

JOINT PUBLIC ADVISORY COMMITTEE (JPAC) 2025 ANNUAL PLAN OF ACTIVITIES

I. CONTEXT

The Joint Public Advisory Committee (JPAC) is one of three constituent bodies of the Commission for Environmental Cooperation (CEC), along with the Council and the Secretariat. JPAC is composed of nine volunteer citizens, three from each country, appointed by their respective governments. JPAC plays a crucial role in promoting public participation and fostering trilateral dialogue among key actors in North America. Under its mandate, JPAC provides advice to the Council on any matter within the scope of the Environmental Cooperation Agreement (ECA)¹; promotes and enhances public participation in the implementation of the ECA²; engages actively in trilateral dialogue, ensuring diverse perspectives are represented; participates as subject-matter experts in CEC activities; and supports efforts to increase the visibility of the Commission's initiatives.

IN ACCORDANCE with Article 6(6) of the ECA among the federal governments of Canada, the United Mexican States, and the United States of America, which states that the "Joint Public Advisory Committee shall, in consultation with the Council, develop an annual plan of activities," this annual plan is developed, taking into account the six pillars³ and crosscutting approaches⁴ in the [CEC's Strategic Plan 2021–2025](#) and the CEC cooperative work program.

II. JPAC 2025 PRIORITIES

JPAC is committed to supporting the CEC's mission of facilitating effective cooperation and public participation to conserve, protect and enhance the North American environment. In alignment with its mandate, JPAC will continue to promote inclusive and diverse public participation in the CEC's various activities and cooperative work program, especially through public consultations, trilateral dialogues with a wide range of key actors, and events that encourage meaningful participation in environmental cooperation. Through its advisory role, JPAC will place a strong emphasis on inclusivity, ensuring that marginalized and disadvantaged groups, including Indigenous Peoples and youth, have a voice in shaping North America's environmental future.

The CEC's Strategic Plan 2021–2025, the Agreement on Environmental Cooperation (ECA), and Chapter 24 of the United States, Mexico, Canada Agreement establish broad areas of cooperation in the North American region. Building upon these frameworks and JPAC's previous work, and integrating Traditional Ecological Knowledge (TEK) along with Indigenous and Environmental Justice perspectives as cross-cutting themes, JPAC will focus its efforts in 2025 on the following five priorities:

1. Strengthen collaboration and foster dialogue to address shared environmental priorities with key actors in the region.
2. Increase public participation, dialogue, and knowledge sharing on common environmental issues to foster cooperation and protect the North American environment.
3. Advance the Parties' initiative *Reaching Horizon 2030: An Environmental Outlook for North American Cooperation*.
4. Leverage JPAC's mandate and expertise to support the CEC Secretariat and the Parties' efforts to strategically address environmental issues of common interest in North America, in both the short and long term.
5. Perform additional functions as directed by the Council.

¹ Pursuant to Article 6(4) of the Environmental Cooperation Agreement (ECA).

² Pursuant to Article 6(5) of the ECA.

³ The six pillars include: Clear Air, Land and Water; Preventing and Reducing Pollution in the Marine Environment; Circular Economy and Sustainable Materials Management; Shared Ecosystems and Species; Resilient Economies and Communities; and Effective Enforcement of Environmental Laws.

⁴ The CEC recognizes that success of its strategic pillars will depend on the effectiveness of solutions, the positive impact on sustainable economic growth, and on engaging stakeholders and the public to harness their potential as catalysts for change and progress. For that, two cross-cutting approaches will be considered: Innovative and Effective Solutions; and Diverse and Inclusive Stakeholder Engagement and Public Participation.

These priorities reflect JPAC's ongoing commitment and responsibility to promote robust public participation, foster trilateral dialogue, and provide advice on enhancing environmental cooperation in North America, while contributing to the Councils' efforts on measuring performance and reporting on progress. Detailed information on each priority is provided in the sections that follow.

III. JPAC 2025 ACTIVITIES

1. Strengthen collaboration and foster dialogue to address shared environmental priorities with key environmental actors

Collaboration and dialogue with a wide range of national, subnational, and regional actors are essential to advance trilateral environmental priorities and promote coordinated action across sectors, to address shared environmental challenges. JPAC will focus on:

Building on recent efforts to increase dialogue with the **CEC Council, Alternate Representatives, and other actors from national and subnational governments and organizations** within Canada, Mexico and the United States, through the following actions:

- Continue to promote the participation of Council members and Alternate Representatives in JPAC activities, including the possibility of meeting more frequently via videoconference, to provide updates on our work and hear about the Council's priorities.
- During a JPAC private working meeting, discuss innovative strategies to increase dialogue and improve communication with all CEC constituents.
- Map and engage influential national and subnational key actors to collaborate on environmental issues of mutual interest, leveraging synergies to effectively address trilateral challenges.

