



**Smart Prosperity
Institute**

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ACCELERATING CLEAN (WATER) INNOVATION

Contact



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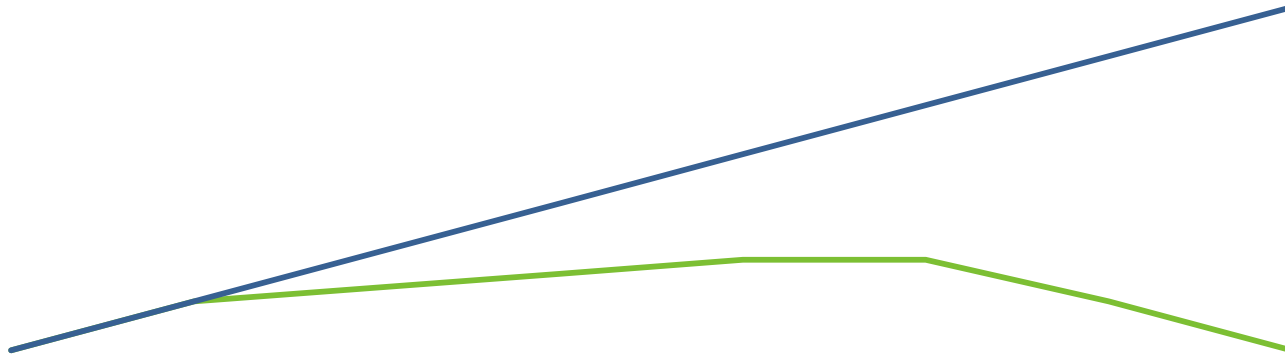
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Why clean (water) innovation matters

Decoupling **environmental damage** from **economic growth** is win-win



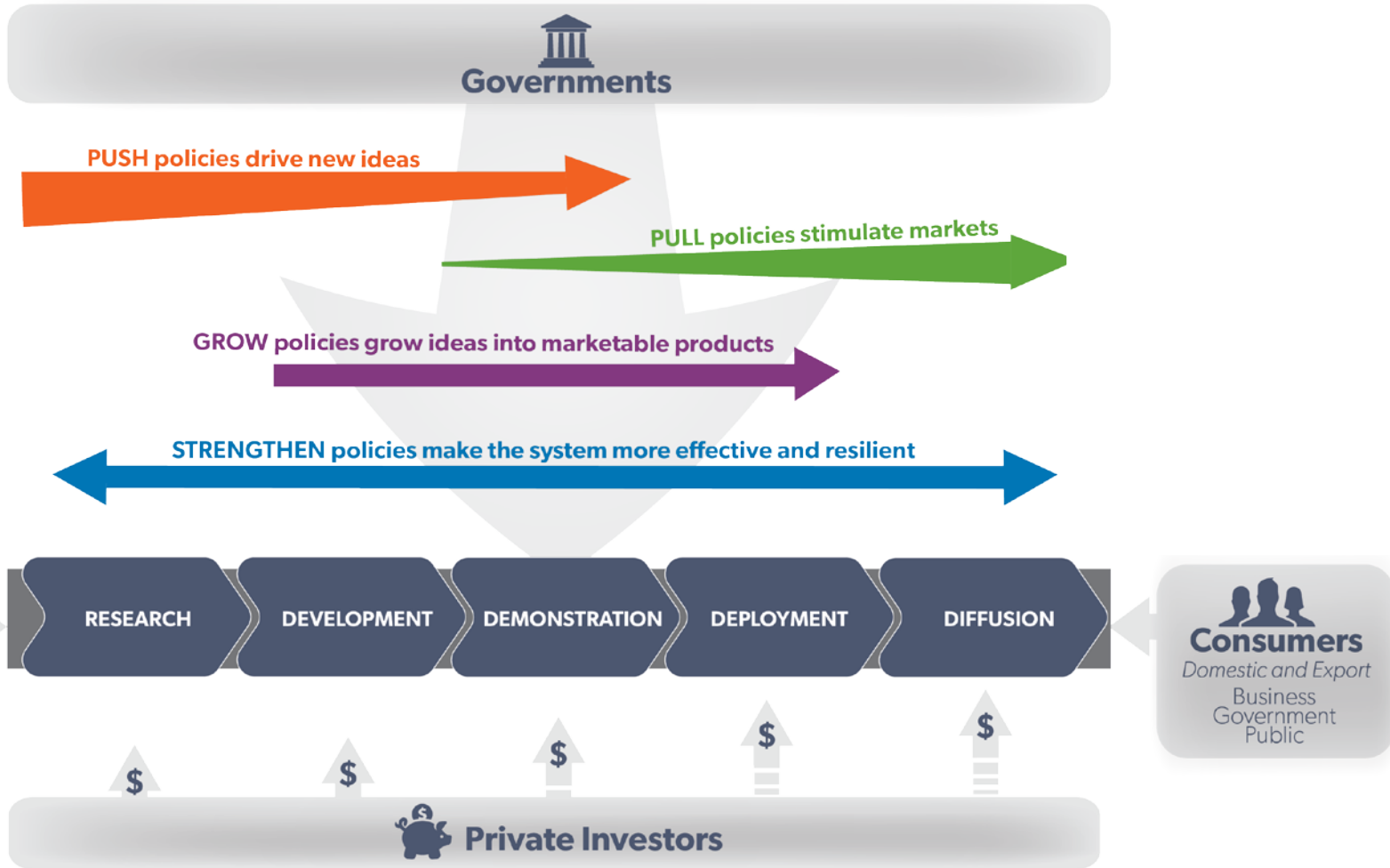
The economic opportunity

Global cleantech market: C\$2.5 trillion by 2020

Energy and resource efficiency: C\$3.8 trillion economic opportunity by 2030

Infrastructure Investment: US\$90 trillion between 2015 and 2030

How Clean Innovation Happens



PULL policies: Regulation

New thinking on environmental regulations shows that they can benefit business & the environment.



PULL policies: Pricing

FULL COST = price of good or service + price of delivery + price of building and keeping up infrastructure + environmental cost (both the cost of pollution and the cost of maintaining ecological systems)

Growing body of evidence shows that the best environmental policies (in terms of reducing cost of compliance and maximizing innovation) are

Stringent, flexible and predictable

