



**Canada's Environment Industry** provides a wide range of:

- alternative energy
- conservation
- control
- enhancement
- pollution prevention
- protection
- remediation

technologies, products and services which provide solutions to environmental issues related to our ecosystems.

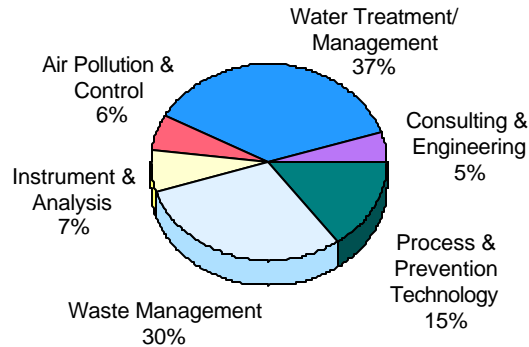
Environment companies across Canada represent a vital component of our country's economic growth.

Environmental technologies continue to add value to other key segments of our economy by providing jobs and economic growth for the local, provincial and regional economies. The sector is a key contributor to enhancing ecosystems and improving the quality of life within Canada by reducing harmful pollutants that may impact our health and environment.

The Canadian Environment Industry Association (CEIA) plays an important role in promoting Canadian industry as a world leader in the use and provision of environmental products, technologies, and services.

**The global environmental market exceeds \$700 billion..**

**Global Environmental Market by Sector 1998**



Source: Environmental Business International 1999

**Some Canadian Technologies...**

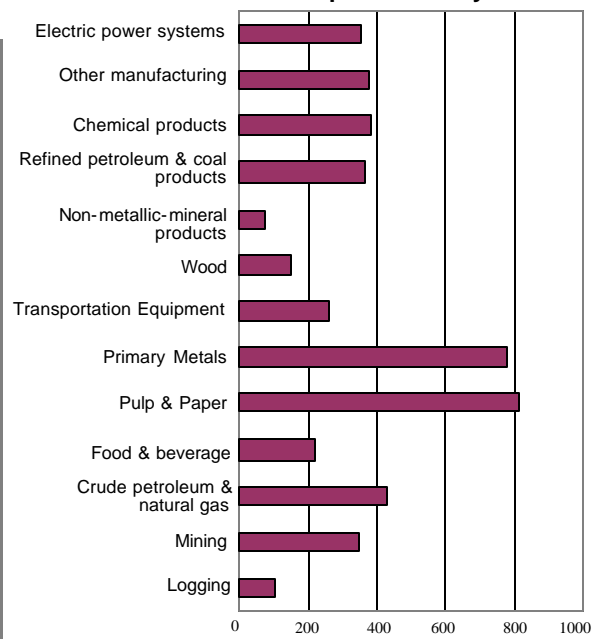
- Membrane Systems
- UV Technology
- Fuel Cells
- Environmental Management Systems
- Biological Waste/Water Treatment

**...and the Canadian environmental industry is seizing these global opportunities.**

**Trade Performance**

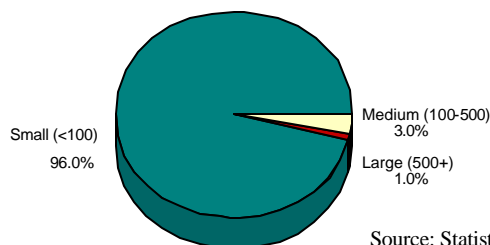
- Canadian companies exports is estimated at approximately \$1.5 billion (Source: IC/SC 1999)
- Annual export growth from 1998 to 1999 was 30% (Source: IC 1999)
- The Canadian market is estimated to be \$22 billion (Source: CCHREI 1999)
- Small- and medium-sized firms form the backbone of the industry's 6,000 companies (Source: SC 1999)

**Environmental Expenditures by Sector**



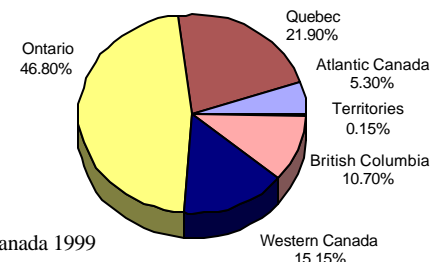
Capital and Operating Expenditures (\$ Millions)  
Source: Statistics Canada 1999

**Firm Size by Employment**



Source: Statistics Canada 1999

**Environment Industry Revenues**



Industry Industrie  
Canada Canada



## Future Growth and Direction

Continuous generation, adaptation and integration in the development of marketable technologies, products and services is essential to innovation and competitiveness in Canada's environment industry. Increasing pressure on industry to demonstrate its commitment to sustainable development presents both challenges for industry and policy makers, as well as growth opportunities for the evolving environment industry domestically and internationally.

