



2024 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 governments and businesses to adopt strong policies that help build the country's clean economy and empower households to make the switch to clean energy. We also reach millions of Canadians through traditional and social media to build public support for the transition to clean homes, electricity, transportation, and industry. Our message: The clean energy transition grows jobs, improves economic competitiveness, attracts investment, and makes everyday life more affordable and comfortable. 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**.

CONTENTS

- 3** Foreword: Unmistakable progress
- 4** Our objectives
- 5** Research and reports
- 9** Convening stakeholders
- 10** Engaging Canadians



Unmistakable progress

With the climate clock ticking, every moment counts at Clean Energy Canada—and 2024 was no exception. Looking back, it was, for us, a year of innovation and course-setting for the next phase of the energy transition. As we continued building on our flagship work engaging governments, stakeholders, and Canadians, we also began carving out a new way to build lasting momentum behind it—one that puts households and affordability at the centre. It's a theme you'll discover as you explore these pages, and we hope it inspires you as much as it inspires us.

In 2024, Canada raised its carbon price to \$80 per tonne as scheduled, published a new clean electricity strategy alongside its Clean Electricity Regulations, announced an updated Greener Homes Affordability Program, and set a target to reduce emissions by 45-50% below 2005 levels. EVs surged to a record share of vehicle sales in the country, while provinces, territories, and Indigenous communities from coast to coast made headway on clean electricity: Alberta shut off its last coal-fired power plant, Newfoundland and Labrador passed a bill enabling offshore wind development, and the country's three most populated provinces all put out new calls for power. Long-term climate policies also began to yield results, with domestic emissions estimated to have fallen to their lowest levels in more than 27 years (now 9% below 2005 levels).

Beyond our borders, global EV sales and solar installations continued to see double-digit growth, while already-low battery prices fell another 20%, further tipping the scale in favour of renewables. The U.S.'s Inflation Reduction Act continued attracting cleantech manufacturing to the continent en masse, while countries across the Atlantic achieved milestone after milestone: Norway reached 89% EV market share for new vehicle sales, the U.K. became the first G7 country to fully eliminate coal from its power grid, France reduced its electricity emissions to near zero, and China installed yet another record amount of renewables.

At the same time, no country or economy escaped the worsening impacts of climate change. Climate-intensified disasters—from destructive wildfires to deadly storms and flooding—destroyed tens of thousands of homes in the U.S., a treasured national park in Canada, and pushed Canada's insured damages to \$8.5 billion in 2024, billions higher than the previous record. Last year was also the hottest on record and the first calendar year to breach 1.5C of warming.

Looking ahead, there will undoubtedly be challenges. Tensions are rising with our biggest trade partner, established climate policies are being questioned in North America, and a federal election looms on the horizon. Meanwhile, Canadians' concern over climate change has fallen behind more immediate issues like the high cost of living and our relationship with the U.S. All will have implications for climate action and affordability, but none will actually stop the world's transition to cleaner and better technologies.

As the success of *Opening the Door*, our biggest report of 2024, revealed, we'd do well not to underestimate the transformative powers of the small but household. Helped by the right policies and communications efforts, empowered households can drive emissions reductions while enjoying improved affordability, energy security, and comfort.

OUR OBJECTIVES FOR 2024/2025



Build public support for the energy transition by helping Canadians understand the affordability and economy-wide benefits of transitioning to clean energy technologies.



Help governments and utilities plan, build out, and transform their electricity systems to improve competitiveness, attract investment, reduce emissions, and reduce household energy costs.



Identify, through market research, the next wave of clean technology adopters: who they are, what barriers they face, and how best to reach them through policy and awareness initiatives.



Equip local governments, community groups, and other trusted messengers with resources and advice to help them more effectively communicate the benefits of clean technologies to Canadians.



Work with governments at all levels and relevant stakeholders to reduce barriers to household clean technology adoption.



