



# 2023 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 informs and inspires Canadian federal and provincial governments, along with the business community, to adopt strong policies to build the clean economy. 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, transportation, and industry as part of growing the clean economy. Our message: The clean energy transition grows jobs, improves economic competitiveness, attracts investment, and makes life more affordable. 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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# A new era

In today's rapidly changing world, rarely does a year pass by without its share of "unprecedented" or "historic" events. This past one saw an extraordinarily long list of records broken both in terms of climate-related impacts, and the pace and scale of the transition to a clean economy. In the face of this change, Clean Energy Canada continued its national leadership by doing what it does best: bringing people together to produce and communicate the research and stories that inspire, inform, and secure good climate policies that work for all Canadians. Here's a quick recap of the past year.





In 2023, Canada unveiled drafts of its Clean Electricity Regulations and a long-awaited nationwide Electric Vehicle Availability Standard, became the first major oil and gas producing nation to announce a cap on the oil and gas sector's emissions, attracted over \$17.5 billion in new EV battery supply chain investments, and released a climate progress report showing significant emissions reductions expected by 2030. At the same time, climate change became impossible to ignore as extreme weather—including a wildfire season worse than any before it—saw entire cities displaced while damage claims piled up into the billions.

Beyond our borders, the U.S.'s Inflation Reduction Act continued to spur North American cleantech and manufacturing investments, the EU passed its own Green Deal and announced an ambitious new 2040 climate target, and nations around the world—for the first time—signed a COP agreement explicitly committing them to a “transition away from” fossil fuels.

Yet despite the undeniable progress made, greater urgency and ambition is needed. Notably, last year was the first time the world breached the Paris Agreement target of 1.5C over a 12-month period. The costly consequences were a heavy reminder of what's at stake.

Fortunately, global investments in the energy transition are ramping up alongside a growing understanding that no country or province can have a thriving, resilient, and affordable economy without investing in a cleaner future. Climate change has long arrived, but we're hopeful that a new era of climate action—one in which it is not only seen but treated as inextricable from economic action—is finally here.

For the past decade Clean Energy Canada has championed the climate and economic solutions that would push forward this transition, and seeing so many of them come to fruition in Canada has made last year a monumental one. But with still much more work to do and crucial elections on the horizon, we expect 2024 to be just as busy, and every bit as critical, as 2023.



# Looking back

## OUR OBJECTIVES FOR 2023



Help Canadians understand the affordability and economic benefits of clean energy technologies and the broader transition in order to increase public support for climate action.



Work with the federal government to implement its nationwide Electric Vehicle Availability Standard to ensure that all Canadians can benefit from access to affordable EVs.



Help federal and provincial governments plan, build out, and transform their electricity systems to align with Canada's near-term Clean Electricity Regulations while ensuring the country holds on to its biggest competitive advantage en route to a net-zero 2050.



Encourage the federal government to move forward with the implementation of a comprehensive national Buy Clean policy to unlock the emissions-saving potential of low-carbon construction materials and bolster the competitiveness of Canadian clean suppliers.



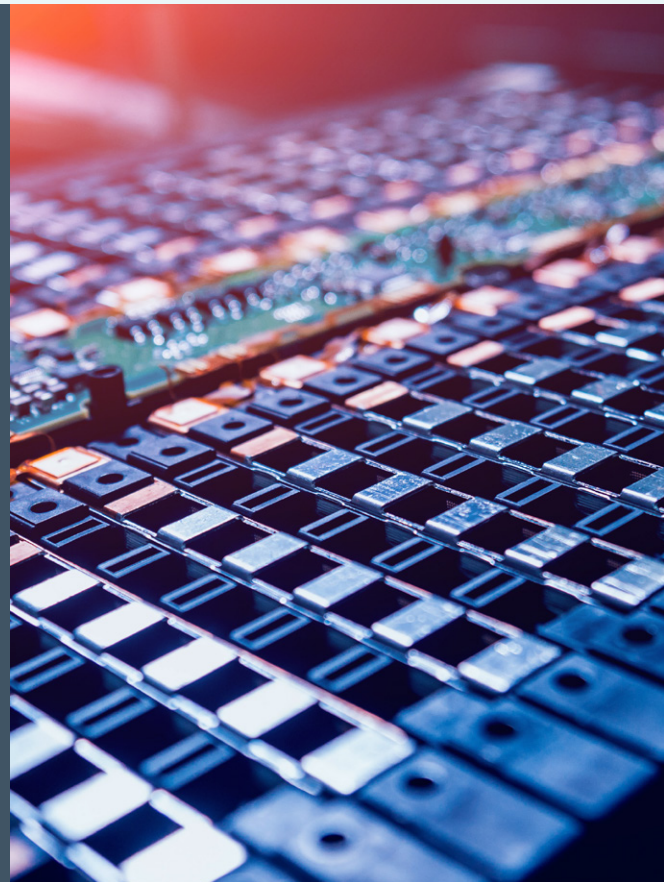
Support the implementation of the additional actions identified in Canada's interim climate progress report to reduce emissions by at least 40% below 2005 levels by 2030.



