



# 2025 ANNUAL REPORT

 CLEAN ENERGY CANADA



**Clean Energy Canada** is a think tank based at Simon Fraser University that leads the Canadian conversation on clean energy and climate policy.

We inform and inspire governments and businesses to adopt impactful policies and programs that accelerate the build-out of the country's clean economy and energy systems. At the same time, we reach millions of Canadians through traditional and social media to build public support for the transition to cleaner homes, electricity, transportation, and industry. Our core message: the clean energy transition grows jobs, strengthens Canada's economic competitiveness, attracts investment, and makes everyday life more affordable and comfortable. Our work spans four key areas:

- 1 Conducting persuasive research.**  
We produce robust, evidence-based insights.
- 2 Inspiring strategic government policy and action.**  
We don't just inform, we inspire.
- 3 Building influential collaborations.**  
We build bridges and bring people together.
- 4 Investing in high-impact communications.**  
We translate complex ideas into messages that resonate.

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## FOREWORD

# Momentum under pressure

In the past year, Clean Energy Canada underwent a change in leadership, a shift that pales in comparison to the broader geopolitical changes resonating around the world and felt keenly here at home. As Canada sought to rebuild in a shifting global order, momentum in Canadian climate action came under real pressure.

Political and economic strains came to dominate the conversation—from America’s sea change on energy policy to trade tensions and shifting domestic priorities—oftentimes overshadowing climate concerns in mainstream discourse.

At the same time, climate impacts continued to mount everywhere, even as parts of the world made progress toward cleaner, more electrified economies, offering a stark reminder of just how urgently we must reduce emissions.

In the words of our prime minister, “We (must) actively take on the world as it is, not wait for the world as we wish it to be.” At Clean Energy Canada, we’re proud to report that we have been doing just that: drawing on our expertise at the intersection of people and policy to deliver tangible climate and clean energy solutions in a rapidly shifting landscape.

While emissions reductions are indeed the end goal, we must remember that real-world change seldom moves in a straight, even line. When it comes to the energy transition, the direction and momentum of interim measures—like clean technology adoption or grid electrification—may be the most important short-term signals of progress beyond immediate emissions reductions. Electrification drives a majority of emissions reductions globally and is increasingly feasible, scalable, and cost-effective. We must take advantage of the superior, cost-efficient technologies that are driving the global energy transition—not only by accelerating their adoption but by investing in building them alongside like-minded trade partners.

This year’s edition of our annual report reflects that philosophy. Over the past 12 months, Clean Energy Canada has worked to safeguard hard-won progress on climate policy while advancing household clean technology adoption and the pillars that underpin it, like consumer affordability and clean electricity. We are also working to position Canada as a clean energy superpower in this critical moment, empowering the country to make long-term decisions that lock in an increasingly electrified and low-carbon future. We hope the pages ahead leave you informed, inspired, and ready to join in this challenging—but essential—work.



A handwritten signature in black ink, appearing to read "Rachael Doran".

Rachel Doran  
Executive Director



## KEY CLIMATE DEVELOPMENTS OF THE YEAR

# Where we are, and where we're going

Canada is at a climate crossroads: while the energy transition accelerated almost everywhere else in the world, for us 2025 was more about holding the line on the existing climate policies than winning or implementing new ones. Here's a summary of key developments as well as what to watch for in 2026.

In 2025, Canada elected a new prime minister, repealed its federal consumer carbon price, paused key EV policies and programs, opened a Major Projects Office to fast-track nation-building projects, and negotiated a “grand bargain” with Alberta to replace the now-cancelled oil and gas emissions cap with a yet-to-be-confirmed strengthened industrial carbon price. The country faced tariffs on multiple fronts, including on steel and aluminum exports to the U.S. At the same time, domestic EV sales slowed

sharply following the federal government’s pause of its consumer EV rebate program at the start of the year, while many automakers—responding to a reversal in U.S. EV policy and heightened trade uncertainty—halted or delayed their EV transition plans. Canada may have been the only country in the world to see declining EV market share last year. In September, it became evident that, under current policies, Canada would not be meeting its 2026 target of reducing emissions 20% below 2005 levels.