As the environment adapts to a number of emerging market forces, it is becoming a broader and more robust sector.

## Clean Production

Re-engineering industrial processes to reduce pollution at source rather than at end-of-pipe is generating cleaner production technologies and services and increased industrial eco-efficiency. These front-end solutions are enabling firms to improve their resource use efficiency and enhance productivity, while eliminating or reducing pollutants, thereby minimizing risk, potential liabilities and associated costs.

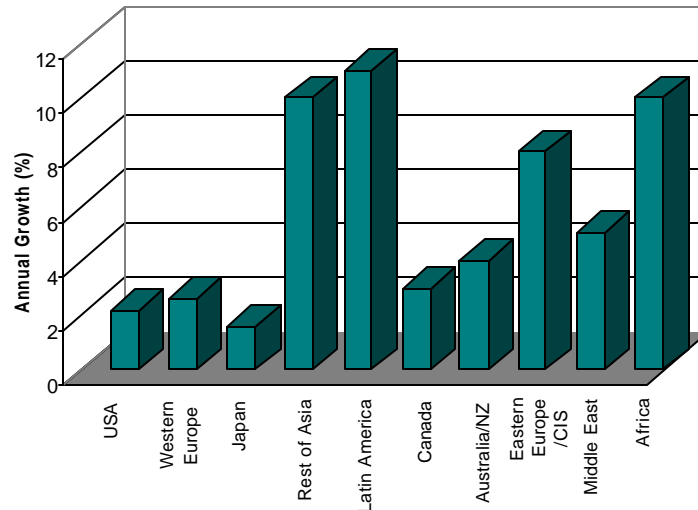
## Climate Change

Canada's commitment to climate change under the Kyoto protocol, and the need to evolve technologies, products and services to reduce greenhouse gas emissions, presents both domestic and global opportunities for Canadian environmental solutions.



## Global demand for environment technologies and services is on the rise...

Global Environmental Market Growth



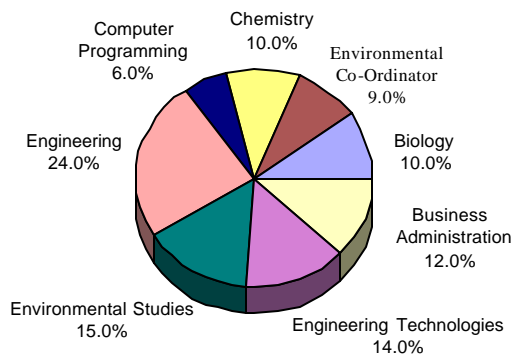
Source: Environmental Business International 1999

### The Demand

- Sub-sectors with the most significant projected annual growth are:
    - Solid waste management (21.2%)
    - Water utilities (15.6%)
    - Water treatment works (14.6%)
- (EBI 1999)

## ...and the Canadian Environment Industry has the right people for the job.

### Expertise Among Environmental Practitioners



Source: CCHREI 1999

For more information on this industry, please contact:

Environmental Affairs Branch  
Industry Canada  
235 Queen Street  
Ottawa, Ontario K1A 0H5  
Tel: (613) 954-3080  
E-mail: [bradet.lucien@ic.gc.ca](mailto:bradet.lucien@ic.gc.ca)  
Web: <http://strategis.ic.gc.ca/environment>

Canadian Environment Industry Virtual Office  
<http://VirtualOffice.ic.gc.ca>  
Canadian Environment Industry Association  
<http://www.ceia-acie.ca>

Ce document est aussi disponible en français

### The People

- 9500 public and private organizations employing in excess of 220,000 environmental practitioners
- 50% have a university degree or a college diploma
- This number is expected to increase by 14% between 1998 and 2001
- 3<sup>rd</sup> largest employment sector following pulp & paper and the chemical industry (CCHREI 1999)



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