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Commission for Environmental Cooperation (CEC) of North America

Joint Public Advisory Committee Regular Session 08-03 North American Workshop on Environmental Sustainability and Competitiveness

2–3 December 2008 Puerto Vallarta, Mexico

Summary Record

The Joint Public Advisory Committee (JPAC) of the Commission for Environmental Cooperation (CEC) of North America held a regular session on 2–3 December 2008 in Puerto Vallarta, Mexico, in connection with the CEC's North American Workshop on Environmental Sustainability and Competitiveness.

This Summary Record reports on each agenda item, records all decisions made by the Committee and identifies action items and responsibilities. (See Annex A for the agenda and Annex B for the list of participants.)

Previous summary records, advice from JPAC to Council and other JPAC-related documents may be obtained from the JPAC liaison officer or through the CEC's website at http://www.cec.org.

Tuesday 2 December 2008

Welcome and Opening Remarks, by JPAC Chair Jane Gardner

The JPAC Chair, Jane Gardner, welcomed the participants and gave a brief overview of the structure and function of the Joint Public Advisory Committee. The next Chair, in 2009, will be Nelly Correa from Mexico. Ms Gardner noted that two JPAC members were absent (Patricia Clarey and Gordon Lambert) and mentioned that there are two vacancies on JPAC (one from Canada and one from Mexico). She welcomed two new Mexican members, Martin Gutiérrez and Gustavo Alanis Ortega (who is serving his second term). The members present introduced themselves: Merrell-Ann Phare, Irene Henriques, Jean-Guy Dépôt (Canada); Dinkerrai Desai, Ralph B. Marquez, Patricia McDonald (US); Gustavo Alanis Ortega, Adriana Nelly Correa Sandoval, Martín Alberto Gutiérrez, Carlos Sandoval Olvera (Mexico).

Ms Gardner introduced the topic ("Environmental Sustainability and Competitiveness") of the Workshop, which was to include speakers from a wide range of backgrounds—

academics, business, NGOs, etc. She stressed that the topic is timely, considering the state of the North American economy and the challenge of trying to maintain environmental protection while keeping businesses afloat during the currant difficult circumstances.

Introductory Remarks, by CEC Executive Director Adrian Vasquez

Mr. Vasquez opened his presentation by welcoming everyone and by thanking JPAC for the invitation to one of the most important events of the institutional life of the CEC. He started his presentation by explaining the Submissions for Enforcement Matters unit (SEM) of the Commission, one of the most innovative mechanisms and the first of its kind, which incorporates demands and concerns of citizens in relation to effective enforcement of environmental law. For the future, SEM needs to move beyond Montreal in order to understand the reality of the many changes that occur in the North American region. This past year, SEM has broadened its recognition in the region (legal clinic, different forums, etc.) and has expanded the scope of the submissions to the Arctic region and completed field trips to evaluate submissions.

Mr. Vasquez noted that under the CEC's operational program, cooperation activities help institutions participate and make the North American region more competitive in this globalized economy. Considering the political context, 2009 will be a historical year, perhaps comparable to the year of the founding of the CEC. He noted that JPAC provided input for the 2009 operational plan and for the 2010–2015 operational plan.

Mr. Vasquez elaborated on some of the key areas where the CEC has played a role. First, the biodiversity conservation program has helped the Mexican government rescue the marine vaquita, a disappearing species. The leadership of Secretary Elvira helped to create a resolution for the CEC to go ahead with this project in 2008. Second, the SMOC (Sound Management of Chemicals) program recognizes the appropriate management of chemicals as a basic element of the competitiveness of the region. With the support of the US Environmental Protection Agency (EPA) and the collaboration of experts within the three countries, the CEC has been working in Mexico to design a strategy to eliminate mercury in the health sector, and to implement projects with the three countries on reducing the exposure to polybrominated diphenyl ethers (PBDEs). In the spirit of improving quality of life and competitiveness, the CEC continues supporting the work with the three countries to reinforce the air quality programs for North America. In the area of enforcement, the CEC creates an ideal venue for exchange between lawyers, judges and other judicial organizations. Mr. Vasquez thanked the Secretariat staff for the work on elaboration of the 2009 operational plan. JPAC's contributions will be very valuable to the accomplishment of the plan.

Mr. Vasquez provided an overview of the new opportunities that lie ahead for 2009. The CEC agenda has to be politically relevant, which is why the CEC will look at opportunities to make progress on this front. Council in Ottawa advised not to create more forums for debate, like on climate change, but rather to create strategies that help in understanding and responding to their national agendas. It is important to declare success

in some projects and to terminate other projects that are no longer relevant to national strategies.

Mr. Vasquez concluded by saying that the Secretariat has great enthusiasm because of the way we are moving toward a new era of international cooperation. JPAC is essential for the transparency of the CEC and its connection to society. The work ahead today is of great importance, since the environment is the platform on which a new world order will be established. The content of this workshop can demonstrate how we can be more competitive by seizing the opportunities for cooperation on environmental issues.

Opening Address, by Secretary Juan Rafael Elvira Quesada

Mr. Elvira began his statement by expressing that he truly believes in the role of JPAC and that government decisions need to be based on and aligned with the exchange of information. Issues around the world are increasingly more complicated and more transversal and he is pleased to see that today's agenda reflects this, as it relates to competitiveness. The current world economic crisis is an important matter but the most critical subject to address is climate change. Climate change will not wait until this world crisis is over. It is progressing and we need to work together. He explained that one of the reasons why he thinks that the agenda for today is well set up is that it will demonstrate to business people and to industry that business development and sustainable development can go together; they don't need to be separate. Business development doesn't mean destruction and environmental protection doesn't mean fear for business people.

The topic of transportation on the agenda is of interest for the federal government of Mexico. Recently, the federal government in Jalisco hosted a sustainable transport event. Secretary Elvira said that he would like to see transportation be part of the CEC's future work. It is important to hear JPAC's advice and opinions on this. Mexico has also been working with the CEC on the initiative of greening the supply chains, where the objective of the Mexican government is to work with one thousand small and medium-size enterprises (SMEs) to reduce CO₂ emissions by 800,000 tons by 2012. Concerning climate change, at the last Council meeting in Ottawa, Mr. Elvira told Stephen L. Johnson and John Baird about an opportunity to work with a regional carbon trade program. This idea was welcomed by the two other Parties but has not progressed since. Political issues in the three countries have been an impediment. In Mexico, President Calderon is devoted to the environment in his policies. For instance, the government continues to foster policies like the green housing subsidies.

Mr. Elvira concluded by saying that he is very interested in the results and conclusions of this workshop. It is his government's intention to work together with JPAC and continue to implement policies for our region, North America.

Panel I: Drivers and Barriers to Improvements in Environmental Performance

Panel Moderator: Patricia McDonald, JPAC Member for the United States

Presentation by Tom Lyon, Director, Erb Institute Global Sustainable Enterprise

Mr. Lyon discussed what he termed the "modern" view of environmental governance. When the public is looking for a solution to an environmental problem, they go to their government, who in response crafts a regulation that forces companies to comply. While interest groups and firms might shape the political arena along the way, the end result is the design of public policies creating environmental regulations that ultimately create environmental improvement. The previous US administration was not very interested in taking environmental policy action and when this happens, we have to look at the other drivers of environmental performance.

