
*Presentation to the Waste-to-Energy Research and Technology Council (WTERT)*

*New York, New York*

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Agenda

1. Canadian Waste Market
2. Government Initiatives
3. Coalition Activity
4. National Overview
5. Progressive Public Attitudes
6. Lessons Learned
7. Two Years From Today
Canadian Waste Market
Energy Recovery in Canada

- Waste generation continues to rise and recycling is not keeping up
- Municipalities across the country recognize new solutions are required
- State-of-the-art equipment – tested and proven – presents a viable option to traditional methods
- EfW allows communities to manage waste locally, reduce disposal costs, generate revenue by putting power to the grid, reduce GHG emissions, and enhance economic development initiatives and job creation
Government Initiatives
Drivers & Priorities

• **Converging factors**
  – Capacity crisis - Border closing – Manage material at home – Zero waste way off – EFW technology works - Changing public attitudes

• **Upper-tier support for municipal priorities/autonomy**
  – Without interfering in municipal decision-making - Projects must stand on own merits - acquire independent municipal approval

• **Air emissions guidelines to exceed toughest standards**
  – Stringent but manageable - Allowing emerging projects to proceed with confidence...while retaining/building/elevating public trust

• **Preferred EFW Pricing**
  – Good precedent - Subject to project meeting environmental guidelines on emissions, diversion - Need for standard offer program - Must recognize EFW as renewable

• **Streamlined environmental assessment process**
  – Comprehensive analysis and review - Fewer public meeting - Encouraging alternative approaches
Coalition Building, Advocacy, and Education
Coalition Activities

Education and Promotion
- Raising association profile
- Maintaining website
- Speakers bureau
- Engaging key stakeholders, audiences
  - Outreach to public health officials
- Membership recruitment

Government Relations
- Ontario
  - Pursuing standard offer program
  - Advocating for clear emissions standards
  - Participating in technology peer review
- British Columbia
  - Working Group on Waste
  - Municipal relationship building

Media Engagement
- On-going national campaign
  - Editorial boards
  - Op-ed
  - Rebuttal letters and articles

Project Monitoring
- Advocacy and support
  - Where warranted, needed
  - Where allowed
- Opposition and arguments
  - Getting closer to the truth
  - Correcting the nonsense
National Overview
Across the Land
Under Development

- **Vancouver, British Columbia**
  - Existing facility - New plant Request for Expression of Interest issued
- **Edmonton, Alberta**
  - New plant under construction to begin operation 2013
- **Southern Alberta**
  - New plant Request for Expression of Interest issued
- **Dufferin County, Ontario**
  - Seeking power price and investors

- **Peel Region, Ontario**
  - Existing facility - New plant Request for Expression of Interest issued
  - **Durham-York Energy Centre, Ontario**
    - Under construction
Durham-York Energy Centre
Durham-York Energy Centre
Durham-York Energy Centre
The News is the Trend!

- Seven (7) installations in 2007

- Seven (7) more facilities in the works in 2012
  - Four (4) in Ontario
  - Two (2) in Alberta
  - One (1) in British Columbia

- A 100% increase in just five (5) years

- News trends is success story for the CEFWC!
Progressive Public Attitudes
Public Opinion

• Research shows:
  – 83% of Canadians support EFW solutions
  – Up from 67% only four (4) years ago

• Among those who support EFW facilities:
  – Almost 60% would support construction of a facility in their immediate community
Lessons Learned
Best Practices

• Need a political champion

• Decision-makers playing to different audiences

• Must meet zero-wasters head-on

• Need to recognize different forms of communications
  – New media – Social networking – Polling - Focus groups

• Industry leading way and public well ahead of policy

• Senior levels of government “get it”

• Organized association critical for credibility
Two Years From Today
Operational Priorities

- Advocating for progressive electricity pricing
  - Reflecting net positive impact re: climate change
- Advocating for standard offer program
- Advocating for designation as renewable base load power
  - Recognizing the solid waste management hierarchy
- Advocating for acceptable air emission standards
- Support projects coming on-line
- Educating key stakeholders, re: health and safety issues
- Serving as a primary and credible source for EFW information
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