



TAKING STOCK & LOOKING AHEAD

2016/17

CNA CANADIAN
NUCLEAR
ASSOCIATION

JOIN THE CANADIAN NUCLEAR ASSOCIATION

Bring your company's views to the CNA's advocacy, communications and policy initiatives.

For membership information, please contact Marie-Danielle Davis at davism@cna.ca.

TAKING STOCK AND LOOKING AHEAD

2016 was a positive year for Canada's nuclear industry and for the Canadian Nuclear Association. Strong industry engagement with CNA coupled with association staff efforts on the ground yielded many positive outcomes for our sector.

MAJOR SUCCESS IN ADVOCACY— INCLUSION OF NUCLEAR IN CANADA'S CLIMATE CHANGE POLICIES AND LOW-CARBON ENERGY STRATEGY

When the Liberal government returned from COP21 in Paris in December 2015, there was no mention of nuclear in government statements or policies on climate change. We lobbied long and hard in early 2016 to include it in the suite of energy technologies recognized by the government as "clean energy/clean tech". In June, the government officially stated that nuclear was included in federal climate change policies (e.g. "Mission Innovation"). CNA's intervention and persistence helped make the difference, tilting the balance away from those in the government who advocate renewables to the exclusion of other proven sources of decarbonization—such as nuclear power. Following COP22 in November, the government included nuclear energy in Canada's Mid-Century Long-Term Low GHG Development Strategy as a contributing low-carbon energy source.

FOLLOWING AN EXTENSIVE ADVOCACY
CAMPAIGN BY THE CNA, THE FEDERAL
GOVERNMENT CONFIRMED THAT NUCLEAR
IS AN IMPORTANT PART OF CANADA'S
CLEAN TECH/ENERGY PROFILE.



FOCUSED POLICY ADVOCACY ON THE INDUSTRY'S FUTURE

CNA has consistently positioned nuclear technology as a strategic asset for Canada, not only in helping the government meet its sustainable development goals but also in achieving Canada's wider foreign policy objectives. Too often our Canadian-made strategic advantage in this respect is overlooked—as much by our public and industry as it is by government. This is one of the more important unsung benefits of having Canadian-made nuclear technology and expertise: it gives our country deeper bilateral relationships and more clout on the multilateral stage when it comes to addressing issues of clean energy and climate change, as well as safety, security and non-proliferation. CNA continues to press for greater recognition and use of this advantage internationally, whether in developing and deepening export markets or in strengthening ties with countries via our civil nuclear advantage.

In outreach to government (federal and provincial) and public communications, the narrative is changing. Today's world needs solutions to the many challenges we face—worldwide as well as here in Canada. Nuclear is a provider of solutions. Accentuating the benefits nuclear technology and nuclear energy helps a skeptical public and government audiences understand what's in it for them. Our industry brings a multitude of solutions: clean, reliable, affordable, safe and copious energy; with a small geographic footprint, with waste controlled, managed, limited and paid for; applications in the everyday world that save lives (cancer diagnosis and treatment through nuclear medicine) or prevent accidents (identifying weakness in aircraft and vehicle materials, while helping find stronger industrial products).

CNA has developed position papers based on this changed narrative, which amplifies the "solutions advantage" of nuclear in addressing key challenges in social, economic, energy and environmental sectors. Such papers include "Northern Lights", which addresses the development, demonstration and deployment path for very small modular reactors (vSMRs) and the federal government's role; "Mapping Canada's Path in Nuclear Technology", which sets the steps and planning dates necessary for developing advanced nuclear technology and innovation in Canada; and "Proposing a Canadian Nuclear Innovation Council", a proposal to bring high-level executive input from industry, government and interested provinces together in providing strategic direction for a new Nuclear Energy Strategy for Canada (the outlines of which CNA is actively developing). These are important contributions from the industry to producing an "industry-driven innovation agenda". We look forward to engaging vigorously with federal and provincial governments and stakeholders in 2017 to build the policy support and partnership necessary to make these a reality.

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IN OUTREACH TO GOVERNMENT (FEDERAL AND PROVINCIAL) AND PUBLIC COMMUNICATIONS, THE NARRATIVE IS CHANGING.