Mr. Lyon proposes his "post-modern" view, in which government is no longer the centerpiece of environmental performance. Other drivers may be: consumers (demand for greener products), communities (e.g.: forest communities may be able to govern their own forest resources), activists (they can target companies directly if they conclude that government is not likely to respond; e.g., Home Depot, Mitsubishi, etc.), firms (may decide to self-regulate before being targeted) and government (by developing new ways of interacting with business through negotiating agreements or by inviting companies to improve their environmental performance and create public voluntary agreements).

Mr. Lyon laid out what were the drivers behind the reduction of half of the total US toxic emissions from 1989 to 1995. Even with good research methods, researchers were not able to identify for certain what worked in this case but were able to come to fair conclusions: the drivers for the reduction of toxic emissions were not strict regulation alone but rather a combination of factors: political pressure and regulatory threat (EPA's regulatory threat almost certainly reduced emissions in this case); information disclosure; NGO, investor and media pressure (this reduced emissions for some firms); industry self-regulation (hard to prove that the Responsible-Care program made any difference, but it might have put pressure on non-participants); and government voluntary programs (EPA's 33/50 Program made a modest contribution to the reduction of chemical emissions). In conclusion, he explained that researchers don't know for sure what drives industry to environmental improvement but that regulatory threat and information disclosure may be the strongest tools that we have.

Presentation by Jorge Luis Chavez Zarate, Director of Communications, Meridian 100

Mr. Chavez introduced Meridian 100, a company that aims to develop logistics infrastructure and free trade zones within Mexico and Latin America. It offers state-of-the-art space and sustainable infrastructure for global logistics companies (retail, manufacture, technology, automotive and aerospace). By the year 2020, an estimated 80% of all goods produced in the world will cross international borders, compared to

20% today. He explained that most of the trade between the US and Mexico occurs through Texas and the company expects a growth of trade of 400% by 2020. Port Laredo will be the key entry point for imports from Asia. Today, twelve thousand trucks are passing through the Port Laredo border crossing.

He noted that Meridian 100 is looking to reduce cost and environmental impacts at the border. In the duty-free areas where Meridian 100 provides a logistics platform, the company has evaluated the opportunities to establish biodiesel plants that provide electricity to warehouses, heat warehouses with a natural heating system (underground heating) and generate electricity through a kinetic system. These buildings will be built in 2009. With this in place, in the end, trucks will cross the border more efficiently and will reduce their overall environmental impact.

Presentation by Denis Leclerc, Vice-president, Sustainable Development and Environment, AbitibiBowater

AbitibiBowater is a forest products company with facilities in the United States, Canada, Europe and Asia and it is the world's largest newsprint producer. Mr. Leclerc started his presentation by explaining that the changing economic conditions—rapid changes in exchange rates, higher energy costs, stiff competition, reduced access to capital, and declining markets—have put a restraint on the North American demand for newsprint (except in Mexico, where it is growing). The housing market is also declining rapidly in the United States. The changing social conditions (closures, job losses, mergers, unprecedented transformation in the industry) and the changing environmental conditions (climate change, growing urban population) result in public opinion's being increasingly influenced by special interest groups and NGO campaigns.

He explained that, after considering the changing economic, social and environmental conditions, the company decided to improve by aligning its strategy on a base of sustainable development. It developed a roadmap for action whereby the company will be profitable, sustainable and responsible. He continued by detailing some of the current actions that the company is undertaking to reduce its environmental footprint: finding new ways to improve energy efficiency and to shift to renewable energy; proceeding to the certification of 100% of its woodlands by year-end; working with partner organizations to pilot and implement such programs; and developing innovative types of paper that are more environmentally friendly than those of its competition. Also, in terms of stakeholder engagement, the company has about 50 agreements with aboriginal peoples.

The new objectives for the company regarding environmental issues are to initially become carbon neutral (zero net GHG emissions) while aiming to ultimately become a global carbon sink; have responsible fiber-sourcing (use 100% sustainable-certified sources of fiber to produce its paper grades and wood products); offer product stewardship through best-in-class (eco-efficient) product lines to help customers meet their sustainability goal; and consider key stakeholders' opinions and interests in the decision-making process. In conclusion, the challenge ahead in the short and long terms

will be the repositioning of the forest sector in the context of climate change. We need to create a climate for change.

Questions, response and comments

- As a company, we have a responsibility in this world to provide a better environment but it needs to be economically feasible. In the future, it will be compulsory.
 Technologies to enhance environmental performance are very expensive at this moment but they are expected to become more affordable in the future.
- What was the driver for a logistics and trucking company? If it was energy prices, what is the driver now since gas prices have gone down?
 - o Response: We have a social responsibility to have these buildings more efficient (customers will save money in the long term). The distribution of warehouses and the development of free trade zones help the trade and also ultimately the environment.

The driver of environmental performance might then be just a side effect of the overall corporate efficiency. There is not an environmental force that drives that change.

- What motivates a company to reduce its carbon footprint? Is it carbon permits, anticipating regulation, worry about reputation?
 - o Response: One key element is the return on investment. In the decision-making process, we need to increase the understanding that return on investment now includes social responsibility, environment, license to operate, etc. The goal is, how can we increase our market share? First, we do well, so we are not a target for new regulations or environmental groups. We are seeing a new movement—customers and employees that are putting pressure on companies.
 - o The consumer is not well-enough informed on the chemical contents of a product to make a rational decision. Labeling would not be adequate for chemicals but would be for paper products.
- AbitibiBowater uses three internationally recognized certification labels. For example, the company uses CSA (Canada Standard Association) and another certification for a product. Certification should not be used in a silo but rather as a blend.
- There is a shift in the mindsets of some companies that want to reduce their carbon footprint, because they will be compared in the future to other corporations.
- Through the pulp and paper association, the company tries to move environmental matters forward with the competitors.

- More local suppliers and local consumption could help carbon emissions by reducing trade. This type of meeting could also be vital to reducing our environmental footprint.
- Intermodal transportation can be more efficient and can reduce the environmental footprint. Today, eighty-five percent of the freight is moved by trucks, but Mexico is pursuing intermodal transportation (trains).
- CEC should look into tourist and real estate development in the context of climate change.
- There is a need to educate consumers about eco-labeling and to find a way to evaluate all these substances on the label.
- It will be difficult in these economic times to expect the consumer to pay more for a green product. Surveys show that consumers are willing to pay more but this is not what happens on the ground. To increase the market share, let's use environment in a positive way.
- In the area of transportation, the CEC should begin by promoting a green corridor; for instance, promoting intermodalism in the NASCo corridor.
- If it is an important environmental issue, we have to regulate it.

Panel II: Drivers and Barriers to Environmental Performance Innovation

Panel Moderator: Jean-Guy Dépôt, JPAC Member for Canada

Presentation by Catherine Scrimgeour, Public Affairs Specialist, Zenn Motor Company

Consumers are the driving force in the development of alternative vehicles because of rising fuel prices, concerns over foreign oil dependency, and global awareness of the impacts of climate change. All these factors have contributed to a significant consumer push for more choices in the auto sector. There is a major shift in the automotive industry and there is the need to focus on electric vehicles. Essentially every single major automotive manufacturer is working on an alternative vehicles, be they electric, hybrids or hydrogen.

