

***Qualitative Research on
Broad Approaches to
Addressing Climate Change***

Final Report

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Table of Contents

METHODOLOGY	1
KEY FINDINGS	2
PRINCIPALES CONSTATATIONS.....	3
DETAILED FINDINGS.....	5
Top-of-Mind Views on the Environment and Role of Government.....	5
Environmental Issues Viewed as Urgent; But, Government Not Seen as Taking Action	6
Overall Reaction to Ideas Tested	7
Incentive-based Approaches Most Appreciated	9
Ideas to Foster New Technologies Viewed Favourably.....	9
There is Some Sense that Consumers are Turning Ggreen	10
Industrial Initiatives Viewed Least Positively	11
Emissions Credits Widely Disliked and Not Well Understood.....	11
Green Government Welcomed as Leadership by Example.....	12
Partnerships Seen as Necessary.....	13
APPENDIX I – SCREENER	15
APPENDIX II – MODERATOR’S GUIDE	18
APPENDIX III –MODERATOR’S GUIDE (FRENCH)	22

METHODOLOGY

- Ipsos-Reid conducted 6 focus groups, 2 each in Calgary, Toronto and Montreal on February 24, 2005.
- Group participants included Canadians who are interested in current events (as indicated by the fact that they follow the news on a daily basis).
- Participants were separated into different groups based on whether they view action on climate change as more urgent or as less urgent (those who view climate change as either extremely urgent or as not at all urgent were screened out).
- Participants were presented with a range of possible options/elements that could be included in a climate change plan and asked for their opinions and perceptions of the initiatives and the Government.

Note: While not representative of the entire population, focus groups do provide a proxy for how Canadians are likely to respond to communications that raise awareness and understanding of the Government's approach to addressing climate change.

KEY FINDINGS

Climate change and greenhouse gases are not top of mind. There is little to no awareness of any government “action” taken to date. While most participants in Toronto and many in Calgary know that Canada has signed the Kyoto Accord (and the United States has not), fewer in Montreal were aware, particularly among those who feel action on climate change is less important. Very few participants feel that Canada has made any progress or taken any concrete steps to address Canada’s Kyoto commitments. There is a sense of urgency and a feeling that nothing is happening.

Participants were presented with a series of ideas that included initiatives organized under the following themes:

- Clean fund for climate change (including emissions credits);
- Tax incentives;
- Green government;
- Building partnerships (among levels of government);
- Getting consumers on board; and,
- Industry initiatives.

The overall response to these ideas is positive. After seeing all the elements, most participants felt slightly more optimistic about the prospects for a cleaner environment. Others felt that the actions are long over due and questioned the government’s ability and will to implement everything over the long-term.

While the ideas presented are generally viewed favourably, participants did not feel they had enough background information or context to know fully whether the ideas are good ones or not.

In addition to lacking the context the package lacks a clear statement of benefits. Other than “reducing emissions” there are no statements about how these initiatives will lead to real benefits for them personally.

There was also some frustration with the way the ideas were presented, as they are largely statements of intent without specifics at this time. Most wanted concrete examples and details about how the government’s plan would impact their lives, the economy and lead to a cleaner environment in Canada.

PRINCIPALES CONSTATATIONS

Le changement climatique et les gaz à effet de serre ne viennent pas spontanément à l'esprit des répondants. La sensibilisation aux mesures gouvernementales prises jusqu'ici est quasi inexistante. Alors que la plupart des Torontois et une bonne partie des répondants de Calgary sont au courant que le Canada a signé l'accord de Kyoto (et que les États-Unis ne l'ont pas fait), on trouve moins de gens à Montréal qui savent la même chose, particulièrement chez ceux qui pensent qu'il est moins important d'agir contre le changement climatique. Très peu de participants sont d'avis que le Canada a fait des progrès ou pris des mesures concrètes pour honorer ses engagements envers Kyoto. Il y a un sentiment d'urgence et une impression que rien ne se passe.

On a soumis aux participants une série d'idées comprenant des initiatives organisées en fonction des thèmes suivants :

- Fonds éco-net de lutte au changement climatique (avec crédits d'émission);
- Incitatifs fiscaux;
- Écogouvernement;
- Créer des partenariats (entre ordres de gouvernement);
- Faire participer les consommateurs;
- Initiatives de l'industrie.

La réaction à ces idées est généralement positive. Après avoir pris connaissance de tous les éléments, la plupart des participants se sentent un peu plus optimistes quant à la perspective d'un environnement plus sain. D'autres trouvent que ces mesures se font attendre depuis longtemps et mettent en question la capacité et la volonté du gouvernement de tout mettre en œuvre à long terme.

Bien qu'ils voient ces idées d'un œil favorable, les participants trouvent qu'ils ne connaissent pas assez bien le contexte pour vraiment savoir si elles sont bonnes ou non.

Outre ce problème de mise en contexte, l'offre ne fait pas clairement ressortir les avantages. À part la « réduction des émissions », il n'y a pas d'affirmation qui explique comment ces initiatives se traduiront par des avantages concrets pour les participants.

Il y a également une certaine frustration relative à la façon dont les idées sont présentées, puisqu'il s'agit essentiellement de déclarations d'intention qui demeurent imprécises aujourd'hui. La plupart des répondants veulent qu'on leur explique, par des exemples concrets, comment le plan gouvernemental influencera leur vie quotidienne et l'économie, et assainira l'environnement au Canada.

DETAILED FINDINGS

Top-of-Mind Views on the Environment and Role of Government

When initially asked about the most pressing environmental issues “climate change” (and/or “Kyoto”, “greenhouse gases”) is not mentioned nearly as often as air and water quality, waste management, lack of public transport, industrial pollution, etc.

