



Climate Change Central

**Strategic Plan
2000 – 2010**

1.0 Introduction

Climate change is one of the key environmental and economic challenges for Canada and the world in the new millennium. Albertans are leaders in developing creative solutions to climate change. Climate Change Central is born of this leadership. It is a private-public partnership that will accelerate innovative solutions that continue to grow Alberta's environmental economic opportunities.

This Strategic Plan provides a roadmap for transforming Climate Change Central's mandate into reality.

"Climate Change Central is a unique private-public partnership that will help us tackle a global concern with the know-how and creativity of Alberta's greatest natural resource -- its people."

Ralph Klein, Premier

2.0 Vision

Alberta, as an acknowledged world leader, has achieved zero net greenhouse gas emissions* while enhancing the province's economic performance, quality of life, and ability to adapt to climate change effects.

3.0 Mission

Assist the people of Alberta, as individuals and through institutions, business and governments to become world leaders in identifying and implementing:

- ✓ Policies, programs, and activities that most effectively reduce net greenhouse gas emissions through technological innovation, public outreach, and education; and
- ✓ Strategies to remove obstacles and barriers to change, to adapt to climate change effects, and to improve energy efficiencies.

4.0 Values

These core values and behaviours will contribute to Climate Change Central's success:

- ✓ **Leadership and Teamwork** - in engaging and accelerating co-operative/ collaborative actions that support the longer term vision
- ✓ **Innovative Spirit** - in developing unique climate change responses
- ✓ **Passion for Excellence** - believing we can and will make a significant difference in Alberta's response to climate change
- ✓ **Respect and Integrity** - in relating to all climate change stakeholders

5.0 Beliefs

These beliefs will guide all aspects of Climate Change Central's work:

- ✓ A co-ordinated, collaborative partnership amongst Albertans and with worldwide stakeholders will effectively drive reductions in net greenhouse gas emissions and increase climate change business opportunities.
- ✓ Albertans will influence choices made in other parts of Canada and the world by developing innovative policy and program responses to climate change.
- ✓ Technology development and implementation provide not only longer-term climate change mitigation and adaptation responses but can achieve significant short-term reductions in net greenhouse gas emissions.
- ✓ Education and capacity-building increases the quality, the permanence, the speed and the breadth of Alberta's response to the climate change challenge and opportunity.



6.0 Strategic Goals

Climate Change Central will contribute to the following desired end-states:

- ✓ Alberta's net greenhouse gas emissions will be zero.
- ✓ Alberta's efforts, in response to the climate change challenge, improve Alberta's quality of life and increase economic development.
- ✓ Alberta is a model for effective and pro-active innovative responses to climate change.
- ✓ Albertans, all across the province, are actively engaged, as individuals and through institutions, businesses, and governments, in a coordinated, collaborative response to climate change.

7.0 Measures of Success

The development of realistic, quantifiable measures, to give substance to the strategic goals and to demonstrate progress in achieving them, will be a key deliverable in the first six months of implementation of Climate Change Central's initial three year business plan.

8.0 Strategic Objectives

These key outputs support our vision, strategic goals, and measures of success:

8.1 Expand Albertans' Efforts in Taking Action

- ✓ Enhance Albertans' performance in reducing net greenhouse gas emissions while strengthening Alberta's economy and long-term competitiveness
- ✓ Promote an enabling framework of policies and programs that expedite results and remove barriers to action in both the short and long term

8.2 Accelerate Alberta's Climate Change Technological Innovation

- ✓ Accelerate technology deployment in Alberta, together with commercialization and prototyping initiatives
- ✓ Showcase and expand Alberta's environmental competitive advantage through growing national and international technology transfers

8.3 Accentuate Alberta's Strategic Role

- ✓ Establish a clearinghouse for climate change local and global best practices
- ✓ Champion effective responses to climate change in national and international arenas by focusing attention on Albertans' exemplary performance

8.4 Leverage Alberta's Global Relationships

- ✓ Actively pursue national and international alliances with climate change leaders around specific climate change initiatives
- ✓ Multiply the funding available for climate change activities in Alberta through the development of a broad portfolio of project and financial alliances

8.5 Celebrate Alberta's Successes

- ✓ Communicate broadly Alberta's climate change technical, educational, policy successes in contributing to the global climate change challenge
- ✓ Expand public awareness of the issue and what individuals, businesses, institutions, and governments can do about it

***Net greenhouse gas emissions** – Absolute greenhouse gas emissions less any off set reduction achieved through a variety of mechanisms (e.g. sinks, sequestration, joint implementation/clean development mechanisms).