Increasing collaboration with the **Traditional Ecological Knowledge Expert Group (TEKEG)** to strengthen CEC and TEKEG efforts to integrate Traditional Ecological Knowledge (TEK) and Indigenous perspectives across environmental initiatives and foster Indigenous representation, through the organization of an online meeting with the TEKEG members to discuss potential opportunities for collaboration and explore the possibility of developing a joint internal workplan.

Enhancing collaboration with **relevant key actors, such as academia, research centers, nongovernmental organizations, and other key actors**, by adopting a strategic approach that builds on existing networks, and identifies new avenues for cooperation, which will involve the following actions:

- Conduct a mapping of influential actors in academia, research centers, and the nonprofit sector across Canada, Mexico, and the United States, identifying those aligned with shared environmental priorities and issues.
- Explore potential areas of collaboration and maintain ongoing dialogue and knowledge exchange between JPAC and these key actors to strengthen the impact of environmental initiatives, share best practices, and ensure cross-sector engagement in addressing pressing environmental challenges.
- In line with the Private Sector Engagement Strategy, promote dialogue and knowledge sharing between the Parties and private sector representatives on environmental issues of common interest, and explore opportunities to network with other organizations, including trade associations, community-led cooperatives, financial institutions, and international standard setters.

2. Increase public participation, dialogue, and knowledge-sharing on common environmental issues to foster cooperation and protect the North American environment

Promote public participation to ensure that JPAC fora and public consultations facilitate the exchange of best practices, lessons learned, and innovative, cost-effective solutions across sectors and regions, while consistently offering platforms for dialogue and knowledge-sharing that will connect stakeholders and support collective action on environmental challenges in North America, through the following actions:

- Reflect on and develop inclusive strategies to encourage a wide range of actors to actively participate in JPAC fora and public consultations, and to contribute to the dissemination of the work of JPAC and the CEC.

- Establish a clear and accessible framework for public participation based on transparency, accountability, meaningful involvement, and the recognition and integration of a wide range of perspectives and knowledge.
- Conduct targeted outreach campaigns to engage underrepresented groups and key sectors in JPAC activities and CEC initiatives.

3. Advance the Parties' initiative *Reaching Horizon 2030: An Environmental Outlook for North American Cooperation*

In line with the CEC's initiative, *Reaching Horizon 2030: An Environmental Outlook for North American Cooperation (H-2030)*, JPAC will support the CEC's and North American collaboration efforts to jointly address climate and weather challenges, resiliency, pollution and biodiversity loss. This will involve the following actions:

- Provide JPAC Advice stemming from the JPAC Forum that took place in Mexico City in December 2024 and the public consultation on H-2030, focusing particularly on the four cross-cutting themes of H-2030 which are closely aligned with JPAC's mandate to promote and enhance public participation.⁵
- Provide recommendations and support, as appropriate, concerning the selection and launch by the Council of pilot projects that will test new trilateral work recommended under the H-2030 report.

4. Leverage JPAC's mandate and expertise to support the CEC Secretariat and the Parties' efforts to address strategically the environmental issues of common interest in North America, in both the short and long term

As the CEC Secretariat and the Parties reflect on the organization's **future areas of work**, JPAC will contribute by providing a comprehensive and inclusive perspective on North America's environmental challenges and a long-term vision for strategic priorities and results-driven initiatives through the following actions:

- Participate, as appropriate, in the assessment for the CEC's Strategic Plan 2021–2025 as well as in the development of the CEC's Strategic Plan 2026–2030.
- Based on the dialogue with the public during JPAC forums and consultations, identify and highlight key shared environmental priorities and opportunities for trilateral collaboration to inform decision-making during the selection of the future potential strategic pillars, such as: water (stewardship, JPAC Public Forum 2023-02) and sustainable management of transboundary waters (JPAC Public Forum 2021-02); approaches to climate adaptation (JPAC Public Forum 2023-01) and resilience (JPAC Public Forum 2019-01 and 2019-02), environmental education (JPAC Public Forum 2022-01), and the key role of trade and private sector engagement in sustainability (JPAC Public Forum 2019-01, 2018-01, 2017-01 and 2015-01).
- Review and prioritize the recommendations included in recent JPAC Advice to inform discussions, once the potential pillars, cross-cutting themes, and topics for the next strategic plan have been identified.
- Conduct, as needed, public consultations to ensure that the perspectives and needs of members of the public are reflected in the next strategic plan.
- Review and provide input on draft versions of the next strategic plan.

