

# Scaling Up 2017

observations

## GOOD STUFF



- Sustainable bioeconomy leader – resources; biomass, technology, people
- no shortage of technology – macro to micro – but keep innovating
- Government enablers in transition to LC economy; SDTC, Forest Bioeconomy Framework, Tech Innovation hubs etc.
- Funding availability; SDTC, banks
- Scale-up finally achieved by some
- Partnerships – coalitions of the willing
- Stronger community & inclusiveness focus

# Scaling Up 2017 observations

....BUT



- Project timelines always underestimated – persistence, partnerships
- Opportunity of improved efficiency missed
- Poor public (NGO?) understanding; communication – simple messages
- better customer focus – eg Ikea
- New urgency, not just CC – newsprint, plastics in ocean
- Low oil costs may continue for some time

# Scaling Up 2017

observations

GOING FORWARD



- Inspirational Whitesands First nation; carbon reduction = poverty reduction
- Its about substituting fossil fuels; wind, solar, EV's role
- Next Govt initiatives – integrated Bioeconomy framework?, Carbon Tax, aviation & marine...
- International collaboration; Canada can lead; from COP to individual companies
- And finally ; sax for breakfast?