





Contents

Message from the Chair and the Executive Director	2
Introduction	3
Sustainable Prosperity: A Think Tank. A Do Tank.	4
Spotlight on Sustainable Prosperity Researchers	5
Spotlight on Sustainable Prosperity High Impact Events	6
Generating Policy-Relevant, Expert Knowledge	8
Knowledge Dissemination	12
High Impact Communication	13
Who We Are	16
Support	17
Financial Information	18

Stay up to date with SP

Throughout this report, scan the QR code like the one below with your smartphone to be linked to SP publications and activities. Or visit www.sustainableprosperity.ca



Message from the Chair and the Executive Director



Stewart Elgie



Andrew Bevan
Executive Director

Hardly a day goes by where you don't hear claims like "we can't afford to lower pollution", or "reducing carbon emissions would jeopardize the economy" in a news report or political speech. The idea that we have to choose between a healthy environment and a strong economy is deeply ingrained in many peoples' psyches. It is also wrong. Or at least it doesn't have to be the case.

A growing body of research and practice has shown that, with well-designed policies, it is possible to lower our environmental footprint and build a more sustainable economy. And that doing so can position countries to better compete in the greening global marketplace.

At Sustainable Prosperity, we believe that 'green' and 'growth' can go hand-in-hand. In fact they must. Shifting Canada to a greener, stronger, more competitive economy is both an urgent ecological necessity and a powerful economic opportunity. The economy of the future is likely to reward companies (and countries) that are energy efficient, low polluting, and use scarce natural resources wisely. In fact this shift is already starting, as evidenced by the rapid global growth in clean energy, hybrid cars, organic food and other 'green' sectors.

Research by Harvard business professor Michael Porter – probably the world's most respected competitiveness expert – shows that well-designed environment regulations can play a major role in driving innovation and, over time, boosting productivity. The key is to design regulations differently, so they promote eco-efficiency. And one of the best ways to do that is through market-based approaches, like green tax shifting or emissions trading.

Many countries around the world are taking active steps to position themselves for success in the emerging green global economy. Nations like China, Germany, the United Kingdom, South Korea, and (to a lesser extent) Australia and the U.S. are investing in clean energy and transport, shifting to green taxes (while cutting income taxes), and creating incentives for clean technology and jobs. There is a real risk that Canada will fall behind if similar steps aren't taken here.

The good news is that some provinces are showing leadership. For example, Ontario has brought in major incentives for clean energy, and invested heavily to spur eco-innovation in clean water, electric cars, and green chemistry. B.C. has brought in its own clean energy incentives, along with a pioneering carbon tax shift – that promotes low-carbon growth, while enabling Canada's lowest income tax rates. Quebec and Manitoba are also taking positive strides. And Alberta, despite challenges with the oil sands, boasts Canada's only existing carbon emissions trading system.

Despite these promising provincial initiatives, Canada as a whole needs to do much more when it comes to setting the signals to enable green growth. Our mission at SP is to help guide those changes. By harnessing the brightest environment-economy thinkers in the country, and hooking them up with policy makers and leaders, we aim to help catalyze a new generation of smart policy reforms: ones that will position Canada to become a global green economic leader.

It's a tall task. But one that has to succeed. It's why we created Sustainable Prosperity. We've made a lot of progress, as you will see from this report. And we aim to make a lot more in the years ahead. We invite you to join us.

Stewart Elgie

Andrew Bevan



Sustainable Prosperity: A Think Tank. A Do Tank.

For a greener, more competitive Canadian economy.

Made up of business, environment, policy and academic leaders **Sustainable Prosperity** is a national green economy think tank/do tank. We harness leading-edge thinking to advance innovation in policy and markets, in the pursuit of a greener, more competitive Canadian economy. At the same time, SP actively helps broker real-world solutions by bringing public and private sector decision-makers to the table with expert researchers to both design and apply innovative policies and programs.

Our approach

Our approach is unique. We believe that achieving the necessary innovation in policy and markets for a stronger, greener Canadian economy requires a new knowledge base and new conversations. SP's approach is to promote both.

What we do

- Generate policy-relevant, expert knowledge: synthesize and advance policy-relevant research on market-based approaches to advance environmental protection and economic sustainability, through a national network of academics and experts.
- **Foster innovative conversations and connections:** bring together unusual alliances of researchers, decision-makers and policy leaders, across the environment-economy spectrum.
- **Inform smart policy solutions:** communicate research-based analyses and options for policy initiatives to build a stronger, greener, more competitive economy.

