

Speeding up change:

The CPQ's environmental commitment

January 2022





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Message from the President and CEO

For over 50 years, the Conseil du patronat du Québec (CPQ) has contributed to social dialogue on major issues facing Québec. As the impacts of climate change continue to grow, employers are mobilizing to take part in the transition towards a more sustainable economy, along with all stakeholders in society.

Encouraged by Yves-Thomas Dorval, President and CEO at the time, the CPQ decided in 2014 to take concrete action in this regard by joining Alliance SWITCH, a group of business people and environmentalists working to speed the transition towards a green economy. Since then, the CPQ has taken part in numerous initiatives aimed at redefining our economy by making it more sustainable and more inclusive, including the G15+ collective. The fight against climate change represents a daunting challenge. For that reason, the approach must be strategic and based on a set of tools designed to achieve the stated objectives. As regards its positioning, the CPQ favours environmental taxes (i.e., eco-taxes) that will help to achieve our environmental objectives and public tenders that foster the use of sustainable products and services. We also support sustainable mobility and the circular economy, in addition to the development of new sources of clean/renewable energy and green technologies with a view to achieving a just transition benefiting all stakeholders.

For the CPQ, not only are these initiatives essential to addressing climate change and other major environmental issues, but they also provide an unprecedented opportunity to build a more innovative, competitive and resilient economy.

By issuing this statement of position and revisiting its key areas of focus, the CPQ is reaffirming its environmental commitment while laying out its underlying vision and underscoring its members' contributions to the development and implementation of solutions that are sure to make Québec stronger in the coming years.

This document also spotlights the partnerships that the CPQ has joined in carrying out its initiatives and that point the way forward in our collective response to the challenges of the environmental transition.

The CPQ represents over 70,000 employers of all sizes operating in the private and parapublic sectors in all regions of the province. The CPQ firmly believes that by working together, we can create sustainable and inclusive wealth for all Quebecers while overcoming the social and environmental challenges we face.

Karl Blackburn
President and CEO
Conseil du patronat du Québec

The CPQ's Environmental Vision

Fostering consensus and seeking solutions have been a key part of the CPQ's core approach since it was founded over 50 years ago.

Recognized for its ability to maintain constructive social dialogue with a broad array of stakeholders, the CPQ has always sought to embrace partnership-based initiatives. Initially applied to the area of labour relations during discussions with unions and the government, the CPQ's unifying vision has expanded over the years to encompass other key issues for Québec society, including the environment and climate change.

Concerned about climate change, environmental quality and biodiversity conservation, Québec society has one of the world's highest levels of civic engagement with these issues. Quebecers are asking more from their leaders, from the business community and from themselves¹. Sharing these concerns, the CPQ and its members would also like to continue to be part of the solution.

The current situation requires us to broaden our conception of prosperity, which nowadays must be more sustainable and focused on the world we will be bequeathing to future generations.

Against that backdrop, the CPQ and its members regard themselves as increasingly engaged in the process of effecting change: Firstly, thanks to businesses' capacity to innovate and offer goods and services designed to strengthen our resilience and collective wealth; secondly, thanks to our sincere desire to work closely with other stakeholders in society in order to foster consensus and take us further collectively.

Protecting and sanitizing the environment is an obligation.

A strong and resilient economy is a pillar that must be strengthened.



With the support of the Québec government and numerous partners, the CPQ and its members are convinced that **the environmental transition and the greening of our economy can also be sources of profitability, competitiveness, pride and wealth for all Quebecers.** Greenhouse gas (GHG) emissions in the industrial sector fell by 22.7% between 1990 and 2019² as Québec's industrial gross domestic product (GDP) grew³. In our view, the inevitable reductions of GHG emissions in Québec can and must go hand in hand with a dynamic and resilient economy.

In 2014, the CPQ decided to become a leading actor in the transformation of our economy. Drawing on their extensive social dialogue experience, the CPQ and its members have committed themselves to a number of multi-stakeholder initiatives that have helped to shift the public discourse and public policies in Québec towards a greener, more prosperous and more inclusive economy.

We have joined (and in some cases have helped to create) transformative alliances with major environmental, economic and social organizations such as the G15+ collective, which is working to strengthen Québec's economic, social and environmental fabric as we emerge from the pandemic, as well as the SWITCH Alliance for a Green Economy in Québec.

Along with our partners, we collaborate regularly with the Québec government, e.g., within committees monitoring major public policies, such as Québec's *2030 Sustainable Mobility Policy* (SMP), and on stakeholder roundtables developing environmental action plans, such as Québec's five-year Energy Transition Plan or the *Electrification and Climate Change Plan*, now known as the *2030 Plan for a Green Economy*. We have also played an active part in the evolution of thinking on certain important topics, including the just transition, sustainable land use, buying locally and the survival of downtowns amid the COVID-19 pandemic.

