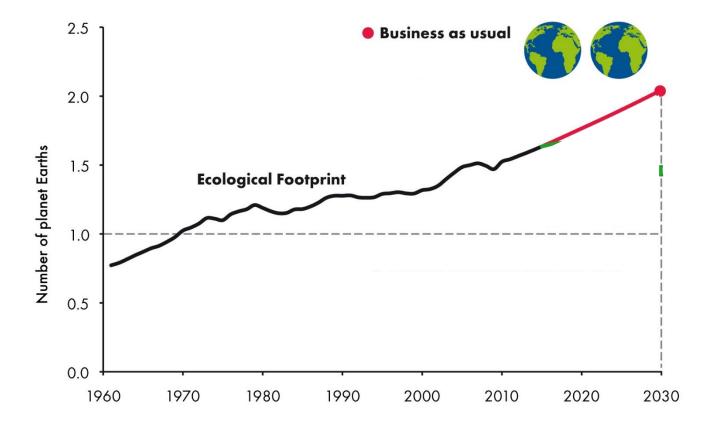
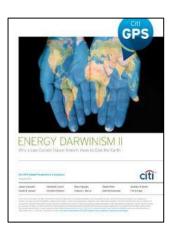
# 1. What's the matter?

# **Environmental Necessity?**





# 1. What's the matter? **Economic Opportunity?**







	· · · · · · · · · · · · · · · · · · ·
	Small business perspectives on the environment
	Small business perspectives on the environment
-	
•	PECIAL REPORT
2	PECIAL REPORT
1	D Economics
-	
	ober 2, 2013
Т	HE GREENING OF THE CANADIAN ECONOMY
	Alliphits
	Despite the proving body of Benature, the term green economy tacks a consistent definition. Name approaches to defining the term tend to set exclose of the economy at odds to creating a target-
	brown' dichotomy
1	We advocate a troad, holistic approach using a definition of the greening of the economy, wherein efforts to improve environmental conditions are motivated by government environmental policy.
	environmental and economic efficiency, and corporate responsibility.
	Applying this definition to Canadia, we find a true step greening process that is common across all sectors of the economy. This process suggests that environmental considerations have become
	heavily entworked into the behaviour of Canadian firms. Sector characteristics influence how firms approach greening. By undertaking a case study analysis
1	of suites, unconventional oil and the mining sector, we find that element elasticity, collaboration and
	international trade considerations can shape greeting efforts. A key finding is that environmental initiatives and sconomic growth am not alternatives, but raiter
	A key mong is the events incerves and economic growth are not elemented, but terms increasingly can complement one another.
	People apply the term 'the green sceneersy', to a wide range of acts time - everything from cleannich
44	renewables, to job anation, and public policy. However, the fact remains that there is no standard attain of the green someway. Consequently it is difficult to measure performance and assess progress.
	rever, die narren approach of defining some nomenae networ as 'green' and others as 'brever', offen lades many green activities er initiatives being undertaken in sociars outside the 'green economy'
ŝ	welle.
	We contend that a more succful approach is to put uside the notion of "the green economy: and instead as on "the greening of the economy "as a frame for assessing the progress fieling reads by backnesses
-	individuals to achieve economic provide with environmental benefit. Once one accepts a broader
2	oning of the economy' definitional approach, several bunds become apparent about the relationship even the environment and the scorecity in Canada:
١.;	Environmental considerations are increasingly embedded into corporate decision making;
2	improving environmental efficiency frequently results in cost advantages;
x	buentities to reduce orivinemental sepact can be a strong driver of innovation; and
ł,	Corporate responsibility to a driver for improving environmental performance.
	Infortunately, data constraints prevent a traditional quantitative analysis of the grooting of the
	nerry. Testinal, this report new qualitative analysis to describe the genering process and illustrates progress being made foreigh case studies of selected substitid sectors. The purpose of this paper is
	to reliate the view that Canada mode to do more on conservation, emonitors, statalizability - because
net	
net	ig Alexander, WP and Chief Economist. 44-58c-86m