Help governments grow Canada's clean energy sector by attracting investments in our burgeoning EV battery supply chain and streamlining permitting processes for sustainable projects.

## VAULTED TO THE TOP

In 2022, BloombergNEF vaulted Canada from fifth to second in the world for its EV battery supply chain potential. By early 2024, Bloomberg announced that Canada had knocked China out of first place for 2023, becoming the world's most promising country for the manufacturing of EV batteries. It's no surprise with \$30 billion worth of investments added across the country's EV supply chain since 2021, including the country's first major EV assembly plant and two highly sought-after battery gigafactories from Volkswagen and LG/Stellantis. Clean Energy Canada has played a crucial role in launching the now-burgeoning industry in Canada, starting with our widely-covered 2022 report, *Canada's New Economic Engine*, which scoped the promising economic opportunity for governments and industry, leading to the creation of Canada's first Critical Minerals Strategy. Of the many things the report achieved, it brought excitement and a shared understanding of the EV supply chain to those who would become its champions.





# Research and reports

## LANDMARK REPORTS

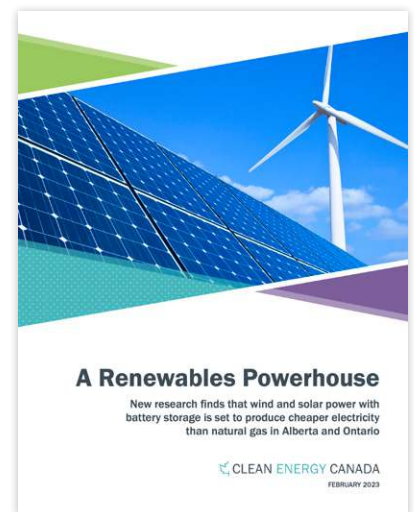
Clean Energy Canada prides itself on our ability to produce research that is not only timely, robust, and accurate, but engaging even to ordinary Canadians. Our landmark reports of the past year advance public dialogue in Canada on the energy transition and associated policies.

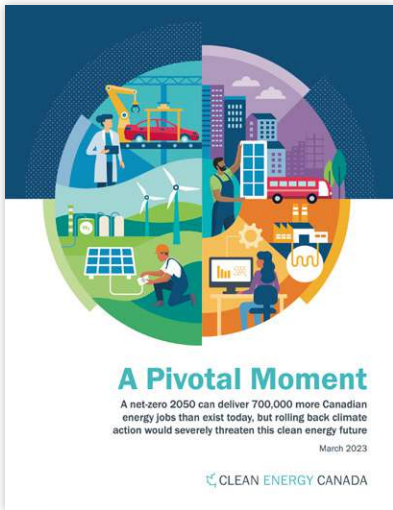
### A Renewables Powerhouse

February 2023 | Objectives:  

As we move forward, our entire economy will need to be powered by clean electricity to reach net zero by 2050. In fact, estimates are that Canada will require up to triple the current supply of clean electricity as we replace fossil fuels to power our buildings, transportation, and industry. Clean Energy Canada's first report of 2023 examined the costs of building new power in Alberta and Ontario (two jurisdictions in the midst of transforming their grids), making a compelling economic case for renewables. It was also among the first studies to examine the location-specific costs of building new wind and solar in Canada. Our analysis found that wind power is already significantly cheaper to produce than gas-fired power in both provinces, with further cost reductions on the horizon. Even with batteries included, both wind and solar would be cost-competitive with natural gas. The report landed positively with government and electricity stakeholders, with Ontario now looking to add new wind and solar to fill its growing power gap. It was also cited in the federal government's 2023 *Progress Report on the 2030 Emissions Reduction Plan*.