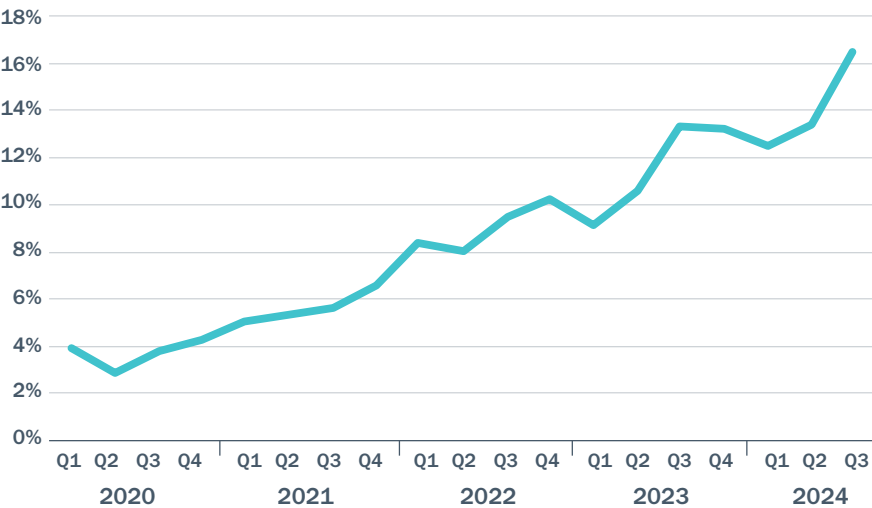
Drive the adoption of low-carbon products and industries by supporting demand and uptake by governments and the private sector.

IRREVERSIBLE PROGRESS

Despite potentially confusing media headlines, Canadian electric vehicle sales have been on an upward trajectory—and still are, according to the latest available data. EVs made up nearly one in six new cars sold in Canada in the third quarter of 2024, accounting for even higher proportions in several leading provinces. Meanwhile, a recent Canadian Automobile Association survey confirms the lasting positive impression EVs make on their owners: Nearly nine in 10 Canadian EV drivers surveyed say that when the time comes to replace their current vehicle, they'll likely or very likely buy another EV, rather than going back to a gas- or diesel-powered vehicle. It tells us that once a driver goes electric, they're in it for the long haul.



EVs as a percentage of new vehicle registrations in Canada (BEVs and PHEVs)



Source: S&P Global Mobility

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.

An Uncertain Future

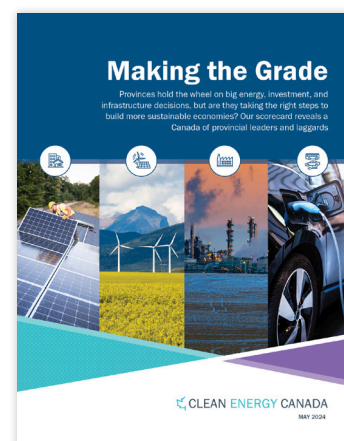
March 2024 | Objectives:   

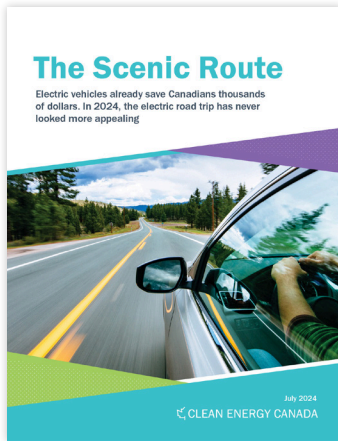
For years, proponents have been touting B.C. LNG as a cleaner substitute for coal in Asian power plants that would lower global emissions while growing B.C.'s economy. Our March report explored the risks of further LNG development to the province's economy, ratepayers and taxpayers, and efforts to reduce global emissions, finding it to be a risky bet incompatible with the province's climate goals. The report made a splash in B.C. with an exclusive feature in *Business in Vancouver* that was syndicated in at least 14 papers across the province, alongside additional coverage and op-eds. A related video we released one month after the report received more than 120,000 views in B.C.