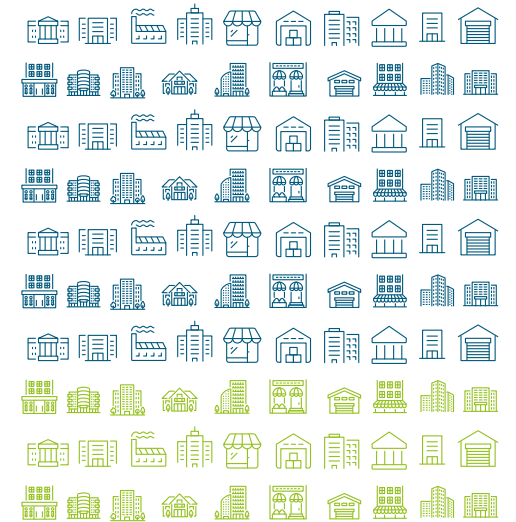
Impacted by these issues, the CPQ and its members have stepped up to the plate by tapping into their vast expertise and helping to move Québec society forwards.

By mobilizing and drawing on our members' expertise and by contributing actively to the strengthening of social dialogue, we are striving to align the forces of change and to make the transition towards a green economy possible.

**Businesses
can and want
to go further.**

70%

*of companies surveyed
say we have no choice
and now we need
to take radical action
to save nature and
fight global
warming.*



Taking action for a prosperous and green future



For the CPQ, this major transformation is based on five core principles.

- 1) Setting a good example:** The environmental transition must be a matter of concern to every business and every organization, starting with industry leaders able to pave the way to change at all levels.
- 2) Environmental responsibility:** Economic development must go hand in hand with environmental and biodiversity conservation, as well as with the ongoing transition towards a carbon-neutral economy.
- 3) Fostering consensus:** By creating or entering into partnerships between economic, social, environmental and governmental actors, we are helping to facilitate an ambitious yet harmonious and sustainable transformation of our economy.
- 4) Economic profitability:** To be sustainable, the environmental transition must yield benefits for Québec companies while contributing to our collective wealth.
- 5) Capital mobilization:** The economy's environmental transition requires a large-scale deployment of financial resources that only public and private sector collaboration can bring about.

Once those conditions have been met, our response to climate change and other environmental issues will bring sustainable prosperity to all regions of Québec, not least because we possess numerous assets in cutting-edge areas (such as clean energy and sustainable mobility) and strategic sectors (such as minerals, aluminum, steel, wood and aerospace), which could serve to spur responsible and inclusive development. Fighting and adapting to climate change could be a powerful source of innovation for all Québec companies helping to come up with solutions that will ease our environmental transition.

Building an economy that is even more respectful of the environment is a complex challenge. But it is by grappling with our biggest challenges that we will develop creativity and solidarity. For the CPQ, focusing on the environment means focusing on the economy of tomorrow and the wellbeing of our communities.

The CPQ's key areas of focus

The CPQ's environmental commitment is reflected in its search for down-to-earth solutions to various major economic and social issues with a strong bearing on Québec's prosperity.

In general, our initiatives are undertaken in the context of the energy transition towards carbon-neutral societies, i.e., societies and economies that will have net-zero GHG emissions by 2050, in keeping with commitments made by Canada and Québec, together with most of the industrialized world.

Against that backdrop, the CPQ and its members have been working for several years to speed up this transition in collaboration with various partners, including Alliance SWITCH⁴ and, more recently, via the G15+⁵. Among other things, the CPQ emphasizes the importance of investing in renewable energy (as the biomass, biomethanation, wind power, solar energy, hydrogen, renewable natural gas and biofuels) together with hydroelectricity, as a launchpad not only for innovation and business growth, but also in the fight against climate change.

**The main
impediments to
companies taking
action on climate
change are:**

- **cost**
- **lack of funding**
- **lack of
knowledge**

**For the CPQ,
the success of the
energy system's
transition towards
greater sustainability
hinges on the principle
of "the right energy
in the right place".**

**Therefore, priority must
be given to developing
a comprehensive
energy mix.**

The CPQ also places emphasis on integrating green technologies within companies, strengthening energy efficiency incentives and reducing the carbon footprint, particularly in the case of buildings⁶.

In particular, the CPQ and its members also share their expertise and deliberations in the following areas:

- **Eco-taxes**
- **Incorporating and emphasizing environmental performance criteria within the public tender process**
- **Transportation and land use planning (in particular, transportation of goods)**
- **Circular economy**
- **Just transition**

The following sub-sections describe the CPQ's initiatives in each of these areas.



