



December 2014

Highlights of EID 2014

During the busy morning session, more than 100 attendees networked, explored climate change and other 'hot' issues with new Ontario Environment Minister Glen Murray, and attended an "Advocacy Boot Camp" to hone their lobbying skills. In the afternoon, teams of ONEIA members visited Queen's Park and met with representatives from the Liberals, Conservatives and NDP.

Those discussions revolved around three key areas that will drive growth, innovation and job creation in Ontario:

1. Smart regulations to support the low-carbon economy of the future, as well as the next wave of environmentally efficient industry.
2. Targeted investments in infrastructure to encourage innovation — such as green buildings and the next generation of water systems — not to simply rebuild the aging systems of the 1970s.
3. On-going dialogue to develop and shape — from the earliest stages — the policies and regulations that will deliver a clean environment and a healthy economy.

After their round of meetings with MPPs, the ONEIA team members returned to Hart House to enjoy a glass of wine and recap the day's successes.

ONEIA is the business association representing the interests of the environment industry in Ontario.

Environment Industry Day (EID) 2014: Environment Minister calls for partnership with cleantech sector

On November 18, a capacity crowd gathered in Hart House at the University of Toronto for ONEIA's annual **Environment Industry Day**. Event chair **David Henderson** said that he's received "a clear signal" that both the new majority Government and the opposition parties are receptive to an on-going and productive dialogue with the environment and cleantech sector. "They've been very clear that they can't do it on their own," said Henderson, managing director of XPV Capital.

Minister issues call for input

The **Hon. Glen Murray**, Minister of the Environment and Climate Change, issued a firm invitation to ONEIA and its members to join him in shifting Ontario's production-based economy to one that relies on innovation. "Innovation is risk," Murray said. "To build the new economy we need leadership, entrepreneurial spirit and sources of capital that are not averse to risk."

In a wide ranging presentation, the Minister linked global warming to terrorism in Syria, drought in California and last summer's clean water crisis in Toledo. Due to greenhouse gas emissions of the 1970s and 80s, he said we are "locked into" escalating climate change problems for at least the next 50 years. "The biggest challenge before us is

"Ontario must overcome 40 years of infrastructure neglect. We hardly spent anything on new infrastructure while the population doubled. And everything we built before that is falling apart and needs to be replaced."

The Hon. Glen Murray,
Minister of the Environment
and Climate Change
November 18, 2014



Upcoming ONEIA Events

January 28, 2015

The ONEIA Curling Bonspiel, "Break the Ice on the Ice"

Join us for an afternoon of winter networking and fun at the Brampton Curling Club (46 McMurchy Avenue South). Registration opens at 11:45 am, followed by a half-hour curling clinic, a bonspiel of four, two-end games, and awards for the top team, runner-up and "best curling spirit." Register as an individual, enter a 4-person company team, or just join us for a drink and snacks.

March 11, 2015

Annual Address by the Environmental Commissioner Ontario

The Environmental Commissioner of Ontario Gord Miller will provide his unique perspective on some of the key environmental and energy issues facing the province.

Stay tuned for updates on our spring **Environment and Cleantech Business and Policy Forum** and our July golf day **Go Green on the Green**. For details, contact Marjan Lahuis at the ONEIA office at 416-531-7884 or mlahuis@oneia.ca

to cope with the acceleration ... the increasing pace of those changes," Murray said.

To prevent potentially disastrous average temperature increases of 4° and even 6° C, the Minister said we need to undertake a co-ordinated international program as innovative and goal-focused as the Manhattan Project of the 1940s or the Apollo moon mission of the 1960s.

To save the planet, "we need to make the transition to a low-carbon, high productivity economy in the next three to five years," Murray said.

Fortunately, there are "lots of low-hanging fruit" to reduce carbon emissions. "We produce too much garbage and use too much energy," Murray said. Canadians rank last in these areas among countries with similar economies and climates.

Among other projects, the Minister supported: developing a climate change strategy with Quebec; increasing the import

of electricity from that province; switching commuter trains from diesel to electric; and forging new partnerships with industry to pursue geothermal energy.

While downplaying the need for new legislation, the Minister said he was looking at ways to

amend regulation to better support innovation. He also stressed the need for new business and labour partnerships to create a "co-governance model."

Advocacy boot camp

Despite the challenges ahead, Environment Minister Glen Murray was "very hopeful" that Ontario could complete "the historic transformation to a sustainable society. Failure is not an option," he said.

Following the Minister's presentation, an expert panel provided some insight into the priorities of the new provincial majority Government, as well as practical tips for advocating for the environment among the members of the Ontario Legislature.

Chris Benedetti, principal with the Sussex Strategy Group, said the Government with its four-year mandate "knows what it wants to do and has an activist agenda to deliver on priorities, but is not sure how to get there yet."

He is advising his clients to look at the challenges they face and to identify the gaps they want to close. "As soon as you figure out 'the ask,' do as much homework for [decision-makers] as possible," Norris said. "Tell them: here's what you can do, here are the options, and here are the costs and the consequences."

Benedetti cautioned, however, that an initial meeting with a Minister or an opposition critic is an opportunity to bring key is-



The breakfast and morning sessions were held in historic Hart House on the University of Toronto campus directly across the street from Queen's Park.



sues to the fore, rather than solve their problems all at once. "The goal is to build a relationship and become part of the process," he said.