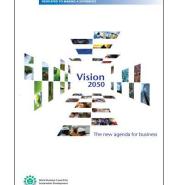


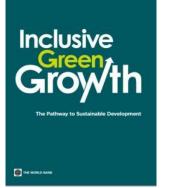
CLEAN GROWTH 2.0

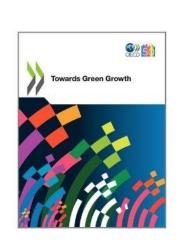
HOW CANADA CAN BE A LEADER IN ENERGY AND ENVIRONMENTAL INNOVATION

POLICY PAPER TASK FORCE ON ENERGY, THE ENVIRONMENT AND CLIMATE CHANCE ANADIAN COUNCIL OF CHIEF DECUTIVE

NOVEMBER 2010

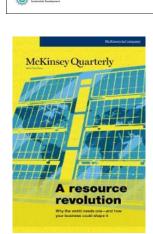














**BETTER GROWTH** BETTER CLIMATE THE SYNTHESIS REPORT

## 1. What's the matter?

BOTH

## **Environmental Necessity**

# **Economic Opportunity**

# = Clean Innovation





## 2. How to Drive Clean Innovation? Hint: It's not all about the private sector

#### What Makes the iPhone so Smart?

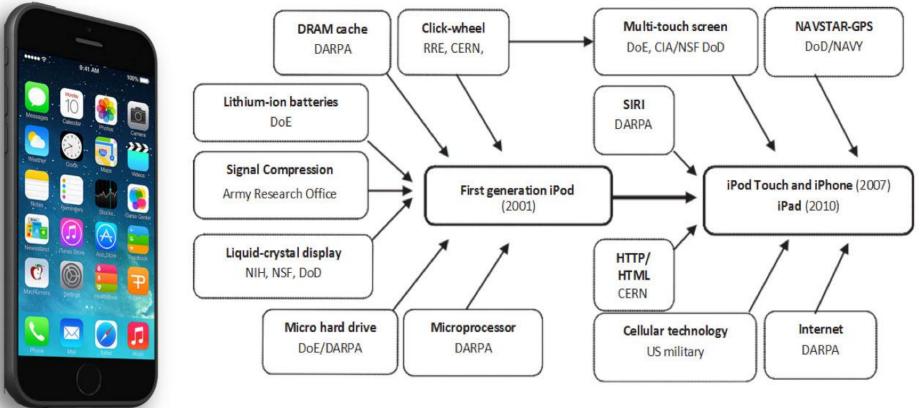
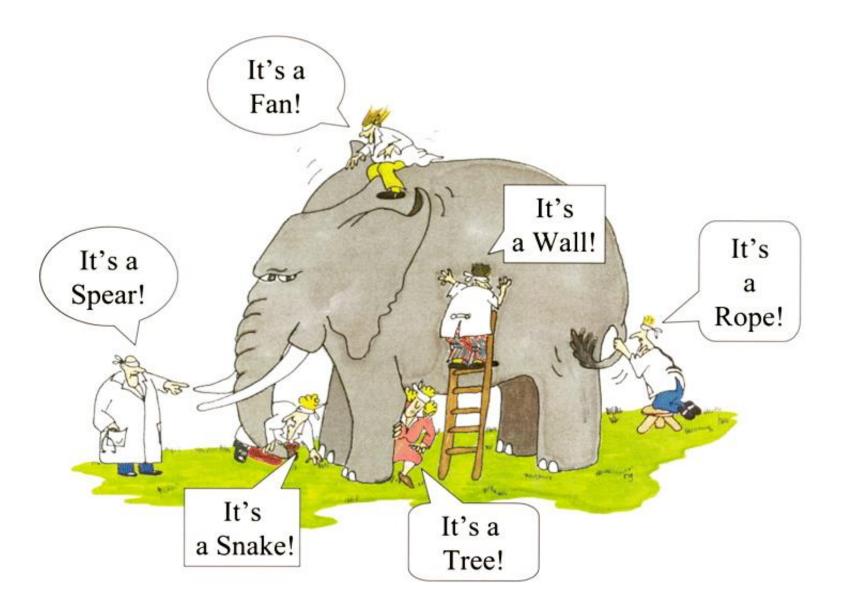
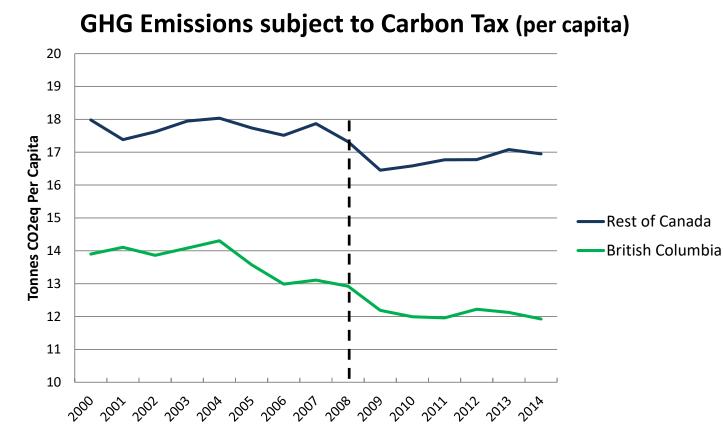