“Water quality, how much water is going to be left?”

“Alternative fuel sources such as diesel or wind”

« Les automobiles et l’industrie »

“Pollution. Deforestation. Running out of water”

“Air pollution, global warming, waste (garbage), increasing population, conserving energy”

« La qualité de l’eau. Les déchets... enfouissements »

There is little to no awareness of any government “action” taken to date. While most participants know that Canada has signed the Kyoto Accord (and the United States has not), fewer in Montreal were aware of any details, particularly among those who feel action on climate change is less important. Very few participants feel that Canada has made any progress or taken any concrete steps to address Canada’s Kyoto commitments.

(Canada is participating, US is not)

“I don’t understand Canada participating without the U.S., it means nothing”

“I didn’t know they had an option not to participate in something that affects the whole world”

(No progress on the part of the government)

“Although the government has a five year plan in place there does not seem to be any steps outlined”

« Le gouvernement de donne pas l’impression qu’ils savent ce qu’ils peuvent faire ou du moins ne savent pas le communiquer »

“Most money goes into healthcare, they have other things on their mind, they really have to take a proactive approach rather than a reactionary approach in 15 years”

« Le gouvernement est sensibilisé mais procède très lentement »

In Toronto, most had seen the Rick Mercer advertisement for the One Tonne Challenge whereas awareness in Montreal of the Pierre Lebeau ads was more limited. None of the participants could articulate what the challenge is about or why it is important. They had no understanding of why they would want to participate or even what a tonne is. In contrast the EnerGuide and Energy Star programs were mentioned as positive ways to educate consumers and encourage the purchase of energy efficient appliances.

“I saw the one tonne challenge commercial but don’t know what it is”

“He should just explain it (the challenge). We still don’t know what it is”
 “I saw it on TV, I still don’t know what it is”
 « [Le défi une tonne] ça nous touche pas ! »
 “EnerGuide, it’s smart because it bills you based on when you use it and they can shut off your air conditioner if it’s close”
 “Building a new house, if you load the house with these products the government will give you a rebate”

Because of this lack of awareness of government actions to address climate change, most participants seemed pleasantly surprised to learn that the government is actively looking at a series of measures to address climate change. However, there is the usual scepticism with regard to government efficacy and some concern regarding the likely global impact given Canada’s relatively small stature in the world. Most do not feel that Canada is a significant source of greenhouse gases.

“I like that the government is thinking about it. They’re on the right path, but the implementation has not been good”
 “They are thinking and acknowledging [climate change]”
 “They aren’t just sitting there doing nothing, they are doing something proactive”
 “It sounds like they are at least trying to do something”

Environmental Issues Viewed as Urgent; But, Government Not Seen as Taking Action

While participants are unclear on the scope of the problem or the real benefits of addressing climate change and reducing greenhouse gases, they also seem to have considerable anxiety that nothing is being done.

“The government is taking a very long time to even acknowledge global warming, they are always lagging behind. Ten years later you hear them doing something”
 “Some goals were set with Kyoto but I’m not sure if we are actively doing anything yet”
 « Ce sont des enjeux très grands et on dirait qu’ils sont en attente »
 “We are at a point where we need to start worrying about it, the whole world needs to change”

There is a sense of urgency in the way they talk about the issues. They have heard years of talk and they feel that they are seeing climate change at work (floods, unseasonable temperatures, storms, etc.) and while they can’t put their finger on what needs to be done they do feel that something has to happen before it’s too late. Many participants in Montreal mention recent episodes of persistent winter smog as a wake-up call.

“The unpredictable weather patterns, I guess there are shifts and these are having an effect”

"A scientist named Beaderman said in 50 years the world will not be the same. Poly fluoro carbons will take 10,000 years to decompose"

While they want the government's approach to be considered, balanced and all encompassing (i.e. you can't just address part of the problem), they also support taking action in the areas where progress can be made sooner rather than later.

"I feel positive and every step is a small step...takes time for people's lifestyles to change. Sooner or later we will get there"

"What we can do now, let's just do"

"It would be better if they can do implement at least a couple of these, but the longer they wait, the worse it will be"

"Now is the time to change fossil fuels for clean air"

Overall Reaction to Ideas Tested

Participants were presented with a series of ideas to address climate change that included initiatives organized under the following themes:¹

- Clean fund for climate change (including emissions credits);
- Tax incentives;
- Green government;
- Building partnerships (among levels of government);
- Getting consumers on board; and,
- Industry initiatives.

The overall response to these ideas is positive...

Their overall response to the package of initiatives is largely positive with most feeling that they would be effective and that they show the Government is moving in the right direction.

After seeing all the elements, most participants felt slightly more optimistic about the prospects for a cleaner environment. The biggest criticism among participants was the sense that the ideas presented were not concrete enough to make a difference.

¹ For a full text of the ideas presented, please see the Moderator's Guide under Appendix II.

Others felt that the actions are long over due and questioned the government's ability and will to implement everything over the long-term.

...But, the initiatives are not positioned very well.

While the ideas presented are generally viewed favourably, participants did not feel they had enough information or context to know fully whether the ideas are good ones or not.

Participants expressed frustration that they did not know enough about climate change (the seriousness or scope of the problem) to understand for sure if the Government was headed in the right direction.

Some worried that without this information they wouldn't know if government is focusing on the correct areas; others questioned the science behind climate change altogether.

There is a strong desire for real-world information and an idea of tangible impacts on the environment both positive and negative.

The kind of information they wanted/needed to know to form a clearer picture is:

- What are the biggest sources of greenhouse gases?
- What will happen if climate change is not addressed?

In addition to lacking the context the package lacks a clear statement of benefits. Other than "reducing emissions" there are no statements about how these initiatives will lead to real benefits for them personally.