Eco-taxation and incentives to reduce the carbon footprint

» **Workers help identify waste energy on the production line at the Kruger plant in Gatineau. »»»»**

Environmental degradation means growing costs for the economy and society. In our view, acting swiftly to reduce our impact on the environment — especially our GHG emissions — is essential for maintaining a robust economy.

Environmental tax measures (eco-taxes), whether in the form of carbon markets, user charges, grants or tax credits, are designed to raise awareness by helping to internalize environmental costs⁷. Eco-taxes also serve to discourage harmful practices while rewarding companies and organizations that adopt sustainable practices.

Eco-tax mechanisms could also be key revenue sources for innovation funding. The carbon market, for example, in which all revenues are paid into Québec's *Electrification and Climate Change Fund* (ECCF, previously known as the *Green Fund*)⁸, could also support transformative projects aimed at reducing GHG emissions while encouraging R&D.

Such projects aim to make Québec companies more competitive in today's ever-changing market.

Given the leverage exerted by public policies in Québec in developing a prosperous, innovative and green economy, the **CPQ has advocated for several years that public policies should take eco-taxes into account and should implement related measures while maintaining the competitiveness of Québec companies and respecting taxpayers' ability to pay.**

To ensure the ongoing transformation of Québec's economy, the CPQ regularly underscores the importance of eco-tax measures, particularly in its new *Plateforme économique 2022-2024*. The CPQ also does so during public consultations (e.g., on mobility funding).

The idea of developing new eco-tax measures is now found in the Québec government's *2030 Plan for a Green Economy*, unveiled in late 2020⁹. Although concrete measures (in addition to those currently in effect) have yet to be determined or implemented, the provincial government is open to more in-depth deliberations on this topic.

» Aerial view of Lufa Farms, the world's first commercial rooftop greenhouse in Montréal's Ahuntsic-Cartierville borough. »»»»

Cap-and-trade/ emissions trading system

The CPQ supports the cap-and-trade/emissions trading system (C&T system), also known as the “carbon market,” as a central pillar of Québec’s climate strategy.

This market — which is linked to California’s — imposes an emissions ceiling (or cap) on industrial facilities that release 25,000 or more metric tonnes in CO₂ equivalents into the atmosphere each year, as well as on fossil fuel distributors. Companies operating in a regulated sector that emit between 10,000 and 25,000 tonnes a year may join the system voluntarily.

Since the emissions ceiling keeps dropping each year, companies are encouraged either to innovate in their processes or to purchase other companies’ unused emission rights. The cost of these emission rights is set by the market forces of supply and demand, although it cannot be less than a steadily increasing floor price.

In certain specific sectors, companies not subject to the C&T system can also help to reduce GHG emissions, thereby generating “offset credits” that can be sold to regulated companies.

CPQ’S RECOMMENDATIONS

BROADEN the scope of the C&T system (carbon market) to include other jurisdictions and other categories of companies.

ESTABLISH operating rules for the carbon market designed to foster companies’ competitiveness and reduce outflows of carbon and capital to other countries and regions.

INCLUDE eco-tax measures in Québec’s fiscal model while maintaining the competitiveness of local companies and safeguarding taxpayers’ ability to pay, in particular by:

- Deepening our understanding of the impacts and possibilities of eco-tax measures in the
- Québec context.
- Adopting a positive and incentive-based approach while offsetting potentially new environmental taxes by reducing other levies.

Public tenders that advance environmental objectives

» Use of wooden structures in building construction, improving the environmental performance of the buildings. »»»»

In Québec, the total value of government contracts worth \$25,000 or more stood at \$16.3 billion in 2019-2020¹⁰. Useful tools are also available at the municipal level. The City of Montréal's acquisitions alone exceed \$1 billion annually¹¹.

Public procurement by governments and municipalities, therefore, is a key source of leverage in encouraging sustainable development and fostering the growth of Québec companies with a view to building a greener and more innovative economy.

For the past several years, the CPQ has been encouraging the Québec government to review the “lowest bidder rule” in its tendering processes (or in municipal tendering processes) with a view to including more environmental criteria. The current adjudication rule treats cost as the main selection criterion while ignoring other potential benefits, particularly as regards the environment.

The cheapest solutions are not necessarily the most sustainable. Projects that may be less expensive in the short term may prove more costly in the long term, not only for governments but also for society as a whole.

In partnership with other economic, social and environmental actors, the CPQ has been speaking out in multiple forums and encouraging the provincial government to modify its practices in the following areas:

»» Consultations

on proposed legislation¹².

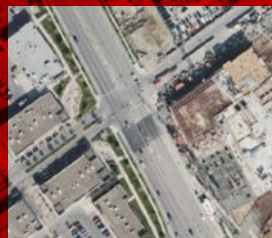
»» Strategic partnerships

such as the SWITCH Alliance¹³, the Task Force on the Green Economy and the Social Economy¹⁴ or the G15+ collective¹⁵.