The Zenn Motor Company aims to be the global leader in zero-emission vehicles. The company, based in Toronto and in St-Jérome (Quebec), produces low-speed electric vehicles (LSVs), which can travel at a maximum of forty kilometers per hour. These vehicles are designed for local trips or for a short commute.

One of the challenges for companies that offer such a vehicle class is current government regulation. Transport Canada maintains that LSVs are not safe enough for any public

road. Up until now, the government only allows new, low-speed vehicles on university campuses and military bases. The ministry maintains this position despite the fact that 41 US states have approved low-speed electric vehicles to drive on certain roads with low speed limits. In July 2008, the Quebec government started allowing LSVs on some roads as long as an orange triangle denoting the vehicle's slower speed is placed on the back. British Columbia also allows this.

Another challenge is the marketing of the electric vehicle. Consumer education is important since many people remain confused as to the different types of alternative vehicles available to them and, more importantly, if these represent a viable choice for them. Both consumers and governments want to take action but are unsure and are looking to industry for leadership and education. We must ask the question: what does it say for promoting the growth of environmentally sustainable businesses when current regulations prohibit expansion?

The new, promising EEStor technology might offer a solution. This technology will essentially remove any argument against electric vehicles, since the battery stores as much energy as a lithium battery at less than half the weight and, with a charging time of under 10 minutes, would provide a highway-regulated vehicle (vehicle could travel at 125 kilometers per hour). Use of these zero-emission vehicles could reduce total CO₂ emissions by 6.5 tonnes per year.

Presentation by Mark Stoler, Director and Counsel, Environmental Health and Safety Operations, General Electric Company

EcoImagination is a new sustainable business growth initiative from GE, launched in 2005—not a green initiative, not a sustainability initiative, not a corporate social responsibility initiative, but has elements of all three. It is primarily about the recognition that the critical factor of the long-term success of the company is to meet the customer's environmental challenges around the world. EcoImagination comprised five commitments: 1) invest in research in green technology—double research and reach 1.5 billion dollars a year by 2010; 2) double revenues of Ecoimagination-certified products; 3) reduce GHG emissions by 1% during 2004–2012; 4) reduce water use by 20% during 2006–2012; and 5) inform and engage the public and stakeholders (publication of an annual report on Ecoimagination). Many of these of objectives have already been attained, even exceeded.

One of the challenges is to engage customers to understand the cost of water use and carbon emissions. Carbon costs are significant enough that they can slow down the decision-making process. Along with NGOs and other companies, GE founded an organization, US CAP (United States Climate Action Partnership), that advocates for a long-term climate policy. Some of the results of the EcoImagination initiative are: sophistication in product development and in the life-cycle analysis of products; research staff are more prompt in coming up with new ideas; and many employees take a lot of pride in reducing their environmental footprint.

Presentation by Dianne Dillon-Ridgley, Director, Interface Inc.

Interface, a public company, has a Mission Zero strategy to achieve a zero footprint by 2020 (with third-party certification). In 2007, the net absolute GHG emissions at Interface were down by eighty-two percent, from 1996. The business case for sustainability is made by reducing the carbon footprint through process and product efficiency while sales are on the rise. The seven fronts of the "Mount sustainability" strategy are: 1) eliminate the concept of waste; 2) focus on benign emissions; 3) operate facilities with renewable energy sources; 4) close the loop (redesign processes and products to close the technical loop, using recovered and bio-based materials); 5) resource efficient transportation (transport people and products efficiently, to eliminate waste and emissions); 6) sensitize stakeholders (create a culture that uses sustainability principles to improve lives and livelihoods); and 7) redesign commerce (create a new business model that demonstrates and supports the value of sustainability-based commerce). This long-term commitment was motivated internally—not by regulation, not by being exposed, etc. Some of the factors that can motivate a company are: a privately held and large market share player of a product, and a founder CEO who can have more latitude and a capacity to push for change (e.g., Johnson company).

In the long term there is a drive towards equity, and as information and transparency continue to increase, equity and equality across gender lines and across economic lines will demand that we understand that we have only one earth and that we can, if we choose to, continue to have a vibrant economy and sustainable livelihoods for everyone.

Questions, response and comments

- One barrier is Transport Canada's regulation that does not support the class of the LSV. Limited resources of a company don't permit it to lobby the government for a new technology, i.e., the electric car. The government of Quebec, however, conducted its own research on this vehicle class and developed a pilot project enabling the sales of LSVs in the province.
- Traditional marketing channels for a new technology do not work. We need to appeal to a niche customer by identifying key geographic areas and, for example, taking the vehicles to the street (not to auto shows).
- The theme of equity should be a part of broader discussion among the CEC partners.
- Research programs and the strategic business planning process at EcoImagination are now viewed on a longer term. The challenge is the diversity of businesses of GE (Universal Studios, gas turbines plants) where the same emissions are measured.
- One of the drivers for the renewables' market is not just technological environmental improvement but driving down the cost of wind and solar. Addressing both sides of the equation (cost and environment) is the driver.

The moderator thanked everyone and advised that the meeting will continue after lunch.

Panel III: How Are Corporate Improvements in Environmental Performance Influencing Business Competitiveness?

Moderator: Nelly Correa, JPAC Member for Mexico

Presentation by John Gocek, Sofame Technologies

Sofame Technologies engineers and manufactures high-efficiency direct-contact heat recovery and hot water heating systems. Sofame's patented products extract up to 99% of heat from flue gases and return the energy in the form of high-temperature hot water or preheated make-up air. In addition to economically recovering heat from waste energy, the equipment also helps customers to significantly reduce greenhouse gas emissions. One technology, the Percotherm, is a "direct-contact" condensing stack economizer which recuperates the residual heat contained in a boiler's flue gas and transfers this heat to a cold water stream. Hot water is then produced. Usually, the payback is between one to three years. Examples of projects include Montreal's École Polytechnique, Aeroport Montréal, hospitals, and others.

Despite great successes and its efforts in publicity, the company remains relatively small and unknown. The company now looks forward to regulation for a possible push in the market. One encouragement is the regulatory trend in the US, including the upcoming Leiberman-Warner Climate Security Act (a precursor of an anticipated cap-and-trade system) and the new Obama energy platform, which encourages energy efficiency, promotes reduction in energy consumption and reduces GHG emissions by 80% by 2020.

In conclusion, the company looks forward to a cap-and-trade system. In Sofame's case, the return on investment in its products is not enough to convince companies to invest in environmentally sound technologies; there is a real resistance to change.

Presentation by Alejandro Lorea, Executive Director, Commission for Studies on Sustainable Development of the Private Sector (Cespedes)

The environment situation in Mexico is not satisfactory and there is room for progress. The economic crisis should provide a new approach to risk management, which should be looking at opportunities. Specifically regarding climate change, this environmental crisis could be profound and permanent, and competitiveness and sustainability are guided by a long-term vision which tries to establish a system (standards, norms, certifications, labeling, etc.) that would allow Mexico to make progress. It is important to create an institutional framework that promotes environmental performance.