There is nothing that links reducing greenhouse gases to environmental issues that are more apparent in Canadians' daily lives, such as:

- Clean water;
- Clean air;
- Less smog;
- Improved health;
- Less respiratory illness;
- Cost savings from conservations; and,

- How things will be better in my back yard and in my community.

There was also some frustration with the way the ideas were presented, as they are largely statements of intent without specifics at this time. Most want concrete examples and details that answer key questions:

- What is being done?
- For whom or what purpose?
- What will the impact be?
- Where is it happening?
- How much money is it going to cost?
- When will it happen?

Participants also expressed the view that the language used needed to be more simple and clear with less jargon.

Incentive-based Approaches Most Appreciated

Tax incentives and funds to offset the costs of reducing emission were viewed more positively than any of the possible punitive measures. Many felt that incentives, voluntary actions and consumer demands are the best ways to initially address the issue of climate change. However, the stronger environmentalists with the groups were quick to note that if this fails regulatory measures and more punitive approaches would be required to ensure compliance and progress.

“These are excellent, all forward looking and really about change”

“I would be glad to get some money plus helping the environment would be perfect”

“I think the incentives need to be defined really well. Everybody wants a better cleaner environment but it needs to be affordable for this to work”

« Il faut garder l'incitatif au premier plan pour que les gens suivent »

Ideas to Foster New Technologies Viewed Favourably

Putting money into research and development for future solutions to environmental problems and for the development of new, clean technologies was seen to be far more positive than trying to address old industries.

“I would rather go with new technology unless the old can adapt with the new”

« La recherche et le développement est la meilleure manière, la plus écologique »

Whether it is solar power, wind power, fuel cells or hybrid automobiles, harnessing new technology was seen as the most positive and most effective long-term solution.

"I would like to change to wind power but they want to charge a higher cost. It is frustrating when you want to do the right thing but you just can't afford to"

"I think we are always going to have to be changing because of new technologies"

Among some participants there is a sense of techno-fatigue similar to that experienced by someone who spends top dollar on a new computer only to find that it is obsolete six months later. Some participants worry that industries and individuals who have invested in new technologies in recent years that are outmoded by a new focus on the environment should not have to bear the brunt of new regulations and requirements for greener technology.

There is Some Sense that Consumers are Turning Green

There was some sense that the public (consumers), especially the younger generation, are already starting to make green decisions and, that as this transformation continues, market forces would move the issue along faster than any government action could.

« La nouvelle génération est plus sensibilisée mais celle d'avant n'était pas confrontée à ça »

As a result of this, tax incentives and rebates to offset consumer purchases of energy saving appliances and fuel efficient vehicles or to build R2000 houses were seen as effective measures that would encourage consumer demand without having a negative impact on industrial competitiveness.

"Awareness is needed to get people on board, but there has to be cost effective"

« Le programme EnerGuide ça fonctionne à 110% »

« Quand on sauve de l'argent, les gens sont intéressés »

This trend of a "green consumer" is key to allowing the Government to portray some of the other measures (see industrial initiatives below) as a form of leadership.

That said initiatives designed to inform or sensitize consumers were not seen as especially effective or concrete.

« C'est beau d'informer mais c'est pas du concret »

In future research, it may be worthwhile to test the idea of a green economy as both environmentalist as well as a pragmatic movement toward promoting innovation in the

Canadian economy that acknowledges the growing trend towards environmentally-based consumer decisions in Canada and worldwide.

Industrial Initiatives Viewed Least Positively

In Toronto and Calgary, many participants worry that these initiatives will put Canadian industry at an unfair disadvantage to other countries and that if they are too stringent the result could be less pollution accompanied by fewer jobs and a weaker economy as industries move south to the United States and Mexico. In Montreal, participants feel that government would likely be too soft on industry and that voluntary measures would be insufficient.

"It will draw jobs away from us"

"You might as well close GM and the whole town of Oshawa will go down. We can't hit the manufacturing end, it's our income"

"Make sure there are no layoffs because it's driving the economy"

"I don't like the word voluntary, it should be mandatory"

« 'On pourrait...' – on devrait **exiger** ! Payez si vous ne réduisez pas vos émissions »

Communicating these initiatives will require careful positioning. The Government should be seen to have firm but reasonable plans, including a timeline and a series of options that allows industry to meet their targets in a fashion that works best for them and ensures their continued economic competitiveness.

"All good for industries, but there has to be some kickback. They won't get on board unless there is an advantage"

« On sent qu'ils ne savent pas trop quoi faire ou où ils s'en vont »

« Il est nécessaire d'avoir des objectifs intermédiaires pour voir une progression vers un objectif final »

"We have to remain competitive"

"Consumers have to be in the know. Unless there is a demand for them, they will not build them"

"The government needs to work with industry rather than dictate"

Emissions Credits Widely Disliked and Not Well Understood

The emission credits are poorly understood and panned as setting a bad example and as a "shell game" that shifts the environmental burden away from those responsible, both domestically and internationally. Trading credits is seen as letting environmentally unfriendly companies get away with business as usual and letting rich companies and

countries avoid their social and environmental obligations. Attempts to communicate credits as providing an incentive to those companies and countries that adopt environmental policies, and a liability to those who do not, was viewed with scepticism.

"I don't know much about this but it sounds like you might be cheating and you can't do it so you buy credits"

"What if you do have the money but you don't have a moral conscience?"

"We shouldn't do anything we can't administer. People will cheat and swindle"

"I think it is wrong to buy credits from another country. Wrong!"

