

Champion News



The Official Newsletter of
Canada's Climate Change Voluntary Challenge and Registry (VCR) Inc.

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VCR Inc. Stakeholders Tell Us What They Think ...!

We are very pleased with the participation levels displayed by our stakeholders in our first survey! A total of 401 completed surveys were returned by mail/fax and, taken together, this represents an overall response rate of 31%!!! Thank you to those among you who took the time to participate in this exercise.

Undertaken jointly by COMPAS Inc., a Canadian research firm, and The Columbia Communications Group, a Canadian public relations firm, the survey was conducted to measure stakeholder awareness and satisfaction with VCR Inc. activities, with the intention of serving as a baseline measure to support future comparisons.

Two versions of the survey questionnaire were developed: a short version for use with senior executive stakeholders, and a longer version for use with the technical contact person in stakeholder organizations. All questions in the shorter version of the questionnaire were included in the longer version. Questionnaires were mailed out in February and early March, and returned to COMPAS by mail or fax by April 1, 1999. Separately, the response rate for the executive survey was 26%, and for the technical survey it was 34%. Based on the individual samples, the results for the executive survey can be considered accurate within +/-8.5%, 19 times out of 20 (most conservative estimate), while

the results for the technical survey can be considered to be accurate within +/-6.0%, 19 times out of 20 (most conservative estimate).

In order to establish a quantifiable 'Satisfaction Quotient', VCR Inc. board members reviewed the survey responses at their meeting on May 13, 1999. The following illustrates some of the results:

Familiarity and Perceived Importance

- 85% of technical stakeholders claim to be at least *moderately* familiar with the activities of VCR Inc. (35% say very familiar). The situation is very similar for executive stakeholders: 81% are at least moderately familiar (37% say very familiar).
- 91% of technical stakeholders consider VCR Inc.'s work to be very (51%) or moderately (39%) important. On a comparative basis, 87% of executives view the work as important, albeit with less intensity (42% say *very* important).
- 78% view participation in VCR Inc. as very (35%) or moderately (43%) important to their organization. The results are virtually the same for executives.

Perceptions of Satisfaction and Benefits

- Approximately half of the technical stakeholders say that their expectations have been greatly (9%) or satisfactorily (42%) met. A further 30% think that they have been met somewhat.



Executive stakeholders largely echo this: 7% say greatly, 45% say satisfactorily, and 28% say somewhat.

- 65% of technical stakeholders say that participation in VCR Inc. helps their organization to achieve or promote its emission reduction targets (69% of executives say this). When asked how, technical stakeholders point most often to the provision of benchmarks for monitoring progress (24%), increased motivation (20%), access to information (18%) and public recognition (16%). Among executive stakeholders, 29% identify increased visibility and public recognition, and 19% identify increased motivation and the provision of benchmarks for monitoring progress.
- In terms of the benefits associated with participation in VCR Inc., technical respondents focus most often on access to information (20%), gauging or monitoring progress in achieving reduction targets (13%) and public recognition (12%). Executives emphasize the same benefits, but pay less attention to gauging/monitoring progress (7%), and more attention to communication/co-operation with other organizations (10%).
- Two-thirds of technical stakeholders claim to be very (17%) or somewhat (49%) satisfied with their participation in VCR Inc. Almost one-quarter (23%) are neutral, while very few express any degree of dissatisfaction. This question was only asked of technical respondents.



As well,

- 72% intend to submit an Action Plan/Progress Report to the Registry within the next 12 months.
- 46% are aware of VCR Inc.'s Champion-level reporting system.
- 56% are aware of VCR Inc.'s Leadership Awards program.
- 61% are not aware of VCR Inc.'s role in recording credits for early action and in tracking emission credit trades.

We are currently in the process of assessing these results and of preparing an evaluation report, which will serve to outline the various measures that we plan to undertake over the next year in response to the survey findings.

What Happens to Your Reports When They Arrive at VCR Inc?

When your report first arrives at our office, Natalie Andrews or Anita Almstedt, our Database Coordinators, prepare an Acknowledgement Letter, which confirms that your report meets the three minimum entry-level requirements: 1) senior management endorsement, 2) a commitment to report regularly, and 3) a base year quantification. If you have not sent us an electronic copy of your report, you will be requested to forward one to our office. If an electronic copy is not available, we will arrange to scan the hard copy of your documentation.

Your report is then posted on the VCR Inc. Registry, which can be publicly viewed by browsing our Web site at www.vcr-mvr.ca. If it does not meet our minimum entry requirements, you will be contacted by a VCR Inc. staff member, and he/she will help you to make the necessary changes to your document.

The next step in this process involves a more detailed analysis of your report by Brian Rawson, our Registry Analyst, who will determine if your report qualifies for a Bronze, Silver or Gold Champion status. You will be notified of the results of his review through a letter and will have the opportunity to add new elements to your report at any time in a process of continuous improvement. Champion-level reports will be recognized in the Registry by the appropriate logo on the front page of your electronic file.

In addition, Brian will also be considering the "Results Achieved" section of your report in order to determine at this time whether it qualifies for a Leadership Award.

Our newly released on-line registration process is designed to streamline this entire registration process. We invite you to submit your reports and to update your files electronically under the *Registry* section. In order to register or edit information on-line, you will require a user name and password. Should you be interested in this option, please contact the VCR Inc. office by telephone at (613) 565-5151, or e-mail your request to info@vcr-mvr.ca.

