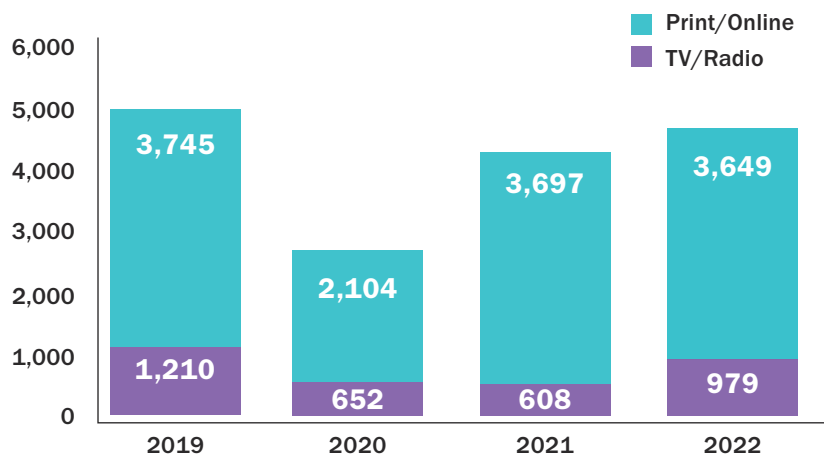
In 2022 and into 2023, Clean Energy Canada began new work aimed at helping provinces make better decisions about their electricity—and economic—futures. Doing the math on B.C.'s current and future electricity needs, we questioned LNG expansion plans in a widely circulated *Vancouver Sun* op-ed. More significantly, *A Renewables Powerhouse*—a report informed by analysis from Dunskey Energy + Climate Advisors—showed the lower province-specific costs of generating electricity from wind and solar compared to natural-gas-fired power in both Alberta and Ontario.



ENGAGING CANADIANS

YEARLY EARNED MEDIA BY PRINT/ONLINE AND TV/RADIO COVERAGE

Annual mentions of “Clean Energy Canada” and staff in print, TV, and radio



WHAT WE PUBLISHED



5 reports



13 op-eds



29 media releases



7 polls



1 Qualitative public opinion study



MEDIA MENTIONS

4,628



FACEBOOK

1.3 million
Canadians reached

1 million
Engagements



TWITTER

1 million
Impressions

18,000
Engagements



INSTAGRAM

19,000
Canadians reached

1,500
Interactions

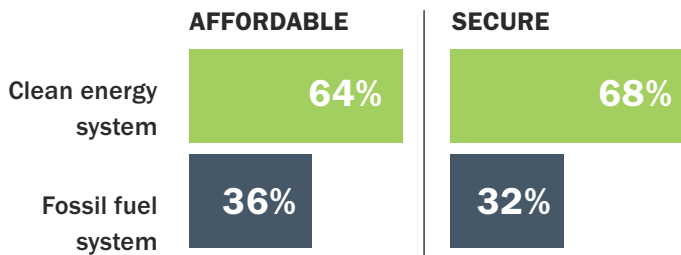


VIDEO VIEWS

35,000

POLL:

Two-thirds of Canadians say a clean energy system will be more affordable and secure.



Source: Clean Energy Canada and Abacus Data, December 2022



CLIMATE ACTION EQUALS SMALLER ENERGY BILLS

Strong climate policies require strong public support, but how do we convince more Canadians to get behind climate action? Through a series of public opinion surveys and a more comprehensive qualitative study—conducted with our public opinion research partner, Abacus Data—we dug deeply into the minds of Canadians to better understand how they think about energy affordability. To highlight the cost-saving benefits of clean energy, we released *The True Cost* report on EV savings, sent reporters a media brief summarizing a growing body of research that shows how household energy spending declines en route to net zero, and hosted a communications webinar on the importance of linking climate action with affordability and energy security.



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 2022, along with the following foundations:

IVEY foundation



Donner
Canadian
Foundation

Fondation
McConnell
Foundation



THE
HOUSSIAN
FOUNDATION



Fondation **ECHO** Foundation
ECHO



M.H. Brigham Foundation