**Media coverage:** An op-ed in the *Calgary Herald*, syndicated coverage in the *Toronto Star* and *Ontario Farmer*, with dedicated stories in *Corporate Knights*, industry publication *Energy Storage News*, and others. Subsequent mentions of the report landed in *Reuters*, *The Globe and Mail*, the *Timmins Daily Press*, *The Weather Network*, and elsewhere.



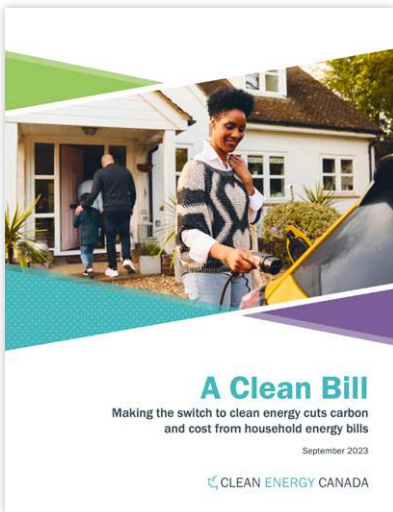


## A Pivotal Moment

March 2023 | Objectives:   

To bolster support for the energy transition, Clean Energy Canada produces a signature report that spotlights the immense job-creating potential of a clean energy future. In 2023, we partnered with Navius Research to project clean energy jobs out to 2050 for the first time, finding that Canada will see 700,000 more clean energy jobs in a net-zero 2050 than exist today. Despite landing at a busy time in the Canadian political calendar, *A Pivotal Moment* made a big media splash, receiving dedicated coverage in outlets from *Bloomberg* to a coast-to-coast CBC Radio run. Our efforts to share its findings with government, industry, academia, and the environmental community ultimately led to the report being cited in the federal government’s *Sustainable Jobs Plan* and its clean electricity snapshots for all 13 provinces and territories. A related webinar in the months following the report’s release saw 240 registrants.

**Media coverage:** More than 20 radio interviews on CBC stations, dedicated coverage on *BNN Bloomberg*, *The Alberta Gazette*, and the *Mining Journal*, in addition to three op-eds placed in *The Globe and Mail*, *The Hill Times*, and the *Edmonton Journal*. Subsequent mentions of the report landed in CTV News, *The Canadian Press*, *The Globe and Mail*, *Canada’s National Observer*, and elsewhere.



## A Clean Bill

September 2023 | Objectives:   

Whether it was \$2 gas or higher home heating bills, cost of living concerns remained top of mind for Canadians in 2023, as did concerns about climate change. Fortunately, both problems have a common solution in clean energy. As such, one of our most significant reports of the year highlighted the affordability benefits of transitioning to clean energy at the household level. Our analysis showed that an average Toronto family that adopts a few common clean energy technologies—EVs, heat pumps, and an electric stove—could save \$800 a month on energy costs, even when accounting for equipment costs. The findings in *A Clean Bill* made their way into political speeches and conversations in Ottawa immediately following its release, leading to its citation in the country’s *2023 Progress Report on the 2030 Emissions Reduction Plan*. A related webinar we hosted the month after saw a record 700 registrants.

**Media coverage:** Dedicated coverage in a nationwide CBC Radio syndication (25 stations), an op-ed placed in the *Toronto Star*, and notable mentions in CBC and elsewhere.

## POLICY SPOTLIGHT

### Paving the road for Canada’s milestone EV standard

In December 2023, Canada finally unveiled its nationwide Electric Vehicle Availability Standard for passenger vehicles—a landmark policy that Clean Energy Canada has worked to advance for more than half a decade. The new standard, which will require automakers to make an increasing percentage of zero-emission vehicles available for sale (20% by 2026, 60% by 2030, and 100% by 2035), helps ensure Canadians’ access to affordable, money-saving EVs. From 2018’s hugely successful *Batteries Not Included* report (which helped get the measure in place in B.C.) to 2022’s *The True Cost* and this year’s *A Clean Bill* (which communicated to Canadians the economic benefits of driving electric), we’ve been paving the road for its successful adoption at every step of the way.