Strategies to improve competitiveness in Mexico include the reform of the environmental legal framework in Mexico. We need to have laws, regulations and permits to improve environmental performance and not just be paperwork. We need to minimize cost derived from the lack of efficiency of the legal system. We need to generate strategic proposals

that will lead to policies. We should also take advantage of the present federal administration in Mexico, which is promoting energy efficiency through the economic plan.

The federal government in the past two years has put forward a national strategy and program on climate change. To reach GHG reductions through mitigation, we need to show how businesses can adapt to climate change and remain successful in the long term. Some solutions would be to provide subsidies and tax breaks for research and development (R&D) related to energy efficiency (greater potential to reduce emissions). We need a broader performance on the topics of energy efficiency, rational use of resources, and control contamination. We have to keep updated with the other countries and try to find technical assistance and financing. As the North American region, we need to strengthen these mechanisms and to find a way to improve environmental performance (perhaps through the CEC). The absence of performance indicators in Mexico precludes us from being able to expose the improvements in industry. Mexico is working on a subsystem of indicators that could help us have a more general environmental portrait of the country.

Presentation by Irene Henriques, Associate Professor, Schulich School of Business, York University

Dr. Henriques discussed the drivers affecting environmental performance: resources and capabilities (health and safety culture, quality management system, employee commitment, environmental R&D budget); institutional pressures (regulatory pressures, regulatory influences and inspection frequency, market pressures, social pressures, ownership pressures); and environmental management practices, which are affected by both of the preceding drivers, in turn (includes written environmental policy, environmental criteria used in evaluation, carrying out of internal and external audits, benchmarking of environmental performance, etc).

Companies in four countries were surveyed regarding these drivers and results were compiled. The facility's performance level is the measure of business performance, profitability and growth performance. The result of the study shows that it is resources and capabilities that are the drivers that have the greatest influence on environmental management and business performance.

The link between environmental management practices and environmental performance was also analyzed. As facilities begin to adopt environmental practices, increases in environmental performance (reductions in emissions) at first occur rapidly, as the initiatives which are easiest to undertake are tackled first. At some point, however, diminishing return for effort begins to set in.

Environmental performance improvement in the middle stages of adopting environmental practices slows or even deteriorates, because the fundamentals of combining multiple practices are poorly understood. There is a learning process that occurs as facilities find the best ways of combining multiple environmental practices in order to increase

environmental performance. Administration innovations alone are not sufficient to achieve continuous environmental improvement. Technological innovations may be necessary, to shift the curvilinear relationship down across time. If a company has R&D, it is focused on reducing the impact of the most toxic chemicals and will invest in dealing with the health issue associated with it. There is some indication that technological investments have, in fact, reduced toxicity-adjusted on-site emissions in Canada but not total emissions.

Questions, response and comments

- Why do firms go beyond the point where they are at the bottom of the emissions curve?
 - o Response: Maybe because they anticipate regulation. Companies don't estimate this and they probably don't know at what level they are, exactly. It would be interesting to look across time to see if they stop when they reach the bottom of the emissions curve.
- What are the incentives for SMEs in these financially difficult times?
 - o Response: An example is how GTZ demonstrated that to respond to the generation of waste was a benefit for the SMEs. We don't need to see regulation at that level. Also, the CEC's green supply chain project, which promotes the transfer of good management practices, allows better environmental performance.
- Competitiveness has to take into consideration social, environmental and economic
 issues. If it doesn't have the three components, then it is not sustainability. We need
 to address poverty in Mexico. Need to create sustainable prosperity for local
 communities. Society gives companies legitimacy they need to stay in business. We
 should develop a culture where sustainability and job creation are working together
 with the limited resources that we have.
- Are there barriers from regulation that preclude adopting the Sofame technology?
 - o Response: This technology requires a new stack of more than four feet high, so customers need a new permit for this. Even if the product profits the customer, the perception of risk involved in making a change and bureaucratic inertia are impediments.
- Oil sands would be a great business for Sofame?
 - o Response: Yes indeed, but not there yet.
- Do you have an equivalent technology for housing?
 - o Response: Hard to convince people in America to change to condensation water heaters.
- Not everyone is taking advantage of low-hanging fruit. The information is not out there. There is real resistance to change. We have to think about how we put in

incentive mechanisms. CEC could perhaps document best practices.

Panel IV: Industry Focus—Transportation Sector

Panel Moderator: Benjamin Teitlebaum

Presentation by Stephen Blank, Ross Distinguished Visiting Professor of Canada-US Business and Economic Relations, Western Washington University, and Barry Prentice, Director, Transport Institute and Professor, Asper School of Business, University of Manitoba

Mr. Blank and Mr. Prentice discussed the challenges of making mobility sustainable: it starts with *economic growth* (increase in consumption, increase in industrial activities), which creates *transport impacts* (growth in trip rates, urbanization), which in turn produce *economic and environmental impacts* (emissions, noise, congestion), which then may inhibit the *transport services* (facilitation of movement of goods).

Trade-corridor citizen movements in the US and Canada and more recently in Mexico are trying to convince businesses to bring their supply chains through the specific corridors. It would bring economic value and environmental benefits. About eighty-eight percent of US trade, by value, with Canada and Mexico moves on land and thirty percent of CO_2 emissions come from road transportation (cars and trucks). While road transportation has in the last years become more fuel-efficient, the EPA says it likely will take until 2030 for all the trucks on the road to have "green" engines (which would improve fuel efficiency and would reduce emissions of GHGs but not particulates or nitrogen oxides $[NO_x]$).

Freight transportation contributes a growing share of the total emissions of some pollutants because pollution from other sources (e.g., light-duty vehicles and power plants) is declining. The transportation sector is a prolific producer of greenhouse gases and one of the fastest growing sources of emissions. In the absence of policies to reduce GHG emissions from transportation, the sector is expected to continue to show the most rapid growth between now and 2030. The US Energy Information Administration projects a forty percent increase in carbon dioxide emissions from transportation over that period.

In the near future, we should expect: more truck traffic; a likely increase in congestion along major highway corridors; more centers of delay; and more sea corridors (which is the "cleanest" form of transportation—an increase of this mode of transport could result in a reduction in emissions but will create more bottlenecks near ports). Trains pose fewer environmental problems, but there will be more of them.

The opportunities exist to achieve lower emissions through mitigation strategies. First, we need to change *what* is being moved. By making the manufacturing and supply process as clean as possible, the environmental impact of the materials being moved is reduced. This refers to green supply chains where companies measure and manage their

social and environmental impact. Environmental management is becoming a central element of corporate social responsibility as companies seek to diminish the environmental weight of their activities.

Second, we need to change *how* a product is being moved. To reduce CO₂ emissions, we need to change the composition of tail pipe exhaust by shifting to alternative fuels (e.g., low-sulfur diesel fuel, methane, hydrogen, propane fuels, biofuels) and to cleaner engines (hybrid electric-powered vehicles). We also need to reduce idling, create information systems, in order to increase load matching, and permit large truck size and dimension combinations. Transport demand management (pricing could be used as a demand management tool, e.g., tolls) and developing new freight transport technology (e.g., airships) could also help reduce traffic and emissions.

Congestion and delay are particularly problematic at Canada-US and Mexico-US border crossings. This started before 9/11 but did grow worse after. The past US administration solely emphasized security at borders. Should security trump efficiency, trade and sustainability? The challenge ahead is to balance border security with sustainability.

