



Innovation Workshop – May 4, 2009

Introduction to Western Economic

Diversification Canada

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Overview

- Mandate and Priorities
- Our Role in Promoting Innovation
- Evaluation of a Potential Cleantech Project
- Elements of a Successful Cleantech Application
- Past Projects
- Thank you and Questions



Mandate and Priorities

Mandate

- Promote the development and diversification of the western Canada economy
- Advance the interests of the West in national economic policy

Strategic Priorities

- Technology commercialization
- Trade and development
- Business productivity and competitiveness
- Rural diversification

A stronger West. A stronger Canada



Our Role in Promoting Innovation & Economic Development

WD is supporting the development of the technology sectors in BC and Western Canada through:

- Investing in projects
- Building partnerships
- Policy, research and advocacy



Investing in Innovation Projects

WD supports projects that align with our four strategic priorities.

Our Approach and Type of Investments

- Development of internationally competitive clusters that have potential to create growth and wealth in the economy.
- Support applied research and development activities.
- Technology commercialization and adoption.
- Development of highly skilled personnel.
- Enhancement of knowledge infrastructure.
- Technology Linkages.
- Trade and Market Development.
- Foreign Direct Investment.



Evaluation of a Potential Project

- **Eligibility:** Client must be a not-for-profit, private sector support, project must be eligible.
- **Viability & Sustainability of Project and Client:** solid business plan, scope etc.
- **Economic Benefits of the Project:** align with department mandate and priorities, support other federal strategies, deliverables.
- **Incremental:** activities, costs and economic benefits.
- **Resources:** WD budget/Budget 2009 Programs



Elements of a Successful Proposal

- Eligible proponent
- Broad stakeholder support and consultation
- Other stakeholder involvement and funding
- Non-government funding
- Solid Project Management
- Good business case and clear project scope
- Incremental funding, not core funding
- Clear deliverables, outcomes and results
- Tangible, measurable and short to medium term economic benefits



Past Projects

WD has contributed to cleantech projects
in the following areas:

- **Alternative Energy** (e.g. support sector development in the areas of solar, ocean energy, fuel cells and renewable fuels).
- **Green buildings**
- **Sustainable services**
- **Water and wastewater**
- **Soil Remediation**



Past Projects (con't)

- For several years WD made a number of investments in the fuel cells cluster in BC...one of the largest in the world.
- Ocean Technology (VENUS, NEPTUNE Canada, OTTB)
- Centre for Shellfish Research



Past Projects (con't)

- In fiscal year 2007/2008 WD approved six cleantech projects in BC for \$2.6M.
- These approved projects related to green building technologies and services, biofuels, fuel cells, sustainable energy technologies.
- To date, in fiscal year 2008/2009, WD has had several projects in BC approved totaling \$4.6m with several other projects currently under review.



And coming your way soon.....

THANK YOU!

And there is time for a couple of
quick questions before the
one-on-one sessions.