« Ça incite les gros pollueurs à s'en sauver : j'ai de l'argent donc je continue de polluer »

"The point is that it requires everybody on board"

"Credits will be back room deals, not closing down the big polluters"

"I don't think it's fair at all"

"Why don't we just punish the polluters?"

"I think it's bogus that companies would be able to buy credits from other companies. That really doesn't make sense, it basically defeats the purpose"

"Sometimes companies can absorb fines, pollute the water and pay the fine. The credits sound a little like that"

In addition to the perception that credits allow some to get off the hook, they are also seen as a means to put off addressing climate change. People feel that there are no long-term gains likely under the scenarios described.

« Il faudrait un crédit qui diminue avec les années afin de les inciter à changer leurs habitudes de pollution »

In future communications, it may be possible to position credits as short term/bridge initiatives that are designed to allow industries to make the necessary changes in a reasonable timeframe while rewarding those companies and countries that rapidly adapt cleaner technologies. That said it might be best to minimize detailed or extended descriptions and discussions of emissions credit trading with the general public at this time.

Green Government Welcomed as Leadership by Example

The greening of government is seen as necessary primarily because it shows that government is willing to lead by example. However, some participants are concerned that too much emphasis might be placed in this area and that the greening of government could result in little real achievement and still cost a lot of money.

Among the most cynical participants, greening government is seen as an example of government feathering its own nest with new projects and spending initiatives. Information about how spending on green government initiatives compares to the overall picture may help to allay this criticism.

"I think it's a good thing- governments own actions tied into a more green environment"

« Il y a du concret mais on pourrait aller plus loin »

"I think it's a good idea (for the government) to show support for the concept, otherwise it's a waste"

"We are quick to point the finger. This would be one less finger to point if they are actually putting their money where their mouth is"

"Government should be setting the example"

"It ends up sour at the end. It sounds great but they should prove the technology first. It sounds good on paper but they end up spending \$300 million"

"I think it's a great idea but I feel it is more secondary. The issue is what is happening now, and it being all linked to money"

It sounds good. We should start with the government first as a role model"

"I think it's a good idea for a show of support for the concept- otherwise it's a waste"

« C'est bon, mais une fois de plus c'est dispendieux »

Partnerships Seen as Necessary

Most participants seem to understand that all levels of government must work together to be effective. Although there was some scepticism, participants seem to welcome the idea that the federal government would work in partnership to address provincial and local issues.

"I was encouraged about the budget and transportation, part of the gas tax...they made a commitment to go up to 5 cents. That's positive"

"There has to be a partnership- business and government, probably a combination of all these where we can set some realistic goals along the way, try to meet these goals and keep moving forward"

"Building partnerships between the federal and provincial governments should be done"

« Les provinces riches ne voudront rien savoir de ça ! »

« Les municipalités ont besoin d'argent, ils prendront tout ce qu'on leur offre »

Especially in Calgary, the notion that the federal government would pursue partnerships with provincial and municipal governments is viewed as a positive sign that the federal government respects and acknowledges local concerns.

"I like the idea of talking to the provinces individually instead of just doing a big policy country-wide"

Participants appreciate the notion of increased public transit and see it as both an answer to climate change but also urban congestion. Most feel it should be expanded and that a combination of incentives for use of public transit and penalties for use of automobiles should be applied to encourage the growth of public transit.

"I like putting money into public transit, more training, more public awareness of green infrastructure"

« [Il faut] rendre le transport en commun plus abordable y compris le train de banlieue »

"Having the government give back gas tax for transit is excellent"

There were some worries when it came to partnerships between the levels of government that these agreements could take time and that "politics" should not be allowed to slow down the implementation of these initiatives.

In Montreal, participants raised the point that use of any funds should be directly linked to the objective and not left to the provinces' discretion.

« Un partenariat dans ce genre d'objectif c'est essentiel mais l'enveloppe budgétaire doit aller complètement à l'environnement »

APPENDIX I – SCREENER

Good morning/afternoon/evening, may I speak with _____ my name is _____ and I am calling from the Ipsos-Reid Corporation, a national marketing research organization. We are a professional public opinion research firm that gathers opinions from people. From time to time, we solicit opinions by sitting down and talking with people. We are preparing to conduct a series of these discussions on behalf of **the Government of Canada** and are calling to see if you would be willing to participate. The discussion will take about two hours and those who qualify and attend will receive \$50 as a token of our appreciation.

Would you be interested in participating in one of these discussions, which would be held at a location in _____ on _____?

Yes **CONTINUE**
No **THANK AND TERMINATE**

Now, I would like to ask you a few questions to see if you qualify to attend.
(INTERVIEWER RECORD GENDER, DO NOT ASK)

Male (Record and ensure good mix in both groups)
Female (Record and ensure good mix in both groups)

1. Are you 18 years of age or older?
 - Yes – CONTINUE
 - No – THANK AND TERMINATE

2. Do you or does anyone in your household work in any of the following areas?
(READ LIST) IF "YES" TO ANY, THANK & TERMINATE
 - An advertising agency
 - A market research company
 - The media, that is for TV, Radio or Newspaper

3. I am going to read you a series of age categories, please stop me when I get to the one that applies to you.
 - 18 to 34 years of age
 - 35 to 55 years of age
 - 55 years of age or older

AGE QUOTAS: ensure a good mix of ages in all groups.

4. Could you please tell me what is the highest level of education you have achieved, is it?
- Less than high school
 - Some high school
 - Graduated high school
 - Some post secondary (university/community college)
 - Graduated post secondary (university or community college)

EDUCATION QUOTAS: ensure a good mix in all groups.

5. Please tell me whether you agree or disagree with each of the following statements on a scale of 0 to 10, where 0 means you strongly disagree and 10 means you strongly agree. The first/ next one is...

