Canadian Sustainable Energy Initiatives

Dave Dennis
EVP InsightAction Inc.
Who we are
Converting data into insight value to help optimize organizational asset performance
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Supply chain w/ economic potential

with environmental and social benefits
Economic Sustainability Priority #1
Solutions in glass houses shouldn't throw stones

Ethanol  Bio Diesel  NGV  Electric  Other
We began building an Alternative Transportation Energy Community

- Environmental NGO’s
- Policy makers
- Auto Manufacturers
- Distribution
- Retail
- Demand
- Oil Producers
- Media
- Consumers

Alternative Transportation Energy Solutions
ATEC Vision

Facilitate the **availability** and **use** of sustainable fuel solutions

*Sustainable: long-term integrated maintenance of well being in environmental, economic, and social dimensions.*
ATEC Mission

To enable growth in sustainable fuel use by focusing on Availability, Infrastructure, Economics, Adoption, Awareness, Education and Government Policy
☐ Do Something
☐ Do Nothing
Leaders and influencers critical to building a sustainable infrastructure collaborating for mutual value

Building the Business Case = ROI
ATEC Activities

province and municipal engagement
Today's Theme:

2012 is the International Year of Sustainable Energy for All.

A year in which the UN has set in motion a global initiative to encourage governments, the private sector and NGO’s to accelerate and coordinate work toward achieving access to clean, sustainable energy for all peoples of the world by 2030.
“Policy, Technology and Business Innovation – Creating Markets for Alternative Energy in Transportation”

Bruce Dudley
SVP The Delphi Group
• Premier strategic consulting firm founded in 1988
• Completed over 500 projects for more than 200 clients
• Work for 27 of Canada’s largest 100 firms (17 of top 50)
  – Climate Change
  – Corporate Sustainability
  – Clean Technology
• EXCEL Partnership
Nature of the Challenge

• Emphasis on vehicle efficiency and behavioral change
• Increased attention being given fuels and technology platforms to address carbon
• Recognition that government policy can’t overcome existing fuel dominance
• Low Carbon Fuel Standards cutting edge but challenging – incenting investment
• Transportation policy is emergent but fragmented and vulnerable
Competing Interests

• Alternative fuels compete with a dominant fuel in a mature market (100+ years)
• Each fuel has strengths and weaknesses and all face similar barriers
• OEMs, energy retailers and energy manufacturers have their own favorites
• They are united by the need to address the common challenges
Common Barriers

- Fuel Supply
- Price
- Accessibility
- Vehicle Technology
- Capital Investment
Innovation
Business Innovation

• Business wants to pick winners – they are good at it
• Will not be standard Government Relations 101 – sustainability and GR contacts
• Rigor in market analysis to help de-risk decisions
• Proper testing of opportunities
• Understand risks and opportunities to the brand
• Getting the horse to water and incenting him to drink
Policy Innovation

- Governments do not want to pick winners
- Very interested in helping to eliminate barriers that business identifies
- Governments need to be willing to look at non-traditional solutions
- Recognition that innovative instruments that work for one fuel are likely useful to others
Technology Innovation

- OEM’s want to leverage existing investments (e.g., flex-fuel vehicles)
- Fueling technologies and devices are needed and standardization is key (safety, reliability, etc)
- Some energy platforms require a wholesale systems rethink (Smart Grid)
- Multi-stakeholder and interdisciplinary teams – complex problems
ATEC’s Operating Principles

• Fuel Agnostic
• Commitment to Sustainability (TBL)
• Commitment to data and leading Edge analysis (Life Cycle Analysis)
• “Collaborating for Mutual Value”
Questions?

On Behalf of Insight Action and The Delphi Group.

Thank-you!

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