»» The CPQ's reflection documents,

including its 2022-2024 Economic Platform and its 2021-2022 Roadmap for a Resilient and Sustainable Economic Recovery¹⁶.

2.2 Public tenders that advance environmental objectives



» **Espace Montmorency, an innovative project characterized by bold architecture and an innovative environmental approach for greater energy efficiency and a better quality of life. >>>>**

What do we mean by environmental criteria?

Various types of environmental criteria may be included in public tenders. These criteria may be based on analyses of the lifecycle of a good or service, e.g., considering its environmental footprint from design to end-of-life.

Governments at all levels can also include more specific environmental requirements in their tenders, such as using sustainable materials in construction projects.

In addition to emphasizing environmental criteria, **governments can become major partners in the growth of local businesses by adopting and showcasing green innovations developed in Québec.**

This is the same position that the CPQ set out in the brief it submitted during the consultation on Bill 66¹⁷ in the middle of the COVID-19 pandemic, aimed at expediting certain infrastructure projects and contributing to Québec's economic recovery.

The CPQ's positions, together with those of other organizations, are beginning to pay dividends.

In 2021, the *Cities and Towns Act*, the *Municipal Code of Québec* and the *Act respecting public transit authorities*, together with legislation governing the metropolitan communities of Montréal and Québec City, were all amended to give municipalities more latitude in developing responsible acquisition policies¹⁸. That same year, the President of Québec's Treasury Board also hinted that the government might require its suppliers to comply with certain environmental criteria in the future¹⁹.

CPQ'S RECOMMENDATIONS

INCLUDE and emphasize environmental performance criteria in the public tender process and in the calculation of the total cost of possession.

ENCOURAGE the government to act as the "primary purchaser" of made-in-Québec innovations, particularly in environmental areas.



Transportation and land use planning

» The Port of Montréal is working hard to green its operations and those of its partners and has reduced its GHG emissions by 25% since 2007. >>>>

In 2019, the transportation sector was responsible for 43% of Québec's GHG emissions, making it the largest source of GHG in the province²⁰. The contribution of road transportation to that figure is considerable.

From 1990 to 2019, road transport emissions rose by 60%²¹ and now account for nearly 80% of the sector's total emissions²².

Urban sprawl, in addition to discouraging the use of active/public transit, is also associated with significant costs to society, particularly in terms of maintaining road infrastructure (local roads as well as highways) and municipal services (e.g., extending water/wastewater networks due to the construction of buildings in outlying areas), not to mention the impact on natural/agricultural environments^{23,24}.

However, the development of electric mobility and the active/public transit sector, facilitated by the presence of consolidated living environments, could have major economic benefits.

In addition to significant reserves of clean and renewable energy, Québec has major potential in terms of strategic resources for the e-mobility roll-out, including minerals used in electric vehicles. Québec is also home to manufacturing expertise (e.g., public transit vehicles) that could be put to good use, as confirmed by the presence of so many major companies in the province²⁵.

It is imperative that the CPQ and its members act swiftly in order to speed up the shift towards sustainable mobility for the transportation of people and goods, including responsible land use policies.

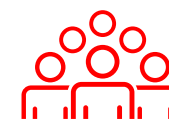
The relative weight of transportation in Québec's economy

The transportation sector's economic contribution is significant, hence the importance of modernizing and greening the sector as the economy undergoes its environmental transition.

For example, Québec's **ground transportation** equipment sub-sector alone comprises:



620
companies



32 000
peoples



10,2 G\$
annual sales²⁶

2.3 Transportation and land use planning

» **The Réseau électrique métropolitain (REM) will run along the central portion of the new Samuel-de-Champlain Bridge connecting Montréal and Brossard.** »»»»

In 2017, the CPQ joined the Québec government's advisory committee tasked with drawing up the *2030 Sustainable Mobility Policy* (SMP). Over the course of a year, the CPQ advised the government on measures that should appear in the Policy during frequent meetings with civil servants and decision makers responsible for developing the policy. The CPQ also submitted a brief during the public consultation on the topic²⁷.

Since the SMP was unveiled in spring 2018, the policy development advisory committee was renamed the implementation monitoring committee, with which the CPQ continues to collaborate (for further information, please see Section 3 – The CPQ in action).

The CPQ also takes part in deliberations regarding mobility and sustainable land use, such as during consultations on SMP funding (2019)³⁰ and on the future *National Architecture and Land Use Policy* (2021).

In recent years, however, the CPQ's commitment to sustainable mobility has been particularly significant in the area of transportation of goods.