Making the Grade

May 2024 | Objectives:    

Provinces hold the wheel on big energy, investment, and infrastructure decisions, but are they taking the right steps to build more sustainable economies? This report, complete with a scorecard grading each province on various progress indicators, found that Canada is experiencing a heavily fragmented energy transition with some provinces leading the pack and others falling far behind. The report was a media hit, receiving dedicated coverage in the *National Observer*, *Business in Vancouver*, and CBC's morning syndication on 23 radio stations across the country. Its findings also made their way to high-level decision-makers in four provinces and territories via briefings by Clean Energy Canada staff. Furthermore, a webinar we hosted on the report following its release was extremely successful, seeing a record 600 registrants.

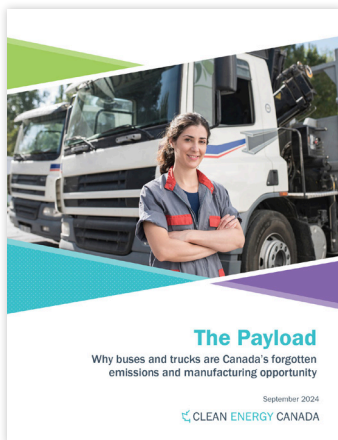




The Scenic Route

July 2024 | Objectives:  

At the height of road trip season, we released a nostalgia-inducing EV report that compared the cost of popular road trips in a gas versus electric car, finding that today's EVs drivers are paying the equivalent of \$0.40 per litre—less than what drivers paid for gas during the gas wars of the '90s. We also provided updated total cost of ownership comparisons between popular EVs and their gas equivalents, again finding EVs to be the clear pocketbook winner. The aptly timed report received syndicated CBC radio coverage from coast to coast and also made its way onto an episode of Global News' News Talk radio show. Related op-eds ran in *Business in Vancouver* and the *National Observer*.



The Payload

September 2024 | Objectives:  

In all the debate over EVs, often higher-polluting buses and trucks have remained largely forgotten. Our September report dived into this overlooked sector, mapping out a package of policies that can get it onto a cleaner path. The report was accompanied by an op-ed that ran in the *National Observer* and was launched at a major EV conference in Halifax.




Opening the Door

October 2024 | Objectives:  

Opening the Door was our biggest report of the year and spotlighted the household economic benefits of adopting clean energy solutions like EVs and heat pumps. The report compared the monthly energy bills of three sets of hypothetical neighbours in Toronto and Vancouver, finding that a two-vehicle household in Toronto that embraced the clean energy life would slash up to \$550 off its monthly energy costs while a similar household in Vancouver would save \$777. We also released a new user-friendly website and calculator alongside the report, which saw 2,500 active users in just the first week. Our findings and calculator were featured on Breakfast Television, on CTV, in the *Toronto Star*, and across Glacier Media papers in B.C. Clean Energy Canada staff also did 20 interviews on local CBC radio stations across the country, while more than 200 people registered for our related webinar, making this our biggest splash of 2024—at a time when its message has never been so important.


DRIVING HOME THE SAVINGS

On October 16, 2024, we launched **mycleanbill.ca**, a free and accessible online tool we designed to help Canadians explore their potential savings from adopting cleaner home technologies and vehicles. We released it as part of our landmark report, *Opening the Door*, and launched a series of advertising campaigns to help drive traffic to it following a successful release week. To date, the website has appeared in more than 73,000 related Google searches and seen 14,000 active users, while a thousand of those active users have visited the website's resources section linking them to province-specific rebates and other incentives.




Calculate your own savings

Every home is different. That's why we created an online tool to help you determine how much your specific household could save.



my clean bill

Head to **mycleanbill.ca** to calculate your potential savings. You can even share your results with friends, family, and neighbours.



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.

