

Introduction:

Congratulations to the Pembina Institute on its [latest report's recommendations](#) for unified, national support of the clean technology industry as part of Canada's energy and environmental strategies. Since recommending just such an integrated approach in our first national study three years ago, the call to action is growing louder. We're gratified to see well-respected organizations such as the Pembina Institute supporting this view.

Over the past four years, we've gathered the evidence to understand what clean technology can mean in terms of better jobs for Canadians in stronger companies that export sustainable technologies around the world. In this issue of Spotlight, we draw on key findings from our latest national report (the *2013 Canadian Clean Technology Industry Report*) to illustrate both the industry's importance as one of Canada's key economic drivers, and why supportive policies are needed.

Best Regards,

Celine Bak



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Canadian Clean Technologies: Better Jobs for Canadians

In 2011, Canada's \$10.6 billion clean technology industry demonstrated why it is such a critical economic driver:

- directly employing 52,600 people, comparable in size to established extraction industries
- with supply chain effects, employment could exceed 250,000, translating into over two million person-years of employment by 2020, distributed across all regions of Canada
- invested \$1 billion in R&D to develop proprietary technologies, a rate similar to other R&D intensive industries

More and more of these products and services are destined for global markets:

- with exports estimated to reach more than \$10 billion in less than 5 years, clean technology companies are nine times more likely to export than average Canadian small and medium-sized enterprise

- export revenues for the clean technology industry were just over \$5 billion, with 44% of export sales to non-US markets
- over 80% of companies are currently exporting and 85% expect to be exporting goods and services in 2013

Products and services are also destined for use in a broad cross-section of industries in both advanced and emerging economies, such as aerospace, automotive, utilities, real estate, chemicals, food, oil & gas, mining and manufacturing.

Our annual original research and reports will continue to frame the industry's remarkable progress toward building a \$60 billion industry by 2020. In our next issue of *Spotlight on Cleantech*, we'll examine our integrated recommendations for R&D, Trade, International Development and Productivity, and propose an 'Insurance Policy' for Canada.

This cleantech insight was prepared by Analytica Advisors, a trusted research and advisory firm and a thought-leader in Canada's technology and innovation industries. The firm's original research and advisory work serving start-ups, financial institutions, think-tanks and governments both in Canada and internationally, combines focused primary research with decades of experience in start-up operations, global management consulting, human capital development, as well as capital market valuations.

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