I try to read the newspaper or watch or listen to a news broadcast everyday.
[TAKE 3 AND ABOVE ON THE SCALE; ALL ELSE THANK AND TERMINATE]

I think it is important for Canada to address the issue of climate change.
[FOR 5 RESPONDERS: Since you're right in the middle, if you had to choose would you say you are more likely to view climate change as urgent or not as an urgent issue?]

[SPLIT RESPONDENTS INTO TWO GROUPS BASED ON THIS QUESTION: ONE NOT URGENT (2,3,4,5) AND ONE URGENT (5,6,7,8); THANK AND TERMINATE ALL OTHERS (0,1,9,10)]

Respondents who say '5' can go to either but please limit the number of respondents who say '5' to 3 per group

6. Have you attended a group discussion or in-depth interview in the past year?

Yes THANK AND TERMINATE
No CONTINUE

Wonderful, you qualify to participate in one of our discussion sessions. The session will be held on (see date/time) and will be 2 hours in duration. Please arrive 10-15 minutes early to make sure we are able to start on time.

<p>Montreal - Descarie et Complices 1440 Ste Catherine Ouest Suite 555 Tel: (416) 932-3809</p>	<p>Group 1: 5:30pm (Urgent) Group 2: 7:30pm (Not Urgent)</p>
<p>Toronto – In-Spiration 30 Soudan Avenue Suite 300 Tel: (416) 932-3809 Dial in: (416) 932-6368</p>	<p>Group 1: 5:30pm (Urgent) Group 2: 7:30pm (Not Urgent)</p>
<p>Calgary – PFI Research 703 6th Avenue SW Suite 500 Tel: (403) 234-0445 Dial in: (403) 234-0445</p>	<p>Group 1: 5:30pm (Urgent) Group 2: 7:30pm (Not Urgent)</p>

Seating is limited and we are reserving this discussion time for you. If for any reason you cannot attend, please call us toll free at

We may be reviewing some written documents in this session, so please bring along any reading glasses that you may require.

Name: _____

Day & Evening Phone: _____

Recruited By: _____

THANK YOU! WE LOOK FORWARD TO SEEING YOU THERE.

APPENDIX II – MODERATOR’S GUIDE

INTRODUCTION (5 MINUTES)

Explain to participants:

- Ipsos-Reid Group
- The length of session (2 hours)
- Taping of the discussion
- One-way mirror and colleagues viewing in back room
- Results are confidential and reported in aggregate/individuals are not identified/participation is voluntary/
- The role of moderator is to ask questions, timekeeper, objective/no vested interest
- Role of participants: not expected to be experts, no need to reach consensus, speak openly and frankly about opinions, no right/wrong answers
- Get participants to introduce themselves and their occupation/hobbies etc.

PRE-QUESTIONNAIRE: ENVIRONMENTAL ISSUES (10 MINUTES)

I would like to start by talking about the environment...

- What would you identify as the key environmental issues confronting Canada today?
- In your view is the Government of Canada headed in the right direction on environmental issues or is it off on the wrong track? Why?
- How about climate change -- is the Government of Canada headed in the right direction on climate change or is it off on the wrong track? Why?
- Would you consider environmental issues very important, somewhat important, not very important or not at all important to Canada? Why?

KEY ELEMENTS OF CLIMATE CHANGE IDEAS (45 MINUTES)

I would like to discuss some ideas from the Government of Canada’s ideas on how to tackle the issue of climate change. As I read these ideas, I’d like to discuss your views.

[FOR EACH ELEMENT HAND OUT PRINTED COPY]

A) Clean Fund for Climate Change [10-15 MINUTES]

Clean Fund for Climate Change: *This could be the cornerstone of the market-oriented action to reach our climate change goals. It might:*

- *Reimburse citizens, businesses, municipalities, provinces and territories for projects that successfully reduce or store emissions – examples include farmers who adopt low-till practices and property developers that implement district heating and renewable energy elements in building new sub-divisions. Only accredited private sector verification entities would be used to verify that project results have been achieved;*
- *Issue domestic credits, whereby companies who have not reached their permitted level of emissions reductions can lower their emissions to the permit level by:*
 - *Undertaking an activity to generate emissions reductions elsewhere; or*
 - *Buying credits from other companies that have already achieved their emissions reduction*

- *Invest in internationally recognized Kyoto emissions credits, which operate in the same manner as domestic credits. Only "green" credits – those that represent real and verified emission reductions --will be recognized.*

PROBE: Overall perception, understanding, perceptions of effectiveness, likes/ dislikes, anything missing? How best to communicate?

B) Tax Incentives [10-15 MINUTES]

Tax incentives could be used to:

- *Further strengthen Canadian fuel cell and hydrogen technology research and development;*
 - *Encourage the use of co-generation systems – those that produce both heat and electricity from the same unit;*
 - *Stimulate purchases of ultra-fuel-efficient vehicles; and*
 - *Restore brownfields - urban lands left dormant from past pollution and contaminants.*
- In addition, the Government is quadrupling its Wind Power Production Incentive.*

PROBE: Overall perception, understanding, perceptions of effectiveness, likes/ dislikes, anything missing? How best to communicate?

C) Green Government [10-15 MINUTES]

Greening Government: *As a major employer with immense purchasing power, the Government of Canada could act as a driver of change if it were to commit to:*

- *Draw 30% of its electricity from renewable sources including wind, small hydro, biomass and tidal by 2010;*
- *Make its central heating and cooling plants more energy efficient;*
- *Ensure construction of new office buildings meet the Leadership in Energy and Environmental Design (LEED) Gold Standard – buildings up to this standard use approximately half the energy required by the average federal building today;*
- *Replace its vehicles more quickly, and with more efficient alternatives including hybrids; and*
- *Adopt more stringent vehicle-use practices (i.e. anti-idling).*

PROBE: Overall perception, understanding, perceptions of effectiveness, likes/ dislikes, anything missing? How best to communicate?