Yet, the energy transition continued to advance in other parts of the world: EV sales, solar and wind deployment, and total installed battery capacity all reached new record highs, while costs for key clean technologies and their components—like lithium ion battery packs—continued their long-term downward trend. In Europe, annual EV sales continued to grow at an impressive double-digit rate, with EVs making up more than one in every four new vehicles sold in the region by late 2025. Global EV sales grew 20% year over year, even as North America and Canada saw declines of 4% and 41%. And for the first time, growth in clean electricity generation—driven largely by solar—outpaced the growth of electricity demand, keeping fossil fuel generation from rising. Solar power experienced its first month on record as the single largest source of electricity generation in the EU.

Many emerging economies also headed straight toward low-cost clean technologies as their choice of new energy supply, skipping the normal trajectory of adopting older fossil fuel-based systems first (and thus, the need for a future ‘transition’). In Canada, barriers to household clean technology adoption—like a lack of affordable EV options—began to emerge as mainstream concerns, and utilities across the country continued leaning on renewables for new power while growing their understanding of how to build smarter, more integrated, and lower-cost clean electricity systems.

However, 2025 also saw the continuation of severe climate impacts. Canada experienced its second-worst wildfire season on record, forcing more than 75,000 people from their homes and burning over 8.9 million hectares of forest and land. Elsewhere, severe storms, floods, drought, and fires—including a series of prolonged and destructive wildfires engulfing entire Los Angeles neighbourhoods—ultimately contributed to yet another record year for global insured catastrophe losses, this time reaching an eye-watering US\$107 billion.

Looking ahead, Canada needs to navigate a new world order, build up the industries of tomorrow, diversify our trade partners, and ensure that life is affordable for everyday Canadians. Clean Energy Canada will be active on all these fronts in 2026: helping Canada animate its goal to become a clean energy superpower by avoiding fossil fuel lock-in and advancing clean supply chains, and helping empower Canadians to adopt clean technologies and understand the benefits of the global energy transition. Those benefits are as numerous as they are essential.

## A sudden shift in policy stalls EV progress

### EVs as a percentage of new car sales

EV sales peaked at the end of 2024



Source: [StatsCan](#)



EVs made up nearly 1 in 5 new vehicles sold (18.3%) by the fourth quarter of 2024, before a sudden pause of the federal EV rebate program in January 2025 left interested Canadians hanging, causing a sharp reversal in EV market share last year.



## IMPACT 1

# Making clean energy work for households

Inspiring a focus on affordability, access, and everyday benefits for Canadians

**Canadians are at the centre of Canada's energy transition and in 2025 Clean Energy Canada was guided by one core question: how to make clean energy technologies click for households.** Our work focused on protecting and improving the affordability of and access to cost-saving solutions like EVs and heat pumps, beginning with gaining a deeper understanding of what Canadians actually need to make the switch.

Through market research which was featured in our most notable report of the year, *Empowering Households*, we learned that higher upfront costs remain the most significant barrier to uptake for most Canadians.

Much of Clean Energy Canada's adjacent work in 2025 centered around reducing barriers to household-level clean technology uptake through various policy measures. We also undertook efforts to promote solutions, such as by quantifying the household affordability, climate, and electricity grid benefits of a province-wide switch to heat pumps, or outlining what it would take to ensure adequate access to EV charging in multi-unit buildings.

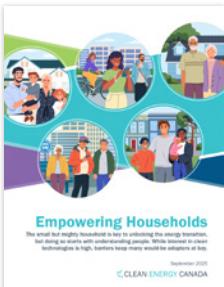
**But being a champion of solutions also means protecting those that work.** At a time of heightened uncertainty for Canada's EV market, Clean Energy Canada's team engaged B.C. policymakers on pathways to improve EV affordability and keep the province's nation-leading EV sales mandate viable, such as by including more flexible crediting

mechanisms for lower-cost EVs—a measure that the provincial government is moving forward with via regulatory changes this spring. We have also remained a trusted and go-to stakeholder—offering original research, analysis, modelling and policy advice—as the federal government revisits its EV policy package and strategy for Canada's auto sector.

