



For Immediate Release

Nearly 200 Cleantech CEOs Send Prime Minister Trudeau a Strong Message for an Innovative, Sustainable Economy

Pan-Canadian cleantech coalition recommends concrete steps to bring technologies to market, sustain a competitive economy, reduce GHG emissions and increase clean technology exports.

Ottawa – April 14, 2016 – For the first time, the cleantech sector across Canada has joined together to create a powerful alliance of leading companies and stakeholders committed to growing Canada’s economy. CEOs from nearly 200 cleantech companies and investors across Canada signed a letter to Prime Minister Justin Trudeau with recommendations on how the Canadian government can accelerate economic growth, job creation and environmental benefits. The recommendations build on the federal government’s 2016 Budget commitments to protect the environment and grow the economy.

Canadian cleantech CEOs are committed to supporting the implementation of their recommendations and request the opportunity to provide input on the policies that will shape the future of the sector. Thus they are requesting a seat on the Clean Technology, Innovation and Jobs Working Group that the federal government is setting up as part of the Vancouver Agreement on clean growth and climate change.

The BC Cleantech CEO Alliance, Ecotech Québec, MaRS Discovery District and the Alberta Clean Technology Industry Alliance (ACTia) have signed a Memorandum of Understanding to coordinate efforts to promote clean technologies, combat climate change and contribute to a strong, diverse, sustainable economy. This agreement is a first of its kind in Canada and represents a significant step forward in strengthening the clean technology sector in Canada through greater coordination and collaboration.

“With this new Canadian cleantech coalition, we want to create a competitive advantage for both the ecosystem and our country by focusing business, investors, strategic partners and governments on a strategic plan to promote clean technologies, nationally and internationally” said Denis Leclerc, President and CEO of Écotech Québec.

“Cleantech represents a massive growth opportunity for the Canadian economy,” said Jonathan Rhone, CEO of Axine Water and Chair of the BC Cleantech CEO Alliance. “At a time when other countries are investing billions in clean technologies, it’s important for Canada to seize its full potential to become a global cleantech powerhouse. This letter shows that we have a strong, united voice and that we wish to be an active partner with government to build this critical industry.”

“The provinces, the federal government and industry need to work together if we are to unleash a new wave of investment across our energy, agriculture and resource sectors,” said Rus Matichuk, Chair of the Alberta Clean Technology Alliance. “Only through collaboration will Canadians lead the way in developing next-generation, low-footprint technologies and business models.”

“Canada has a tremendous community of cleantech innovators. Today’s announcement demonstrates the unity of these leaders, with nearly 200 CEOs from across the country coming together,” said Jane Kearns of MaRS Cleantech. “The recent federal budget has recognized the real momentum in the cleantech sector, and its capacity to drive Canada’s future economy. By working together, we will become a global leader.”

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Background on the cleantech sector

The cleantech sector is comprised of products and processes that contribute to clean air, clean water, clean land and address climate change while improving the productivity and competitiveness of the economy.

Stronger data more consistently collected and reported is important to benchmark the sector’s progress in time and relative to other jurisdictions.

Globally, the clean technology market was worth more than US\$2.56 trillion a year in 2012, and is expected to become more than US\$5.13 trillion in size by the mid-2020s (Source: PWC Global Technology Scorecard).

Letter sent to Trudeau

[See pdf](#)