

Environmental Performance Verification (EPV)

An Effective Decision Support Tool

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OCETA Overview and Mandate

- Private sector, not-for-profit organization
- Established in 1994 as one of three Canadian Environmental Technology Advancement Centres
- Public policy mandate
 - Clean air, water and soil
 - Delivery agent for government programs
- Accelerates commercialization and application of environmental technologies
- Promotes sustainable business practices



ETV Canada (Division of OCETA)

- **OCETA is the sole licensee** of the Government of Canada's Environmental Technology Verification Program (established in 1997)



Independent third party verification of performance claims for technologies and processes, based on sound science, high quality data and recognized protocols



Shared Responsibility

- Issues are addressed and problems are solved by choice
- Consumers, investors, policy developers and those responsible for decisions all have options and must make choices
- The governance structure and the processes which guide our decisions must be inclusive, transparent and fair
- This is a shared responsibility



Need for EPV

- Decision-makers need assistance in identifying priority issues and realistic expectations for performance
- Verification against well-defined performance objectives leads to informed decision-making
- Reliable information creates a level playing field for solution providers, solution adopters and other stakeholders



Key Stakeholders

Solution adopters within corporations and government agencies:

- Advice on innovative solutions for informed procurement decisions

Financial institutions, funding agencies and regulatory authorities:

- Better information for characterizing and quantifying risk to mobilize financial resources and responsible investment

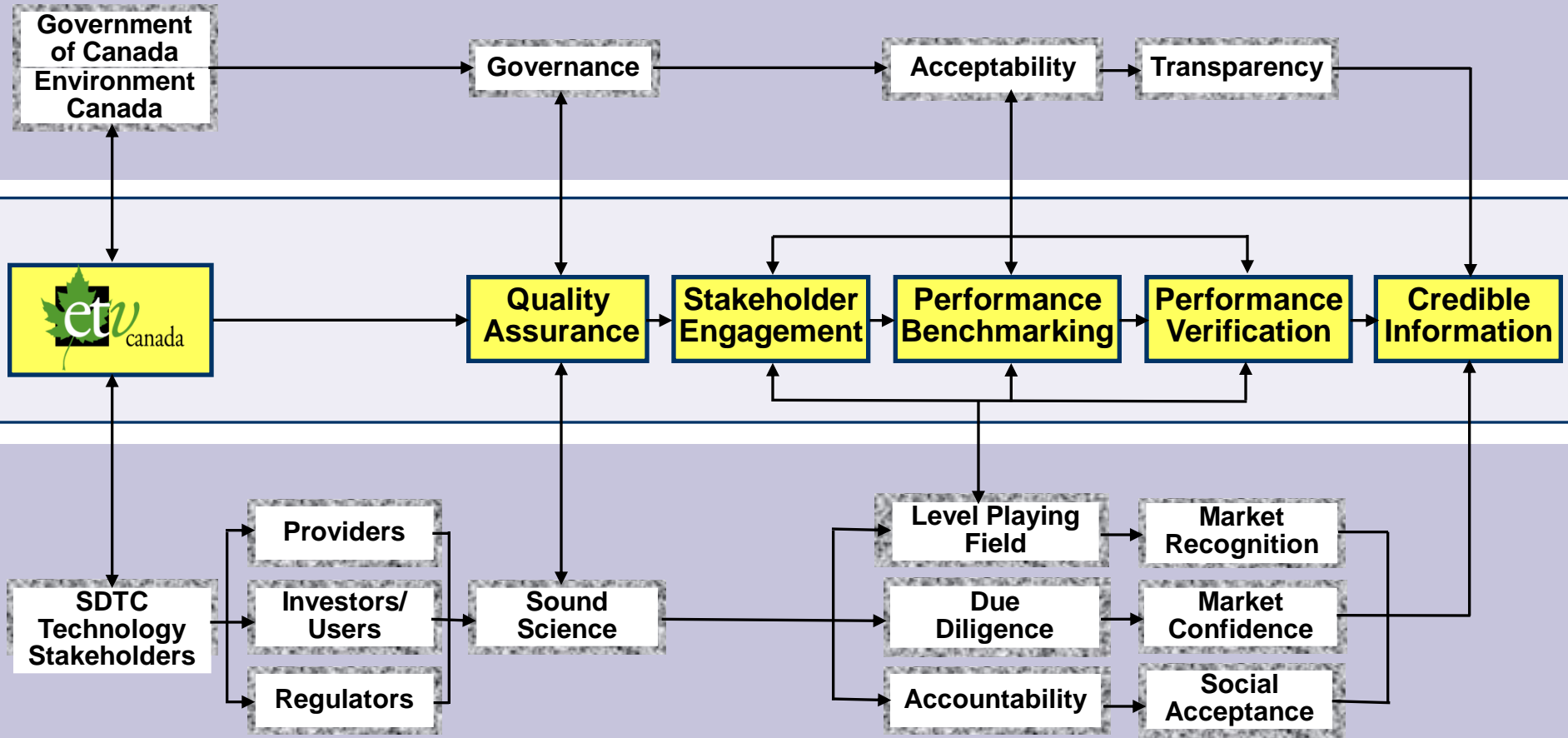
Solution providers:

- Level playing field
- Credible data to profile performance claims

Technical experts:

- Sound science to guide good decisions

Environmental Performance Verification Shared Responsibility





Making Performance Information Transparent

- Essential requirement for effective decision making
- Important for stakeholders to identify relevant criteria and performance benchmarks to guide measurement and reporting activities
- Need to manage expectations from the outset to avoid misinterpretation of performance information
- Result - Efforts to support the marketing of innovative technologies and to build receptor capacity are more likely to succeed



Meeting the Challenges

Promoting awareness and building capacity:

- Implementing proactive approaches to engage stakeholders in key sectors
- Integrating performance verification with other societal objectives

Distributed delivery networks and partners:

- Strengthening capacities of verification through currently available networks and alliances – continuous learning
- Building linkages with other performance assessment and reporting initiatives

Inter-jurisdictional Cooperation:

- Linking to government policies, priorities and verification needs
- Establishing a Quality Management System consistent with accepted international practices (i.e., ISO)
- Strengthening institutional mechanisms for cooperation and collaboration (i.e., protocols, test methods, conformity assessment and accreditation)



Path Forward

Performance Verification:

- Supports policy, regulatory and procurement decisions needed for successful implementation of environmentally sound solutions
- Encourages technology innovation and provides policy and regulatory certainty for industry which enhances competitiveness and sustainable growth
- Provides reliable verified information for effective risk assessment and management, including accurate quantification and verification of baselines and performance benchmarks
- Recognizes of multiple “starting points” and different stakeholder needs, experiences and expectations
- “Iterative” approach permits the inclusion of new information as part of a continuous learning process

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Questions / Comments ?