To further lower barriers to EV uptake, we also convened planners, developers, utilities, and EV charging providers to build consensus and momentum around a province-wide requirement to make all new buildings EV-ready—a policy solution that made its way into the CleanBC review's list of recommendations for the province.

**One of our biggest milestone wins of the year, however, came from our ability to remain nimble and act fast when it mattered most.** With Canada's EV sales volumes falling at the same time as Europe's EV sales numbers continued to rise (alongside those of much of the rest of the world), we took the opportunity to release a report highlighting the stark gap between Canada's affordable EV market, with just one model available under \$40,000, and Europe's, where consumers could choose from 21. We proposed a more open, competitive EV market that includes both lower-tariffed Chinese EVs and EU-safety-approved cars as a solution. At the start of 2026, Canada announced a deal to bring in a limited number of affordable Chinese EVs.

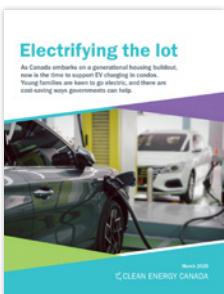
# Reports



## Empowering Households

September 2025

*Empowering Households* helped us understand the most common barriers Canadians faced when adopting clean technologies and became the foundation upon which we built our work for the rest of the year.



## Electrifying the Lot

March 2025

*Electrifying the Lot* outlined evidence-based actions governments can take to ensure apartment-dwellers—a growing share of Canadians—are left out of the transition to EVs. Its companion webinar attracted registrants from municipal, provincial, and federal governments, as well as stratas, condo corporations, and property managers across Ontario and B.C.—the very groups positioned to remove these barriers. The report received widespread media coverage, including in CTV, CBC, *Business in Vancouver*, and the *Canadian Press*.



## Missing Out

September 2025

*Missing Out* highlighted the scarcity of EVs priced under \$40,000 in Canada compared to Europe and showed majority support among Canadians for a more open EV market with lower tariffs on Chinese EVs, elevating the lack of affordable EVs to a matter of clear national concern. Case in point: its main takeaway—that Canadians have access to only one of the 21 affordable EV models available in Europe—was mentioned **120 times** in Canadian news last year and received an exclusive feature in the *Globe and Mail*.

## Powering it all

### First-of-its-kind market insights

Through a first-of-its-kind market study of Canada's two biggest English-speaking metro regions, the Greater Toronto and Hamilton Area and Metro Vancouver, Clean Energy Canada learned what motivates, and what deters, households from going electric. Five distinct segments were identified: Net Zero Moms and Dads, Generation Green, Retired Homeowners, Practical Families, and Frugal Skeptics.

## Our call, answered

### The beginnings of a more competitive EV market in Canada

In a major win for consumer affordability, the Government of Canada announced on January 16 that it reached a trade agreement with China to significantly lower its 100% tariff on Chinese-made EVs for up to 49,000 vehicles annually, potentially rising to 70,000 over the next five years. If Chinese automakers utilized the maximum allowance each year, that would still make up less than 3% of our domestic market, but it would introduce the competition this country truly needs. In the week following the announcement, Clean Energy Canada was the go-to expert commenter on what the move would mean for consumers, resulting in at least 85 news mentions in publications like Bloomberg, CBC, the *Globe and Mail*, and the *Toronto Star*.





## Make Your Condo EV Ready

November 2025

Make Your Condo EV Ready, an instructional guide developed and co-released with Plug'n Drive, simplifies a complex process by consolidating scattered requirements into a clear, five-step pathway that makes EV charging installations in multi-unit buildings faster, smoother, and more predictable for drivers, condo owners, strata corporations, building managers, and other decision-makers.

## Webinar and video



January 2025

Our fun, attention-grabbing new video ad drove traffic to **Mycleanbill.ca**, where Canadians explored the financial benefits of going electric.



September 2025

A webinar we co-hosted with Re:Climate helped to equip communicators and government staff with practical advice on reaching distinct segments of the Canadian public.