Several of the main recommendations put forward by the CPQ and the advisory committee are now included in the final draft of the SMP²⁸ and its action plan²⁹, including organizing the SMP's initiatives based on the “Reduce-Transfer-Improve” approach in order to:



Reduce
the need for
transportation through
sustainable land use
policies.



Shift
transportation
patterns towards more
sustainable models
(e.g., from individual
vehicles to public
transit).



Improve
vehicles' carbon
footprint, particularly
via electrification.

» Half of the Canadian fleet of the CSL Group is fuelled with 100% vegetable fuel. >>>>>

Transporting goods is a major driver of prosperity in Québec.

Between 2009 and 2018, GDP growth related to truck transportation (+34.6%) was nearly twice as high as real GDP growth in Québec overall. During the same period, the number of wage-based jobs in this sector grew by 21.3%, outpacing Québec's overall economic growth rate³¹.

This sub-sector also has one of the fastest-rising GHG rates in the transportation industry³². Since 1990, its emissions have shot up by nearly 194%³³. Heavy vehicles are the biggest contributors to the sector's carbon footprint.

To encourage the energy transition of supply chains while maintaining their competitiveness, the CPQ set up a task force on logistical chains for transportation of goods.

In 2017, this task force put together a series of recommendations geared towards all levels of government and companies operating in the sub-sector (carriers, shippers, manufacturers and investors)³⁴.

Several of these recommendations are also found, in whole or in part, in the SMP's 2018-2023 action plan, including the enhancement of GHG reduction programs in the goods transportation sector, the development of intermodality and the strategic location of logistical hubs.

However, measures relating to transportation and land use must also recognize the different realities and needs of each region, whether urban or non-urban.

CPQ'S RECOMMENDATIONS

INVEST in the modernization of goods transportation infrastructure to boost the efficiency, interoperability and intermodality of logistical hubs, thereby strengthening Québec's position as a crossroads of international trade.

REBALANCE funding in favour of public transit and review the sharing of public transit operating costs and capital asset costs between various levels of government.

CREATE incentives to densify land use and facilitate sustainable development.

IDENTIFY high-potential projects in the areas of public transit and regional, air and rail transport with a view to enhancing the economic vitality of small and medium-sized towns/cities and strengthening interregional trade routes.

CONSIDER various eco-tax measures and innovative funding models (e.g., the principle of land value capture) to support SMP implementation.

The circular economy

» The Coop Agri-Energie Warwick is an agricultural cooperative dedicated to the production of renewable energy. It brings together a dozen farmers in the area who produce renewable natural gas (RNG) from liquid and solid dairy manure mixed with organic residue from area businesses. >>>>

The circular economy constitutes a key way forward for speeding our transition towards a greener economy.

Consumers' expectations regarding sustainable goods and services, combined with efforts by all levels of government to reduce our environmental footprint, require us to review our business models.

The circular economy, however, does not result only from an environmental imperative. Thanks to the circular economy, companies can make real gains in the areas of productivity, efficiency and profitability.

A study conducted on behalf of the European Commission indicates that a 1% reduction in resource consumption derived from more efficient resource use could generate economic benefits valued at several billion euros³⁶.

Significant economic benefits are also expected for Québec.

What is the circular economy?

According to the Pôle québécois de concertation sur l'économie circulaire, the circular economy is a **production, trading and consumer system that aims to optimize resource use throughout the lifecycle of goods or services, in a form of "circular logic", while reducing our environmental footprint and contributing to the wellbeing of individuals and communities³⁵.**

This definition is now used by multiple organizations in Québec, including RECYC-QUÉBEC.

2.4 The circular economy

» The Toundra Greenhouse Complex heated in part by waste heat from the Resolute plant and the CO₂ generated by natural gas combustion that is injected into the greenhouses to stimulate photosynthesis and optimize production. >>>>>

To foster the circular economy, the CPQ issues a series of publications and information documents that deal with this topic in whole or in part.

In this regard, it should be noted that a report issued in 2018 with the Conseil Patronal de l'Environnement du Québec and Éco Entreprises Québec³⁷ identified various high-circularity-potential sectors of the Québec economy and put forward a number of promising strategies (functionality economy, collaborative economy, reconditioning and remanufacturing, industrial symbiosis and recycling). Beyond the contents of that report, the CPQ is also interested in other circular economy-related forms, strategies, products and services, such as renewable natural gas.

Since those documents were published, more in-depth reflection on this topic has been carried out. In 2021, the inaugural *Rapport sur l'indice de circularité de l'économie au Québec*³⁸, commissioned by RECYC-QUÉBEC, was released. (Available in French only) That report contains information that companies can use to review their business models, including challenges to be met, key components of the circular economy and a series of additional strategies.

CPQ'S RECOMMENDATIONS

ENCOURAGE the adoption of a smart regulatory framework with a view to fostering the circular economy and boosting entrepreneurship and investment.