VCR Inc. Registrant Submits Model Action Plan

In November 1998, Spruce Falls Inc. (SFI), an integrated newsprint manufacturing company based in Kapuskasing, Ontario, submitted its first Action Plan to our office. SFI's Plan was not only clear and well written, but included a detailed baseline. According to Paul Marier, SFI Energy Manager, the most significant barrier to creating the Action Plan was obtaining the baseline information. He and his team at SFI gathered emissions data for eight consecutive years of operations. This data, now that it is compiled, will act as an extremely useful tool for the company's ISO 14001 certification, greenhouse gas (GHG) emission credit verification, and as background information when planning future energy or GHG reduction projects.

SFI reports that GHG emissions will drop by over 60% below 1990 levels by the year 2000. In addition to implementing an energy management program, SFI is replacing existing natural gas boilers with boilers fueled by biomass-derived fuels. The biomass-derived fuels (wood waste and sludge from both primary and secondary effluent treatment facilities) are

considered by the United Nations Intergovernmental Panel on Climate Change to have net-zero emissions, since they are products of sustainable forestry. Water conservation has also played an important role in reducing energy consumption and therefore reducing GHG emissions.

"The forest industry as a whole is adopting a more detailed approach in its reporting," says Lucie Veilleux of the Canadian Pulp and Paper Association. "We expect that current and future VCR Inc. reports will incorporate more data and descriptions than were included in 1995 Action Plans."

Should you wish to learn more about this success story, we invite you to visit our Web site at www.vcr-mvr.ca. You may also wish to contact the SFI office directly at the following coordinates:

Spruce Falls Inc.

P.O. Box 100
Kapuskasing, Ontario P5N 2Y2

Contact: Paul Marier, Energy Manager
Phone: (705) 337-1311, ext. 525
Fax: (705) 337-9807
E-mail: p_marier@sprucefalls.com

VCR Inc. Working in Partnership with Other Organizations

Office of Energy Efficiency (OEE)

The OEE has recently requested our help in harmonizing their *Dollars to Sense* Workshops and Energy Management Planning documents in such a way as to reflect our new, more rigorous Champion-level reporting system. We will be providing input to the OEE through a task group formed to execute this work.

We also recently participated in the OEE's Energy Efficiency conference, which took place in Ottawa, Ontario,

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Meetings/Events

(that involve VCR Inc.)

Wednesday, June 9, 1999

Montréal, Québec
Credit for Early Action Meeting

Thursday, June 10, 1999

Union Gas
Toronto, Ontario
Pilot Emissions Reduction Trading (PERT) Program Working Group Meeting

Monday and Tuesday June 14 and 15, 1999

University of Ottawa
Ottawa, Ontario
National Conference: Voluntary and Non-regulatory Initiatives: Defining Policy and Assessing Stakeholder Roles

Tuesday, June 22, 1999

Dofasco Inc.
Hamilton, Ontario
Canadian Industry Program for Energy Conservation Task Force Meeting

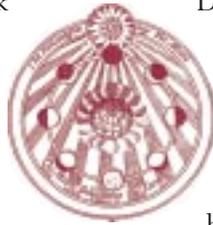
Wednesday, June 23, 1999

Ottawa, Ontario
Enhanced Voluntary Action Table Meeting

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from May 18 to 20, 1999. We took part in a poster presentation at the conference, which occurred on the morning of May 20, 1999.



Development Mechanism, both of which are elements of the Kyoto Protocol. We will continue to serve as the registry for these developing projects and to ensure that appropriate linkages are developed between our programs.

World Energy Council (WEC)

Based in London, England, the WEC is in the process of developing an international Challenge and Registry for use by their members worldwide. We recently met with representatives from the Council to discuss the means by which VCR Inc. registrants could combine their WEC report with their VCR Inc. submission.

Technology Early Action Measures (TEAM)

We have recently worked with the TEAM office to draft a letter that will be sent to all TEAM project registrants. The letter is intended to underline the linkage between TEAM and VCR Inc., serving to inform TEAM project registrants of the fact that they must file an Action Plan with VCR Inc. as part of the conditions to receive TEAM funding.

Canadian Industry Program for Energy Conservation (CIPEC)

The most recent meeting of CIPEC Task Force leaders was held in Bowmanville, Ontario, on April 7, 1999. This forum continues to provide an opportunity to forge working linkages between CIPEC's work to improve energy efficiency and our work to reflect the resulting reduction in greenhouse gas emissions.

Department of Foreign Affairs and International Trade (DFAIT)

DFAIT recently instituted an office to handle the emerging activity in the field of Joint Initiatives and the Clean

Welcome to VCR Inc.'s Newest Staff Members!

We would like to extend a warm welcome to Anita Almstedt and Guy Lacroix – the two most recent additions to the VCR Inc. team!

Anita will assist us with the maintenance and updating of our database and related files, as well as provide us with much needed general support around the office. Anita comes to us with prior experience in government relations and has worked on Natural Resources Canada's *Dollars to Sense* Workshops. She has earned her B.A., with a minor in Business Administration, from Concordia University.

Guy will be primarily responsible for ensuring that the Web site and database are updated and functioning properly, and for establishing and maintaining linkages with our partners. Guy has his B.A. in Economics from the University of Ottawa and recently qualified as a Microsoft Certified Professional.

We anticipate that both Anita and Guy will be valuable assets to our expanding operations, and we look forward to working with them in the months to come!



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Meetings/Events

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Monday, June 25, 1999

Vancouver, British
Columbia
*Greenhouse Gas Emission
Trading (GERT) Pilot Steering
Committee Meeting*

Monday and Tuesday June 28 and 29, 1999

Vancouver, British
Columbia
*GERT Pilot Technical
Committee Meeting*



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