



Earth Day, 2019

AN OPEN LETTER to OUR FELLOW CANADIANS

We, past and present Canada's Clean50 Award winners, represent a wide cross section of Canadians from business, science, government and academia. We are very concerned that some Canadians and politicians alike have failed to recognize both the tremendous economic opportunity in decisively addressing the increasingly urgent climate crisis, and the looming threat to our shared future, should we continue to ignore it. **We are asking all Canadians to make climate their very top priority in upcoming elections.**

Taking immediate action to limit climate change, and mitigate its impacts on Canada, needs to be considered an emergency at every level of government. A recent study shows that Canada's climate is warming twice as fast as expected. The best time to act is now. **We simply cannot afford to postpone a response any longer.**

Some individuals will try to claim that Canada is not the problem - that the problem is China or India or the USA. Unfortunately, that is simply not true.

Countries don't cause carbon pollution: People do! Canadians may be surprised to learn that on a per-person basis, we Canadians are the worst offenders in the G7*. Canadians, on average, produce 2.5 times more carbon pollution per person than do the Chinese, 9 times more than do Indians, and 5% more than Americans*. We are two to three times worse than the Japanese, the English, the French, and the Germans*. We simply cannot reasonably expect other countries to take meaningful action to reduce their country's emissions, when our emissions are actually rising.

Others will claim that present warming trends are part of a "natural cycle". Science clearly tells us that is not true, that **in fact temperatures should actually have been decreasing** each century over the past 6,000 years*. Instead, temperatures have risen steadily, and the 5 hottest years ever recorded have been the last 5 years*. Climate change is real - and by both burning too many carbon based fuels - and cutting down the trees needed to absorb that carbon, humans are responsible*.

Some politicians claim that "Carbon Taxes Kill Jobs" or that they don't work. Neither claim is true. Leading economists around the world agree: Charging polluters is the very best way to cut emissions. Overwhelming evidence shows that taxing GHGs leads to reductions in GHGs and spurs investment in infrastructure, new technologies and building renovations by companies and individuals. Growth that creates companies, and more jobs - not fewer - while improving the environment.*

Leading the fight against carbon pollution offers Canadians the chance to share in a massive \$30 trillion market opportunity by 2030*. That's 18 times Canada's entire present GDP*. As current leaders in the clean tech industry, Canada is well positioned to continue growing with this market. Over 280,000 Canadian workers are already employed in "green economy" jobs*, and Canada ranked third on a recent list, with 12 of the top 100 clean tech companies in the world*. Charging pollution taxes will only increase the number of Canadian companies creating clean tech solutions and jobs. And while we know many of our industries are declining, jobs in the "green economy" continue to grow, and at \$94,000, pay 48% better than the average Canadian job.

When deciding who will earn your votes, now and in years to come, we urge you to vote only for candidates who have a credible plan to cut carbon emissions.

We ask you to demand that our leaders seize this opportunity to ensure we both slow down climate change, and build the most prosperous, lowest carbon future we can give to ourselves and our children: An economy that will offer Canadians a healthy environment, and growth and prosperity for years to come.

Where shown, both the Clean50 honouree and their organizations support this message:

