



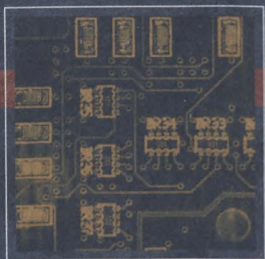
Industry
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Sustainable Development Strategy

At a Glance

2000

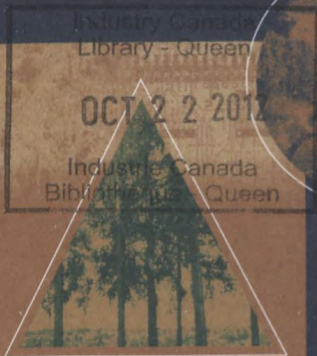
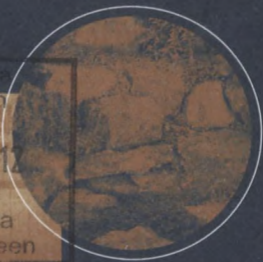


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In recent years, Canadians have embraced the challenges of rapid technological change, globalization and mounting environmental pressures. By doing so, we are enjoying unprecedented economic prosperity and are beginning to integrate sustainable development into the way we do business. Industry Canada's sustainable development strategy for 2000–2003 reflects these changes.

— *The Honourable Brian Tobin,
Minister of Industry*

Building Momentum for Sustainable Development in the 21st Century

Industry Canada is committed to promoting sustainable development as part of our mandate to create a more productive, competitive, knowledge-based economy, and as a means to reflect Canadians' priorities of strong economic growth and enhanced quality of life.

Sustainable development is about achieving economic goals while supporting social and environmental benefits. At Industry Canada, we believe it's also about private and public sectors working together to seize new opportunities, create new ideas and learn new skills. In short, Canada's ability to be *innovative*. *Innovation* is key to Canada's productivity, competitiveness, long-term growth, and high standard of living.

In our second sustainable development strategy, we make commitments to advance sustainable development through eco-efficiency, environmental technologies and decision making.

Industry Canada's Sustainable Development Strategy at a Glance — Themes, Objectives, and Actions

Productivity Through Eco-Efficiency — Enhance the capacity of Canadians, industries and firms to develop and use eco-efficient practices, tools, technologies and products that contribute to increased productivity and environmental performance by:

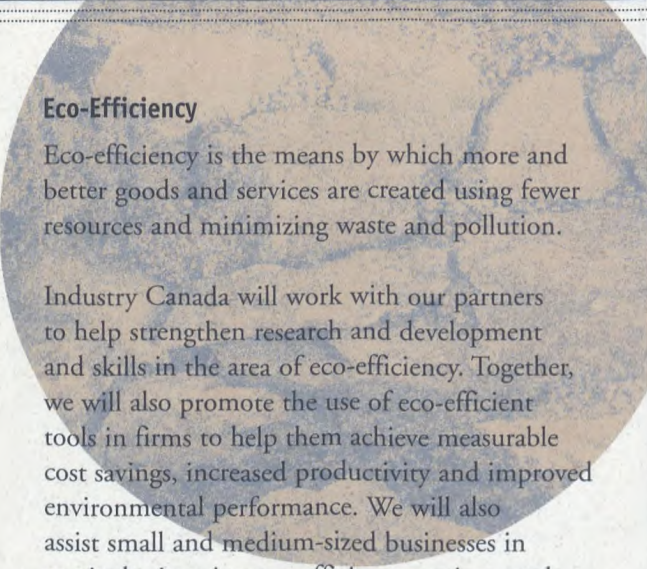
- building capacity in research and development and skills;
- applying the tools in the marketplace; and
- measuring success.

Environmental Technologies — Facilitate the development and diffusion of environmental and enabling technologies that produce long-term economic and environmental benefits by:

- promoting technology innovation;
- working together through strategic partnerships; and
- encouraging new approaches.

Integrating Sustainable Development into Decision Making — Improve the integration of sustainable development objectives into decision making, including the development and delivery of departmental policies, plans and operations by:

- improving planning practices;
- enhancing implementation and operationalization of sustainable development; and
- strengthening consideration of sustainable development in evaluation.



Eco-Efficiency

Eco-efficiency is the means by which more and better goods and services are created using fewer resources and minimizing waste and pollution.

Industry Canada will work with our partners to help strengthen research and development and skills in the area of eco-efficiency. Together, we will also promote the use of eco-efficient tools in firms to help them achieve measurable cost savings, increased productivity and improved environmental performance. We will also assist small and medium-sized businesses in particular in using eco-efficient practices, tools and technologies.

Environmental Technologies

Environmental technologies are a fast-growing contributor to the knowledge-based economy, and they are essential to enhancing long-term productivity, competitiveness and growth. These technologies advance sustainable development by reducing environmental risk, increasing cost effectiveness, improving process efficiency, and creating products and services that are environmentally beneficial.

Through public and private partnerships, Industry Canada will support the creation of state-of-the-art technologies and encourage their use. With continued investments by Technology Partnerships Canada, we will promote innovation in environmental and enabling technologies. We will contribute to workshops on opportunities for promoting biotechnologies that could advance sustainable development. We will also support the establishment and the ongoing operation of the Sustainable Development Technology Fund.

Decision Making

At Industry Canada, senior management will lead in strengthening the integration of sustainable development objectives in departmental policy development, planning and program delivery. Sustainable development considerations will continue to be discussed as part of our corporate and strategic planning practices as well as our program evaluation procedures. We anticipate our greening operations plan to exceed expectations in procurement, automotive fleet performance, and non-hazardous solid waste and hazardous waste materials management.

To access the complete strategy, visit the Sustainable Development Web site (<http://strategis.gc.ca/sd>), or call (613) 947-7466 to order a print copy.



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