

Support For The Proposed Water Opportunities and Water Conservation Act

May 18, 2010

"The Water Opportunities Act will help cement Ontario's global leadership position on water technology. We have very strong water-related innovation in this province, in both academia and industry, and the Act will help propel that innovation into commercial-scale installations in Ontario municipalities. That, in turn, will lead to global opportunities in a sector that will see significant growth over the next few decades. It's a key piece of legislation for the sector."

Tom Rand, Cleantech Lead, MaRS Discovery District

"The proposed Water Opportunities Act marks a milestone in Ontario public policy. With this legislation the government is recognizing the importance of water in society and positions Ontario to become a leader in North America in terms of water policy."

Dr. Brent Wootton, Ph.D., Director, Centre for Alternative Wastewater Treatment, Fleming College

"At no time in history has the global demand for innovative water technologies needed to efficiently upgrade aging infrastructure and enhance water supply security been greater than it is today. The economic opportunity this presents to Ontario is unprecedented -- the Province is not only home to many of the industrial world leaders in advanced water technology but also supports internationally recognized excellence in water research within its academic institutions. Through the leadership and vision contained within the Province of Ontario's proposed Water Opportunities Act, strategic partnerships between government, industry and the research community can be forged that will accelerate innovation in the water technology sector and will uniquely position Ontario to become a world leader within the emerging global water market."

Dr. Dave Rudolph, Executive and Scientific Director, Water Institute, University of Waterloo

"With the right bold vision, commitment and action - Ontario has the opportunity to become a global leader in the clean water technology market bringing new prosperity to the people of Ontario including high value jobs, economic growth and ensuring future Ontarians have access to the most precious resource on the planet."

David Henderson, Managing Director, XPV Capital Corporation

"Smart water infrastructure is critical to Ontario's future; it's as much about improving the capacity of the existing system as is it about utilizing new technologies to support the necessary growth of communities and employment centres in Ontario."

BILD - Building Industry Land Development Association

"I am encouraged to see that Ontario recognizes that improved water and energy efficiency are tightly inter-related. We have seen how standards for fixtures, appliances and other products have led to enduring water and energy savings - we've estimated as much as \$7 billion savings in the US. Ontario's initiatives to help utilities conserve energy and water will translate into savings across the province."

Mary Ann Dickinson, Alliance for Water Efficiency, Chicago, Illinois

"The McGuinty government has recognized a critical connection between energy efficiency and water efficiency. Taking action on eliminating water wasting fixtures and appliances and specifically addressing water conservation in the Building Code will be a huge step. The opportunity to consider water efficiency labelling would also be a first in Canada."

Johann Manente, Supervisor, Regional Municipality of Peel

"The technology that we have developed in Ontario to reduce water and energy use can address a huge international market opportunity. Support by local government for companies like ours can have a significant impact on our growth and accelerate development of international markets while creating jobs in Ontario."

Paul Wickberg, CEO, EnviroTower Inc.

"The leadership shown by the government in Ontario in both energy and water has provided the perfect catalyst for the development of Sempa's smart grid technology in the water energy nexus. Making these sectors a priority has meant that Ontario's electricity and water sectors will be the first in the world to demonstrate and receive the benefits of Sempa's leading edge smart grid technology using sophisticated management of demand side resources to help manage the electricity system."

Ron Dize, President & CEO, Sempa Power

"Trojan Technologies is very supportive of the introduction of the Water Opportunities Act and believes it has exciting potential to accelerate the rate of innovation in leading-edge water treatment solutions. In a world of ever-increasing water stress, there is an urgent need not only to accelerate such innovation, but also to accelerate the rate of adoption, both at home and in the broader global context. Trojan's large-scale ultraviolet (UV) light water disinfection systems have already been adopted in more than 50 countries, and this legislation opens the door for even greater advancements in municipal water and wastewater treatment, as well as in industrial, commercial and residential applications. With the support provided by this Act, there is great potential for Ontario-grown, innovative technologies to play an even more prominent role in addressing water stress globally."

Marvin R. DeVries, President, Trojan Technologies

"Ontario's Water Opportunities Act provides the catalyst to accelerate the commercialization of Ontario technologies to preserve and protect Ontario's water supply as well as meet the global need for water technology solutions. Under the stewardship of the Ontario government, companies located in this province are already leading the way in innovative water technologies and are recognized worldwide. Today's legislation builds upon Ontario's existing leadership role and will create new synergies within post secondary research institutions and the private sector to drive innovation in this area. OCE and its extensive network of companies and researchers are excited and committed to working with the province on this initiative and build on our 22 years of leadership in the water sector."