What we know

Our Research & Policy Clusters



Spotlight on Sustainable Prosperity Researchers

SP harnesses leading-edge thinking to develop and promote innovation in policy and markets models, in the pursuit of a greener, more competitive Canadian economy. Here is a spotlight on a few of the expert researchers in SP's network.

Erick Lachapelle

Université de Montréal, Assistant Professor of Political Science



Leading authority in several fields including Canada-U.S. relations, and the comparative politics of climate change policy, Erick Lachapelle, contributes important knowledge pieces for SP. Most recently, Lachapelle co-authored the Climate Compared; Public Opinion on Climate Change in the United States & Canada – the first-ever national survey to provide comparisons between the views of the American and Canadian publics on matters pertaining to climate change and its mitigation.

Spotlight on Sustainable Prosperity Researchers

Roger Martin and Allison Kemper

University of Toronto, Rotman School of Management

Roger Martin, considered one of the top business thinkers in the world, Dean of the Rotman School of Management at the University of Toronto, and Alison Kemper, research associate at the Rotman School's Michael Lee-Chin Family Centre for Corporate





Citizenship, co-authored the Sustainable Prosperity Policy Brief Carbon Pricing, Innovation, and Productivity. This well-received document delivered by two renowned thought leaders and academics supplied a concrete evidence base on how carbon pricing promotes innovation, and how that innovation can promote Canadian productivity and Canadian competitiveness.

Nancy Olewiler

Professor, and Director of the School of Public Policy at Simon Fraser University



Member of Sustainable Prosperity's Steering Committee, Nancy Olewiler, is one of Canada's leading academic economists, specializing in recent years on sustainability and environmental economics. From 1990 to 1995 she was managing editor of Canadian Public Policy, and from 1996 to 1998 she served as a member of the Technical Committee on Business Taxation, created by the federal Finance Minister to propose major reforms to business taxation in Canada. Nancy also currently serves as Chair of the Board of TransLink, Metro Vancouver's regional transportation authority.

Spotlight on Sustainable Prosperity High Impact Events

Achieving a greener, more competitive Canadian economy requires a new knowledge base and new conversations.

Throughout 2010-2011 we hosted, organized and participated in events that promote both – here's a sample:



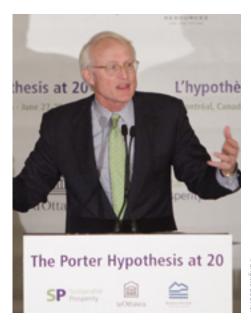
Alex Wood, SP Senior Director, Policy and Markets

SP Shares Expertise on the Ground in NWT – Discussions on a Northwest Territories Carbon Tax

February 2011 | Yellowknife

When the Government of Northwest Territories initiated its Consultation on Revenue Options that looked at the potential of a carbon tax, SP engaged through multiple formats. To support the government's consideration of a possible carbon tax, and inform public debate on the detailed design of the policy, SP delivered a written submission to the territorial government in November 2010. In February 2011, SP collaborated with leaders in NWT to conduct a series of high-level sessions with government decision-makers and interested groups focused on the right approach to a carbon tax in the North. **Alex Wood,** SP's Senior Director, Policy and Markets, participated in two days of public, high level sessions with leaders from government, industry, business, remote and Aboriginal communities and local NGOs.

To build awareness and spread the conversation to communities across the North, Alex participated in media interviews with CBC Television, CBC Radio North, CJCD, and print media including *Northern News, The Yellowknifer, Slave River Journal* and *L'Aquilon*.



Michael Porter (Professor, Harvard Business School) delivers keynote speech at the Porter Hypothesis at

The Porter Hypothesis at 20: Can Environmental Regulation Enhance Innovation and Competitiveness?

June 2010 | Montreal

In the lead up to the World Congress of Environment and Resource Economists, SP and Resources for the Future brought together leading global economic scholars for a high level dialogue to share knowledge, and identify future policy research priorities on how environmental regulation can enhance innovation and increase competitiveness. The conference also included a lunch keynote address by **Michael Porter**, to an audience of business leaders, policy makers and academics, that garnered media coverage by CBC TV and radio, the *Montreal Gazette*, *La Presse* and *Le Devoir*, among others.