Third, we need to change *where* we send products. To reduce the environmental impacts, we need to think in terms of plant location. For example, water and air should be added close to the source consumption of the product (e.g., importation into Canada of Corona beer from US).

Trucks carry about seventy percent of merchandise while trains carry thirty percent. Rail is much less polluting; however, the cost to increase rail infrastructures would be very high.

We also need to learn from other parts of the world. For instance, the EU has announced a green freight transport program (which includes EU-wide regulations), while in North America such regulation is not common.

In conclusion, we need to develop a systemic approach and be careful not to push problems down the line. For instance, if we say yes to cleaner trucks, we have to consider the environmental cost of building more roads. In turn, we need to think of shifting modes (more rails, short sea shipping). We also need to change priorities to incorporate environmental concerns in trade (e.g., greening supply chains and making regulatory changes, as with cabotage). We should create incentives for new technology and look at what the Europeans have done on that front. Lastly, we need to identify trade corridors to showcase changes, such as to fuels and to border protocol, and engage the leaders of trade corridors to be key players in a major environmental effort. City mayors and urban leadership is a constituency we should work on.

Presentation by Jorge Luis Chavez Zarate, Director of Communications, Meridian 100

Trade is now done by blocks, not by countries. Meridian is in the middle of the three

countries of North America, where it can reach easily seventy-five percent of consumers in the US. Asian corridors will be established at other ports besides Long Beach (California), China will increase investment in Latin America, and we will see a movement of goods from South America to North America. This is why the new Panama Canal will be important. The national plan for infrastructures in Mexico will promote intermodal railroads, expansion of airports, and building of ports and roads.

Questions, response and comments

- What is the trigger to create this transportation program for supply chains?
 - o Response: Congestion at ports and crossings has great environmental impacts. We are now realizing that globalized supply chains have impacts on environment. The consequence is that there is an enthusiasm for local production. Because goods are produced in our backyard doesn't mean that there aren't any environmental impacts.
- Do you have a suggestion as to the imports of low-cost cars from California to Mexico?
 - o Response: These cars are cheap but polluting. A Molina Institute study showed that this will influence Mexico's future environmental strategy.

A JPAC member then provided the wrap-up. She went through each of the panels and summarized key messages.

- On the first panel, drivers of and barriers to improvements of environmental performance were discussed. It was found that there are indeed barriers: institutional barriers (from governments), existing laws (that served a purpose when made but should be looked at again); for example, issues with nanotechnologies, where laws have not kept up. We need to keep up with the new technologies.
- The second panel discussed drivers of and barriers to performance innovation. Some companies are improving their environmental performance without being regulated. They move forward because they know it is the right thing to do and that we have one planet and limited resources. We also note that there is a political will in all three countries. The future looks more promising than just a few months ago.
- On the third panel, there was a discussion on how corporate improvements in environmental performance are influencing business competitiveness. Corporations are moving on it. Even in Canada, where we don't have public voluntary systems, they are advancing on this. They know climate change is an issue and they are calling for changes to occur. Many businesses are leading on this and they are asking for changes at the government level. The consumer also needs to take a look at these new opportunities.
- Lastly, regarding the transportation sector, it was asked if we really need to import products from China? Couldn't we could produce a lot here? Gas prices are going up,

we should be thinking about starting to make things locally. We need to be challenged and think differently. Think globally, act locally. Status quo is not an option.

The Moderator thanked all the participants and noted that the workshop will continue tomorrow morning.

Wednesday 3 December 2008

Presentation by Felipe Arrequin Cortés, National Water Commission (Conagua)

The quantity of water available to the Mexican population is low compared to that in other countries and this is why the Mexican government put in place a national water program for 2007–2012. The program comprises eight objectives: 1) improve the agricultural sector (77% of water extracted is for agriculture); 2) improve access to drinking water; 3) improve sewage and water treatment; 4) promote integrated sustainable water management; 5) improve participation of users in decision-making; 6) prevent risks derived from hydrometeorological phenomena (e.g., hurricanes); 7) evaluate the effects of climate change on the hydrological cycle; and 8) create a contributive culture (regarding laws and administration). Projects in the near future include: building dams and wastewater treatment plants; promoting water savings in agriculture (Rio Grande basin); preservation of lakes, e.g., Lake Chapala; and modernization of irrigation systems. Also, industry has a lot to do regarding waste water treatment.

One of the major threats is climate change, which will have an impact on the hydrological cycle (elevation of sea level, changing rain regimes, intensification of storms). Forests will be more vulnerable because of illegal logging. Another threat is the salinization of aquifers, which can occur when sea level has expanded 50 kilometers inland. Mexico has seen some progress on this front since we began participating in all the international agreements and reporting GHG emissions. The problem is that we rely on global programs and are not working with Mexican data, which is non-digitalized; we only have the IPCC (International Panel on Climate Change) models. We are also working towards retrieving and modernizing our own data.

Some of the mitigation and adaptation strategies for climate change are: protection of coastal zones, protection of population living in flooding zones, promoting more-efficient use of water, and preventing deforestation. At the international level, there is a commitment between the US and Mexico to protect the Rio Grande; its measures include construction of water desalinization plants and the improvement of irrigation systems.

Plans for water management need to take into consideration comparison of the price of virtual water—the volume of water needed to produce a product or fulfill a service—from different sources. For instance, it takes 200 liters of water to produce one bottle of beer; getting the water from desalinization plants in Cancun is less costly than importing the water.

Questions, response and comments

- Does Mexico have the problem of needing reconstruction of underground water pipes?
 - o Response: Many cities have pipes that have thirty-six percent loss. We need to establish strategies to address this problem.
- What are the projects from Conagua that can improve competitiveness?
 - o Response: In Mexico, municipalities are responsible for offering the services to the users. Conagua provides support and incentives to municipalities. Municipalities pay for rights and these funds are returned for investments in water utilities and in supply systems. Another program facilitates the participation of the private sector.
- Not a lot of countries will have water scarcity; the trend will be that finally water has an economic value. In terms of virtual water, cultivating alfalfa in the desert does not make economic sense.

Roundtable: How Can Mutual Supportiveness between Environmental Performance and Competitiveness Be Promoted?

Roundtable Moderator: Carlos Sandoval, JPAC Member for Mexico

Presentation by Isabel Studer, Director, Center for Dialog and Analysis on North America, Monterrey Institute of Technology and Higher Education

Dr. Studer explained how competitiveness is by nature a relative and dynamic concept. For example, Mexico made a lot of progress with economic reforms to become more competitive, but with the arrival of China on the market, Mexico became less competitive. Competitiveness is difficult to measure since there are no defined indicators for this concept. Competitiveness depends on the perception of the investors of a country, region or institution. Today, the perception is that China is competitive, and this attracts investments.

Dr. Studer then identified the factors that contribute to competitiveness: First, the creation of value, which refers to market growth, demographic growth, access to markets, and innovation. Second, the reduction of costs through geographic location, manpower productivity, international prices of raw materials, use of natural resources, tax system, telecommunications infrastructure, financial services, and culture. The third element is the control of systemic risks. Macroeconomic stability and institutional and political stability are important factors and they can create legal stability. All these factors combined can determine if a company or a country is competitive.