In Ontario, CNA and its members implemented an action plan to ensure substantial industry participation in the Ontario government's consultations over the 2016-2019 Long-Term Energy Plan. Ontario's decision to invest in the refurbishment of ten reactors and to extend the life of the Pickering NPS until 2024 is a strong vote of confidence in our industry's future. The work is already underway (as of mid-October 2016) at Darlington; substantial supply chain contracts have been signed, injecting new life-blood into the industry, from large firms to SMEs. It is, as CNA has proclaimed to one and all, the largest clean energy investment by any jurisdiction in North America (and even beyond). CNA put the multitude of benefits arising from

this investment into its formal LTEP submission to the Ontario government. We congratulate the government for its decision; we continue to encourage steadfast political support for it; we underline the importance of Pickering life extension to the coherence of the nuclear refurbishment program; and we flag the need to consider the inevitable rise in electricity demand in Ontario over the longer term—particularly in achieving deep GHG emissions reductions in other sectors (transportation, residential heating)—and thus the need to plan not only for the replacement of the existing nuclear fleet but also for its expansion in the years to come. This was the central message at the Queen's Park Legislature Day that CNA organized in October.



INTERNATIONAL PROMINENCE IN REPRESENTING CANADA'S NUCLEAR INDUSTRY

Over the past year, CNA has established its role as a trusted advisor to the Government in international engagements, whether at the 2016 Nuclear Security Summit (NSS) (Washington DC, March 2016), in China at the Pacific Basin Nuclear Conference (Beijing, April 2016), the IAEA General Conference (Vienna, September 2016), or at the IAEA Ministerial Conference on Nuclear Security (Vienna, December 2016). CNA gained recognition for the Canadian nuclear industry by organizing and leading delegations to the International Atomic Energy Agency's General Conference—an annual forum where nearly every country in the world is present, not just those with nuclear power capabilities, but also those in the midst of building them and those aspiring to join the ranks. We gained recognition from the Prime Minister of Canada for showing the Canadian industry's support and commitment to strong and effective nuclear security.

Prime Minister Justin Trudeau visited the Canadian industry booth at the Nuclear Security Summit (NSS) in Washington DC, and many governments and nuclear industry players from around the world were on hand when CNA received the Chairman's Award for our contribution to the Nuclear Industry Summit held in parallel to the NSS. CNA played a fundamental role in creating the new Nuclear Industry Steering Group on Security (NISGS), which will link the global nuclear industry more coherently with selected international organizations that are charged with strengthening international nuclear security. We also acted as a catalyst in stimulating Global Affairs Canada (GAC) to consider a new mechanism within GAC's Trade Commissioner Service (clean tech/infrastructure sector) to gain greater market access for Canada's nuclear technology and services. The result is GAC-NRCan's new Nuclear International Markets Working Group, which brings together GAC,

IN 2016, THE CNA ESTABLISHED ITS ROLE AS A TRUSTED ADVISOR TO THE GOVERNMENT IN INTERNATIONAL ENGAGEMENTS.

NRCan and industry (CNA leading on policy) for mutual collaboration on exports. This is where CNA operates and leads best—by promoting greater policy attention and coherence in support of industry trade missions and export success.

URANIUM MINING & SUSTAINABLE DEVELOPMENT

In August, CNA spoke at the annual Energy and Mines Ministers Conference (EMMC) in Winnipeg. It was an opportunity to highlight the role that uranium exports play in offsetting GHG emissions in Canada and abroad, wherever Canadian uranium is (or has been) used to generate electricity from nuclear power.

WHENEVER A NUCLEAR REACTOR HAS REPLACED FOSSIL FUELS IN THE GENERATION OF ELECTRICITY, THERE HAS BEEN A NET POSITIVE BENEFIT VIA CLEAN AIR AND REDUCED GHG EMISSIONS.

