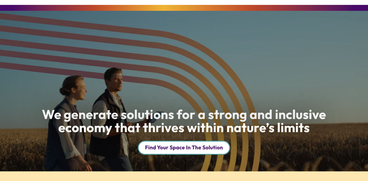

We generate solutions for a strong and inclusive economy that thrives within nature's limits

Find Your Space In The Solution

Doing The Work

At Generate Canada, we believe that the single greatest test of human ingenuity is creating an economy that improves people's lives. One that grows good jobs, better health, and well-being, while valuing and protecting nature. It can and must be done in this generation.

We live in a time of wicked problems: pollution, biodiversity loss, climate change. They impact our livelihoods and our communities; our hope for a good life. While there is no denying the complexity of these challenges, we believe systemic change is possible. Not by throwing everything out, but by bringing the determined and ambitious in. That's why we're here. That's what we do.

In partnership with the Smart Prosperity Institute, we connect problem-solvers to collaboratively generate, test, and scale research-driven solutions to the most complex challenges of our time. We bring together the people willing to roll up their sleeves and do the hard work this requires.

> **It is never our goal to be the smartest person in the room. Rather, it is to have the wisdom and foresight to build the room where the smartest and most workable ideas can surface and get actioned.**
>
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Creating Solution Spaces

Our Solution Spaces foster deep collaboration among diverse problem-solvers across fields and sectors, in a pre-competitive setting. Informed by world-class research and policy expertise, we develop and pressure-test innovative, scalable, and human-centered solutions to complex environmental and economic challenges.

From eliminating plastics pollution to supporting farmer-led sustainable agriculture to accelerating Alberta's energy transition —our Solution Spaces tackle some of the toughest issues facing our environment, economy, and society today.

Explore the spaces where the work of change is getting done.

Canada Plastics Pact | A Solution Space by **Generate Canada**

Keeping plastics in our economy and out of people, animals, and nature.

Learn More

CANZA | A Solution Space by **Generate Canada**

Accelerating action for climate-smart agriculture

Learn More

Circular Economy Leadership Canada | A Solution Space by **Generate Canada**

Eliminating waste and maximizing the value in Canada's supply chains

Learn More

energyfuturesLab | A Solution Space by **Generate Canada**

Fostering innovations that accelerate an inclusive Canadian energy transition

Learn More

Nature Investment Hub | A Solution Space by **Generate Canada**

Increasing investment fivefold in nature conservation, restoration, and stewardship.

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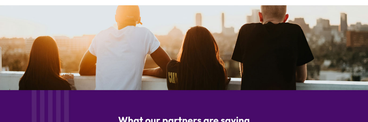

What our partners are saying

> Co-operators and Generate Canada have a rich history of partnership and collaboration. In fact, it was Generate Canada that first inspired our sustainability journey, and we modelled our approach based in large part on the system conditions for a sustainable society that we first learned about from Generate Canada, well over a decade ago. Today, with visions and values aligned, we're proud to continue working together to catalyze resilience and sustainability in our communities.
>
> **Rob Wesseling**
> **President and CEO, Co-operators**

> This was one of the first organizations I encountered that deeply understood the connection between environmental, social, and economic sustainability. It's evolution, from a focus on organizational change to systemic change, is both appropriate and absolutely necessary for Canada's transition. And the impact speaks for itself.
>
> **Kathy Bardswick**
> **Chair, Sustainable Finance Action Council**

Partnering for impact

Rising to the environmental and economic sustainability crises of our times requires significant shifts in all the ways we work together as a society-from policy design, to business practice, to technological innovation to behaviour change. We need innovation on all of these fronts, and we need those innovations to support and boost each other, because that's how we change systems.

Driving innovation on that scale means working with ambitious and committed problem-solvers across sectors and value-chains. Our partners across industry, government, academia, and civil-society bring diverse perspectives, experiences, and expertise. They don't always agree. That's what real innovation requires. What they share is conviction and a willingness to dig into the tensions and do the hard work. That's how progress happens.

Solving the plastic waste crisis together

What's the future of plastic packaging? Circular thinking may be the answer.

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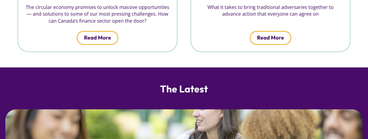

New Study: Canadians believe tough problems can be solved without trading off economy and environment, but pessimistic that it can happen in Canada unless we change tack

While three-quarters of Canadians believe it is possible to solve complex and interconnected problems in ways that create economic, environmental and social benefits, only 23% believe progress is possible in the next 5 years. But there's hope!

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Get Updates

Join Us

Together, let's prove that innovation for people, nature, and the economy is possible. This is the most important project of our time and it can only be achieved by working collectively and collaboratively.

Join The Work

We acknowledge with gratitude the enduring connection of First Nations, Métis, and Inuit peoples to the lands and waters of this country. We are on a journey to deepen our understanding of Indigenous connections to the lands upon which we work and the complicated and ongoing legacy of colonialism that impacts our work today.