As the **review of CUSMA/USMCA/T-MEC** approaches, JPAC will support the Parties' efforts through the following actions:

- Conduct an analysis, followed by a public consultation, to identify future environmental opportunities in strategic and highly integrated sectors across the three countries. Key sectors could include automotive, agricultural, electronic, textiles, and apparel.
- Based on the results of the previous activity, provide strategic advice to the CEC Secretariat and the Parties, incorporating the public's feedback on how to strengthen the environmental dimension of trade relations within the renegotiation process.

As part of the **review of the implementation of the ECA**, with a view to improving its operation and effectiveness within five years of the entry into force of the Agreement (in line with Article 4(2) of the new Agreement) JPAC will

⁵ H-2030 four cross-cutting themes: Integrate Indigenous Knowledge (IK) /Traditional Ecological Knowledge (TEK), support environmental justice efforts, foster dialogue and collaboration with subnational governments and other actors as well as the private sector, and promote Corporate Social Responsibility (CSR) and private sector engagement.

support the Parties and the CEC Secretariat, as needed, by facilitating dialogue among key actors through JPAC events and public consultations.

In line with JPAC’s Advice to Council No. 23-03 on Indigenous Approaches to Climate Adaptation,⁶ and the JPAC’s 2024 Annual Plan’s⁷ objective to deepen the understanding of **Indigenous-trade and Indigenous-owned enterprises**, JPAC [in partnership with the Bieler School of Environment (BSE)] will organize the roundtable on “Sustainable Trade in North America: Indigenous Perspectives.”

Building on JPAC’s ongoing efforts to address current and strategic environmental issues across North America, JPAC will continue to lead the implementation of the **initiative *Advancing Responsible Purchasing of Wood Products*** to:

- Complete Activity 1, which consists of conducting a review of available literature and existing programs aimed at raising consumers’ awareness of sustainable forest management and illegal logging, and an analysis of the state of consumer knowledge within the three countries.
- Implement Activity 2, which involves developing a non-duplicative public awareness campaign targeting wood product supply chain actors and consumers in specific subsectors, on the importance of responsible purchasing of wood products, SFM and illegal logging, and participatory law enforcement mechanisms. This will include selecting a consultant and monitoring progress.

5. Perform additional functions as directed by the Council

In accordance with Article 6(4) of the Agreement on Environmental Cooperation (ECA), JPAC may pursue additional activities during the calendar year.

IV. PROPOSED CALENDAR OF ACTIVITIES

DATE	ACTIVITY	ADDITIONAL INFORMATION
30 January 2025	Alt Rep Meeting (virtual)	Participation of the JPAC Chair
Early February 2025	Full JPAC videoconference	
11 February 2025	Meeting to review the submissions received for the GELP	Participation of the JPAC Chair
Early March 2025	Joint JPAC/TEKEG videoconference	
Week of 24 March 2025	Alt Rep Meeting (virtual)	Participation of the JPAC Chair
Week of 21 April 2025	Alt Rep in-person Meeting (TBC)	Participation of the JPAC Chair
19 May 2025	Alt Rep Meeting (virtual)	Participation of the JPAC Chair
Week of 27 May 2025	Joint JPAC and TEKEG pre-Council videoconference	
July 2025 (TBC)	JPAC Public Forum (hybrid) (<i>Exact theme TBD</i>)	Location: Mexico City (TBC), Mexico
	32 nd Regular Session of the Council	
	In-camera and Council Sessions	
Fall 2025	JPAC Regular Session 25-02 in the United States (<i>Exact location and theme TBC</i>)	
Late Fall 2025	Joint JPAC/TEKEG videoconference (November-December)	

⁶ On its Advice to Council March 2023, JPAC recommends the governments of Canada, Mexico and the United States “actively involve Indigenous Peoples in trade-related discussions between the three countries and support Indigenous economies and alliances through the creation of networks and of policies supporting sustainable production systems.”

⁷ JPAC’s 2024 Annual Plan of Activities, states that “concrete efforts will be made to increase our knowledge of Indigenous-owned enterprises in the three countries, including identifying the barriers and opportunities to strengthen their economic prosperity through international trade and sustainability, ensuring Indigenous Peoples have equal access to economic development.”