



*Fuelling Prosperity and Sustainability in our Transport System*

**Monday, March 26, 2012**

5:00 pm **Registration**

5:30 pm **Reception**

6:15 pm **Dinner**

6:30 pm **Address by the Honourable Joe Oliver, Minister of Natural Resources**

7:30 pm **Keynote Address by John Hofmeister, former President of Shell Oil Company and author of *Why We Hate the Oil Companies: Straight Talk from an Energy Insider***

Transportation and mobility are fundamental building blocks of North American economies and lifestyles. They promote what North America, specifically Canada and the United States, is renowned for: freedom and commerce. The notion that hydrocarbon energy to support transport and mobility is becoming estranged from our future or that its supporters and suppliers, users and beneficiaries are somehow less well-regarded in political society is utter nonsense, unless we allow it to become so by our own passivity. A look in the mirror of reality says the world needs another 25 to 30 million barrels of oil per day by the 2020s in order to bring other societies closer to the level of development that we have enjoyed for decades. This is simply unstoppable. So rather than positioning hydrocarbons and their use as politically incorrect, let's position them appropriately on the altar of society. Let's promote the value they produce, economic, social and cultural, while addressing future use in responsible and sustainable ways, including the use of technology and alternative liquid sources, to be ambassadors of what we believe and not apologists for what we do.

8:00 pm **Q&A**

8:15 pm **After-dinner reception**

**Tuesday, March 27, 2010**

7:30 am **Breakfast**

8:00 am **Welcome and Opening Remarks**

8:10 am **Keynote Address by Pierre Desrochers  
Plentiful and affordable energy as a key driver of economic growth.**

Despite the fact that human beings have become ever more efficient over time at handling resources, economic development has always required that greater amounts of energy per capita be harnessed and put to work. In recent years, however, we have increasingly been told that it is possible to decouple GDP growth from energy growth. Using historical evidence, a case will be made that plentiful and affordable energy remains a prerequisite for meaningful economic development and lifting billions of human beings out of poverty.

9:00 am

**Panel One: Jevon's Paradox and improving transport system efficiency**

The 19<sup>th</sup> century economist William Jevons showed that when technological progress allows us to use a resource (like fuel) more efficiently, the paradoxical result is that we use more of that resource (because we get increasing bang for our buck). Can we, then, reconcile Canada's need for increased transport system efficiency with policy-makers' desire to lessen fuel consumption? What is the most cost-effective mix of strategies to produce the best results:

- 1) innovation in fuels themselves to mitigate, among other things, their carbon intensity (e.g. changes to the mix of fuels as well as to the composition of individual fuels);
- 2) improvements in transport technologies that reduce fuel consumption;
- 3) managing consumer behaviour (through e.g. improved incentives, distance based insurance, fuel taxes, congestion pricing); and
- 4) improved logistics and system management (e.g., deregulation, such as removal of anti-cabotage rules, to increase load factors)?

**Chair:** Jean-François Gagné, Senior Manager, Advanced Transportation Fuels Technologies NRCAN

**Panelists:**

- Ken Ogilvie, Executive Director Emeritus Pollution Probe, is an independent environmental policy consultant.
- Ross McKittrick, Professor of Economics (University of Guelph) is a Professor of Economics at the University of Guelph where he specializes in environmental economics.
- Stephen Blank, Acting Director of Portal for North America an online network linking main centres on North American research and teaching.
- Vijay Gill, Principal Research Associate (Conference Board of Canada. Areas of research include transportation, infrastructure measurement, supply chain costs/regulatory issues.

10:30 am **Break**

10:45 am **Panel Two: Future fuel supply: Myths and realities**

Transportation in Canada is responsible for roughly 27% of Canada's greenhouse gas emissions, so no GHG policy can succeed that does not deal intelligently with this source. But too often policymakers assume that this means reducing the use of fossil fuels in the overall fuel mix, whereas technological innovations in both fuels themselves and the engines that burn them, as well as the behaviour of consumers can have a powerful impact. Moreover some argue that liquid fuels are unlikely to be replaced any time soon for transport purposes because of their unique characteristics. Is transport a "low hanging fruit" sector for GHG reductions, or a "top-of-tree" one? What is the most effective strategy for reconciling environmental and transport efficiency goals?