We pointed out that the contribution of Canadian mining companies to avoiding GHG emissions over the past decades has never been properly tallied or taken in to account by federal or provincial governments. If it had been, the Canadian public and their governments would see more clearly how Canadian technology and materials (CANDU reactors and uranium fuel) have made substantial contributions worldwide to mitigating climate change effects. Whenever a nuclear reactor has replaced fossil fuels in the generation of electricity, there has been a substantial benefit via clean air and reduced GHG emissions. This contribution to sustainable development should be better recognized by Canadian governments and the public alike.



REGULATORY AND ENVIRONMENTAL AFFAIRS

2016 was a very busy year on the regulatory and environmental review front. CNA has actively engaged the Canadian Nuclear Safety Commission (CNSC) to provide feedback and commentary on a wide range of proposed revisions to regulatory documents and guidelines. In addition, the federal government has launched reviews of the Canadian Environmental Assessment Act (CEAA) and the Fisheries Act, both of which could have a significant impact on the nuclear industry. CNA appeared before the Expert Panel on CEAA Review. We have also provided written submissions to the CEAA Expert Panel and to the Parliamentary Committee reviewing the Fisheries Act.

COMMUNICATIONS & MESSAGING

Highlights of the year include our continued and expanded digital strategy, public and member newsletters, and, just recently, the newly updated CNA Factbook. Our “Key Messages on Key Issues” was developed and launched and the 2017 Factbook was published. These initiatives are part of a concerted effort to move boldly into the social media space, while increasing the content and the platforms by which CNA communicates its messages. Feedback received to date is overwhelmingly positive on the greater visual content and the accessibility of our website and features. It is part of a branding initiative that emphasizes the “thinking afresh about nuclear” as a solution to the needs of today and the future.

OUR “KEY MESSAGES ON KEY ISSUES” AS WELL AS THE FACTBOOK ARE AVAILABLE ON OUR NEW CNA SMART PHONE APP.



SOCIAL MEDIA/WEB STATISTICS FOR 2016

Much has been achieved in the area of social media and visual content & infographics for the CNA website. In 2016, there were over 141,277 visits to the website; Twitter followers over 5k; over 2600 Facebook fans; dozens of Infographics and 10 videos; 44 Blog Stories; 6 Public newsletters posted with stories about the benefits of nuclear technology to humanity (non-power applications). Five specially designed pentagonal brochures were produced/distributed on “Did You Know?” facts about nuclear. A new feature—the “Activity Alert”—is now available for members, providing information on CNA activities of particular interest to CNA members.





OUTREACH

Over the course of 2016, CNA staff held several hundred separate interventions on behalf of the Association and its membership. The President and CEO alone participated in 71 meetings with business stakeholders; 66 with government representatives (federal and provincial); 38 with foreign diplomats and international officials; 43 with CNA members; 22 public speaking engagements and media interviews. It was also a year in which CNA organized events and activities for its membership—such as the 2016 Annual Conference & Trade Show; a Parliament Hill Day in Ottawa; a Legislature Day at Queen’s Park, Toronto; and the annual CNA Fall Energy Seminar in Toronto.

OVER THE COURSE OF 2016, THE CNA PRESIDENT & CEO AND SENIOR STAFF HELD SEVERAL HUNDRED SEPARATE INTERVENTIONS ON BEHALF OF THE ASSOCIATION AND ITS MEMBERSHIP.

LOOKING AHEAD TO 2017

In addition to its ongoing advocacy, policy, regulatory and communications activities at both the federal and provincial levels, the CNA will be working with its members to put the finishing touches on a “Canadian Nuclear Strategy”. The strategy will include an Innovation Roadmap that sets out the aspirations of the industry—and the policy and investment steps needed—to continue and expand Canada’s innovative nuclear technology future. We also propose the creation of a Nuclear Innovation Council, with the participation of industry, federal and interested provincial governments. Such a Council would bring together key stakeholders to align the nuclear industry’s Nuclear Technology & Innovation Roadmap with the Canadian Energy Strategy and to a pan-Canadian framework for clean growth.

THE CNA WILL DEVELOP AND PRESENT TO GOVERNMENT A “CANADIAN NUCLEAR STRATEGY” THAT WILL PROVIDE THE BASIS FOR POLICY DEVELOPMENT TO SUPPORT NUCLEAR OVER THE MID- TO LONG-TERM.





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