Figure 13 from The Entrepreneurial State: debunking public vs. private sector myths (2015, p. 116)

## **2.** How to Drive Clean Innovation?



### Carbon Pricing Works! (but its just one piece)



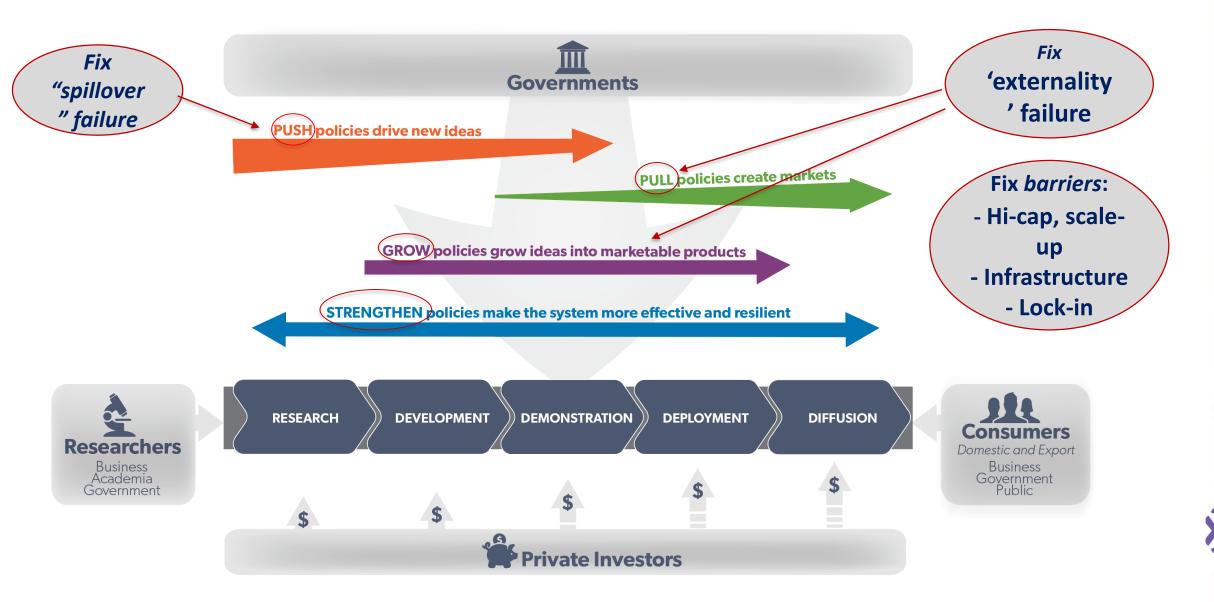
- BC GHGs drop 7% vs RoC in 7 yrs
- BC GDP outpaces RoC by 3% in 7 years