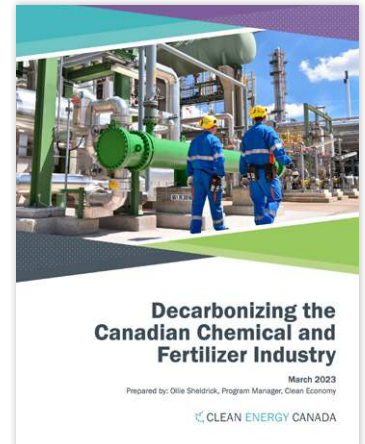
## TECHNICAL REPORTS

While these reports may not make headlines, they generate and mobilize important technical research and knowledge that help inform decision-makers and decarbonization experts in key fields.

### Decarbonizing the Canadian Chemical and Fertilizer Industry

March 2023 | Objectives:   

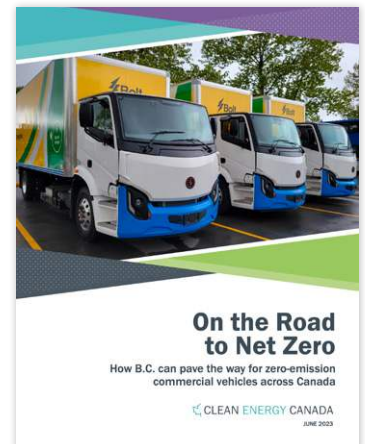
Canada’s economy and the lives of Canadians are highly reliant on the materials and products produced by the chemical and fertilizer industry. The industry emits almost as much carbon as the steel and cement sectors combined, yet Canada has not developed a net-zero pathway for the sector. To launch a much-needed focus on this sector, we published a white paper that illustrates the key role of chemical products in many low-carbon technologies as well as how crucial decarbonizing them will be for Canada to meet its climate targets, proposing a list of recommended actions for policymakers. Following its release, we jointly hosted a webinar with the Chemistry Industry Association of Canada. Our goal was to inspire the development of such a framework and corresponding investment in decarbonizing the sector.



### On the Road to Net Zero

June 2023 | Objectives:  

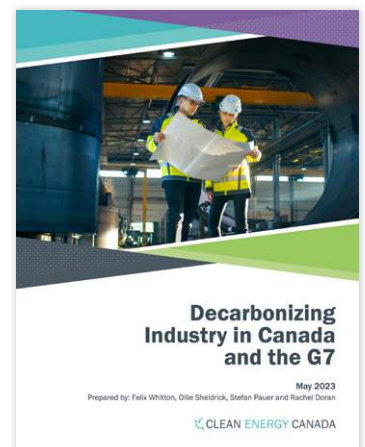
Medium- and heavy-duty gasoline and diesel vehicles—like heavy freight delivery vans, trucks, and buses—are responsible for over 9% of Canada’s total emissions, with the sector only beginning to electrify. The federal government has set targets for 35% of MHDV sales to be zero-emission by 2030 and 100% by 2040 (where feasible), but the road to achieving these targets is complex. Following our convening of experts and stakeholders from across the transport industry on MHDV electrification, we released *On the Road to Net Zero*, a report outlining a number of ways that governments, utilities, and the private sector can pave a smoother road ahead for these EVs across B.C.’s Lower Mainland—and ultimately across Canada. The report, along with its recommendations, reached hundreds of industry, government, and civil society stakeholders and was handed out to attendees at the province’s first-ever Zero-Emission Vehicles Forum.



### Decarbonizing Industry in Canada and the G7

May 2023 | Objectives:   

Given the sweeping impact of the U.S. Inflation Reduction Act, the idea of investing in an industrial strategy received a good deal of airtime in 2023. Released on the eve of the 2023 G7 meeting, our final white paper of the year measured how Canada stacks up to its peers on industrial strategy and its commitments to tackle emissions from heavy industry, presenting recommendations for further action. Following an event we hosted in Ottawa in conjunction with a conference hosted by Adelphi (a German think tank) to share its findings, Clean Energy Canada was invited to sit on a panel to deliver recommendations to the White House. The report itself was also received positively by federal ministerial staff and informed their thinking on decarbonization policy approaches.