Building relationships

Paul Norris, president of the Ontario Waterpower Association, said that "now that there is no risk of another election next week or next month," the Government and its opposition critics have the time to begin the work of "fundamentally transforming the public sector."

"We have an opportunity to move these things the Minister was talking about into the tangible," Norris said, "putting in place the programs and policies needed to support innovation across broader industry groups."

Once you understand the Government's priorities — and where they are in their deliberations — let them know you want to help them put together the necessary policies, programs and regulations.

"You want to walk into their offices with solutions, not problems," said Norris. "When they are looking for answers, you want to make sure they'll phone ONEIA."

Working with the opposition

Sophia Aggelonitis, former Ontario Cabinet Minister and now a senior strategic advisor with the Armstrong Strategy Group, said that the environment is "at the top" of the Government's agenda. Protection of the Green Belt, waste reduction and green energy have been key Liberal initiatives. "They are extremely environmentally friendly," she said.

While the divisiveness that marked the last session of the legislature won't fade away completely, Aggelonitis said that much of the "theater of politics is just a show."

Paul Norris agreed the opposition critics are all "hard working, public service-oriented people." He could envision them establishing a Northern caucus or a rural caucus or a water conservation caucus to help flesh out their environmental policies.

With the large turnover after the recent election, many of the opposition critics and other policy people have changed. "That means there is a good opportunity to help them develop new environmental policies," Aggelonitis said.

Preparation aids advocacy

During the afternoon, seven teams of ONEIA members met with a total of 24 MPPs and their staff members. Careful pre-planning helped make those meetings productive and avoided some of the problems encountered in past years. The organizing committee had already identified many of the interests of the MPPs they were scheduled to meet, narrowed the issues to be covered, and selected team leaders to guide the discussions.

Former Minister shares the ABCs of Lobbying



Sophia Aggelonitis (Armstrong Strategy Group) said the current Government is very open to building partnerships because it understands that "it has

to come up with some 'winnables' on which to build its legacy." Based on her years in the Legislature, Aggelonitis shared some practical tips for building a positive relationship with a Cabinet Minister, opposition critic or legislative committee.

- Designate a spokesperson for your group. If everybody tries to talk, the conversation wanders and the message gets lost.
- Never tell politicians what they "have to do." It doesn't go over well.
- Be adaptable in your presentation, ready to jump ahead if appropriate. You don't know if the Minister has already been briefed on your issue for an hour or just a few minutes.
- Stick to the timeline. Yours is just one of many 15-minute meetings scheduled for the day.
- Don't ignore the bureaucrats who do the hands-on work. And never be rude to support staff. They control access.
- Leave a one-page summary of key points with the Minister. Hand all the rest of the detailed policy and technical background material to the staff.
- Afterward, send a handwritten thank you note. Such personal touches help build a stronger relationship.

"The conversations were much more targeted," said committee member **Susan O'Hara**, "with lots of opportunity for follow-up and continued communication. It was a far more favourable response that we've seen in recent years."

There were also a number of key 'take-aways' from the afternoon meetings. We learned that:

- The Government is looking to break down some of the 'bureaucratic silos' and collaborate across ministries to attack key environmental issues.
- The Government, and the Minister of the Environment in particular, is very focused on climate change. There is also strong support for smart regulations, not simply to cut red tape, but to achieve science-based outcomes.
- This provides ONEIA and its members with a tremendous opportunity to propose innovative technologies, ways to increase efficiencies, and new environmental policies and programs.
- A number of MPPs said ONEIA has to be very clear on what we want and what they can do to help us. They told us again and again "give us more solutions, we want to hear more."
- To continue the momentum, ONEIA must match our members' expertise with the specific issues being raised by the Government and by individual MPPs in their ridings.

In the months ahead, ONEIA's Water, Waste, Brownfields and Special Projects advocacy subcommittees will hone their strategies and prepare their positions on key issues as the Government and the opposition parties come to grips with their environmental agendas. The subcommittees are also helping to prepare the program for next spring's **Ontario Environment and Cleantech Business and Policy Forum**. We will carry updates in future issues of the newsletter.

ONEIA welcomes our newest members

Call2Recycle Canada, Inc.

Since 1994, this non-profit organization has collected and recycled 100 million pounds of consumer batteries and cell phones at no cost.

EnvironFocus Incorporated

Provides a variety of testing and inspection services – involving mould, allergens, asbestos, lead, radon and water quality – for commercial and residential properties.

Green On Industries Inc.

Green On has developed, tested and patented DXR™, a non-toxic chemical and biological product that can be used to clean and treat the damage caused by oil spills in the soil or marine environments.

Ontario Onsite Wastewater Association

OOWA promotes the benefits of onsite and decentralized wastewater management through education, improved standards of practice, and advocacy for sound policies across the province.

Vertex Environmental Inc.

The largest in-situ remediation firm in Canada, Vertex has completed 100s of site characterization, extraction and treatment projects involving a wide range of contaminants in groundwater, soil and bedrock.

Walker Environmental Group

WEG offers a wide range of environmental solutions, including biosolids and food residuals management, composting, carbon neutral building services, waste disposal and recycling services.

Ontario Environment Industry Association (ONEIA)

215 Spadina Avenue, Suite 410, Toronto, Ontario, Canada, M5T 2C7

Tel: 416-531-7884 E-mail: info@oneia.ca

Twitter: [@ONEIANetwork](https://twitter.com/ONEIANetwork) YouTube: [ONEIAMedia](https://www.youtube.com/ONEIAMedia)