Doug Wright, Managing Director, Centre for Earth & Environmental Technologies, Ontario Centres of Excellence

"I applaud the vision and direction regarding the conservation of one of our most undervalued resources - water. This legislation provides a framework for innovation and growth in the water sector with opportunities to benefit public health, the environment and the Ontario economy. OCWA looks forward to working with both its public and private sector partners to provide safer and more efficient clean water services for the people of Ontario."

Michael Garrett, Chair of the Board of Directors, Ontario Clean Water Agency

"The project that Durham Region undertook with Tribute Communities clearly illustrates that by using high efficiency fixtures and appliances in new homes, we could achieve a level of residential water efficiency of 150 litres per person per day, comparable to European countries. This project also achieved 11% reductions in electricity use and 10% less natural gas. These savings culminate in reducing greenhouse gas emissions per home by 10%. It clearly shows how saving water reduces climate change impacts of new homes."

Glen Pleasance, Water Efficiency Coordinator Durham Region

"By seizing water conservation and efficiency opportunities, Ontario will reduce energy consumption, free up funds for struggling municipalities and greatly contribute to Ontario's fight against climate change."

Carol Maas, M.A.Sc., Innovation and Technology Director, The POLIS Project on Ecological Governance

"With the introduction of the Water Opportunities and Conservation Act we can begin to reimagine how we use water in Ontario. Water conservation is a key component of sustainably using and managing the resources our communities rely on. This legislation should enable us to plan for the best use of our treated water, for better use of storm and sewer systems, and to integrate those systems with conserving energy use in our communities."

Theresa McClenaghan, Executive Director of the Canadian Environmental Law Association

"Our communities are committed to protecting the environment and our water resources. This is demonstrated through the success of York Region's Water for Tomorrow program. Over the last 13 years, our initiatives have produced tremendous results; conservation and efficiency is providing enough water for an additional 90,000 people from our existing water supplies."

Bill Fisch, York Region Chairman and CEO

"Water conservation is becoming necessary in Canada as demonstrated by a number of municipalities creating their own bylaws to water conservation as a method of dealing with aging (and growing) infrastructure. Individual bylaws create non-uniformity for manufacturers, wholesaler distributors, retailers and inspectors. In addition they absorb precious municipal budgets to develop. Today's announcement of a Water Opportunities Act hopefully is a signal for all other provinces and territories to follow Ontario's lead as we approach a national uniform solution to meet future water demands. The Institute applauds this positive approach. Today's announcement is also indeed a reflection of how industry and government partnerships can truly work to get things done meaningfully in our collective efforts to help conserve water not only for today but for future generations."

Ralph Suppa, President and General Manager, Canadian Institute of Plumbing and Heating

"The old adage 'if you don't measure it, you can't manage it' is especially true as it relates to advancing water efficiency. Fortunately, this government appears to be ready to take the steps necessary to help Ontario become a water efficiency leader in Canada and North America. The proposed direction of requiring municipalities to develop meaningful water-efficiency strategic plans before simply expanding infrastructure, ensuring that critical demand information is clearly identified on consumer water bills, supporting changes to the Building Code that would result in higher levels of efficiency while not negatively impacting consumer expectations of performance, and supporting the development of Ontario-based solutions and research will have a positive impact. Veritec Consulting Inc. supports the Government's growing commitment to the environment in general and to improving water efficiency specifically."

Bill Gauley, P.Eng. Principal, Veritec Consulting Inc.

"This legislation shows the Ontario government recognizes water conservation cuts pumping and heating expenses, quells greenhouse gases, and eliminates the costly expansion of delivery and treatment systems saving the environment and Ontario taxpayers hundreds of millions of dollars every year."

Derek Stack, Executive Director, Great Lakes United

"We are pleased that the Government of Ontario is taking bold, decisive action with the Water Opportunities Act – providing the leadership and sending a clear message that water must be managed in a manner that ensures sustainable availability of this vital and precious resource. We are also strongly encouraged by the government's plans to better align existing policies and program initiatives across the entire innovation value chain – creating the market conditions to position Ontario as a global water technology leader, and enabling Ontario's firms to capture a greater market share of the rapidly growing global water industry."

Kevin Jones, President and CEO, OCETA

"For Xogen, the introduction of the Water Opportunities Act is yet another step on the amazing journey we have been able to embark upon with the help of the provincial government and Ontario Centres of Excellence. Our patented technology has the potential to revolutionize the wastewater treatment process and create jobs at the same time. Today's announcement is a win-win for both the economy and the environment."

Angella Hughes, President, CEO, and Director Xogen Technologies Inc.

"For Purification Research Technologies Incorporated (PRTI), the introduction of the Water Opportunities Act is yet another step that will enable the commercialization of the technology we have developed with the help of the provincial government, University of Guelph and Ontario Centres of Excellence. Our patented ozone technology has the potential to literally revolutionize the application of water sterilization in the home as well as the industrial and agricultural sectors. That's going to translate into jobs and of course, improved water quality for all Ontarians."

