

## President's Report

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### PURPOSE

To highlight CNA scorecard progress (strategy and business plan) and operational developments that impact the association and its membership.

### QUARTERLY SCORECARD REPORTING

We are tracking well against our scorecard objectives for July-December 2021. The spotlight quarterly report to track progress on the 2021-2021 is attached as **Appendix A**. Highlights include:

#### **Media and Influencer Relations:**

We have had a strong start to 2021 as we continue to build on the success of last year's activity. In the media space, coverage has included placement of articles in Maclean's Magazine (third party) as well as in greentechmedia.com and Northern Prospector, two key publications that support entry into new verticals – renewables and oil & gas, respectively - for the CNA. To measure the success of our programs, we leverage MRP, a communications industry standard. Year-to-date, we generated 1.6M impressions based on six unique CNA interviews, three contributed bylines / op eds for a total of 13 total articles. In this coverage, there has been 100 per cent key message pick-up and 87 per cent brand prominence (CNA mentioned in first 100 words).

This year, we also initiated our influencer marketing program which leverages third-party voices to promote the nuclear narrative over digital channels. To date, we have exceeded our target and secured 11 submissions from government, Indigenous groups, and the medical community. At this point in the campaign, we have reached 9M Canadians and have driven more than 1,000 people to our 'Support' page on cna.ca which collates the wide variety of endorsements for nuclear.

We are seeing and expect that there will continue to be a heightened focus on nuclear in the press and online with the imminent tabling of the federal Budget 2021. We will continue a concerted effort to offset oppositional coverage with positive and neutral nuclear stories in the press and across our digital channels.

The issues management group on nuclear materials and byproducts (aka: waste) continues to meet monthly to progress important work and collaboration in preparation for a more challenging period of criticism as it relates to waste. This is central to reducing the impact of opposition on current and future projects, including SMRs.



This group collaborates on media relations, social media and government relations work, including most recently the development of key messaging for elected officials / policy makers to support them in addressing contentious matters as it relates to waste, particularly during this period of high attention in relation to Natural Resources Canada's public engagement on the radioactive waste policy.

**Member and stakeholder engagement:**

We remain focused on advancing the dialogue and educating in key industries such as oil & gas, mining, steel, cement, fertilizer, and renewables. We have participated in more than 50 meetings to date, which resulted in more than 20 pro-nuclear submissions to government in support of the industry's SMR ask as well as approximately 15 contributions to other efforts from key stakeholders, including social / traditional media. Most noteworthy are submissions by Sean Willy, Des Nedhe Group, Brad Hill, U.A. Local 401 and several Mayors representing the Resource Municipalities Coalition.

We also continue to participate in weekly calls with renewables and other electricity associations and recently embarked on a new joint venture: a Canada-wide polling opportunity advancing public partnership between nuclear and renewables that will assess the understanding/support of Canadians as it relates to clean energy technologies. The findings will be leveraged in joint public relations activities and possible speaking engagements. This builds on the 2020 success of the Corporate Knights op-ed and Canadian Club roundtable event.

Direct engagement with our members remains a focus for us. In February, we hosted a webinar that walked members through our targeted pre-Budget Government Relations and Communications activities. To improve our opportunity for a positive funding outcome, we also developed a series of tools members used to send in expressions of support for SMRs. Additional member webinars are currently being planned that will highlight other advocacy priorities at the CNA.

Our monthly member newsletter and daily clippings service continues as do our monthly meeting touch points for member / CNA working groups such as the issues management group and steering committees that include PAAC and RAAC.

**Government relations:**

Our GR program and initiatives are focused on building support for nuclear and SMRs within federal and non-nuclear provincial governments, such as Saskatchewan and Alberta. With a focused effort in lead up to the federal Budget 2021, this has included caucus meetings and briefings with ministerial advisors, officials and individual parliamentarians as well as senior bureaucracy from a broad spectrum of relevant departments. Some noteworthy meetings this year include Ministers Carr and Goodale, the Finance Minister's office, and Wayne Easter, Chair of the Finance Committee.

In February, the CNA held its second Nuclear Information Session with the Liberal Caucus. Parliamentary outreach also included the Conservative Opposition, policy advisors and platform team members. Meetings were also held with Saskatchewan NDP Energy Critic and the Ontario Green Party Leadership to discuss areas of mutual interest (climate change goals).

The CNA's efforts resulted in the inclusion of nuclear in the House of Commons Finance Committee Budget Recommendation report as well as mitigating potential reactions from other non-supportive parties. The CNA submitted its comments on the federal Budget through the federal online portal and provided the information and template letter to members to encourage their participation, which was widely leveraged.

Our International program continues to produce results and to support our efforts with the Federal Government. This included finalizing the MOU with FORATOM in Europe, proceeding to finalize an MOU with Japan's JAIF, triggering initiatives with NEI and NIA as well as other partners focused on the upcoming COP 26, November 2021. Activities have also been undertaken to support CANDU efforts in Romania.