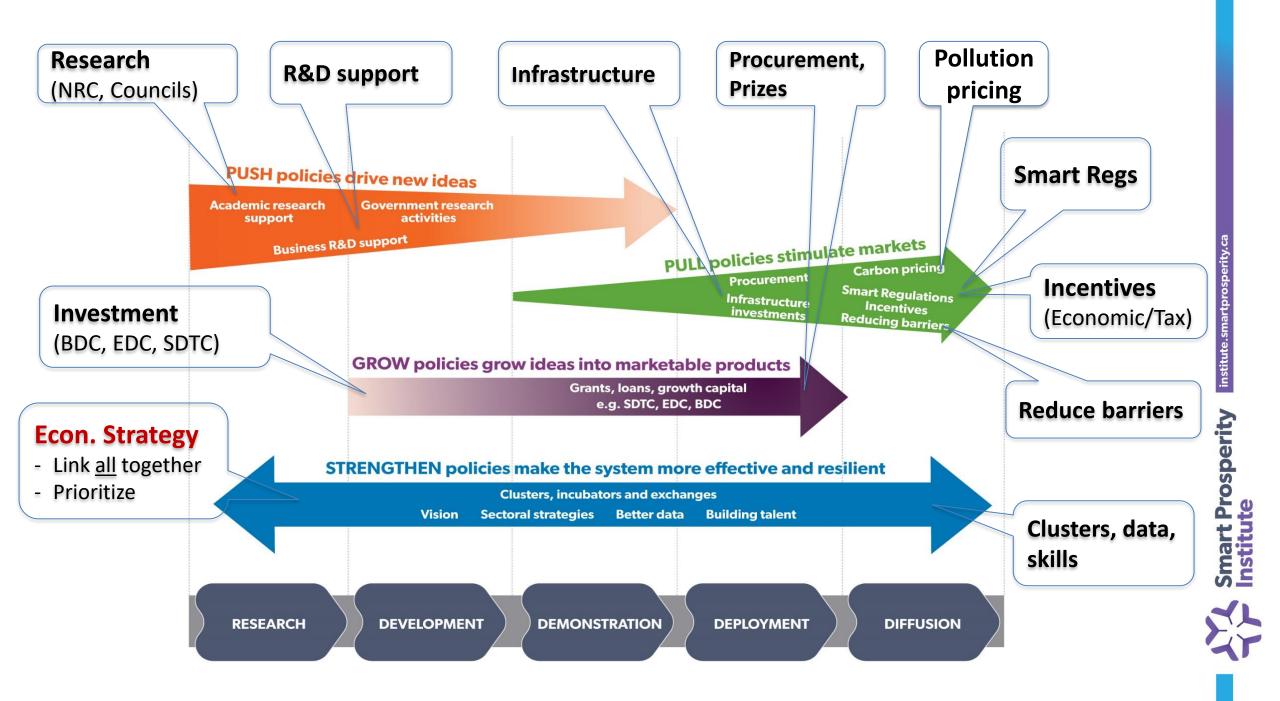


### The Economist

Greenery in Canada We have a winner B.C. carbon tax woos sceptics

### Accelerating the Clean Innovation System



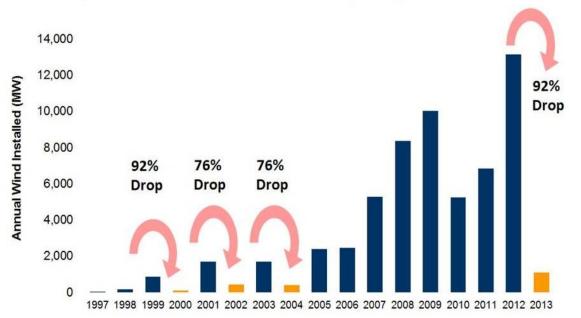


# World-class ('Agile') Regulation

#### The solution?

- <u>Stringent</u> standards drive performance
  - need adjustment period (phase-in)
- <u>Flexible</u> policies (non-prescriptive) enable cost-effective innovation
- <u>Predictable</u> policies are critical to drive longer-term investment
- Council on Innovative Regulation





Prosperity

Smart

#### Contact:

#### **Stewart Elgie**

Professor of Law and Economics, University of Ottawa Chair, Smart Prosperity Institute Stewart.Elgie@uottawa.ca

Smart Prosperity Institute