September 2025

Our most-watched video of the year, featuring retired deputy fire chief and EV driver Brian Maltby, highlighted the multifold benefits of EV ownership and was viewed **more than 330,000 times** across Canada.





## IMPACT 2

# Positioning Canada to win in the clean economy

Advancing clean energy and industrial leadership as a cornerstone of economic competitiveness

As global competition for clean investment intensified in 2025—and Canada renewed its focus on interprovincial trade and projects of national interest—Clean Energy Canada seized a critical window to help shape how the country plans and talks about economic competitiveness in the clean energy era. We helped advance the case for policies that unlock investment and industrial competitiveness, including the Clean Electricity Investment Tax Credits, alongside the implementation of policies requiring the federal government to reduce the embodied emissions in their buildings.



### One clean economy: A new task force

In June 2025, Clean Energy Canada convened the One Clean Canadian Economy Task Force—bringing together diverse industry leaders from across the critical minerals, batteries, clean transportation, clean buildings, forest products, clean electricity, and clean technology sectors—to make ‘clean’ a central focus of the federal vision to make Canada an energy superpower. The task force officially launched in October and in the following month released a plan detailing 30 actions the federal government could take to make doing clean business in Canada more competitive.

### A new requirement to build clean

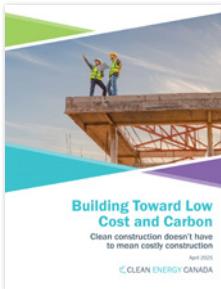
Clean Energy Canada has been helping make the case for governments to Buy Clean for the past several years. As of September 2025, the federal government requires any major new building it procures, to reduce the embodied carbon of the whole building by 30% compared to the industry baseline. Not only will this reduce the emissions locked in when we construct public buildings, it also creates a larger market for designers, and engineers and material producers looking to provide sustainable construction solutions.

## Playing the long game

### PowerCo begins construction on its Canadian gigafactory and undertakes its first hiring ‘blitz’

Despite a turbulent year for the U.S.-reliant auto industry, there was one company that showed resolve in achieving its long-term business goals. PowerCo, Volkswagen’s battery-making subsidiary, indeed powered forward with the construction of its battery cell manufacturing gigafactory in St. Thomas, Ontario, even as many traditional automakers pulled back or delayed their EV transition plans. PowerCo’s reason was simple: the transition was needed for its long-term survival. Shovels went into the ground on October 28. Once complete, the St. Thomas Gigafactory will be Canada’s largest battterymaking plant, set to directly employ 3,000 workers. PowerCo’s only other such plants are located in Germany and Spain, and its Canadian location will be the largest of them all.

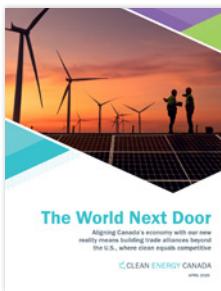
## Reports



### Building Toward Low Cost and Carbon

April 2025

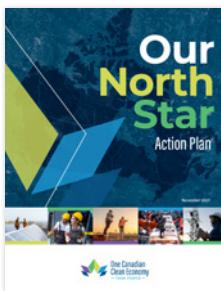
*Building Toward Low Cost and Carbon*, which found only negligible or zero-cost premiums for using low-carbon construction materials over their conventional counterparts, provided the evidence base for Canada to build cleaner—and more Canadian—without breaking the bank. Its findings made their way further into the hands of decision-makers via its associated webinar, which attracted a turnout from federal housing and infrastructure staff, as well as municipal officials and local developers.



### The World Next Door

April 2025

*The World Next Door*, a short report analyzing the carbon pricing policies and climate commitments of Canada’s largest non-U.S. trade partners, framed Canada’s economic opportunities beyond a challenging U.S. market. Its headline finding—that all 10 major non-U.S. partners have net-zero commitments and carbon pricing, with roughly half also applying carbon border adjustments and EV requirements—was cited **256 times in the media**, peaking at the report’s launch in April and again in September when the federal government unveiled its first fast-tracked Major Projects Office proposals.



