The Environment Commitment and Responsibility (ECR) Program

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Overview: What is the ECR Program?

ECR Strategic Direction: Where do we go from here?

Measuring Success: How do we know when we're there?

Overview

I. Background

- ECR was established as an industry wide environmental Program in 1997
- Made a condition of membership in the Canadian Electricity Association in 1998 (CEA represents 95% of Canadian electricity generation capacity)
- Groundbreaking goal: Industry wide EMS implementation by December 2002

II. ECR Program Elements

ECR Principles
I. To be more efficient in our use of resources
II. To reduce the environmental impact of our business
III. To be accountable to our constituents
IV. To ensure that our employees have the knowledge and skills to make environmentally responsible decisions

ECR Indicators: 16 corresponding protocols

ECR Report: annual summary of environmental performance in the industry

Governance: Executive Committee; ECR Task Group
Third Party input: Public Advisory Panel, Verification Process

III. ECR Program Objectives

Drivers
- Effective EMS management
- Encourage self-regulation
- Reduce environmental impacts

Outcomes
- Illustrate industry concern
- Increase government consultation
- Decrease regulations
- Provide marketable product
- Improve business practices
- Improve profitability

Goal: *"Improve trust and enhance credibility with government, customers, employees and other constituents"*

IV. ECR Report

An annual snapshot of the electricity industry's environmental performance

Objectives:

- Increase <u>understanding and endorsement</u> of ECR Program as a voluntary initiative which addresses electric utility environmental performance

- Increase <u>awareness of utilities' environmental performance</u> to support continued operation of facilities to meet customer requirements.

- <u>Inform stakeholders</u> in order to address their expectations and influence on the industry's environmental issues.

Audience: government, federal government policy and decision makers; CEA member utilities and the national media

ECR Strategic Direction

I. Addressing Performance and Looking Ahead

<u>Reporting Current Initiatives:</u>   The Program will effectively report an accurate picture of the industry's performance.

<u>Proactively Looking Ahead</u>: The Program will identify and explore emerging issues which require an industry response.

II. The Industry's Umbrella Environmental Program

- Enhanced self regulation
- Encourage partnership approach to reduction of environmental issues
- Address public concern
- Address interest group concern
- Ensure transparency

IV. Measuring Success

1. Improved environmental performance
2. Increased openness and transparency
3. Improved communications with stakeholders
4. Establishment of collaborative approaches to reducing environmental impacts