### **Regulatory Affairs:**

There are several pertinent developments on the regulatory side that have required ongoing leadership and coordination from the CNA and our members:

- The CNSC is in the process of moving to an e-consultation process for regulatory documents. This move is designed to provide greater transparency and make it easier for interested parties to provide comments on regulatory documents. While agreeing in principle, the CNA's Regulatory Affairs Advisory Committee (RAAC) has several concerns with the system as proposed (increased administrative burden, technical challenges with inputting comments, ensuring it is a vehicle for constructive comments and not a social media site). RAAC has met with CNSC several times and a joint working group has been created.
- CNA continues to work with its members to provide input into CNSC regulatory documents. The CNSC recently released an updated regulatory framework. This gives industry an opportunity to provide CNSC with our views on regulatory priorities.
- There are several license applications coming forward in the second quarter for which CNA is preparing written comments appearances.
- CNA responded to a Treasury Board request for comments on regulatory modernization where we highlighted a number of concerns with the CNSC's tendency to use regulatory documents as a vehicle to add new regulatory requirements as well as the growing tendency to interpret guidance as regulations. CNA also requested a meeting to discuss

cost recovery fees. The letter drew the attention of senior management at the CNSC and follow up discussions will take place.

- CNA continues to monitor the government's intent to amend the Canadian Environmental Protection Act (CEPA). A RAAC sub-committee is developing positions on the key issues. It is currently expected that legislation will be introduced in late April, but the balance of the timetable is not clear given the political uncertainty.
- The government is considering developing a new Canada Water Agency to co-ordinate freshwater policy. CNA provided a submission to Environment and Climate Change Canada (ECCC) and will also provide a submission to the House of Commons Environment and Sustainability Committee. Our concerns primarily revolve around duplication and regulatory burden (there are over 20 federal bodies involved in freshwater management not to mention numerous provincial bodies).
- CNA is working with members to provide input into Natural Resources Canada's five-year review of nuclear liability limits for NPPs as well as possible liability limits for SMRs.

**Industry alignment:**

With the SMR Action plan submissions completed, the SMR Secretariat has resumed its core work of documenting the status of, and identifying gaps in, all stakeholders' actions toward implementing the 2018 SMR Roadmap, informed by the 2020 SMR Action Plan. Having significant resources available due to the lack of travel and in-person meetings, the Secretariat has also funded an important study modelling the emissions reductions available from SMR deployments in Canada's heavy industries. That study is due to be released in March. The Secretariat is also contributing to a Natural Resources Canada-led study of SMR financing and planning its work for the remainder of 2021 with possible enhancements to its role.

CNA is monitoring and offering assistance to Natural Resources Canada's process on Modernizing Canada's Radioactive Waste Policy and could become more involved at the "What We Heard" stage in April.

There was also progress in our efforts to establish cooperation with OCNI and members focused on CANDU reactor and other sales. There is an apparent commitment from the US in funding refurb and new build projects in Romania. CNA is in early discussions with key stakeholders in how we might support this progress to build business for Canada's supply chain. This builds on an ongoing effort to catalogue Canada's decommissioning and waste management (DWM) knowledge and capabilities to showcase our technologies and the current high readiness of Canadian firms to take on projects. The catalogue was released in December and is available [here](#).

### **CNA Refurb:**

We continue to progress the CNA refurbishment work, including key elements of governance modernization. The 2020 board and committee self-assessments have been completed and the results will be addressed today. We also selected our third-party governance firm - Governance Solutions Inc. – and their work has begun to assess our board size and structure.

In line with this governance work, we began the assessment of our membership classes and value proposition with external firm AMCES, a reputable Canadian association management and consulting firm. That work will feed into the broader governance review. We also identified target sectors for new member recruitment in 2021 – mining and legal – and were pleased to onboard a new member in the latter category earlier this quarter.

We are also pleased to report that we have completed negotiations with the Canadian Electricity Association (CEA) and look forward to starting our co-location arrangement with them in June 2021.

## **OPERATIONS**

### **Membership:**

62 per cent of members have made their 2021 membership payment, with 35 companies yet to pay their annual dues. Reminders were sent out the week of March 8 to all of those still owing. Note that there are eleven board member companies still owing dues. Please ensure with your AP departments that payments were made. This year, CNA has attracted five new members including: GE Hitachi Nuclear, Dunedin Energy Systems Ltd., TAM International LP, McCarthy Tetrault LLP and the Centre for Probe Development and Commercialization. Together their full membership dues amount to \$13,125.

### **CNA Conference and Trade Show (CNA2021):**

CNA's conference serves as a key touchpoint for the industry and a prominent contributor to CNA's annual operating budget. Given pandemic risks known in 2020, management chose to push our conference from February 2021 to September 15-17, 2021 in hopes of still hosting an in-person event. However, the pandemic and lockdowns persist, and there remain many unknowns for in-person events this year, from whether mass vaccinations will occur in time to what restrictions will continue to persist throughout the year. As such, we are beginning to plan for a virtual event, leveraging the latest technologies and best practices. We will make a determination regarding hosting an in-person or virtual conference in the coming weeks.

Management is prioritizing the development of strong content where, in the past, the conference was predominantly a networking event. In keeping with this, the CNA held its first "Call for Speakers," seeking submissions from across the industry and beyond to build a stellar roster of speakers and presentations that are appealing whether in person or across a virtual platform. We were very pleased to receive nearly 100 submissions. In the coming weeks, we hope to release our sponsorship package and do hope you will consider supporting the event.

We also remain committed to diversity on stage. We have come close to gender parity in the past and aim to maintain our commitment to a diverse line-up on stage for CNA2021 with the aim of hitting gender parity on stage by 2025, in line with DAWN objectives.

## **APPENDIX**

- **Appendix A:** CNA Scorecard Progress Report – Q1