A Green Buyers Club

January 2024 | Objectives: 

Governments buy a lot of goods and services. Wielding this purchasing strategically has the potential to drive policy change and shift markets. Our government-facing report analyzed the status of green public procurement policies for construction materials in Germany, Canada, and the U.S. and offered recommendations to maximize their impact.

Modernizing Energy Sector Planning and Oversight for a Net-Zero World

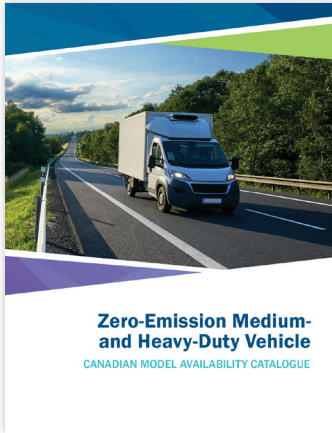
February 2024 | Objectives: 

The world is facing a fundamental shift in how we power our economy, with electricity now poised to be the backbone of future energy systems. This report focused on the three most important tools provincial governments can employ to prepare for the energy transition and offered initial recommendations and best practices for each building block.

Building Success: Implementing Effective Buy Clean Policies

March 2024 | Objectives:  

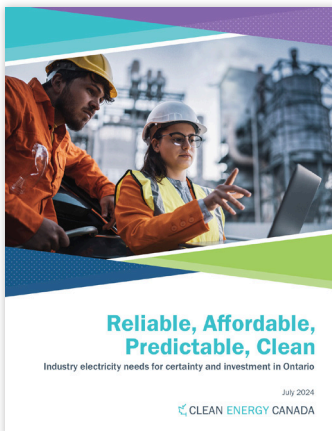
Public infrastructure is responsible for eight-million tonnes of embodied emissions annually, presenting a significant opportunity to reduce emissions and prepare the industrial and construction sectors for a net-zero future. This report, based on the findings of a stakeholder workshop in 2023, identified three pillars upon which strong Buy Clean policies can be built and was launched at an event with industry representatives and the President of the Treasury Board, Anita Anand.



Zero-Emission Medium and Heavy-Duty Vehicle Model Availability Catalogue

May 2024 | Objectives:  

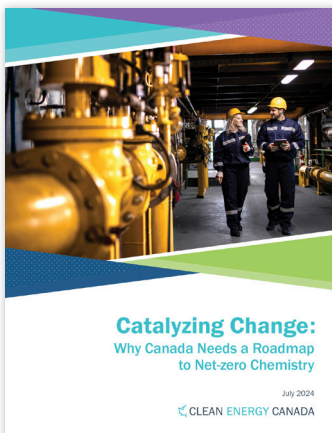
From cargo vans to yard tractors, Canada is already home to zero-emission options across all vehicle and weight classes. To help illustrate this for ZEMHDV-curious businesses and fleets, Clean Energy Canada partnered with zero-emission bus and truck expert CALSTART to develop a first-of-its-kind catalogue presenting key specifications for more than 150 zero-emission van, bus, and truck models from 34 different manufacturers. We launched it at a major Canadian charging expo and distributed it to over 1,000 of Canada's top trucking companies and fleets.



Reliable, Affordable, Predictable, Clean: Industry Electricity Needs for Certainty and Investment in Ontario

July 2024 | Objectives:   

There's no doubt that our electricity system is evolving. But even as these changes take place, the outcomes for end-users need to remain constant. For industrial energy users, this means an energy system that is reliable, affordable, predictable, and clean. Informed by dialogue with many of Ontario's largest energy users and key stakeholders, this report identified key challenges that the province will need to address to ensure that its electricity grid can support ongoing economic growth.