DEVELOP assistance programs, incentives and appropriate tax measures to spur more investment in the circular economy.

LAUNCH a large-scale information and awareness campaign geared towards companies and the general public emphasizing the benefits of the circular economy.

The just transition

Social dialogue has always formed the cornerstone of the CPQ's philosophy and way of operating. For over 50 years, the organization has sought to foster constructive exchanges between employers, unions, governments and all social stakeholders.

This same logic ought to guide the efforts of a just transition towards a greener economy.

In this regard, the CPQ participates actively in discussions in Québec on just transition, alongside its economic, social and environmental partners. For the CPQ and its members, ensuring a just transition for workers and businesses alike must be based in part on the following:

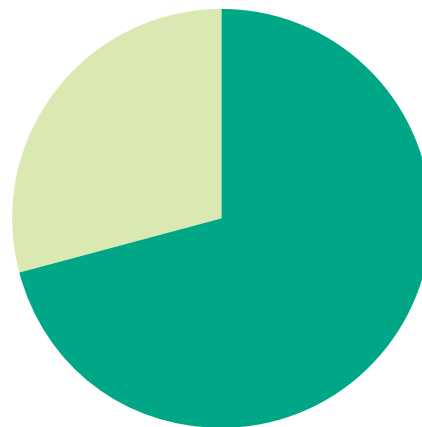
- »» **Promoting training** and green jobs ⁴¹;
- »» **Analyzing the environmental** transition's impacts on companies and workers⁴².
- »» **Developing** continuing social dialogue.
- »» **Providing assistance** to workers, companies and their communities amid the transition to a resilient, low-carbon economy.^{43,44}

The concept of just transition

The concept of just transition emerged a few decades ago. This concept, however, took on even greater importance during reflections on the ecological transition, thanks to the efforts of various international organizations, including the International Labour Organization (ILO)³⁹.

In general, the just transition is designed to ensure a more secure lifestyle for individuals and communities potentially affected by the implementation of an energy/environmental transition. It will also make societies more inclusive while creating and providing access to decent green jobs and reducing socioeconomic inequalities⁴⁰.

On December 9, 2021, Québec's National Assembly unanimously adopted a motion⁴⁵ designed in part to recognize the approach taken by the Commission des partenaires du marché du travail to identify the skills needed to carry out the *2030 Plan for a Green Economy*; to reaffirm the motion adopted on October 6, 2021 calling on the government to set up a joint interministry task force between workers and employers on the just transition; and to ask the government to issue a forward-looking study on climate change's impacts on employment and to identify funding sources for the just transition.



71%
*of Quebecers say
that the stronger a
company's environmental
values, the more
they want to work
for it.*

CPQ'S RECOMMENDATIONS

PROVIDE assistance to companies and workers during the just transition towards a resilient, low-carbon economy, in particular by:

- Launching appropriate income support and education programs, along with initiatives aimed at strengthening skills, re-employment and mobility geared towards workers;
- Fostering consensus in companies and the creation of regional and sector-specific "consensus hubs" dedicated to the energy/ environmental transition.

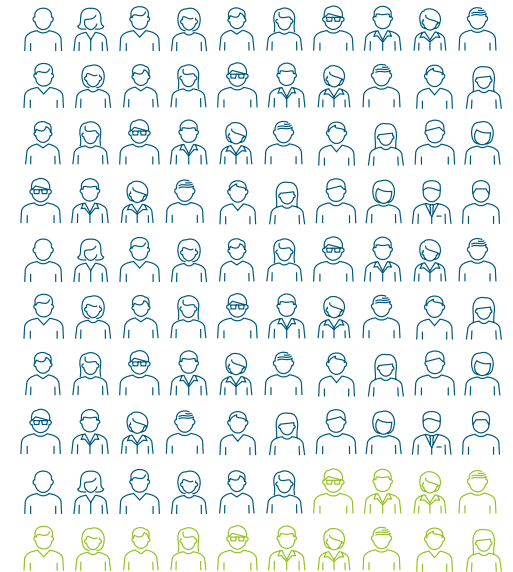
The CPQ in action

Social dialogue is the CPQ's driving force. Needless to say, the CPQ's environmental commitment is based on positions that the organization itself has staked out, as well as on various fruitful collaborations, all of which have shaped public discourse in Québec, in addition to the development of various public policies designed to encourage our economy's much-needed environmental transition.

We take great pride in the fact that we have contributed to a major depolarization of environmental issues in Québec by maintaining an ongoing and respectful dialogue that has enabled various stakeholders to understand each other, align their expectations and embrace mutual inclusiveness.