## Driving change together

Brand collaborations are more important than ever, helping organizations amplify their impact through resource-sharing and increased visibility. Over this past year, Clean Energy Canada entered into new brand partnerships with *Canadian Geographic* magazine, the Toronto Board of Trade, and even Bill Nye.

# Convening stakeholders

## Buy Clean Industry Alliance and the Future of Infrastructure Group

**OBJECTIVES:**   

Clean Energy Canada has long promoted the national adoption of a “Buy Clean” strategy to spur the procurement of low-carbon construction materials in federal infrastructure spending while boosting the domestic clean materials industry. In 2023, the Buy Clean Alliance (chaired by Clean Energy Canada) partnered with the Future of Infrastructure Group—a group bringing together leading players in Canada’s construction and building materials industry—to jointly host a workshop and produce recommendations on the implementation of Buy Clean policies and clean building practices in Canada. We are now on the eve of an announcement of a comprehensive federal Buy Clean strategy, and we believe it will incorporate many of our key recommendations.

## AT A GLANCE

**3** Webinars  
with more than **900** registrants

**16** Advisory groups

**15** Industry events

**4** Events  
hosted by Clean Energy Canada

**18** Policy briefs

**3** Standing committee testimonies

**11** Government submissions



## Canada Zero-Emission Vehicle Council

**OBJECTIVES:** 

Electrifying the world's vehicle fleet is a critical part of addressing the climate crisis. Although the federal government has an ambitious target of 100% zero-emission vehicle sales by 2035, meeting it will require an all-hands-on-deck approach. To this end, Clean Energy Canada helped shape and was invited to sit on Canada's newly launched Zero-Emission Vehicle Council, a Transport Canada-led initiative that establishes an ongoing and collaborative forum for governments and stakeholders to regularly engage on ZEVs—discussing barriers, identifying solutions, and informing the implementation of measures for all levels of government. We chair the MHDV Charging and Refuelling Infrastructure sub-working group, and are active participants in the Charging and Refuelling working group as well as the Public and Industry Confidence working group.

## Task Force on EV Readiness in Canadian Electrical Code

**OBJECTIVES:** 

Over 80% of EV charging happens at home. To support all Canadians in going electric, including the one-third living in apartments and condo buildings, we need to ensure multi-unit residential buildings are equipped with EV charging too. Clean Energy Canada is therefore coordinating a group of zero-emission vehicle stakeholders—including auto manufacturers, electric utilities, charging solution providers, and civil society organizations—to advocate for the addition of EV readiness requirements in the Canadian Electrical Code.

## Ontario Clean Electricity Industry Alliance

**OBJECTIVES:** 

Clean Energy Canada has launched an initiative to bring together major industrial players in Ontario in an informal coalition to advocate for clean electricity as a competitive advantage and help unlock greater ambition and planning in this space.



## Successes to celebrate this year

Much was accomplished in Canada in 2023, and an annual report won't be able to capture it all. In addition to significant progress made on clean electricity, EV availability, and growing the country's EV battery supply chain, here are some more reasons to celebrate:

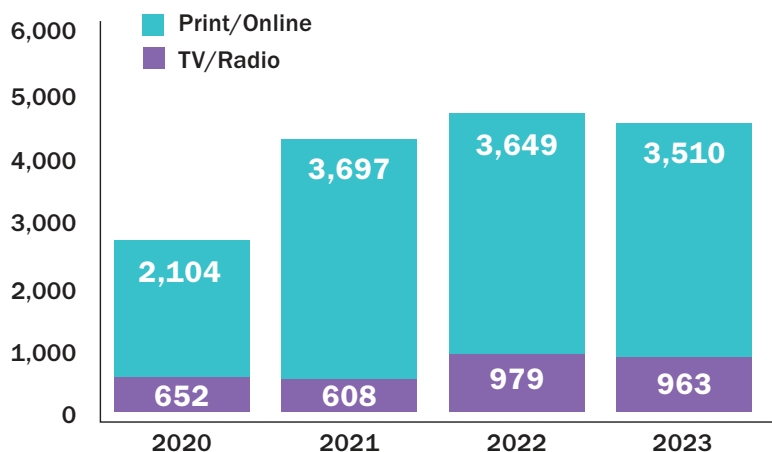
- **Canada responded to the U.S.'s Inflation Reduction Act** with a budget that builds on the country's pre-existing climate measures and injects capital into a clean industrial strategy.
- **B.C. announced a CleanBC Industry Fund** to support industrial electrification, including for electricity grid upgrades and emissions performance improvements.
- **B.C. committed to a new Energy Action Framework** to ensure projects align with the province's legislated climate targets.
- **Ontario announced its first major procurement of renewables** in seven years, which this year's *A Renewables Powerhouse* showed was among the cheapest sources of power to produce in the province.