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How to create a Canadian battery metals industry to power our economy

Building traction and momentum for a nascent industry

> **When you can help the system see itself as a system, you can spot opportunities, action them faster and create more impact.**
>
> **Erin Romanchuk**
> **Energy Futures Lab**

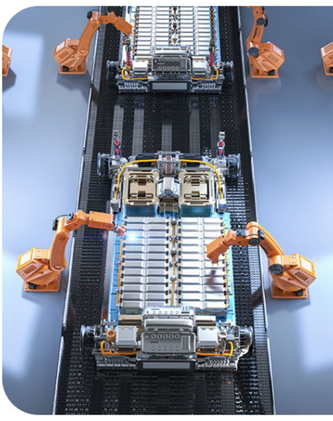
The pumpjacks dotting Alberta's landscape might not look like an entry point to the booming electric vehicle (EV) industry. But Liz Lappin sees things differently. When the geologist joined the Energy Futures Lab as a Fellow in 2017, she brought a bold idea: to make Canada a globally competitive lithium provider.

Lithium is a key ingredient in EV batteries. Currently, most of the world's supply comes from either hard rock mining in Australia — a process with big environmental costs — or from salt lakes in South American countries with dubious human rights records.

But it's also found in wastewater pumped from Alberta's oil and gas wells, she explained, and new processing technology was being developed that could quickly separate it out. As a result, today's waste product could play a valuable role in tomorrow's energy system.

What started as a discussion of lithium quickly became much bigger. Canada also boasts significant reserves of many other critical battery ingredients — including nickel, cobalt, sulfur and graphite — providing an opportunity to create an extensive value chain.
The question was how to support the emergence of a new industry from the ground up.

Critical steps for critical minerals

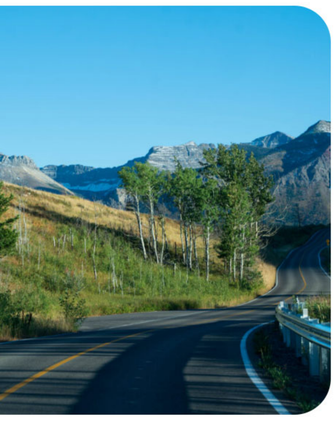


"A lot of success, honestly, comes down to how you frame and position the work," says Erin Romanchuk, Deputy Director at the Energy Futures Lab (EFL). Alison Cretney, EFL's Managing Director agrees: "When you can help the system see itself as a system, you can spot opportunities, action them faster and create more impact," she says.

EFL is a leader in bringing together diverse perspectives, encouraging participants to think beyond the status quo and co-creating solutions that work for everyone.

Working with EFL allowed Lappin to test ideas, iterate them and collaborate with staff and the community of Fellows. One of the results was the 2020 formation of the Battery Metals Association of Canada (BMAC): a trade organization that convenes key players from across the supply chain. BMAC then worked with EFL to establish a vision and national roadmap for the nascent industry.

The 2022 roadmap lays out strategic priorities, from catalyzing battery recycling markets to developing creative financial mechanisms to establishing public-private-Indigenous partnerships. A key pillar is bolstering Canada's ability to process raw minerals domestically, instead of exporting them. And that's where Western Canada's deep experience in resource development could come into play.



Setting Canada up for success

Today, oil and gas is Canada's number one export. Cars and automotive parts are number two. As global markets move away from internal combustion vehicles, both sectors are facing significant disruption, and the country needs new industries to fill the void. That's where a robust battery metals supply chain could be transformative.

The key is making sure we do it right. "How do we create the conditions in the system where everyone can thrive — businesses and humans and the environment?" Romanchuk asks.

To help answer that question, BMAC is developing a Western Battery Hub and turning to ELF for strategic support. The Lab has been brought in to facilitate the inclusion of Indigenous perspectives, create a two-way learning space and promote opportunities for meaningful economic reconciliation across the value chain as it takes shape.

"It's beyond just a net-zero system," Cretney stresses. "It's about equity and inclusiveness and ensuring future sustainability."

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Solution Space: The Canada Plastics Pact

Leading Canada's response to the escalating plastic crisis.

Canada Plastics Pact (CPP)

CPP exists to eliminate plastic waste by accelerating and scaling solutions that will keep the right plastics in our economy and all plastics out of people, animals, and nature.

> **There is tremendous motivation, commitment, and momentum across the entire plastics value chain to solve this crisis.**
>
> **Cher Mereweather**
> **Managing Director, CPP**

The challenge and opportunity

Plastic waste has become one of the greatest environmental crises of our time. Globally, we're on course to see an additional 80 million metric tons of plastic going into our oceans by 2040. Action is urgent. The question is how.

Plastics are ubiquitous, complex, and completely embedded in our supply chains. A world without them isn't the answer. Many plastics offer important benefits that people need- keeping our food fresh, delivering medicine safely. The key is to stop these plastics from becoming waste and pollution.

