

December 16, 2015

Dear Prime Minister Trudeau



As you know well, leadership often means challenging people to embrace change, even if it means uncertainty, in order to build a better future.

KATHY BARDSWICK
PRESIDENT AND C.E.O.
THE CO-OPERATORS

As the world grapples with climate change and other growing environmental problems, the global economy is transforming. Before long, the strongest economies will be those that have been rebuilt to run on clean energy, conserve resources, reduce waste, provide vibrant and healthy communities for people to live in, and preserve nature.

DOMINIC BARTON
GLOBAL MANAGING DIRECTOR
MCKINSEY AND COMPANY

ROSS BEATY
EXECUTIVE CHAIRMAN,
ALTERRA POWER CORP.
CHAIRMAN, PAN AMERICAN
SILVER CORP.

The world around us is changing, and Canada will either shape change or have it buffet us. We applaud the steps you have already taken to change the conversation about these choices, and to establish Canada as a voice for positive action around the world.

ARLENE DICKINSON
C.E.O., VENTURE
COMMUNICATIONS

STEWART ELGIE
PROFESSOR, UNIVERSITY
OF OTTAWA, CHAIR,
SUSTAINABLE PROSPERITY

We are a diverse group of leaders from business, labour, aboriginal, youth and environmental perspectives. We believe Canadians want to be masters of our destiny and take the steps needed to build an economy that grows stronger, even as we lighten our environmental impact.

PHIL FONTAINE
SPECIAL ADVISOR TO
THE ROYAL BANK OF CANADA
FORMER NATIONAL CHIEF,
ASSEMBLY OF FIRST NATIONS

That is the aim of our Smart Prosperity initiative, and we look forward to sharing our ideas on how to strengthen the economy and accelerate environmental improvement. These ideas will lead to greener growth that benefits all parts of Canada's economy – from resources to clean technology – and creates the next generation of good jobs. They will produce the best results if embraced by political leaders at the local, provincial and national level, in a coordinated way.

GREG KIESSLING
EXECUTIVE CHAIRMAN,
BULLFROG POWER,
PRESIDENT, UPCAPITAL LTD.

MONIQUE LEROUX O.C.
CHAIR OF THE BOARD,
PRESIDENT AND C.E.O.,
DESJARDINS GROUP

JIM LOPEZ
PRESIDENT AND C.E.O.,
TEMBEC

Favouring jobs or the planet – or pretending we can solve environmental problems without considering how we support our way of life – is a false choice. Evidence is all around us that we have the know-how to marry our environmental and economic values.

JOHN LOUNDS
PRESIDENT AND C.E.O.,
NATURE CONSERVANCY OF
CANADA

DAVID MILLER

PRESIDENT AND C.E.O.,
WWF CANADA, FORMER
MAYOR, CITY OF TORONTO

LORRAINE MITCHELMORE

PRESIDENT AND CANADA
COUNTRY CHAIR, SHELL
CANADA, EXECUTIVE VICE
PRESIDENT HEAVY OIL,
UPSTREAM AMERICAS

ALAN NYMARK

FORMER DEPUTY MINISTER,
ENVIRONMENT CANADA
BOARD CHAIR, CENTRE FOR
STUDY OF LIVING STANDARDS

KEN NEUMANN

CANADIAN NATIONAL
DIRECTOR, UNITED STEEL
WORKERS

MERRELL-ANN PHARE

FOUNDING EXECUTIVE
DIRECTOR, CENTRE FOR
INDIGENOUS ENVIRONMENTAL
RESOURCES

VICKY SHARPE

FOUNDING PRESIDENT
AND C.E.O., SUSTAINABLE
DEVELOPMENT TECHNOLOGY
CANADA

RICK SMITH

EXECUTIVE DIRECTOR,
BROADBENT INSTITUTE

KALI TAYLOR

FOUNDING EXECUTIVE
DIRECTOR, STUDENT ENERGY

ANNETTE VERSCHUREN O.C.

CHAIR AND C.E.O., NRSTOR
FORMER PRESIDENT,
HOME DEPOT CANADA

GALEN G. WESTON

PRESIDENT, EXECUTIVE
CHAIRMAN, LOBLAW
COMPANIES LIMITED

ED WHITTINGHAM

EXECUTIVE DIRECTOR,
PEMBINA INSTITUTE

If we embrace this new reality, we can grow our exports of cleaner resources and technologies, meet our climate commitments, and position Canada to succeed in a changing global economy; if we do not, our competitors around the world will prosper and we will fall behind.

The steps your government takes – whether on climate policy, investing in infrastructure and skills, or supporting science and clean innovation – all will set a tone and a pace for the country. Drawing on our diverse experiences and taking a long view of the history of this fine country, we encourage you to continue to lead with ambition ... to build on the strengths of today and lay the foundation for a stronger, cleaner tomorrow.

In doing so, know that our group, and many, many people across different generations, walks of life and regions of this country want to put our shoulders to the wheel too.