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CANADA WEST FOUNDATION MEDIA REPORT 7 OCTOBER 1 TO DECEMBER 31, 2018



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OP-EDS

Q4 2018

28

Op-eds

RESEARCH REPORTS

Releases

THE 'JUST IN TIME PLAN'
CPTPP guide for small businesses
in Western Canada

"This agreement provides benefits that go well beyond tariffs to make trade easier for smaller businesses."

POWER WITHOUT BORDERS

Moving towards an integrated Western grid

"A more integrated grid – particularly in the West where most of Canada's existing electricity emissions are created and some provinces have abundant and complementary clean electricity resources – can help achieve Canada's energy future at the lowest cost."

SOCIO-ECONOMIC IMPACT

OF A CALGARY 2026 WINTER GAMES

LITERACY LOST

Canada's basic skills shortfall

"Increasing the literacy skills in the workforce by an average of 1% would, over time, lead to a 3% increase in GDP, or \$54 billion per year, every year, and a 5% increase in productivity."



"If Canadian oil comes with fewer GHG emissions than some of the alternatives, such as Venezuelan or Californian heavy crude, isn't it time Canada started promoting its oil to the world instead of blocking it?"

Martha Hall Findlay
Alberta Views
December 17, 2018

MEDIA MENTIONS

Q4 2018

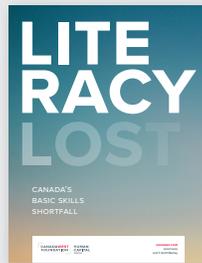
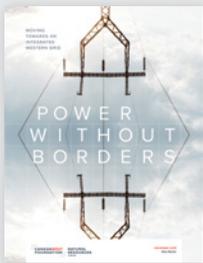
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Print/online

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Broadcast

IN THE NEWS



The last quarter of 2018 capped off a year that saw a major Pacific Rim trade agreement cross the finish line, a tentative new North American trade agreement reached, and opposition rear up to contentious legislation to overhaul Canada's approach to impact assessment. The Canada West Foundation was in the middle of it all. Our work was mentioned close to 900 times in the media, and we published 28 op-eds across Western Canada and in national publications. Our evidence-based, non-partisan research and commentary help shape the agenda on the biggest issues affecting the West and all of Canada.

The final three months of the year were especially robust on the research front; the Foundation released four reports and three briefing notes. In November, we released *Power without Borders: Moving towards an integrated Western grid*, by policy analyst Nick Martin. The paper shows why the case for a more integrated electricity grid in Western Canada is stronger than ever to help the provinces produce the abundant, reliable, affordable clean energy needed for their energy future. Nick wrote op-eds that appeared in newspapers across Western Canada and has become an expert resource for media writing about electricity, including an interview that appeared in the *Globe and Mail*.

Building on the success of our North American Free Trade Agreement (NAFTA) guide earlier in the year, we released our Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) guide, by trade director Carlo Dade and senior policy analyst Naomi Christensen. Using a case study approach modelled on real businesses, the guide makes the massive and complex trade agreement accessible and easy to understand for small- and medium-sized businesses looking to take advantage of its opportunities. The CPTPP came into force at the close of 2018. Dade wrote several op-eds through Q4 about the deal, and also featured extensively in a number of interviews, including with CBC News.

Boosting literacy skills in Canada's workforce by an average of one per cent would inject \$54 billion per year, every year, into the Canadian economy, an astonishing opportunity highlighted in human capital director Janet Lane's report *Literacy Lost: Canada's basic skills shortfall*. The report also raised some big questions about the poor literacy skills of much of Canada's workforce; it looked at solutions to improve reading, math and other basic skills crucial to navigate changing workplaces – and improve Canada's economy.

Our work on Canada's new impact assessment legislation, Bill C-69, is unabated. With the bill back before a Senate committee in the new year and opposition growing, CEO Martha Hall Findlay, vice-president Colleen Collins and natural resources director Marla Orenstein are working on a set of recommendations for a path forward that makes sense.

Our socio-economic impact study of a Calgary 2026 Winter Games, by policy analyst Sarah Pittman and Colleen Collins, was widely quoted by media. The analysis examined the costs, risks, benefits and opportunities of a Calgary Games from economic, social, cultural, environmental, political and other perspectives and concluded that the proposed was economical, cost-effective and responsible and would provide significant benefits, too. Pittman also wrote an op-ed for CBC on why we should think beyond economics when voting on the Games.

November marked the six-month anniversary of the China Brief, Sarah Pittman's compilation of stories and links related to China and its relationship with Canada's West published online every two weeks. Looking ahead to 2019, one of our major focuses will be on how Canada's economic interests may align with China's plans to become an industrial superpower.

COMMENTARY

Highlighted Opinion Articles in Major Newspapers



Will the competitive awakening extend to Bill C-69

By Marla Orenstein
In the Hill Times
December 3, 2018

Something really interesting has happened.

In the November fall economic update, the federal government promised to build in “efficiency and economic growth” as an integral part of regulators’ mandates, and to enshrine in legislation that the “economic impacts of new, revised or cumulative regulations are key considerations for regulators.”

That’s great news. It is aligned with recommendations that have come from the government’s own Economic Strategy Tables, the Advisory Council on Economic Growth and the Canadian Chamber of Commerce. In all cases, these reports concluded that Canada is burdened with an inefficient and complex regulatory system that adds cost, delays projects and is not conducive to innovation. The business community has been saying this for ages. This is a very welcome initiative.