But our plastic crisis isn't just about what gets thrown away; it's also about what gets created and how.

Our approach

No single organization or sector can rise to these challenges alone. The good news is, CPP's 100+ Partners has convened key players in the plastics ecosystem, including raw material producers, manufacturers, brands and retailers, recyclers, associations, environmental organizations, government bodies, and academic institutions. We cultivate and harness the collective motivation, commitment, and momentum across the plastics value chain to drive change. Together we're eliminating plastics we don't need from our supply chains, redesigning plastics packaging, and increasing the use of recycled plastics.

A future without plastic waste and pollution is possible. At CPP, we're making real progress to get there—as a whole system.

Contact Meg O'Shea, Director of Strategic Partnerships, to learn more: info@plasticspact.ca

Visit CPP's Website

Meet our circular plastics economy experts

Cher Mereweather
Managing Director, Canada Plastics Pact
Management Team

Meg O'Shea
Director of Strategic Initiatives, Canada Plastics Pact

The power of partnership

The CPP unites diverse leaders and experts in the national plastics value chain to collaborate and rethink the way we design, use, and reuse plastic packaging to realize a circular economy for plastics in Canada. Together, CPP Partners develop, pilot, and scale innovative and bold solutions to overcome systemic barriers.

How do you solve a problem like flexible plastic waste?

A coalition of cross-sector partners is reimagining everything from how these problematic plastics are designed and manufactured to how they get collected, sorted and recycled.

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> Collaboration across the supply chain is critical to generate the systemic change needed to advance efficient reuse and recycling systems. The CPP and Generate Canada fill a critical gap, fostering the collaboration and innovation necessary to eliminate plastic waste and accelerate Canada's transition towards a truly circular economy.
>
> **Kayli Dale**
> **CEO, Co-Founder, Friendlier Company**

> Canada has a major role to play in the effort to prevent plastic pollution. The CPP creates a national platform for collaborating with leaders across the value chain to make plastic pollution a thing of the past. The NZWC is proud to contribute to this collaboration.
>
> **Craig Hodge**
> **National Zero Waste Council Chair, National Zero Waste Council**

Dive deeper

Case study: Bakery-fresh bread, no side of plastic waste

Think about the thousands of plastic bread ties a person throws away in a lifetime. What if we replaced them with something else? Kwik Lok, a global bag closure manufacturer and CPP Partner, is scaling an alternative solution.

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Free Membership Consultation

Doing The Work

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We are at a time of wicked problems: pollution, biodiversity loss, climate change. They impact our livelihoods and our communities, our hope for a good life. While there is no denying the complexity of these challenges, we believe they can be solved. We do not fool by throwing everything out, but by bringing the determined and ambitious in. That's why we here, Generate Canada.

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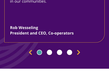

Increasing investment footing for Canadian innovation, renovation, and stewardship.

Learn More

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>
> Rob Westwing
> President and CEO, Co-operators

Partnering for impact

Rising to the environmental and economic sustainability crisis of our time requires significant shifts in all the ways we work together as a society—from policy design, to business practice, to technological innovation to behavioural change. We need collaboration across sectors and at all levels. Those innovations to support and boost each other, because that's how we change systems.

Driving innovation on that scale means working with ambitious and committed problem-solvers across sectors and value chains. Co-operators, the insurance industry, government, academia, and civic society bring different strengths and different perspectives, but they don't always agree. That's what real innovation requires. What they share is conviction, a commitment to learning and to the power of evidence and do the hard work. That's how progress happens.

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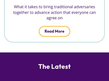

Calling all problem-solvers! Add your story to the Wicked Solution mosaic.

People of all backgrounds, across all sectors, wake up every morning with a shared goal: to make our lives, our communities, our planet, our future and our economy, and society. You're one of them. Unlimited image could be of you, or someone you know, and tell us why you are a problem-solver and which solutions inspire you.

MOSAIC Stories

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How to create a Canadian battery metals industry to power our economy

Building traction and momentum for a nascent industry

Solution Stories & News /
How to create a Canadian battery metals industry to power our economy

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The 2022 roadmap lays out strategic priorities, from catalyzing battery recycling markets to developing creative financial mechanisms to establishing public-private-Indigenous partnerships. A key pillar is bolstering Canada's ability to process raw minerals domestically, instead of exporting them. And that's where Western Canada's deep experience in resource development could come into play.

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Solution Spaces / Canada Plastics Pact

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A future without plastic waste and pollution is possible. At CPP, we're making real progress to get there—as a whole system.

Contact Meg O'Shea, Director of Strategic Partnerships, to learn more: info@plastictspact.ca

Visit CPP's Website

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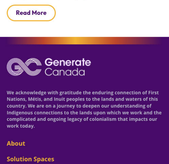

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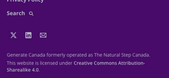

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