To elaborate a strategy on competitiveness, we need to acknowledge that there is a new economic paradigm and that it implies fundamental changes. First, the consumer should be at the center and at the start of the decisions of companies. Second, the concept of the

creation of value for a product should be re-evaluated in terms of consumers needs. Moreover, this new economy requires low transaction costs, which implies the intensification of competition at the international level (and excellent transportation and communication infrastructures) and a transformation of labor relations so that workers can more actively participate in the production process. The transition from an economy based on agriculture to a services economy and toward an economy of knowledge requires that the concepts of creation of values and innovation are put forward.

The consumer is very sensitive to the topic of sustainable development. There is interest from companies in incorporating environmental innovations in their processes to reduce costs and create value. Climate change offers motivating opportunities to companies to innovate and gain from the advantages of being the first to act. We should use the environment not just as a cost reduction measure but as a competitive advantage. Lastly, in an economy based on knowledge, universities can play a fundamental role in defining the preferences of the consumers.

Remarks by Brent Parker, Environment Canada

Mr. Parker explained how the basis for competitiveness is changing profoundly. Industry is now finding value in environmental performance; it is not an added cost anymore. There is definitely a social transformation that reflects the recent changes in politics, and we are entering a "renaissance." There is a realignment of key actors in the market around sustainability (consumers, businesses, finance community, government). For businesses, sustainability is becoming a driver for value creation. There are new metrics coming out that place a tangible value on sustainability. Businesses are responding because it is the right market decision to make.

Implications for government are quite broad. First, government supports the role of all stakeholders with a frame that recognizes that markets are the main drivers for decision-making and innovation. Second, the government could better deploy the available policy tools. The use of regulations should be more outcome-based (instead of prescriptive), fiscal instruments are underused; green procurement should be promoted (push new technology); markets should be provided with better information and transparency on corporate environmental performance; and compliance information and environmental data should be publicly accessible. Capital markets are beginning to account for environmental social and governance issues in their evaluation processes (e.g., in Canada, pension funds have policies that account for environmental performance aspects in their portfolio).

Remarks by Antonio Lloret, ITAM

The report on competitiveness in North America will be presented to the CEC. One sector that was examined was the pulp and paper industry. The costs related to sustainable forestry are so high that it is inaccessible to industry. Regulations are not aligned with the interests of the industry. The question is, how to create institutional infrastructures that would allow companies to do business and at the same time have a

better environmental performance? One idea is to focus on the "green" content of a product, this gives a competitive advantage. Universities can play a key role in generating new ideas but we need to develop a common language and terminologies to transmit knowledge to the general public.

Remarks by Dianne Dillon-Ridgley, Director, Interface Inc.

It is important to convey to consumers the concept of virtual water, since they don't have a sense of how it is embedded in a product. Perhaps in the future the environment will move from being a single issue to a more fundamental issue. If it is not environmentally appropriate, it does not make economic sense anymore. A product should also be able to demonstrate its fairness in terms of labor practices and commodity issues. As the information is becoming more available, democratization of information and the level of transparency and openness will be a key tool to address issues of equity.

Remarks by Alejandro Loreda, Director, Executive Director, Cespedes

We need an institutional framework of reference for products that have environmental characteristics, whereby they could be differentiated in the market (by a label, for instance). This helps to build competitiveness. The education of the consumer is important in order to minimize confusion with the different labels. Institutional governability, leadership from the companies, and participation with civil society establish conditions to carry out the improvements on environmental performance. However, an institutional legal framework needs to give room to companies to enhance their environmental performance. The legal framework in Mexico (on a voluntary basis) calls for companies to minimize environmental impacts and for a rational use of resources to enhance their environmental performance.

Remarks by Tom Lyon, Director, Erb Institute Global Sustainable Enterprise

Although investments and competitiveness are key issues, China, which has a lot of investments and is very competitive, is very polluted. China is manufacturing for the world and pollutes its country to compete with other countries. More-effective labeling can help countries use the environment to be more competitive. The CEC should work on effective labeling by using life-cycle analysis of products coming in from all countries. The CEC could also work on the certification of certification programs and fair trade programs. The majority of consumers will not make environmental choices for products. Perhaps we should impose tariff barriers to countries that don't meet appropriate environmental standards.

Remarks by Barry Prentice, Director, Transport Institute, and Professor, Asper School of Business, University of Manitoba

Trade creates freight transport and transport causes thirty percent of GHG emissions and it is growing. Transport is a cost of trade, and any reduction in transportation cost will improve competitiveness. Transport and trade are highly decentralized. Transport is very

competitive and any change that is adaptable will be used by the industry. The CEC could promote the levers, like pricing of GHGs and tolls. CEC could also promote smart regulations to improve efficiency of transportation (i.e., regulations of cabotage). The CEC could also promote less-polluting innovations (e.g., air ships). The CEC could support "smart" infrastructures and promote better information. We also should have more education on what can be done to reduce costs of transportation, and best practices should be promoted.

Remarks by Nicole Darnall, Professor, George Mason University

Mrs. Darnall explained that they are working on a research project wherein they interviewed company managers and representatives from industry associations about issues of competitiveness. Industry would like to have greater collaboration with regulators, greater flexibility in regulation (implementing performance-based standards rather than technology-based standards), greater harmonization of regulations to help level the playing field, and the promotion and use of information-based regulations.

Markets are main drivers of innovation but lack transparency regarding environmental information. There is no meaningful way to identify cleaner companies or to expose the dirty ones. The information is too difficult to access. In the US, green procurement has been endorsed by the Executive Office but it is very difficult to implement since purchasing officers have no idea how to identify which products are greener than others.

While there are fifteen percent of consumers who are willing to pay more for a green product and fifteen percent more who would buy it if the product were the same price, consumers have trouble identifying green products. The US federal trade commission has identified green products as the largest source of product misinformation. The lack of uniformity in labels of environmental information can give the wrong perception of a company. Within the company, it encourages fragmentation of environmental issues. By making the information public, it would encourage companies to change their ways (as seen in the US with the public release of the Toxics Release Inventory) and would push innovation. It must be regulated.

Remarks by Irene Henriques, Associate Professor, Schulich School of Business, York University

Companies now view the environment as an investment as opposed to a cost. If we put out the right signals about pricing (internalization of the externalities), the consumer will respond. Environmental NGOs are looking at the transparency of environmental information and they are making the information available and comprehensible to the general public. The CEC could help facilitate this. The CEC should use cooperation among the three countries to help competition (e.g., mediation for NAFTA Chapter 11).

Questions, response and comments

• What is green sells well. It gives a competitive edge. But the consumer is lacking

information about under what criteria a product is certified "green," i.e., sustainable.