But there’s just one big problem: Bill C-69, the biggest piece of legislation to affect major energy projects—and all major infrastructure projects—for the next decade, takes exactly the opposite approach. It stands as a glaring example of how not to craft efficient and effective regulatory processes and it completely ignores economic impacts.



A new future for Prairie farmers – if regulation can keep up

By Sarh Pittman
In the Financial Post
November 28, 2018

Farming has almost always been a brutal industry. Bad harvests happen, as Prairie farmers were unpleasantly reminded this year, and when they do they can threaten the financial viability of an operation. But one technology — plant ingredient fractionation — offers a huge opportunity for both Prairie farmers and a Western economy lately beset by bad news.

That is, if government and legislation can move as quickly as the conditions that created this opportunity.

Fractionation takes the bulk grains producers grow and processes them to provide the specific ingredients required by food processors and others, like protein, starch, fat and fibre. There is a big, and growing, demand for these products around the world. Last year, the global plant protein market was worth more than US\$8 billion. In five years, this is supposed to nearly double, to US\$15 billion. By 2054, plant protein is expected to be one-third of all protein consumed globally. That is a huge growth — and that is just one of the ingredients plants have to offer.



At last, a trade pact that works for business and for Canada

By Carlo Dade
In the Globe and Mail
November 2, 2018

After the bruising fight over the United States-Mexico-Canada Agreement (USMCA), Canada’s ratification last week of the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP), an 11-member trade bloc around the Pacific Rim, finally gives us the modern, 21st-century agreement that business and the country needs. It also moves the country one step further from its debilitating dependence on the United States.

Now that Canada and Australia have become the fifth and sixth members of the pact to ratify the agreement, it will come into effect by the first of next year. That so many countries moved so quickly is itself a story and an indication of how important this pact is.

At its most basic, the CPTPP gives Canadian exporters eventual preferential access in 10 markets that rim the Pacific Ocean including six in Asia, such as Japan, Singapore, Vietnam and Malaysia. Considering that Canada has only one trade agreement in Asia, gaining the equivalent of six new agreements at once is itself a huge win.

This, and its built-in incentives for diversification, makes the CPTPP arguably the most important trade agreement Canada has signed to date; more so than the tentative USMCA.



MEDIA SNAPSHOT

Highlighted Articles



Why Canada raced to get in on the CPTPP trade deal

CBC News

December 30, 2018

The Comprehensive and Progressive Trans-Pacific Partnership, the 11-country Asia-Pacific trade agreement revived after being abandoned by the Americans, takes effect today.

Agrifood exporters and consumers shopping for Japanese cars could benefit right away. But Canada's greater goals for this agreement are strategic.

...

As CPTPP takes hold, e-commerce and expedited shipping and customs clearance get simpler, with more markets using the same rules. Cheaper intermediate suppliers become available.

Professional credentials recognition for architects and engineers boosts the service industries needed by countries like Vietnam as they develop new infrastructure. And emerging middle-class populations in Asia are starting to purchase things like insurance, a globally-competitive industry in Canada.

In global service industries, people need to be able to cross borders for work.

"Good luck trying to get a Malaysian into the U.S. for three months to actually work in an office," Canada West Foundation Trade & Investment director Carlo Dade said. With the CPTPP, "we've got that advantage over the Americans for the entire Pacific Rim."



Alberta bets on oil production cuts but industry remains divided on market intervention

CBC News

December 3, 2018

Premier Rachel Notley said it would be one of the toughest decisions that Albertans would make as a province.

And now she's made it.

Beginning January, Alberta will impose mandatory production cuts on the energy sector for the first time in decades — a measure aimed at reducing an oil glut that's punished the price of Canadian crude.

...

As significant as Sunday's news was in Alberta, it's unlikely to reduce calls on Ottawa to help build new pipelines and stop legislation that might make them more onerous to construct, namely Bill C-69.

"The problem is that we don't have enough pipeline capacity," said Martha Hall Findlay, president of the Canada West Foundation. "The problem is how did we get here in the first place?"



Canada's green-energy industry shifts from Ontario to Alberta

Globe and Mail

December 30, 2018

Canada's green energy industry has shifted from Ontario toward Alberta, where a province best known for oil and gas production is now rapidly inking contracts for the country's cheapest renewable electricity.

...

Alberta has taken a different approach to growing its renewable industry from that adopted in Ontario, where a rapid increase in electricity rates led to significant public anger being directed against the former Liberal government. Unlike in Ontario, where the government set the rates it would pay wind and solar producers under the now scrapped Green Energy Act, Alberta has held competitive auctions where companies bid to supply the province's deregulated electricity market with the cheapest power.

In the latest round of bidding, won on Dec. 17 by Capstone, Toronto-based Potentia Renewables, Calgary's TransAlta and Électricité de France, the average winning bid was 3.9 cents a kilowatt hour for two decades of wind power. That's near Alberta's current market price for electricity and nearly half the rate for electricity from Ontario's most recent renewable projects.

"This auction price was a lot lower than we had expected. What we are seeing in Alberta is record-low prices for renewable electricity in Canada. Which confirms that Alberta has really good wind resources and the expertise to execute on those projects and deliver low prices," said Nick Martin, a policy analyst with the Canada West Foundation.