Top left to right by row. ROW 1. **Guy Adam** Alliance Magnesium | **Wayne Addison** Kiko Water Systems | **Kerry Adler** CEO, SkyPower Global | **Meredith Adler** Student Energy | **Kazi Ahmed** CEO, Betterfrost Technologies | **Celine Bak** Analytica Advisors | **Kody Baker** CEO, VeloMetro Mobility | **Helle Bank Jorgensen** Competent Boards | **Lisa Bate** Chair, WorldGBC | **Mike Battistel** President, Cascadia Windows | **Eric Bauce** Université Laval | **Eric Beckwitt** Freightera | ROW 2. **Mikele Brack** UPPLift | **Kevin Brady** Sustainable Enterprise Consulting | **Bryan Buggy** Vancouver Economic Commission | **Stephen Cheeseman** Chinook Power | **Eric Chisholm** Purpose Building | **John Coyne** Vice President, Unilever | **Ron Dembo** CEO, Zerofootprint Software | **Frank Dottori** CEO, WRC Timber | **Frances Edmonds** HP Canada | **Stewart Elgie** Smart Prosperity Institute | **Ted Ferguson** President, The Delphi Group | **Aaron Freeman** Pivot Strategic Consulting | ROW 3. **Miranda Fuller** Oxford Community Energy Coop | **Mike Gerbis** CEO, GLOBE Series | **John Grace** UBC | **Tim Gray** Environmental Defence | ROW 4. **Jim Harris** Strategic Advantage | **Brett Henkel** Inventys | **Charles Hopkins** UNESCO Chair York University | **Celesa Horvath** Ventus Development Services | ROW 5. **Mohamed Khalil** CEO, Pyrocycle | **Dr. Patrick Kiely** CEO, Island Water Technologies | **Joanna Kyriazis** Clean Energy Canada | **Trevor Langdon** President, Green Standards | ROW 6. **Dustyn Lanz** Responsible Investment Assoc. | **Jean Luc Lavergne** CEO, Lavergne Groupe | **Steve S.J. Lee** 3% Project | **Peter Love** Love Energy Consultants | ROW 7. **Damon Matthews** Concordia University | **Paul Mertes** CEO, CircuitMeter | **Alex Mifflin** SK FILMS | **Tyler Mifflin** SK Films | ROW 8. **Rob Niven** CEO, CarbonCure | **Sandra Odendahl** CMC Research | **Nicholas Parker** Parker Venture Management | **Emily Partington** Quinn & Partners | ROW 9. **Simon Pickup** CEO, Hydra Energy | **Gavin Pitchford** CEO, Delta Management | **Mario Plourde** CEO Cascades | **Catherine Potvin** McGill University | ROW 10. **Tony Pringle** Quinn & Partners | **Juergen Puetter** Renewable Hydrogen Canada | **Grace Quan** CEO, Hydrogen In Motion | **Francisca Quinn** Quinn & Partners | ROW 11. **Tom Rand** ArcTern Ventures | **Fidel Reijerse** CEO, RESCo Energy | **André Rochette** CEO, Ecosystem | **Dianne Saxe** Saxe Facts | ROW 12. **Craig Scott** Ecology North | **Elizabeth Sheehan** Climate Smart | **Merran Smith** Clean Energy Canada | **Shirley Speakman** Cycle Capital | ROW 13. **Christie Stephenson** Dhillon Centre UBC | **Coro Strandberg** President, Strandberg Consulting | **Katie Sullivan** Managing Director, IETA | **Bruce Taylor** CEO, Enviro-Stewards | ROW 14. **George Tsintzouras** CEO, Alert Labs | **Wal van Lierop** Chrysalix VC | **David Van Seters** Sustainability Ventures | ROW 15. **Doug Webber** Purpose Building | **Jonathan Webster** CEO, EnvAerospace | **Lloyd A. Bryant** | **Jim Burpee** | **Chris M Campbell PhD** | **Richard Corley** | **Dana Decent** | **Brian Denney** | **Audrey Dépault** | **Chantale Despres** | **Ron Dizi** | **Tom Ewart** | **Diane Kilcoyne** | ROW 16. **Karen Lockridge** | **Jennifer McLaughlin** | **Antony Marcil** | **Darryl Neate** | **Chad Park** | **Kevin Quinlan** | **Dan Rames** | **Shoshanna Saxe** | **Kekinusuqs Judith Sayers** | **Ron Seftel** | **Vicky Sharpe** | **Serguei Tchertok** | Not Pictured: **Keyvan Cohanim** | **Joan Prowse** CineFocus Canada

*every claim made in this letter is backed up by fact. Full explanation of the details are available at the on-line version of this statement, which can be found at www.clean50.com/2019openletter