### Our North Star Action Plan

November 2025

*Our North Star Action Plan*, a 30-item blueprint for Canada to protect its economy from today’s trade and tariff shocks while positioning for long-term competitiveness, aligned industry voices around solutions that match the federal government’s top priorities—advancing strategic national projects, reducing interprovincial trade barriers, supporting Indigenous reconciliation, and building a federal climate competitiveness strategy—many of which were reflected in **Budget 2025**.



## IMPACT 3

# Building an affordable, clean, and reliable electricity system

Ensuring cost-efficient supply and grid readiness

Electricity is at the very core of powering every sector of the economy and our lives more cleanly, and in 2025 Clean Energy Canada made significant strides in helping utilities in Canada's leading provinces prepare for a clean-powered future. Informed in part by our research, analysis, and dialogue, both B.C. and Ontario took meaningful steps in 2025 to modernize their electricity grids and bring more renewable energy onto their systems. Our work reinforced the importance of integrated planning—the need to pair new clean power supply with smarter use of demand-side solutions like home batteries and smart devices—to meet growing needs without overbuilding expensive infrastructure.

By grounding these discussions in evidence, Clean Energy Canada helped ensure that grid readiness and affordability remained central considerations in electricity planning decisions.

In parallel, governments and utilities advanced several major electricity initiatives: B.C. Hydro launched its second, renewables-focused call for power and together with the province introduced a Clean Power Action Plan, while Ontario released an Integrated Energy Plan with a major focus on the role of energy-smart homes as a cost-saving opportunity for both utilities and households.

# Reports

Maximizing the energy we already have:

## Energy for generations

Ontario's long-term electricity plan, *Energy for Generations*, released in June 2025, included among its key outcomes better integration of household smart technologies, like EV chargers and programmable devices, to help meet growing electricity demand more affordably while enhancing energy security and reducing household bills—as informed by Clean Energy Canada's recommendations and follow-up engagements with the Ontario Ministry of Energy and Electrification.



### The Rise of the Energy Smart Home

October 2025



*The Rise of the Energy Smart Home* detailed how household clean technologies are contributing to a cleaner and more resilient electricity system and helping consumers save money (and how Canada can seize this behind-the-meter opportunity). The report presents a first-of-its-kind framework for action that has been delivered to governments and utilities in every Canadian province, helping to position Clean Energy Canada as a 'thought leader' in this space.

### More for Less

December 2025



*More for Less* examined how a province-wide switch from current home heating and air conditioning systems to electric heat pumps could make more efficient use of B.C.'s limited electricity resources. Our report found the transition would result in British Columbians saving a collective \$675 million a year on energy bills alongside a net annual electricity savings of 800 gigawatt-hours (enough to power some 475,000 EVs annually), underscoring how embracing this one clean technology can unlock system-wide efficiency and cost-savings.

### Reality Check

February 2025



*Reality Check*, at its heart a mythbuster, demonstrated how thoughtful planning has already benefitted British Columbians with some of the cheapest electricity in North America. It also highlights how concerns about electricity grid strain from additional clean tech adoption are overstated and manageable with the right approach.



# Convening across sectors

## AT A GLANCE

3

Cross-sector  
convenings

4

Webinars and events  
(with 1,400+ registrants)

## ENGAGING GOVERNMENTS

6

Government  
submissions

11

Advisory groups

15

Written policy briefs

1,070

Cumulative Government  
of Canada citations  
(to date)

## On the stand

Clean Energy Canada defends the policies protecting affordability and a liveable future for all Canadians

Clean Energy Canada appeared as a witness for standing committees on the federal Electric Vehicle Availability Standard and Canada's official climate plan (the 2030 Emissions Reduction Plan), where we put our research insights on the record.



Joanna Kyriazis, Clean Energy Canada's director of policy and strategy, at the November 6 ENVI meeting.