SP Speaking Tour with Pavan Sukhdev, Head of the United Nations Environment Programme Green Economy Initiative and Study Leader of The Economics of Ecosystems and Biodiversity Report

May 2010 | Montreal, Ottawa and Toronto

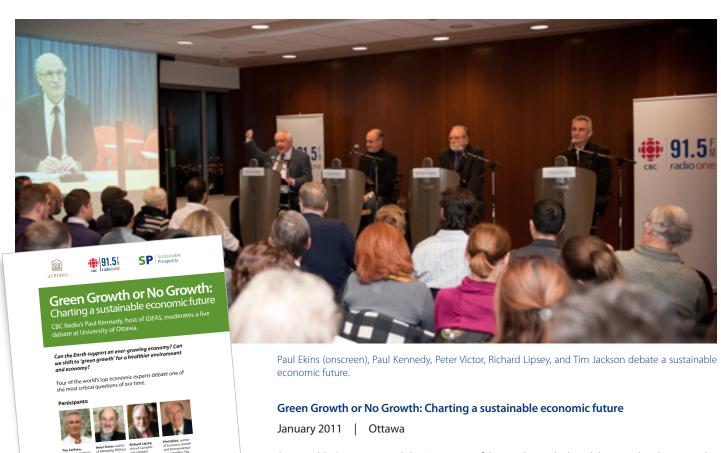
SP hosted world-renowned international economic expert and banker, **Pavan Sukhdev**, on a Canadian tour to meet with policy-makers, academics and experts in the lead up to the release of the global study – The Economics of Ecosystems and Biodiversity (TEEB) – the largest, most comprehensive study on the economic importance of the world's natural assets.

Throughout his Speaking Tour, Mr. Sukhdev spoke with a wide selection of Canadian media including *Le Devoir, The Gazette, La Presse, Globe and Mail, Toronto Star* and *Corporate Knights Magazine*.



Pavan Sukhdev delivers keynote speech at Ontario Ministry of Natural Resources conference on urban biodiversity as part of SP Speaking Tour.

Ontario Ministry of Natural Resource



day. January 20th, 2011 at 7pm

Sustainable Prosperity and the University of Ottawa hosted a live debate and webcast on the critical issue of green growth or no growth, with four of the world's top economists. The debate was moderated by CBC Radio's Paul Kennedy, host of IDEAS, and was later broadcast as an IDEAS episode.

Federation of Canadian Municipalities Sustainable Communities Conference February 2011 | Victoria

Through our work on Environmental Pricing Reform for Municipalities, SP offers practical guidance for municipalities to raise the revenues required to finance capital projects and other initiatives in their communities. During the FCM Sustainable Communities Conference, SP presented on Environmental Pricing Reform: Building the Financial Foundation for Wastewater Infrastructure Renewal.

David Thompson, SP's Director, Sustainable Communities, presenting at SP-organized panel during FCM Sustainable Communities Conference

City of Hamilton Transportation Summit

March 2011 | Hamilton

Sustainable Prosperity worked with the City of Hamilton to present the City's annual Transportation Summit on Environmental Pricing Reform. This full day Summit looked at various Environmental Pricing Reform tools and their application to transportation issues in Hamilton and the surrounding region.

David Thompson, SP's Director, Sustainable Communities, presenting at Hamilton Transportation Summit 2011



Generating Policy-Relevant, Expert Knowledge



Policy and Research Cluster Co-Chairs:

Kathryn Harrison, University of British Columbia **Nic Rivers,** University of Ottawa



Scan here for updates on our latest knowledge pieces and events on **Low Carbon Economy.**

Low Carbon Economy

Transforming our national and global energy systems to a low-carbon path is essential. The critical policy innovation required to do so is carbon pricing, which will incent the necessary market and technological innovation.

We focus on:

- Establishing positive relationships between carbon pricing and other economic issues including competitiveness, fiscal policy, innovation and productivity.
- Carbon pricing design issues, such as revenue recycling, equity and distributional concerns, and interaction with other policies.



