

OCETA

The Ontario Centre for Environmental Technology Advancement (OCETA) has the core mandate to provide business services to small and medium-sized enterprises (SMEs) that are commercializing new technologies in the environment and energy sectors. OCETA is one of three Canadian Environmental Technology Advancement Centres established by the federal government to strengthen and grow Canada's environmental industry. Incorporated in 1993 as a private sector, not-for-profit company, OCETA operates at arm's length from government.

Since 1999, OCETA has also been working with all levels of Government to deliver and market programs to improve the energy and sustainable performance of Canadian manufacturing sectors. A major component of these programs is the organization and delivery of workshops to plant managers, energy managers and company executives. These initiatives, which focus on SMEs, include:

- Natural Resources Canada's (NRCan) Industrial Energy Audit Incentive Program (delivered across Canada)
- Energy Efficiency and Innovation Programs for the Ontario Food Processing Industry
- Toronto and York Region Pollution Prevention Programs
- Regional Municipality of Waterloo's Business Water Quality Program
- Environment Canada's (Ontario Region) Business Air Quality Program for S-W Ontario

OCETA also co-manages the "about Remediation" web site and is a leader in the development of the Canadian Brownfields Network.

Services to SMEs

OCETA provides a comprehensive range of environmental, technical and business services to SME clients. OCETA works closely with these clients to analyze their specific requirements and development status to develop a custom-made suite of services. OCETA has assisted an average of 150 SME clients annually. Over this period, a gradual evolution of OCETA's services has led to a variety of direct and indirect assistance to the SME.

OCETA provides free initial consultations and mentoring services to SMEs to understand the stage of development of the technology, the market that the SME wants to enter and the status of financing within the company. A Confidentiality Agreement is typically signed with the SME.

OCETA, with its wide network of partners, can assist the SME with:

- Business plan development
- Market research
- Prototyping
- Patent protection
- Research and development tax credit assessments
- Financing
- Testing and verification planning

OCETA has the exclusive license to deliver the Federal Government's Environmental Technology Verification (ETV) program. This program is delivered through ETV Canada Inc., a subsidiary of OCETA. ETV Canada provides third party independent verification of performance claims made by technology proponents. Successful companies can then use the performance guarantee and the ETV logo to market their product.

A. Environmental Technology Development Application Program (ETDAP)

The Environmental Technology Development Assessment Program (ETDAP) promotes an efficient commercialization of new technologies and augments the supply of innovative environmental solutions. It is effectively a pre-cursor to the ETV program. The proponent is provided with a report on the candidate technology incorporating a market review and

technical assessment, as well as an estimate of the cost and time required to achieve technology verification. The approach taken in analyzing each of these two areas is as follows:

Focused Market Review and Application - For example, the performance requirements to meet existing or anticipated regulations and any industry standards are determined. If no existing regulatory regime is in place, client expectations for performance are determined in order to provide a competitive performance advantage as a basis of market entry.

Technology Assessment - A technical data gathering roadmap to identify the critical, quantitative performance characteristics needed for technology commercialization success are identified, and the performance of the proponent is assessed. Appropriate verifiable environmental performance criteria are determined with the technology proponent.

The cost for an ETDAP is in the range of \$5000-7000 per technology, depending on the technology and the intended market.

If the company wishes to proceed with verification, through the ETV Canada Program, a formal verification application fee of \$1000 will be required.

B. Market Planning

OCETA undertakes more detailed market planning studies for SMEs aimed at better understanding the market they plan to enter and which will be a major component of their business plan. This study assumes that the technology

has been verified and that a specific performance claim has been determined. This type of study would include market and product situation analysis, competition assessment, a SWOT (strength, weakness, opportunity, threat) analysis, drivers and barriers identification, potential partnerships and propose a marketing strategy.

OCETA has recently undertaken such studies internally for clients in the areas of energy efficiency, alternate energy, food processing, waste recycling and water treatment. Cost for such a study depends on the level of detail required by the client.

Typical fees for this service are in the \$4000-6000 range.

SMEs, developing new products, need to know what market to target, how to price the product, how and where to sell it, but importantly in the early stages, that the technology will operate to a certain standard of performance and reliability. To help them along this pathway, OCETA has a number of services to assist SMEs and to provide a route for successful technology development and commercialization.

C. Identification of Government Programs for Technology Development and Commercialization

There are support programs at all three levels of Government that can assist the SME in the development and commercialization of technology. The following chart (courtesy of Environment Canada) shows the potential Federal programs that an SME can use as they migrate from R&D to commercialization.

There are a number of funds that OCETA can help SMEs evaluate:

- Natural Resources Canada's Energy Funds (eg: Wind Energy R&D, Industrial Energy R&D, Emerging Technology, Renewable Energy Deployment and Building Energy Technology Programs)
- Climate Change Funds (ie: Technology Early Action Measures, Sustainable Development Technology Canada and the Green Municipal Funds)
- Pre-commercialization (ie: Technology Partnerships Canada and TPC/IRAP)





OCETA will continually upgrade its services for SME support and provide innovative products and services to companies to help grow their business.



Ontario Centre for Environmental Technology Advancement

The Ontario Government is developing programs in the environmental and energy area that may complement the Federal initiatives.

OCETA can assist the SME not only with the identification of the most suitable programs, but also with the application process. OCETA can also help identify potential partners for the SME.

OCETA's cost for this service is \$800 per diem.

D. Profiles

OCETA publishes an independently reviewed Technology or Business Profile. These are typically two-page summaries in either 2-colour or full-colour format. OCETA has produced over 100 Profiles that feature leading edge Canadian environmental and energy technologies and companies. Examples can be viewed at www.oceta.on.ca/catalogue.htm



The cost to produce a profile and have it available electronically on OCETA's website is \$1000. Printing costs are extra if a client requires hard copies.

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Business Services to Small & Medium Sized Enterprises