D) Building Partnerships [10-15 MINUTES]

Building partnerships: *Recognizing that provinces, territories and municipalities play a crucial role in meeting Canada's challenge, the power of partnership could be harnessed by:*

- *Striking new Climate Change agreements and improving existing ones with each province and territory, which will identify goals and strategies for key economic sectors;*
- *Directing a share of Petro-Canada sale proceeds to create a new Partnership Fund to finance major technology and infrastructure investments identified in MOUs (memoranda of understanding), including clean coal, carbon storage and extending the east-west reach of clean, hydroelectric power; and*
- *Developing funds to encourage municipalities to invest in green infrastructure, such as public transit, community energy systems, solid waste management, and capacity building.*

PROBE: Overall perception, understanding, perceptions of effectiveness, likes/ dislikes, anything missing? How best to communicate?

E) Getting Consumers On-board [10-15 MINUTES]

Getting consumers on-board: *The buy-in and active involvement of citizens is critical to achieve our climate change goals. New incentives and information could be used to help consumers make greener choices, specifically through:*

- *Strengthening the existing EnerGuide home program to provide homeowners with information on energy-efficient improvements for their homes and further encourage residential energy efficiency;*
- *Increasing investments in Climate Change Centres to promote and increase access to related federal programs, services and incentives among individuals, businesses and communities; and*
- *Expanding community challenges under the One-Tonne Challenge whereby communities partner with existing community programs (when available) and develop new initiatives aimed at changing individual behaviour to reduce GHG emissions.*

PROBE: Overall perception, understanding, perceptions of effectiveness, likes/ dislikes, anything missing? How best to communicate?

F) Industry Initiatives [10-15 MINUTES]

Industry Initiatives: *Industry is the main source of both our economic competitiveness and the bulk of Canada's greenhouse gas emissions. Canada's large final emitters (LFE's) are companies in the mining and manufacturing, oil and gas, and thermal electricity, in addition to the automotive industry. These sectors produce nearly half of Canada's greenhouse gas emissions. To support continued robust economic growth and meet our goals, LFEs could be asked to reduce their greenhouse gas emissions while maintaining their economic strength and competitiveness.*

This could be achieved through initiatives that encourage greater efficiency in their operations and which would allow a wider array of cleaner choices for Canadians.

- *LFE's could be asked to reduce emissions on average 11% below what would be produced doing "business as usual" by 2010, and would have a number of options for reaching their goals, including:*
 - *Making the needed changes and upgrades to their practices and technologies to meet targets in the short term;*
 - *Contributing to the new Technology Investment Fund, which will reinvest in developing and commercializing technologies to enable substantial reductions over the long term.*
 - *Purchasing credits on the international carbon market to reach their goals.*
- *Rigorous monitoring and reporting requirements might be enshrined to achieve compliance and public accountability.*

- *Automotive sector reductions could be achieved voluntarily through improving vehicle emissions and diesel technology, producing more alternative fuel and hybrid vehicles, and developing and using fuel efficiency technologies.*

PROBE: Overall perception, understanding, perceptions of effectiveness, likes/ dislikes, anything missing? How best to communicate?

RATING ELEMENTS IDEAS ON CLIMATE CHANGE (20 MINUTES)

Considering what we've discussed, I would like you to rate the effectiveness of each of the ideas the Government of Canada is considering in its approach to climate change. <Pass out and read list of elements.> <Discuss responses.>

To review, the ideas are:

- The Clean Fund for Climate Change
- Emissions Credits
- Tax Incentives
- Green Government
- Building Partnerships among levels of government
- Getting consumers on board
- Industry initiatives

POST-TEST QUESTIONS (10 MINUTES)

I would like to revisit a few of the questions we started with...

- Based on what you've heard, what would you identify as the key environmental issues confronting Canada today?
- In your view is the Government of Canada headed in the right direction on environmental issues or is it off on the wrong track? Why?
- How about climate change -- is the Government of Canada headed in the right direction on climate change or is it off on the wrong track? Why?
- Would you consider environmental issues very important, somewhat important, not very important or not at all important to Canada? Why?

CONCLUSION (5 Mins)

Any additional comments, questions? Thank on behalf of Ipsos-Reid and say good night.

APPENDIX III –MODERATOR’S GUIDE (FRENCH)

INTRODUCTION (5 MINUTES)

Expliquer aux participants :

- Société Ipsos-Reid
- Durée de la rencontre (2 heures)
- Enregistrement de la rencontre
- Miroir d'observation et collègues dans la salle attenante
- Les résultats sont confidentiels et compilés sous forme statistique/les personnes ne sont pas identifiées/la participation est volontaire.
- Le rôle du modérateur consiste à poser des questions et à veiller au bon déroulement de la rencontre. Il est objectif/n'a aucun intérêt direct.
- Le rôle des participants : pas besoin d'être un expert, aucun consensus n'est requis, exprimer leur opinion ouvertement et en toute franchise, pas de bonnes/de mauvaises réponses
- Demander aux participants de se présenter et de parler de leur profession/de leurs loisirs, etc.

PRÉ-QUESTIONNAIRE : ENJEUX ENVIRONNEMENTAUX (10 MINUTES)

Pour commencer, j'aimerais que nous parlions de l'environnement.