- The participation of universities is very important, to create knowledge. It is also important that we generate a new environmental language and use terms that can be used and understood by the general public.
- The information about clean technologies should be made available to the public.
- We need to have a guide for a trinational market for standards in the market, to generate a network of consumers.
- The Association for Chlorine-free Products can offer the program "Six Sins of Green-washing" in English and in Spanish as well. Another program, created by the Association and Terra Choice, establishes a sustainability index (e.g., how much energy is embedded in a ton of product, GHGs, etc., so you can evaluate companies one-on-one).
- Competitiveness is related to the state of our resources. People are not aware that we are depleting our resources. We need to adopt a language for the consumer to understand environmentally friendly products. The CEC should work on this.
- The term "growth" in itself may or may not be a good thing. If there is economic growth but pollution and job losses at the same time, that might not be considered growth.
- China temporarily had investments but they don't have innovation and they don't create value. Education of the consumer is key.
- We need to talk about sustainable competitiveness, and the link between the two topics can be seen through indicators. We need to clarify the indicators used for competitiveness. Indicators that reflect income don't necessarily reflect sustainability. The CEC could contribute by giving references on whether a product is green or not.
- When going though a financial crisis, regulation doesn't work with the environment. Innovation and technology are one of the answers.
- The CEC should create a policy on sustainable development, similar to the one developed by the government of Quebec (which includes economy, environment and social impacts).
- We need to support renewable energy; North America is behind in adopting renewable energy technologies.
- Universities have the capacity to use resources to educate consumers and provide them with a framework for their daily consumer decisions. Universities have to share information with other institutions, civil society and governments.

- We should not wait until environmental NGOs go to Congress or the Senate to move things. Rather, we have to recognize that these organizations can help increase businesses' competitiveness.
- The threat of Chapter 11 of NAFTA (e.g., ban on 2,4-D) sent out a regulatory chill across municipalities who were thinking of implementing regulations on pesticides. It is ironic that this had an effect on green businesses and innovative businesses who would have been helped by regulations banning pesticides. This chapter is a barrier to their environmental performance. In the event that Chapter 11 might open up, would the CEC have a more active role in mediating disputes that have environmental implications for the three countries?
- The internalization of environmental costs should be taken into account. China would become less competitive if its environmental costs were included in the price of the products they produce.

Wrap-up Session

Report by Dr. Rafael Martínez Blanco, Member of the National and Governmental Advisory Committee

Mr. Martínez noted that the advisory board in Mexico (National Advisory Committee—NAC) has been actively participating in the work of the CEC. The NAC now has regional representation. As of this year, there are thirty-two advisory boards that examine sustainable development issues at the federal level. They include the participation of the academic community, social networks, NGOs and, as of this year, youth, first nations and women.

The advisory boards have carried out one hundred and thirty ordinary sessions and have trained three hundred and fifty counselors on themes like the development of indicators, how to formulate a recommendation, etc. Three regional representatives are democratically elected among the advisory boards. Their mandate is to keep a permanent contact with decision makers at local, regional and state levels. The advisory boards make recommendations to the NAC based on their technical consultations on federal environmental issues (e.g., protection of ecosystems, biodiversity, forest resources, watershed management, gender, and then environment, etc.).

We believe that is it important to work with the CEC and to get experience from our Canadian and American counterparts and share best practices. We would like to have participation of six members, on an ad-hoc basis, who could advise at a trinational level along with the environment ministers of the three countries, regarding the prioritization of trinational issues (e.g., climate change, competitiveness, green supply chains, etc.).

JPAC follow-up and administrative matters

a) Discussion on a potential Advice to Council on the outcome of this meeting

It was decided that a working group of one JPAC member from each country will be put in place to discuss a possible Advice to Council on the outcome of this meeting. Irene Henriques, Dinker Desai and Carlos Sandoval volunteered to be part of this working group. This draft Advice to Council will be posted on the website for comments.

b) CEC Operational Plan 2009

The CEC 2009 operational plan has not yet been finalized. Given that it is late in the year and with the changes in the US and Canadian governments, there is a need to find a balance between getting the operational plan approved and giving the public the opportunity to comment for a minimum of thirty days. JPAC recommends that in order to facilitate the process, the draft operational plan could be posted on the CEC website 4–15 December, at which point the parties could provide provisional approval. The JPAC-led comment period will conclude 31 January 2009 and all of the comments received will be sent to the parties for their consideration.

c) Election of the 2009 JPAC Chair

The next JPAC Chair will be Mrs. Nelly Correa from Mexico. She will begin her mandate on 1 January 2009.

d) Discussion of 2009 JPAC priorities and other meetings

The next JPAC meeting will be held in spring of 2009, in Mexico, and the topic will be watershed management. Possible locations for the meeting include Ensenada and Chiapas; any suggestions are welcome. The Council meeting in 2009 will be held in the US and the location is not yet determined. The topic that will be addressed at that JPAC meeting will be climate change.

e) CEC Operational Plan 2009—Draft Advice to Council

Following JPAC's review and earlier discussions with the Secretariat on the CEC draft operational plan, a draft Advice to Council was formulated. A discussion between the members took place and some of the comments that resulted in changes to be incorporated in the draft Advice to Council include the following:

- JPAC suggests that the CEC should be more proactive in demonstrating how its projects make an impact on the ground. The Secretariat should stay connected with project participants after the project is completed (page 1).
- Heading *Environmental Information* needs to be moved down a couple of paragraphs (top of page 2).
- JPAC strongly supports the project on mapping of environmental information. It is a good opportunity for the CEC to extend its partnerships to other groups (i.e., indigenous communities that rely heavily on mapping).

- JPAC made a suggestion for an Article 13 report for next year: looking at the full life-cycle analysis of the impacts of transportation of goods and people, examining land, water, air in North America. It should focus on social, environmental and economic impacts and benefits and it would be interesting and innovative to look at it from a carbon perspective.
- As for the environment and trade program, JPAC expresses its strong support for the way the environment and trade nexus has been analyzed in the past; i.e., very academic. JPAC proposes to use a forward-looking approach by analyzing environmental issues that are very pressing. For example, assessing the environmental impacts of trade in the context of predicted climate change. Another suggestion would be to look at the environmental impacts of trade in energy. Moreover, given the potential impacts of climate change on the environment, another fruitful area could be to look at the impacts of the environment on trade, as it is usually looked at the other way around.
- JPAC also strongly supports projects related to conservation. JPAC supports the
 project on the identification of ecosystem-based values (biodiversity and trade work
 plan). However, JPAC urges caution in looking at harnessing market forces to
 achieve water protection and conservation. Given its non-substitutability and the
 contentious issues regarding water, the focus should be on how to achieve
 cooperation regarding water conservation and ecosystem protection rather than on
 market participation in water.
- This year, Council decided to forestall a project that looks at the use of brick kilns in Mexico. This is a critical issue that has grave human health and environmental implications, and affects some of the poorest people. JPAC is strongly of the view that this issue requires immediate attention and can benefit from Secretariat analysis.
- JPAC also strongly supports the Green Building project. JPAC would like to remind Council that continuous support for the excellent advisory committee that supports this project is important.
- In the area of Pollutants and Health, the NARAP approach (based on elimination and reduction of chemicals) has been very successful. The CEC is moving away from that approach to a risk management approach. JPAC understands that a risk management approach can be helpful, but advises not to lose the focus on the elimination and reduction of chemicals.
- JPAC supports the upcoming air quality public policy forum.
- JPAC supports any way that the CEC could improve communication (i.e., via the CEC website).
- JPAC is committed to reviewing its network of people in order to increase the dissemination of information.