# 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



**4,473** total media mentions on **87** stations/sources (with a combined viewership of **34.8 million**)

## AT A GLANCE



**6** Reports and white papers



**29** Media releases



**4** Public opinion polls



**21** Op-eds



**6** Media briefs



**32** Videos (28 Reels)



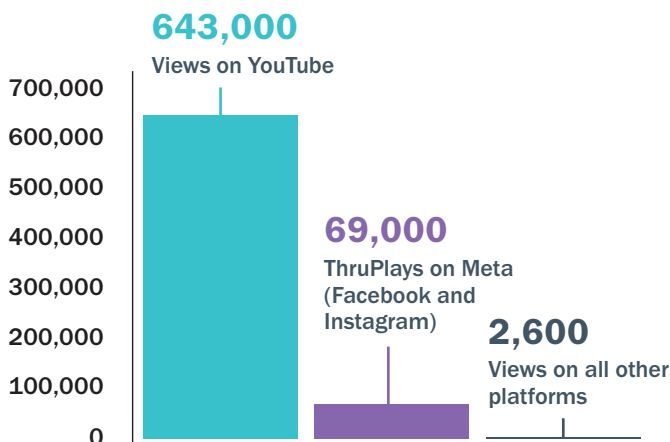
**f** **FACEBOOK**  
**1.1 million**  
 Canadians reached **217,000**  
 Engagements

**Instagram**  
**329,000**  
 Canadians reached **1,900**  
 Engagements

**X (TWITTER)**  
**690,000**  
 Impressions **19,000**  
 Engagements

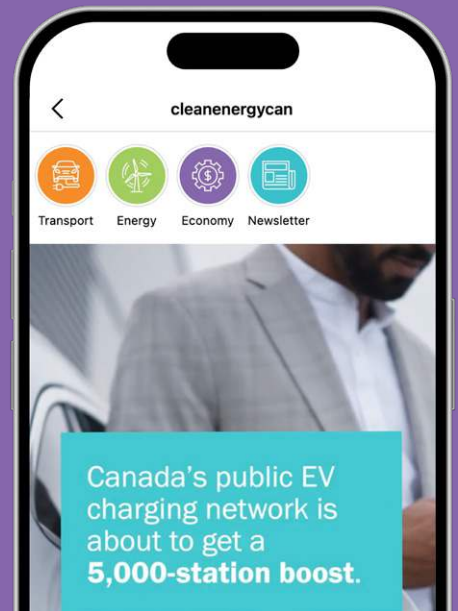
**in** **LINKEDIN**  
**262,000**  
 Impressions **5,600**  
 including posts from staff Engagements  
 including posts from staff

**▶** **VIDEO**  
**15,000**  
 Hours of video **714,600**  
 watched across all platforms video views  
 across all platforms



## Finding social media success in light of Canada's Online News Act

Clean Energy Canada's social media channels have long leveraged news stories to reach and engage Canadians, but when Meta (the parent company of Facebook) announced in June that it would begin banning news for all its Canadian users in protest of the country's now in-effect Online News Act, we needed to pivot our strategy—and quickly. The same month as Meta's announcement, we reconfigured our social media content strategy and advertising budget to ensure we could remain effective even in this new environment. And it paid off: **Clean Energy Canada now reaches more Canadians on Meta than we did even last year** (prior to the ban), thanks to a new video and Instagram strategy that saw our videos receive well over **half a million views**.



# 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 2023, along with the following foundations:

IVEY foundation



THE  
HOUSSIAN  
FOUNDATION



M.H. Brigham Foundation



To support the mandate of Canada's Net-Zero Advisory Body related to research, the report, *On the Road to Net Zero*, was undertaken with the financial support of the Government of Canada. Funding was provided through the Environmental Damages Fund's Climate Action and Awareness Fund, administered by Environment and Climate Change Canada.

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