- Quels sont selon vous les principaux enjeux environnementaux auxquels le Canada est confronté à l'heure actuelle?
- À votre avis, est-ce que le gouvernement du Canada est sur la bonne voie pour ce qui est des enjeux environnementaux, ou s'il est sur la mauvaise voie? Pourquoi?
- Et en ce qui concerne les changements climatiques, est-ce que le gouvernement du Canada est sur la bonne voie dans ce domaine, ou s'il est sur la mauvaise voie? Pourquoi?
- Au Canada, quels enjeux sont plus importants que l'environnement? En quoi la question de l'environnement est-elle reliée à ces autres enjeux? Y a-t-il des enjeux qui se recoupent?

PRINCIPALES PROPOSITIONS EN MATIÈRE DE CHANGEMENTS CLIMATIQUES (45 MINUTES)

J'aimerais que nous discutons de certaines idées mises de l'avant par le gouvernement du Canada pour s'attaquer au problème des changements climatiques. Je vais vous distribuer quelques renseignements à ce sujet, et je vous demanderais d'en prendre connaissance. Nous en discuterons ensemble dans quelques instants.

[POUR CHAQUE ÉLÉMENT, DISTRIBUER UNE COPIE IMPRIMÉE]**A) Fonds écologique pour le changement climatique [10 À 15 MINUTES]**

Le Fonds écologique pour le changement climatique pourrait être la pierre angulaire de l'action qui vise le marché pour atteindre nos objectifs liés au changement climatique. Il pourrait :

- *Rembourser les citoyens, les entreprises, les municipalités, les provinces et les territoires pour les projets qui parviendraient à réduire ou à stocker les émissions – par exemple, ce peut être des agriculteurs qui adoptent des pratiques de travail minimal du sol et des promoteurs immobiliers qui intègrent des éléments de chauffage centralisé et d'énergie renouvelable dans la construction de nouveaux quartiers. Seuls des organes accrédités de vérification du secteur privé pourraient vérifier que les projets ont donné les résultats escomptés.*
- *Émettre des crédits nationaux dont les entreprises qui n'ont pas atteint leur objectif de réduction des émissions pourraient se servir pour réduire leurs émissions jusqu'au niveau requis en :*
 - *Prenant des mesures pour réduire les émissions ailleurs; ou*
 - *En achetant des crédits à d'autres entreprises qui ont déjà atteint leur objectif de réduction des émissions.*
- *Investir dans des crédits d'émissions de Kyoto reconnus à l'échelle internationale, qui fonctionnent de la même manière que les crédits nationaux. Seuls les crédits « verts » – qui représentent les réductions d'émissions réelles et vérifiées – seront reconnus.*

SONDER : Perception d'ensemble, compréhension, perception de l'efficacité, ce qui plaît/déplaît, manque-t-il quelque chose? Quelle est la meilleure manière de communiquer ces renseignements?

B) Incitatifs fiscaux [10 À 15 MINUTES]

Les incitatifs fiscaux pourraient servir à :

- *Augmenter encore la recherche et le développement dans le domaine des piles à combustible et de la technologie de l'hydrogène;*
- *Encourager l'emploi de systèmes de cogénération – un seul appareil qui produit à la fois de la chaleur et de l'électricité;*
- *Stimuler les achats de véhicules à très faible consommation d'essence; et*
- *Assainir les zones désaffectées – les terrains urbains laissés à l'abandon en raison de la pollution et des contaminants qui s'y trouvent.*

En outre, le gouvernement quadruple son incitatif relatif à la production d'énergie éolienne.

SONDER : Perception d'ensemble, compréhension, perception de l'efficacité, ce qui plaît/déplaît, manque-t-il quelque chose? Quelle est la meilleure manière de communiquer ces renseignements?

C) Un gouvernement exemplaire [10 À 15 MINUTES]

Montrer l'exemple : *En tant qu'employeur important jouissant d'un immense pouvoir d'achat, le gouvernement du Canada pourrait être le catalyseur du changement en s'engageant à ce qui suit :*

- *Tirer 30 % de son électricité de sources d'énergie renouvelables, notamment le vent, les petites centrales hydroélectriques, la biomasse et les marées, d'ici 2010;*
- *Rendre ses installations centrales de chauffage et de refroidissement plus économes d'énergie;*
- *Veiller à ce que les nouveaux immeubles à bureaux soient construits conformément à l'étalon-or du Leadership in Energy and Environmental Design (LEED) – les immeubles conformes à cette norme consomment environ deux fois moins d'énergie qu'un immeuble fédéral moyen actuellement;*
- *Remplacer ses véhicules plus rapidement et par des solutions plus efficaces, notamment les véhicules hybrides; et*
- *Adopter des pratiques plus rigoureuses en matière d'utilisation des véhicules (par exemple anti-ralenti).*

SONDER : Perception d'ensemble, compréhension, perception de l'efficacité, ce qui plaît/déplaît, manque-t-il quelque chose? Quelle est la meilleure manière de communiquer ces renseignements?

D) Constitution de partenariats durables [10 À 15 MINUTES]

Constitution de partenariats durables : *Reconnaître que les provinces, les territoires et les municipalités ont un rôle essentiel à jouer pour relever le défi du Canada; le pouvoir du partenariat pourrait se concrétiser par :*

- *La conclusion de nouveaux accords sur les changements climatiques et l'amélioration des accords existants avec chaque province et territoire, ce qui permettra d'identifier des objectifs et des stratégies pour les principaux secteurs économiques;*
- *L'assignation d'une part des recettes de Petro-Canada à la création d'un nouveau Fonds du partenariat pour financer les grands investissements dans la technologie et l'infrastructure mentionnés dans les PE (protocoles d'entente), y compris le charbon épuré, le stockage de carbone et l'élargissement du réseau Est-Ouest d'énergie hydroélectrique propre; et*
- *La mise sur pied de fonds pour inciter les municipalités à investir dans des infrastructures vertes comme le transport en commun, des systèmes énergétiques dans les collectivités, la gestion des déchets solides et le renforcement des capacités.*

SONDER : Perception d'ensemble, compréhension, perception de l'efficacité, ce qui plaît/déplaît, manque-t-il quelque chose? Quelle est la meilleure manière de communiquer ces renseignements?