Catalyzing Change: Why Canada Needs a Roadmap to Net-zero Chemistry

July 2024 | Objectives: 

Despite the economic importance of Canada's chemicals sector and the high level of emissions it produces, the need to transition our chemical industry has been largely overlooked. Our July report established the need for government and industry to work together on a net-zero roadmap to both future-proof the sector and reduce its emissions, outlining five key action areas. While we successfully engaged industry with this work (including U.S. and international civil-society allies at a ClimateWorks-sponsored event in Germany this summer), further progress in Canada will require more momentum in the U.S. and global contexts.

Cost of and Bottlenecks in Zero-Emission Medium- and Heavy-Duty Vehicle Infrastructure Deployment

September 2024 | Objectives:  

In partnership with Dunskey Energy + Advisors, we studied the costs for utility service upgrades and current timelines for customers considering major upgrades and developed and delivered a suite of recommendations to governments, regulators, and utilities.

Zero-Emission Medium and Heavy-Duty Vehicle Case Studies: Insights and Lessons from Leading Canadian Fleets

December 2024 | Objectives:  

In our last technical report of the year, Clean Energy Canada published case studies for six Canadian fleets already making great progress on the adoption of clean trucks and buses. From sharing how they chose their charging or refuelling technologies to what programs and policies they used to help make their purchases, each case study provided unique and insightful on-the-ground advice for other fleets also looking to transition.



Convening stakeholders

EV Readiness in MURBs Advisory Committee

Objectives:   

In 2024, Clean Energy Canada brought together a diverse group of key stakeholders, from auto manufacturers and condominium developers to EV charging companies, to address the key issue of ensuring multi-unit residential buildings are EV-ready. Provincial and federal governments have levers to help ensure that everyone considering an EV has the comfort of charging at home, which will be critical for getting more Canadians behind the wheel of an EV.

Ontario Clean Energy Industry Alliance

Objectives:   

Building off our work in 2023 bringing together major industrial players in Ontario to advocate for clean electricity as a competitive advantage, we interviewed and then convened select major energy users, energy experts, and other key stakeholders to identify challenges in building out Ontario's clean energy advantage alongside proposed solutions.

AT A GLANCE

3 Webinars
with more than **1,400** registrants

18 Advisory groups

15 Industry events

6 Events
hosted by Clean Energy Canada

20 Policy briefs

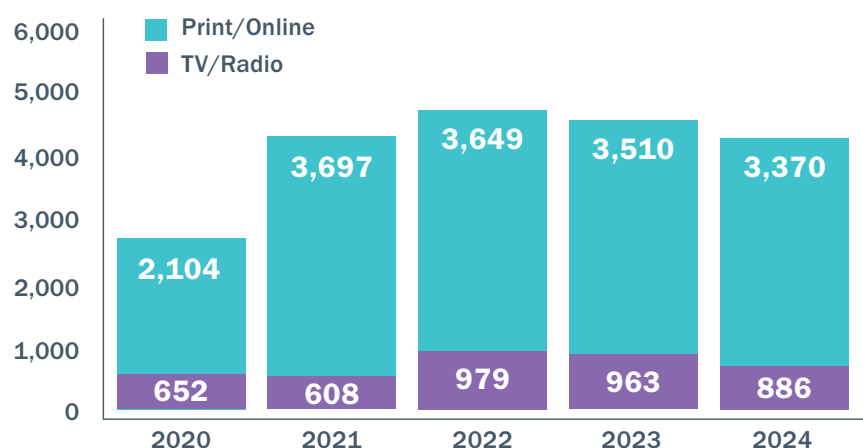
2 Standing committee testimonies

9 Government submissions

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



4,256 total media mentions (with an estimated **3.76 million** views on just print/online mentions)