Carbon Pricing, Investment and the Low Carbon Economy

Author: SP Type of Publication: Policy Brief June 2010



Carbon Pricing, Innovation, and Productivity

Author: Roger Martin and Alison Kemper Type of Publication: Policy Brief June 2010



Ontario's Feed-in Tariff for Renewable Energy: Lessons from Europe

Author: SP Type of Publication: Policy Brief September 2010



British Columbia's Proposed Feed-in Tariff Regulation

Author: SP Type of Publication: Response to BC consultation on FiT October 2010



Business, Risk and Carbon Pricing: Business Preference for Climate Change Instruments in Canada

Author: Kaija Belfry Munroe Type of Publication: Report November 2010



NWT Consultation on Revenue Options

Type of Publication: Submission to GNWT November 2010



Distributional Incidence of Climate Change Policy in Canada

Author: Nic Rivers Type of Publication: State of Knowledge December 2010



Carbon Pricing, Climate Change, and Fiscal Sustainability in Canada

Type of Publication: Policy Brief December 2010



Canadian Business Preference on Carbon Pricing

Author: SP Type of Publication: Policy Brief February 2011



The Hidden Factor in Climate Policy: Implicit Carbon Taxes

Author: Erick Lachapelle and SP Type of Publication: Policy Brief February 2011



The Competitiveness of a Trading Nation: Carbon Leakage and **Canadian Climate Policy**

Type of Publication: Policy Brief March 2011



Manitoba consultation on Cap and Trade

Author: SP Type of Publication: Report March 2011

"Sustainable Prosperity is one of the leading organisations, not just in Canada but globally, at the cutting edge of finding solutions to the most pressing issue of our time: how to live well while rebuilding the ecosystem base on which humanity depends. Combining idealism and pragmatism, vision and political savvy, effective communication and organisational efficiency, I have always found it an inspiration as well as a pleasure to be involved in SP's events."

- Paul Ekins, Professor of Energy and Environment Policy at the Energy Institute, University College London, and Director of the UK Green Fiscal Commission



Policy and Research Cluster Co-Chairs:

Harry Kitchen, Trent University **Enid Slack,** University of Toronto



Scan here for updates on our latest knowledge pieces and events on **Sustainable Communities.**

Sustainable Communities

Canada's environmental and economic challenges meet at the community level. Municipalities need innovative solutions to address environmental challenges (waste management, transportation, utility prices), while maintaining a vibrant economy and a high quality of life.

We focus on:

Developing a broad array of market-based tools such as road pricing to help municipalities
address environmental concerns while creating new sources of revenue for investment in
transit, and infrastructure.



Smart Budget: Environmental Pricing Reform Toolkit for Municipal Governments

Author: David Thompson and Andrew Bevan Type of Publication: Report May 2010



Backgrounder for Toronto City Summit Alliance: Transportation and Infrastructure

Author: SP Type of Publication: Briefing Paper June 2010



Time to get serious: Reliable funding for GTHA Transit/Transportation Infrastructure

Author: Neil Irwin and Andrew Bevan Type of Publication: Report July 2010



Putting Transportation on Track in the GTHA: A survey of road and rail emissions comparisons

Author: David Thompson Type of Publication: Report January 2011



Deep Dive: Transportation and Environmental Health

Author: Andrew Bevan Type of Publication: Greening Greater Toronto: 2011 Living City Report Card February 2011



Keeping on Track: A Reality Check

Author: co-authored by Andrew Bevan Type of Publication: Working Paper for Civic Action February 2011

Ecosystem Services Markets

Ecosystem markets represent a new way of understanding the value of natural capital, particularly its value to the economy. ESMs encourage more efficient/effective provision of ecosystem services in the areas of water, agriculture, forests, and biodiversity.

We focus on:

• Disseminating the growing international awareness of ESMs and developing specific policy applications for Canada.



Advancing the Economics of Ecosystems and Biodiversity in Canada: A survey of Economic Instruments for the Conservation & Protection of Biodiversity

Author: SP Type of Publication: Background Paper Forthcoming

Economy-Wide and Emerging Issues

SP is a "go to" organization for policy and market innovation, we conduct research and development into emerging issues focusing on market-based instruments and conduct original research in areas where we can make a unique contribution.

We focus on:

• How market-based environmental tools can contribute to economy-wide concerns such as innovation, productivity and competitiveness, and deficit reduction.



Porter Hypothesis: Can Environmental Regulation Enhance Innovation and Competitiveness (Summary Paper)

Author: Mark Cohen, Stewart Elgie, Paul Lanoie, Stefan Ambec Type of Publication: Report June 2010



Implementing Strategically Sustainable Policies for Canada?