86%

of Quebecers would like to see more businesses, social and environmental groups and governments working together to develop solutions to environmental and climate change problems



Committee monitoring the Québec government's Sustainable Mobility Policy (SMP)

After the SMP was unveiled in April 2018, the advisory committee on which the CPQ served was reconfigured as a monitoring committee. Since then, in collaboration with stakeholders from the transportation industry, the municipal and environmental sectors, and academia, the CPQ has pursued the following mandate:

- To notify the Québec government about the priority needs of industry and society.
- To contribute to the success of the SMP and the policy monitoring process.
- To stay up to date on innovations in the areas of mobility and transportation.
- To organize the SMP's annual forum, together with the Québec

Task Force on Electrification in connection with the drafting of the Electrification and Climate Change Plan

The CPQ was part of the task force mandated to advise the Québec government on the electrification policies included in its *Electrification and Climate Change Plan*, now known as the *2030 Plan for a Green Economy*. The recommendations of the task force⁴⁷ — which included the collaboration of 22 representatives of economic, social and environmental organizations — were specifically geared towards the transportation, building and industrial sectors.

Alliance ARIANE

Although it is not officially part of Alliance ARIANE, the CPQ is a major partner of the group, which promotes a province-wide policy governing land use management and urban planning. In 2018, during the “*Know Where We're Going Forum*,” Yves-Thomas Dorval, then CPQ President and CEO, served as co-chair of the event. The Forum brought together over 100 expert professionals and representatives of civil society from the municipal, business, environmental, public health and agricultural sectors to identify action areas with a view to establishing a shared and consistent vision for Québec in the area of land use planning. Several public-sector decision makers also participated in the Forum.

SWITCH, the Alliance for a Green Economy⁵³

In 2014, the CPQ launched its in-depth involvement with Alliance SWITCH, the first major coalition comprising the business community and environmental groups, all working together to promote a greener economy in Québec. Over the past eight years, Alliance SWITCH issued a dozen briefs, action plans and analyses, in addition to organizing two major events on the green economy in Québec — the Green Economy Workshops (Ateliers de l'économie verte): Meeting of decision makers in 2014 (with 80 organizations in attendance) and the Canadian Roundtable on the Green Economy in 2015 (bringing together 200 public-sector decision makers, business people and environmentalists from across Canada), took part in numerous public consultations and served on the committee monitoring the implementation of the SMP. The issues addressed by Alliance SWITCH include eco-taxation, sustainable mobility, public tenders, green jobs, social innovation and energy.

The CPQ serves on various consensus-related bodies dealing with the environmental transition and the rise of a greener economy.

Indeed, the CPQ is often one of the main instigators or one of the most active members of these groups. In this regard, we should note the following.

Roundtable of TEQ Stakeholders

The CPQ contributed directly to the Roundtable of TEQ Stakeholders, established in 2017 by Transition Énergétique Québec (TEQ)⁵⁰, which is tasked with assessing the inaugural master plan for energy transition, efficiency and innovation in Québec. The plan was unveiled in June 2018⁵¹.

G15+⁴⁶

In April 2020, in the middle of the COVID-19 pandemic, 15 economic, union, social and environmental leaders, including the CPQ, joined forces in support of efforts to relaunch Québec's economy while helping to make it greener and more inclusive and prosperous. Since it was launched, the G15+ collective has issued various information documents, organized two major events — the Panel on prosperous, inclusive and resilient communities and “The Québec That We Want” forum — and met with dozens of public-sector decision makers at all levels. More recently, the G15+ developed a series of indicators that can be used to evaluate the level of development and wellbeing in Québec, moving beyond mere GDP analysis. These initiatives have been accompanied by the rallying of stakeholders calling for sustainable economic development in various Québec regions and municipalities.

Le Groupe de travail sur l'économie verte et l'économie sociale

Le Groupe de travail sur l'économie verte et l'économie sociale was founded in 2016 by stakeholders from different sectors seeking to bridge the gap between environmental and social causes. The task force focused primarily on two major projects* that led to the production of analyses and recommendations whose impacts are still being felt today:

- Initiative on the contribution of the public tendering process to sustainable and inclusive economic development.
- Initiative on the impact of the energy transition on companies and Québec workers (specifically in the transportation, building and energy sectors)⁵².

* The CPQ played an active role in both initiatives, alongside Mouvement Desjardins, the Caisse d'économie solidaire, Fondation, the Confédération des syndicats nationaux (CSN), the Chantier de l'économie sociale, Écotech Québec, the International Reference Center for Life Cycle of Products, Processes and Services (CIRAIG), the Centre interdisciplinaire de recherche en opérationnalisation du développement durable (CIRODD), the HEC Montréal Chair in Energy Sector Management, Équiterre, the RNCREQ, the David Suzuki Foundation, the Sector Committee on the Social Economy Workforce and Community Action (CSMO-ESAC), the Sector Committee on Québec's Chemical, Petrochemical, Refining and Gas Workforce (CoeffiScience) and COPTICOM.



