MAKE THE CONNECTION

FINANCE AND BUSINESS SUPPORT

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TAKING THE BULL BY THE HORNS
Nothing worth doing comes easy
Canada’s Environment Industry
Funding Technologies for the Environment
Partnering as a development strategy
Canada’s Environment Industry

- 8,500 environmental firms in 2004
- 251,000 total employment
- C$18.5 billion total environmental revenues
- C$29 billion market in Canada
Sales grew by 17% to reach $18.5 B led by:

- Waste management & remediation services: +13%
- Environmental consulting: +25%
- Wholesale trade (mostly recyclables): +16%
- Goods & services to reduce GHG emissions: +24%

Total exports: grew by 9.4% to reach 1.5B and represent 8% of total revenue
Establishment Size by Employees

97%

<1%

3%

Source: Statistics Canada 2004
Revenues by Establishment Size

- < 100: 62%
- 100 to 499: 28%
- 500 or more: 10%

Source: Statistics Canada 2004
Funding Technologies for the Environment (FTE)

“Funding sources at your fingertips”

Http://www.ic.gc.ca/fundtech
CAPABILITIES

Traditional search by keyword or alphabetical listing.

Advanced search to target programs by province.
FUND DETAILS

- Fund name
- Objective
- Geographic focus
- Eligible recipients
- Fund size, duration
- Target technology
- Target activities
- Funding limits
- Repayment terms
- Application cycle
- Custodian website
PROPOSALS

- Clearly written and focused
- Closely follow application instructions
- Exhibit an understanding of funding agency priorities
- Illustrate the strengths of the applicant
- Describe the methodology in detail
- Clarify roles and responsibilities
- Describe anticipated outcomes
- Include a budget and business case
Funding Technologies for the Environment (FTE)

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“…the ability of Canadian companies to be competitive will be determined by their ability to provide integrated solutions. This means developing partnerships and collaborations…”

~ Aegis Management Consulting

*Environmental Industry Competitive Analysis*
BENEFITS

- Can lead to new products or services
- Potential for marketable turnkey solutions
- Reduces costs through shared inputs
- Turn competitors into collaborators
- Increases competitive market advantage
- Increases ability to bid on larger projects
- Helps manage skill shortages
SUCCESS FACTORS

- **Collaboration Agreement:** A detailed business plan with patent protections and stakeholder consultation procedures.

- **Shared Leadership:** Should be scheduled to rotate consistently and include a back up.

- **A High Level of Trust:** Establish a dispute resolution mechanism and have financial histories vetted by an agreed upon third party.
RELATIONSHIP BUILDING

- Conferences and networking events
- Business match-making forums
- Local Chambers of Commerce
- Centers of Excellence
- Sectoral and regional associations
- Trade commissioner’s service
- Consultation services