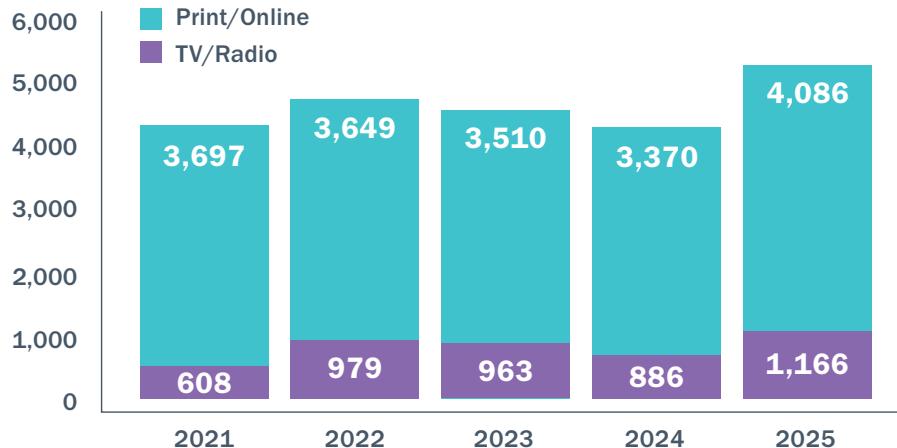
Rachel Doran, Clean Energy Canada's executive director, at the October 23 ENVI meeting.



# Engaging Canadians

2025 marked Clean Energy Canada's strongest media year yet.

Annual mentions of “Clean Energy Canada” and staff in online/print and broadcast news



**5,252** total media mentions (with an estimated **4.59 million** views on just print/online mentions)

## AT A GLANCE



**10**

Reports and white papers



**5**

Public opinion polls



**49**

Media releases and briefs



**23**

Op-eds



**8**

Videos

 <b>FACEBOOK</b>	<b>4.74M</b> Content views	<b>68,800</b> ThruPlays	<b>32,300</b> Content interactions
 <b>INSTAGRAM</b>	<b>776,300</b> Content views	<b>21,400</b> ThruPlays	
 <b>LINKEDIN</b>	<b>523,000</b> Impressions	<b>17,500</b> Engagements	
 <b>BLUESKY</b>	<b>4,600</b> Engagements	<b>+801</b> New followers	
 <b>VIDEO</b>	<b>542,200</b> 15-second-plus views across platforms (TrueViews + ThruPlays)	<b>590,623+</b> Minutes watched across all platforms (Google + Facebook)	

#### MY CLEAN BILL

**33,400**  
Ad clicks  
(Google + Meta  
+ Google Ad Grants)

**24,000**  
Active users

#### CLEAN ENERGY COMMUNITY

**1,365**  
Subscribers

**+482**  
New subscribers

#### CLEAN ENERGY REVIEW

**8,726**  
Subscribers  
(Mailchimp + LinkedIn)

**+2,340**  
New subscribers

#### Moving more Canadians from awareness to action

In 2025, we reached an additional 24,000 active users on [MyCleanBill.ca](#), our personalizable online energy cost-savings calculator and rebates hub, increasing total engagement to 146,000 active users since its launch in 2024.

## The same newsletter, another way to read it

In 2025, Clean Energy Canada expanded its beloved weekly newsletter, the Clean Energy Review, to LinkedIn—bringing thousands more readers into the conversation about Canada's energy transition.





# CLEAN ENERGY CANADA'S OBJECTIVES FOR 2026



Build public support for the energy transition by helping Canadians understand the wide range of affordability, health, and lifestyle benefits of transitioning to clean technologies.



Continue to unlock the uptake of household clean technologies like EVs and heat pumps by helping lower barriers faced by the next wave of likely adopters.



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



Strengthen Canada's clean economy by identifying strategic clean electricity, critical mineral, and low-carbon materials supply chain opportunities that enhance competitiveness, reduce costs, and align Canada with global clean energy markets.

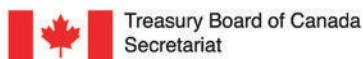


Advance Canada's nation-building agenda by demonstrating how clean infrastructure, clean energy, and low-carbon construction drive affordability, energy security, and long-term economic resilience.



# 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 2025, along with:



IVEY foundation



THE  
HOUSSIAN  
FOUNDATION





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