AT A GLANCE



13 Reports and white papers



43 Media releases



2 Public opinion polls



20 Op-eds



10 Media briefs



28 Videos (25 Reels)

f **FACEBOOK**
1.9 million **126,000**
 Canadians reached ThruPlays

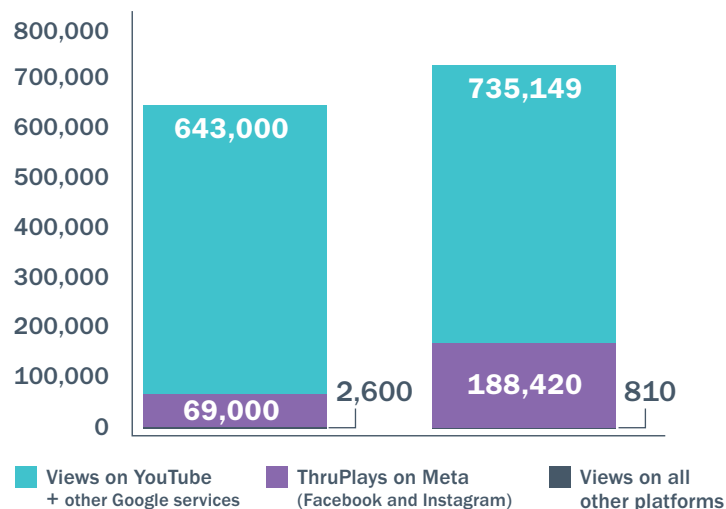
Instagram
527,000 **63,000**
 Canadians reached ThruPlays

GOOGLE ADS (YouTube, Search, Discover)
2.1 million **8,100**
 Impressions Clicks

X (TWITTER)*
365,000 **17,000**
 Impressions Engagements

in **LINKEDIN**
177,000 **2,800**
 Impressions Engagements
 including posts from staff including posts from staff

▶ **VIDEO**
924,000 **16,000**
 Views Hours of video watched
 across all platforms across all platforms



*Since Twitter was bought by Elon Musk and rebranded as X in 2022, the platform's daily active usership has steadily declined in major markets as droves of influential users departed, citing dissatisfaction and ethical concerns over changes in the algorithm that have given rise to a new level of misinformation and toxicity. Like many others, we began building our presence on Threads and Bluesky and now prioritize them over X.

Threads: +1,300 new followers | Bluesky: +600 new followers

REACHING THE RIGHT PEOPLE

Over the years, Clean Energy Canada has built a strong network of allies and engaged readers, including more than 6,000 *Clean Energy Review* subscribers and databases of countless contacts within industry, government, and other ENGOs. In 2023, we decided to scale up our efforts connecting and engaging with these communities, launching a new outreach network of community leaders from elected municipal officials to EV society members. **Last year, we grew this network to 970 highly engaged members from rural and urban communities in nearly every province,** many of whom attended our webinars and utilized mythbusters, videos, and communications advice from our new resource hub (cleanenergycanada.org/resources). **We also launched *Clean Energy Community*, our new monthly newsletter** that highlights local climate action and keeps the network updated on resources and upcoming events.



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 2024, along with the following foundations:

IVEY foundation

Fondation
McConnell
Foundation



THE
HOUSIAN
FOUNDATION



Fondation **ECHO** Foundation

North Family
FOUNDATION



To support the mandate of Canada’s Net-Zero Advisory Body related to research the following was undertaken with the financial support of the Government of Canada: *The Payload* (report), *Zero-Emission Medium- and Heavy-Duty Vehicle Catalogue*, *Zero-Emission Medium- and Heavy-Duty Vehicle Case Studies: Insights and Lessons from Leading Canadian Fleets*, and the *Cost of and Bottlenecks in Zero-Emission Medium- and Heavy-Duty Vehicle Infrastructure Deployment*. Funding was provided through the Environmental Damages Fund’s Climate Action and Awareness Fund, administered by Environment and Climate Change Canada.

This project was undertaken with the financial support
of the Government of Canada.
Ce projet a été réalisé avec l'appui financier
du gouvernement du Canada.







Clean Energy Canada
Morris J. Wosk Centre for Dialogue
Simon Fraser University | Harbour Centre
3311-515 West Hastings Street
Vancouver, B.C., V6B 5K3