Author: SP

Type of Publication: Comments on the Federal Sustainable Development Strategy July 2010



Innovative Sustainability Instruments for the Green Economy: A Law & Policy Experts Panel on Strengthening Carbon Markets by Integrating the Environmental and Social Impacts of Trade & Investment

Author: SP and CISDL Type of Publication: COP 16 Experts Panel Report January 2011



Climate Compared: Public Opinion on Climate Change in the United States and Canada

Author: Public Policy Forum and SP Type of Publication: Key Findings Report February 2011



Policy and Research Cluster Co-Chairs:

W.L. (Vic) Adamowicz, University of Alberta **David Boyd,** University of Victoria



Scan here for updates on our latest knowledge pieces and events on **Ecosystem Services Markets.**



Policy and Research Cluster Co-Chairs:

Stewart Elgie, University of Ottawa **Nancy Olewiler,** Simon Fraser University



Scan here for updates on our latest knowledge pieces and events on **Economy-Wide and Emerging Issues.**

Knowledge Dissemination

We believe that economic prosperity and environmental sustainability go hand in hand. Though still a new organization, SP has amassed a substantial and dynamic library of policy and research knowledge pieces and built a unique and diverse national network. As momentum continues to build we can already point to important points of impact.



The **SP Speaker Series** brings thought leaders to policy, academic and private sector audiences. Past speakers include Mark Jaccard (Professor, School of Resource and Environmental Management, Simon Fraser University) and Andrew Heintzman (President, Investeco).

SP is providing a knowledge base to the government of **Ontario** on the development of its green energy and climate change policies. SP has been providing regular briefings to key staff on several matters including; the province's Feed-in Tariff policies and public opinion on climate change policies.

Setting the agenda on natural capital productivity. SP, through its showcasing of the "Porter Hypothesis at 20" event, is now developing a partnership with the **Government of Canada** to develop research and policy thinking around this critical issue.



Porter Hypothesis at 20 luncheon at the McGill Faculty Club, June 28th 2011.

High Impact Communication

Communications is paramount to building awareness and support of Sustainable Prosperity's mandate and mission, and ultimately moving the needle on SP's priority issues. As more resources have been dedicated to high impact outreach and media relations, dissemination of research and knowledge pieces and spreading the word about SP's activities have been given higher priority. Recognizing that SP's research needs to get into the hands of those who can use it, great effort is invested in producing policyrelevant reports that are appropriate for multiple audiences and that build upon SP's broad and diverse network of experts in academia, government, business and the media.



Media coverage of SP research, events and activities increased substantially in the past year

High Impact Communication

(Clockwise from left) Alex Wood on Business News Network's Business of Green discussing Business Preferences for Carbon Pricing; Alex Wood on CTV's Power Play talking about the Public Policy Forum/Sustainable Prosperity Climate polling results; Andrew Bevan as panellist on TVO's The Agenda with Steve Paikin, discussing the future of transportation in the GTHA.

Media relations - which is critical to our short and long term goals - has been successful over the last year. Media coverage of SP research, events and activities increased substantially. A growing number of SP staff and network members have established themselves as "go-to" experts on greening the economy, urban sustainability, and environmental pricing reform.

SP experts had a strong on-air presence including interviews with CBC Radio (national and regional), CBC Television, Business News Network, TV Ontario, CTV and other regional radio stations. SP op-eds ran in several high profile national and regional print media including The Globe and Mail, Vancouver Sun, Ottawa Citizen, Hill Times and The Globe and Mail 'Report on Business'.





Over the last year SP garnered increased coverage of our activities and reports including national and regional coverage in media including the *Toronto Star, Hamilton Spectator, Toronto Sun, Globe and Mail, National Post, Calgary Herald, Vancouver Sun, Ottawa Citizen, Montreal Gazette, Edmonton Journal, Le Devoir, La Presse* and more.

Online publications have proved to be a big success. SP broke new ground by creating an ongoing column with *iPolitics*, as well as garnering coverage in many online news sites including *The Mark News*, and *climatewire.ca*.



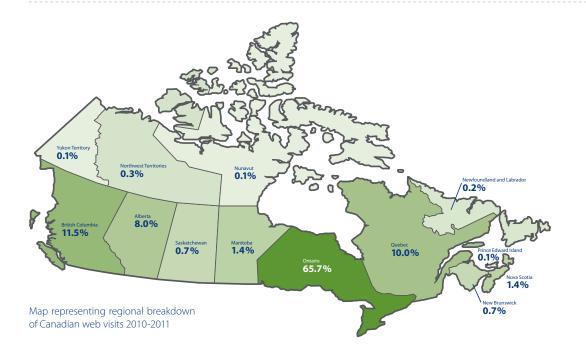
The Sustainable Prosperity website is central to our communication efforts. We use the platform to share information about our knowledge pieces and activities and to build up our network. The site has had over 33,000 visits in the last year, accessing over 100,000 page views. We are tracking traffic from all over the world.





