



Canada as the Water Solutions Country

Defining the Opportunities



HALF-FULL OR HALF-EMPTY?



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Water is the great **global challenge** of the 21st century

Canada is steward to **one of the greatest freshwater supplies** on the planet and is home to some of the world's greatest intellectual capital

What's our role in turning an impending crisis into a **sustainable solution**?

9 REASONS WHY CANADA IS POSITIONED TO BE THE WORLD'S 'WATER SOLUTIONS' COUNTRY

- 1** We represent a significant growth market at home, within a large and growing global market
- 2** We have a strong research base in our universities and research institutes
- 3** We have a relatively high level of water infrastructure regulation and water management systems
- 4** We're growing the number of competitive water companies that are going global
- 5** We're building an infrastructure of test beds and technology demonstration centres
- 6** We're gaining experience with new forms of water infrastructure financing
- 7** We sit right beside the United States, the world's largest single market for water technology and services
- 8** We are rich in non-profits, committees and other groups that deal with water governance and related policy issues
- 9** We have political will-- at the provincial level

A KEY DRIVER FOR INNOVATION



Smart regulation that pushes water providers and water users toward better processes, systems and technologies.



WE ALREADY HAVE COAST TO COAST LEADERSHIP AT THE PROVINCIAL LEVEL



British Columbia

will be enforcing its updated Water Sustainability Act in 2015, following up on its Living Water Smart: B.C.'s Water Plan

Alberta

updated its Water for Life Strategy in 2009

Saskatchewan

has adopted its 25-year Saskatchewan Water Security Plan to ensure “a sustainable water supply to support business and industry needs, a healthy environment and our quality of life”



Ontario

is determined to become an exporter of products and services that solve water quality and quantity problems; a leading North American site for new water and wastewater technology innovation, demonstration and commercialization and a leading adopter of innovative water technologies and financing methods, through its Ontario Water Sector Strategy proposal

Québec

plans to step up its efforts on the international scene by supporting and facilitating the export of its public and private expertise in the areas of water resources technology, management and protection

OUR CHALLENGES



- Ensuring high-quality water and sanitation for Canadians
- Meeting needs for clean and efficient water use in energy and mining sectors, including oil sands
- Managing critical ecosystems
- Dealing with impact of climate change and adaptation
- Meeting the needs of First Nations and other remote communities
- Training to meet future needs
- Attracting foreign investment and jobs to Canada



CANADA'S TOP SIX WATER OPPORTUNITIES



- 1** Manage water loss: repair decaying infrastructure
- 2** Improve water use in agriculture through innovative systems and technologies
- 3** Develop new technologies and systems for rainwater harvesting
- 4** Improve water efficiency and conservation, addressing water leakage and reducing water consumption in home-based utilities
- 5** Provide services to a growing global resources market: industrial expansion will create Canadian water opportunities
- 6** Drive key systems through incremental innovations

CANADA'S TOP SIX CHALLENGES



- 1** Creating a national water strategy that includes a clear vision and framework
- 2** Sustaining and growing knowledge/research base
- 3** Growing small Canadian water companies into midsize and big companies
- 4** Finding capital to meet Canadian and global water infrastructure needs
- 5** Making Canada an early adopter of innovation
- 6** Improving access to capital in order to grow companies

WHERE TO START? BUILD ON OUR STRENGTHS



FOCUS ON ESTABLISHED STRENGTHS

Water management technologies



DEEPEN RESEARCH CAPABILITIES

Federal funding for university-based research



EXPAND GLOBAL LINKS

Pursue foreign connections to support water and sanitation in the developing world

THEN, CRAFT A ROADMAP AND STRATEGY FOR FUTURE SUCCESS



6 - PART STRATEGY FOR SUCCESS



1

GROW CANADIAN COMPANIES

Establish incentives for federal, provincial and municipal infrastructures to adopt new water systems and technologies and connect markets (water-food-energy) for greater innovation



2

HELP CANADIAN ENTREPRENEURS FUND AND COMMERCIALIZE NEW TECHNOLOGIES

Improve opportunities for commercialization and expand support programs for high-risk innovation projects

6 - PART STRATEGY FOR SUCCESS

3 SKILL SETS



Outline future skill requirements for well-organized apprenticeships, courses, programmes