Laura Greenway-Balner, Manager, Filtration and Purification, Greenway Home Products and Owner, Purification Research Technologies Inc.

"We're going to have to get a whole lot smarter about how we use and manage fresh water as our climate changes. With the Water Opportunities Act, the Government of Ontario is setting us on a course to much more efficient use of this vital and increasingly scarce resource, a step that will help ensure we keep our rivers, lakes and wetlands healthy for this and for future generations."

Tony Maas, Director, Freshwater Program, WWF-Canada

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Leading The World In Water Innovation And Conservation

McGuinty Government Working to Make Ontario A Clean Water Leader

NEWS

May 18, 2010

As part of its Open Ontario Plan the province is taking steps to make Ontario the leading clean water jurisdiction in North America.

To be introduced later today, the Water Opportunities and Water Conservation Act would, if passed, encourage the creation and export of innovative clean water technology, promote water conservation, attract economic development and create jobs. Among the proposals, the proposed act would:

- Make Ontario a North American leader in developing and selling water technologies and services through the creation of the Water Technology Acceleration Project (TAP) - a technology hub bringing together industry, academics and government to develop the sector and promote it abroad.
- Encourage Ontarians to use water more efficiently by creating and implementing innovative approaches to conservation.
- Strengthen sustainable municipal water planning by helping them identify and plan for long term infrastructure needs.

Ontario companies are already leading the way globally, employing 22,000 people and selling technologies and services for water around the world. These initiatives would help Ontarians use less water while paving the way for the growth of Ontario's water technology sector in the rapidly expanding global market.

QUOTES

"We want Ontario to provide the solutions the world is calling for. Innovative made-in-Ontario technology will help us conserve and protect our water, create jobs and boost our economy".
— John Gerretsen, Minister of the Environment

"Ontario has what it takes to be a major player in the global market for water and wastewater technology. By bringing our strengths in cleantech companies and research together with major water consumers from around the world, the Water Technology Acceleration Project will help us capture a bigger piece of that market, support innovation and create more jobs for Ontarians."
— John Milloy, Minister of Research and Innovation

QUICK FACTS

- Water and wastewater technology is the largest sub-sector of Ontario's environment industry generating \$1.8 billion in sales.
- The water technology sector is valued at more than \$400 billion worldwide, doubling every five to six years.
- Only one percent of the world's water is fresh and renewable.
- On average, Ontarians use 260 litres of water per day – twice as much as countries like Germany and the UK.
- Five minutes of rinsing dishes under a faucet uses up to 95 litres of water.

LEARN MORE

Read about the proposed [Water Opportunities and Water Conservation Act](#).

Watch a [video](#) about an innovative Ontario water tech company that's already making a difference.

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The Proposed Water Opportunities And Water Conservation Act

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Scheduled for introduction later today, the Water Opportunities and Water Conservation Act, would, if passed, drive innovation, create economic opportunities, sustain water infrastructure and promote water conservation. The proposed act and its complementary initiatives would achieve three key outcomes:

- Making Ontario the North American leader in developing and selling new technologies and services for water conservation and treatment at home and around the world.
- Creating an integrated approach to water infrastructure planning to achieve long-term sustainability.
- Helping Ontarians use water more efficiently.

MAKING ONTARIO A NORTH AMERICAN LEADER

The proposed act would make Ontario a North American and world leader in the growing global field of innovative technologies and services by:

- Creating a new partnership of internationally recognized experts in water technology, researchers, and innovators (Water Technology Acceleration Project) to help bring new innovative water solutions and technology developed in Ontario to domestic and international markets.
- Creating jobs as part of a growing water technology and services industry in a strong Ontario economy.

STRENGTHENING MUNICIPAL WATER SUSTAINABILITY PLANNING

The proposed act would help municipalities improve the efficiency of municipal infrastructure and services by:

- Looking for innovative, cost-effective solutions to solve water challenges including water conservation.
- Optimizing systems and improving water conservation.
- Identifying opportunities to demonstrate and implement new and emerging Ontario water technologies and services.
- Moving towards measures and targets to demonstrate progress.

USING WATER MORE EFFICIENTLY

The proposed act aims to encourage efforts to significantly reduce Ontario's residential water use. It would also:

- Allow the government to bring in water efficiency labelling like the WaterSense program in the United States for appliances and consumer products such as faucets, showerheads, and rain sensors. WaterSense products are generally about 20 per cent more water efficient than average products.

- Allow the government to require standardized information about water use on water bills
- Enable government to demonstrate leadership through considering water conservation in procurement and through conservation planning by all public agencies.

NEXT STEPS

The government will continue to consult widely with the public, municipalities and stakeholders as the legislation moves forward and as new regulations are developed, if the act passes.

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