The current fuel supply is composed today of 95% petroleum products and a vast and expensive refining and distribution system has been created to make these products widely available. What should we expect the mix of fuel types to look like in 10 or 20 years and why? What are the real alternatives (technologically, economically and environmentally) to petroleum products?

**Chair:** Peter Boag, President, Canadian Petroleum Products Institute

**Panelists:**

- Larry Martin, Director, Education Services, George Morris Centre in Guelph Ontario. The Centre provides industry decision makers with critical information and analysis on issues affecting the Canadian agri-products sector.
- Ross McKenzie, Managing Director, Waterloo Centre for Automotive Research (WatCar). He oversees research and outreach activities at Canada's largest automotive-academic enterprise
- David Stern, Exxonmobil. He has 20 years of R&D experience in the petrochemical, refining, and catalyst manufacturing industries.

12:00 pm **Lunch**

12:45 pm **Panel Three: Is infrastructure destiny?**

Petroleum product distribution systems have been built up at enormous cost over more than a century, allowing them to benefit from significant “network effects”. Many alternative fuels, however (especially those that cannot be delivered through the same system, such as hydrogen, natural gas, electricity, etc.), face considerable network barriers, including consumer resistance, high costs of building a distribution system, reluctance of manufacturers to mass produce vehicles for which fuel is not easily available, unresolved technical weaknesses (e.g. battery technology), etc. Can such “system inertia” be overcome and at what cost?

**Chair:** Brenda Kenny, Pres. & CEO of the Canadian Energy Pipeline Association (CEPA)

**Panelists:**

- Tom Adams is an independent energy and environmental advisor. He is former a Executive Director of Energy Probe a membership on the Ontario Independent Electricity Market Operator Board of Directors, and of the Ontario Centre for Excellence for Energy Board of Management.
- Alicia Milner is President of The Canadian Natural Gas Vehicle Alliance. The Canadian Natural Gas Vehicle Alliance advocates on behalf of Canada's natural gas vehicle industry
- Dale Eisler is Assistant Deputy Minister, Natural Resources Canada. He is a former Consul General of Canada, Denver CO. and Assistant Secretary to Cabinet at Privy Council Office; as well Assistant Deputy Minister at Department of Finance, Gov. of Canada
- Bob Oliver is Chief Executive Officer of Pollution Probe.

2:00 pm **Panel Four: Fuel system sustainability: the international experience**

Canada is not alone in dealing with the challenge of reducing consumption of fossil fuels, and there will therefore be no “Made in Canada” solution, but rather a series of incremental improvements and transformational technologies that will come from all over the world. What does international best practice have to teach us about what works and what does not?

**Chair:** David McLaughlin, President & CEO, National Round Table on the Environment and the Economy

**Panelists:**

- Ken Rose is the Technical Coordinator for Fuels Quality and Emissions at CONCAWE, located in Brussels, Belgium. CONCAWE is the oil industry’s European association for environment, health, and safety in refining and distribution.
- Dr. Wenran Jiang is Special Advisor on China to the US and Canada based Energy Council. He is the Founding Director (2005-08) and Inaugural Mactaggart Research Chair (2008-11) of the China Institute, associate professor of political science at the University of Alberta, and a Senior Fellow of the Asia Pacific Foundation of Canada
- Andrew Heintzman is co-founder and CEO of Investeco Capital, the first Canadian investment company to be exclusively focused on environmental interests

3:15 pm **Break**

3:30 pm **Wrap-up Remarks by Wendell Cox**

**Mobility and prosperity in the cities of the future**

The ability of people and goods to move around quickly and cheaply is at the heart of successful cities. In this talk noted economist and demographer Wendell Cox will look at why transportation and energy issues are at the heart of debates about what the city of the future will look like, as well as at what both human behavior and economics is teaching us about how to build cities and transport networks that make people happy and prosperous.

4:00 pm **Concluding remarks**

4:15 pm **Adjournment**

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