- JPAC will review its structure, with a view to re-engaging in the implementation of the operational plan.
- Other typos identified in the draft Advice will be corrected in due course.
- Suggestions: In the paragraph related to Article 13, just before the word "environmental," it was suggested to add the words "ecosystemic" (Nelly Correa), "social" (Merrell-Ann Phare), and "economic" (Dinker Desai). The sentence would then read: "In particular, focusing upon the ecosystemic, environmental, social and economic impacts and benefits from a carbon perspective would be very important…" This proposal was adopted, with no objections. The Advice will be sent to Council.

Questions, response and comments

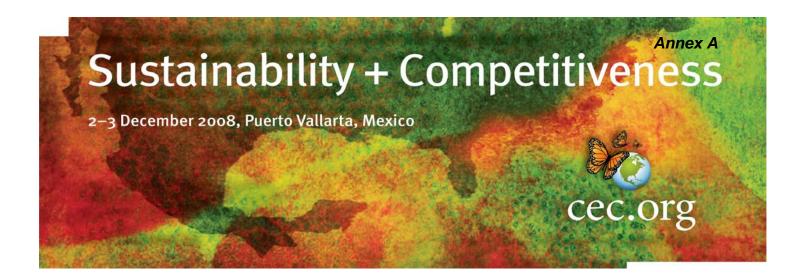
Comments from JPAC members

- Nelly Correa said that is an honor to continue in Jane's path and she expressed gratitude for the trust that has been given to her to guide this group for the next year.
- Gustavo Alanis-Ortega said that he was glad to be back for his second term. He invited the public to discuss their environmental agenda with JPAC.

Comments from the public

- This meeting was very important. The variety of the participants gives an opportunity to exchange information and, especially, different perspectives. We can reach a constructive dialogue and we should encourage continuing it and exploring the difference of opinions. Thank you to the Mexicans for their hospitality and to JPAC.
- The CEC should have meetings and events closer to universities or academic settings.
- A possible future theme could be the recycling of electronic waste.
- A possible topic for next year could be the restoration of ecosystems, since it is a transversal issue that looks at biodiversity, water and soils.
- Another theme that could be addressed in the future is the impact of development in indigenous communities. Also, a region where the river basin is deteriorated is Ciudad Obregón, Rio Yaqui. This could be a good site for the JPAC meeting next year.

The JPAC Chair thanked the public, the Secretariat staff, the JPAC Liaison Officer, the Program Manager for Trade and Environment, and the interpreters. She then adjourned the session.



The main objective of the meeting will be to explore the relationship between environmental sustainability and competitiveness from a North American perspective, and identify opportunities for regional cooperation

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Joint Public Advisory Committee Regular Session 08-03 North American Workshop on Environmental Sustainability and Competitiveness

Agenda

Tuesday, 2 December 2008

7:30-8:30	Registration of participants
8:30-8:35	Welcome and opening remarks by the JPAC Chair, Jane Gardner
8:35–9:10	Introductory remarks by the CEC Executive Director, Felipe Adrián Vázquez-Gálvez
9:10–9:40	Opening address by Mexican Secretary for the Environment, Juan Rafael Elvira Quesada
9:40-10:00	Break
10:00–11:30	Panel I: Drivers and barriers to improvements in environmental performance What motivates industry-wide improvements in environmental performance? How are those forces likely to change in the future? How are different firms in

the industry responding to those forces?

Moderator: Patricia McDonald - JPAC member for the United States

Panelists:

Tom Lyon – Director, Erb Institute for Global Sustainable Enterprise

Jorge Luis Chávez Zárate – Director of Communications, Meridian 100

Denis Leclerc – Vice President, Sustainable Development and Environment,

AbitibiBowater

ORIGINAL: English

11:30–13:00 Panel II: Drivers and barriers to environmental performance innovation

What motivates industry-wide improvements in environmental performance? How are those forces likely to change in the future? How are different firms in the industry responding to those forces?

Moderator: Jean Guy Dépôt – JPAC member for Canada

Panelists:

Catherine Scrimgeour – Public Affairs Specialist, ZENN Motor Company Mark Stoler – Director and Counsel, Environmental Health and Safety Operations, General Electric Company Dianne Dillon-Ridgley – Director, Interface Inc.

13:00-14:00 Networking Lunch [provided]

14:00–15:30 Panel III: How are corporate improvements in environmental performance influencing business competitiveness?

Are improvements in environmental performance or its drivers affecting competitiveness? How? What are the most important factors in this relationship? Are there specific considerations for this within North America?

Moderator: Nelly Correa – JPAC member for Mexico

Panelists:

Alejandro Lorea – Executive Director, Commission for Studies on Sustainable Development of the Private Sector (Cespedes)

Irene Henriques – Associate Professor, Schulich School of Business, York University

John Gocek – President and CEO, SOFAME Technologies Inc.

15:30–16:30 Industry focus, the transportation sector

Stephen Blank – Ross Distinguished Visiting Professor of Canada-US Business and Economic Relations, Western Washington University Jorge Luis Chávez Zárate – Director of Communications, Meridian 100 Bill Prentice – Director, Transport Institute and Associate Professor, Faculty of Agricultural and Food Sciences, University of Manitoba

16:30-17:00 Wrap-up

Wednesday, 3 December 2008

8:00-9:00	Registration of participants	

9:00–9:05 Remarks by the JPAC Chair, Jane Gardner

9:05–9:45 Presentation by the **Head of the National Water Commission**, **José Luis Luege Tamargo** (Comisión Nacional del Aqua)

9:45–12:00 Roundtable: How can mutual supportiveness between environmental performance and competitiveness be promoted?

Is there room for the participation of various sectors (private sector, public sector, academia, nongovernmental organizations, local and national governments) in defining and attaining improved environmental performance and, if so, what roles should particular sectors play?

Moderator: Carlos Sandoval – JPAC member for Mexico

Participants:

Isabel Studer – Director, Center for Dialog and Analysis on North America, Monterrey Institute of Technology and Higher Education, Mexico City Campus **Carlos Muñoz Piña** – Director General for Research in Politics and Environment, National Institute of Ecology (INE)

Brent Parker – Senior Policy Advisor, Sector Sustainability Division, Environment Canada

Dianne Dillon-Ridgley – Director, Interface Inc.

Fernando Gutiérrez – Director General, Nuevo León Institute for Environmental Protection (IPANL) *(TBC)*

Bill Prentice – Director, Transport Institute and Associate Professor, Faculty of Agricultural and Food Sciences, University of Manitoba

12:00–12:30 Wrap-up session: Potential elements for a North American agenda

What are the common challenges and opportunities for business and governments in North America in promoting synergies between environmental sustainability and competitiveness?

Moderator: Jane Gardner, JPAC chair for 2008

12:30–12:45 Report from the National and Governmental Advisory Committee Representatives

12:45-14:00 JPAC follow-up and administrative matters

- Discussion on a potential Advice to Council on the outcome of the meeting
 Election of the 2009 JPAC Chair
- Discussion of 2009 JPAC priorities and other meetings

14:00-14:30 Observers' comments

14:30 End of Session

Joint Public Advisory Committee Regular Session 08-03 North American Workshop on Environmental Sustainability and Competitiveness 2 –3 December 2008. Puerto Vallarta, Mexico List of Participants

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