Conclusion

For the CPQ, prosperity and sustainability are now inextricably linked. In today's world, a development model that ignores environmental imperatives is not conceivable. Similarly, it is now widely accepted that protecting the environment can generate economic wealth.

The CPQ has upheld this renewed vision of the economy since 2014, when it entered into various partnerships that combine economic interests, social justice and environmental responsibility. From Alliance SWITCH to the G15+ collective, these partnerships tie in perfectly with the CPQ's social dialogue-based philosophy. In the coming years, the CPQ will be pursuing these collaborative initiatives, benefiting not only the CPQ itself, but also society as a whole during the environmental transition.

By taking action in key areas such as eco-taxation, public procurement, transportation, land use planning, the circular economy and the just transition, the CPQ is helping to build a new economy that will be greener and more prosperous.

**This new economy
will be a source
of innovation,
competitiveness
and profitability for
Québec companies.**

Summary of CPQ Recommendations

Eco-taxation and incentives to reduce the carbon footprint

BROADEN the scope of the C&T system (carbon market) to include other jurisdictions and other categories of companies.

ESTABLISH operating rules for the carbon market designed to foster companies' competitiveness and reduce outflows of carbon and capital to other countries and regions.

INCLUDE eco-tax measures in Québec's fiscal model while maintaining the competitiveness of local companies and safeguarding taxpayers' ability to pay, in particular by

- deepening our understanding of the impacts and possibilities of eco-tax measures in the
- Adopting a positive and incentive-based approach while offsetting potential new environmental taxes by reducing other levies.

Public tenders that advance environmental objectives

INCLUDE and emphasize environmental performance criteria in the public tender process and in the calculation of the total cost of possession.

ENCOURAGE the government to act as the "primary purchaser" of made-in-Québec innovations, particularly in environmental areas.

Transportation and land use planning

INVEST in the modernization of goods transportation infrastructure to boost the efficiency, interoperability and intermodality of logistical hubs, thereby strengthening Québec's position as a crossroads of international trade.

REBALANCE funding in favour of public transit and review the sharing of public transit operating costs and capital asset costs between various levels of government.

CREATE incentives to densify land use and facilitate sustainable development.

IDENTIFY high-potential projects in the areas of public transit and regional, air and rail transport with a view to enhancing the economic vitality of small and medium-sized towns/cities and strengthening interregional trade routes.

CONSIDER various eco-tax measures and innovative funding models (e.g., the principle of land value capture) to support SMP implementation.

The circular economy

ENCOURAGE the adoption of a smart regulatory framework with a view to fostering the circular economy and boosting entrepreneurship and investment.

DEVELOP assistance programs, incentives and appropriate tax measures to spur more investment in the circular economy.

LAUNCH a large-scale information and awareness campaign geared towards companies and the general public emphasizing the benefits of the circular economy.

The just transition

PROVIDE assistance to companies and workers during the just transition towards a resilient, low-carbon economy, in particular by

- launching appropriate income support and education programs, along with initiatives aimed at re-employment and mobility programs for workers;
- fostering consensus in companies and the creation of regional and sector-specific "consensus hubs" dedicated to the energy/ environmental transition.

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Notes

- 1 In a survey conducted in December 2021 by Léger on behalf of the CPQ, 48% of Quebecers stated that “we must now take radical action to save nature and fight global warming”, while 39% pointed out that “we can do more to save nature and fight global warming.” These figures confirm Quebecers’ high levels of awareness of and engagement with environmental issues—a trend that has held steady for some 15 years.
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- 49 The responsibilities assigned to TEQ, which was formerly a government-owned corporation, were subsequently transferred to Québec's Ministry of Natural Resources and Energy (MRNE).
- 50 Government of Québec (2018). Québec 2018-2023 Energy Transition, Innovation and Efficiency Master Plan.
https://transitionenergetique.gouv.qc.ca/fileadmin/medias/pdf/plan-directeur/TEQ_PlanDirecteur_web.pdf
- 51 Groupe de travail sur l'économie verte et économie sociale/Groupe de travail sur la main-d'œuvre (2018). *La transition énergétique et la main-d'œuvre québécoise : promouvoir des transformations durables sur le plan écologique et social dans les secteurs du transport, du bâtiment et de l'énergie*. (Available in French only)
https://www.cpq.qc.ca/workspace/uploads/files/2018_document_main-oeuvre-et-transition-energetique.pdf
- 52 Created in 2013, the Alliance now comprises Équiterre, Cycle Capital Management, Enkern, Fondation, Mouvement Desjardins, Énergir, Écotech Québec, the Aluminum Association of Canada and RNCREQ, in addition to the CPQ.