High Impact Communication

Strategic social media tools provide SP with key outreach opportunities. The Sustainable Prosperity Twitter site enables SP to share and comment on issues in real time and has successfully increased SP's visibility and reach, as has the recently launched blog.



Region	Visits
Ontario	17,473
British Columbia	3,047
Quebec	2,635
Alberta	2,114
Nova Scotia	377
Manitoba	360
Saskatchewan	191
New Brunswick	175
Northwest Territories	72
Newfoundland	48
Yukon Territory	35
Nunavut	29
Prince Edward Island	20
TOTAL	26.576

Plus 7,000 international visits

Looking Forward

SP is currently designing an additional collaborative online platform bringing together a critical mass of academics, policy practitioners, students and engaged citizens engaged in environmenteconomy issues in Canada. The platform will serve to facilitate high-level policy discussion and become a leading source for ideas in this field.

Who We Are

Steering Committee



Michael AdamsPresident, Environics



Michael Cleland"Nexen Executive in Residence" at the Canada West Foundation



Stewart ElgieProfessor, University of Ottawa,
Faculty of Law and Institute of Environment
Chair, Sustainable Prosperity



Daniel Gagnier Chair, Board of Directors, International Institute for Sustainable Development



Andrew Heintzman *President of Investeco Capital Corp*



Preston Manning *President and CEO Manning Centre for Building Democracy*



Velma McColl *Principal, Earnscliffe*



Jane McDonald Senior Business Analyst, Power Supply, Manitoba Hydro



Alan Nymark Former Deputy Minister



Nancy Olewiler *Professor, and the Director of the School of Public Policy Simon Fraser University*



David RunnallsSenior Fellow, Sustainable Prosperity
Visiting Professor, Department of Geography, University of Ottawa
Distinguished Fellow and Former President, IISD

Staff

Andrew Bevan *Executive Director*

Alexander Wood *Senior Director, Policy and Markets*

Stephanie Cairns *Senior Advisor*

David Thompson *Director, Sustainable Communities*

Jennifer Wesanko *Director, Communications*

Dana Krechowicz *Research Associate*

Jenna Dunsby Network Coordinator

Sarah Van Stiphout *Executive Assistant*

Robin Fraser *Platform Manager*

Brittany Richardson *Research & Administrative Assistant*

Collaborating Academic Institutions

University of Ottawa University of Calgary Simon Fraser University Wilfrid Laurier University University of Toronto University of Western Ontario University of Alberta York University University of British Columbia Trent University Carleton University Queen's University Yale University University College London University of Waterloo Lakehead University University of Victoria University of Guelph

Sustainable Prosperity appreciates the support received from:



Social Sciences and Humanities Research Council of Canada Conseil de recherches en sciences humaines du Canada



Sustainable Prosperity's academic research network is supported by the **Social Sciences and Humanities Research Council (SSHRC)**





Max Bell Foundation















This project has received funding support from the Province of Ontario. Such support does not indicate endorsement by the Province of Ontario of the contents of this material.



212,454

Financial Statement (unaudited at time of publication)

For the year ended March 31, 2011

Excess of revenue over expenses

Revenue	
Social Sciences and Humanities Research Council of Canada	301,749
Ontario Ministry of the Environment	817,810
Foundations	195,500
Other Private Sector	68,600
Municipal Government	23,000
Other Federal Government	19,950
Provincial/Territorial Government	17,825
TOTAL	1,444,434

rpenses	
General Services	348,724
Program and communications	9,522
Meetings, events and travel	30,946
Personnel, academic/student support	308,25
Research	304,426
Program and communications	96,096
Meetings, events and travel	70,27
Personnel, academic/student support	138,05
Policy	385,56
Program and communications	152,73
Meetings, events and travel	31,09
Personnel, academic/student support	134,09
Knowledge Transmission	193,268
Program and communications	127,67
Meetings, events and travel	36,116
Personnel, academic/student support	29,48
DTAL	1,231,980

11,000
18,000
22,000
34,000
35,000
50,000
340,000





Sustainable Prosperity

c/o University of Ottawa 555 King Edward Avenue Ottawa, ON K1N 6N5 613-562-5800 x3342



www. sustainable prosperity. ca

Scan here for the **latest news** from Sustainable Prosperity

- in Follow our company profile on Linkedin.com
- Follow our website RSS feed
- Follow us on Twitter.com