4 MAKE GREATER USE OF WATER PRICING AND OTHER MARKET MECHANISMS



Price water to encourage efficient water use and structure pricing system based on volume used

6 - PART STRATEGY FOR SUCCESS



5 **CONNECT GLOBAL PARTNERS**

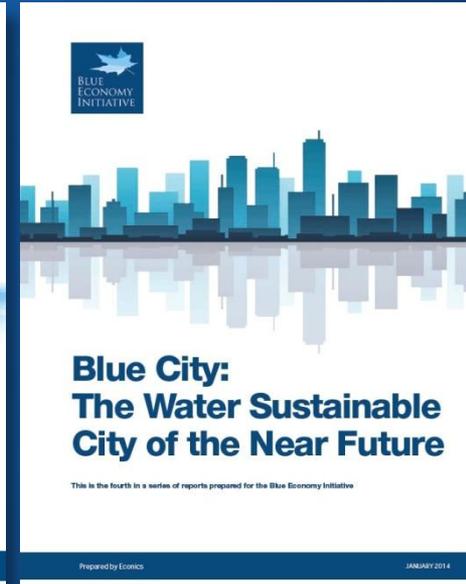
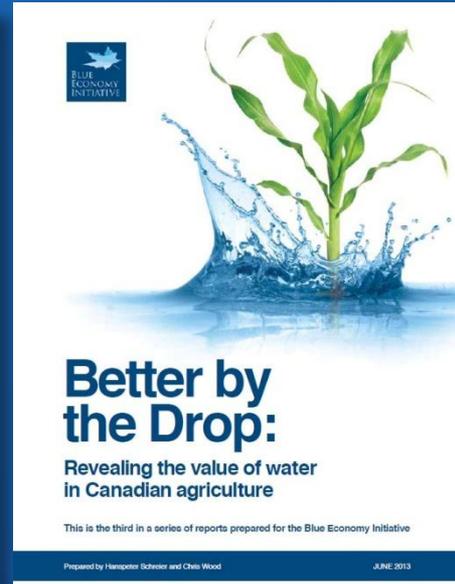
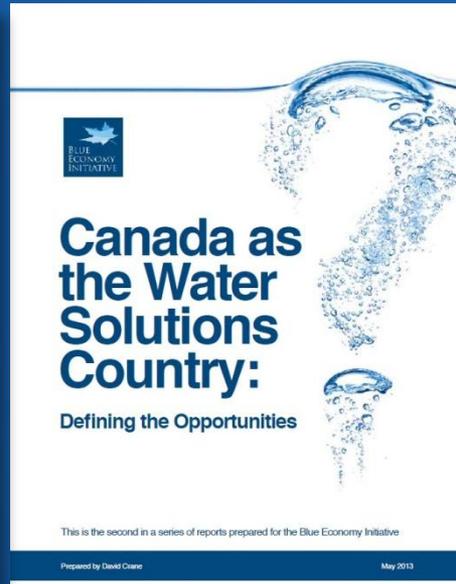
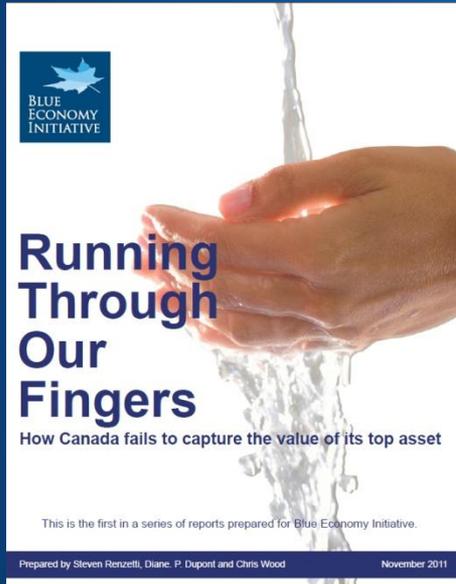
Apply Canadian expertise to international projects and engage with foreign governments, researchers, and businesses through participation and funding



6 **USE WATER SUPPLY AND WATER MANAGEMENT TO ATTRACT FOREIGN INVESTORS**

Promote Canada as an investment and tourist destination and the hub for radical new technologies

SHARE OUR VISION? READ MORE



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Project