E) Faire participer les consommateurs [10 À 15 MINUTES]

Faire participer les consommateurs : Une stratégie et une participation active des citoyens sont essentielles à la réalisation de nos objectifs relativement au changement climatique. De nouveaux incitatifs et de nouveaux renseignements pourraient aider les consommateurs à faire des choix plus écologiques, notamment par les mesures suivantes :

- La consolidation du programme résidentiel ÉnerGuide actuel pour fournir aux propriétaires des renseignements sur les améliorations énergétiques qu'ils pourraient apporter à leur résidence et pour favoriser encore plus l'efficacité énergétique résidentielle;
- L'augmentation des investissements dans les centres d'information sur les changements climatiques pour promouvoir et accroître l'accès aux programmes et services fédéraux connexes et aux mesures incitatives destinées aux particuliers, aux entreprises et aux collectivités; et
- L'augmentation de la portée des défis que doivent relever les collectivités dans le cadre du Défi d'une tonne. Actuellement, les collectivités créent un partenariat avec des programmes communautaires existants (s'il y a lieu) et mettent sur pied de nouvelles initiatives destinées à modifier le comportement des particuliers pour réduire les émissions de GES.

SONDER : Perception d'ensemble, compréhension, perception de l'efficacité, ce qui plaît/déplaît, manque-t-il quelque chose? Quelle est la meilleure manière de communiquer ces renseignements?

F) Contribution de l'industrie [10 À 15 MINUTES]

Contribution de l'industrie : L'industrie représente à la fois la principale source de notre compétitivité économique et la majeure partie des émissions de gaz à effet de serre du Canada. Les grands émetteurs finaux (GEF) du Canada, soit les entreprises des secteurs de l'exploitation minière, de la fabrication, du pétrole, du gaz et de l'électricité thermique, ainsi que du secteur de l'industrie automobile, produisent près de la moitié des émissions de gaz à effet de serre du Canada. Pour favoriser une croissance économique soutenue et vigoureuse et atteindre nos objectifs, on pourrait demander aux grands émetteurs finaux de réduire leurs émissions de gaz à effet de serre tout en maintenant leur force économique et concurrentielle.

Ils pourraient y parvenir en mettant en place des initiatives visant à encourager une plus grande efficacité de leurs activités et en offrant à la population canadienne un vaste éventail de choix plus propres.

- On pourrait demander aux GEF de réduire, d'ici 2010, leurs émissions de 11 % en moyenne par rapport à ce qui serait produit dans le cadre d'« activités normales », et ils bénéficieraient d'un certain nombre d'options pour atteindre leurs objectifs, notamment :
 - Apporter les changements et les améliorations nécessaires à leurs pratiques et technologies pour atteindre les objectifs à court terme;
 - Contribuer au nouveau Fonds d'investissement technologique, qui réinvestira dans le développement et la commercialisation de technologies pouvant permettre d'importantes réductions à long terme.
 - Acheter des crédits sur le marché international du carbone afin d'atteindre leurs objectifs.

- *Des exigences rigoureuses de surveillance et de présentation de rapports seront enchâssées dans la loi pour favoriser la conformité et la reddition des comptes au public.*
- *Les réductions du secteur automobile pourraient être atteintes volontairement par une amélioration des émissions des véhicules et de la technologie diesel, la production accrue de carburants de remplacement et de véhicules hybrides, ainsi que le développement et l'utilisation de technologies à faible consommation de combustible.*

SONDER : Perception d'ensemble, compréhension, perception de l'efficacité, ce qui plaît/déplaît, manque-t-il quelque chose? Quelle est la meilleure manière de communiquer ces renseignements?

ÉVALUATION DES IDÉES SUR LES CHANGEMENTS CLIMATIQUES (20 MINUTES)

À la lumière des sujets que nous venons d'aborder, je vous demanderais d'évaluer l'efficacité de chacune des idées proposées par le gouvernement du Canada pour s'attaquer aux changements climatiques. <Distribuer et lire la liste d'éléments.> <Discuter des réponses.>

En résumé, les propositions sont :

- Le Fonds écologique pour le changement climatique
- Des crédits d'émissions
- Des incitatifs fiscaux
- Un gouvernement exemplaire
- La constitution de partenariats durables entre les paliers de gouvernement
- La participation des consommateurs
- La contribution de l'industrie

QUESTIONS POST-TEST (10 MINUTES)

J'aimerais revenir sur quelques questions que nous avons abordées au début de la rencontre.

- À la lumière de ce que vous avez entendu, quels sont selon vous les principaux enjeux environnementaux auxquels le Canada est confronté à l'heure actuelle?
- À votre avis, est-ce que le gouvernement du Canada est sur la bonne voie pour ce qui est des enjeux environnementaux, ou s'il est sur la mauvaise voie? Pourquoi?
- Et en ce qui concerne les changements climatiques, est-ce que le gouvernement du Canada est sur la bonne voie dans ce domaine, ou s'il est sur la mauvaise voie? Pourquoi?
- Au Canada, quels enjeux sont plus importants que l'environnement? En quoi la question de l'environnement est-elle reliée à ces autres enjeux? Y a-t-il des enjeux qui se recoupent?

CONCLUSION (5 min.)

Avez-vous d'autres commentaires ou questions? Au nom d'Ipsos-Reid, je vous remercie de votre participation. Bonne soirée!