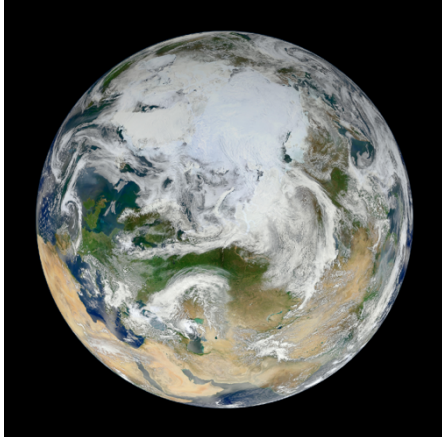


# ***Clean Technology Innovation Initiative***

## ***VerifiGlobal and the Standards Council of Canada***



**[Register here to collaborate and be part of the Clean Technology Innovation Initiative](https://www.verifiglobal.com/en/register)**  
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VerifiGlobal, in collaboration with the Standards Council of Canada (SCC), has launched a new initiative to raise awareness, knowledge and understanding for mobilizing and applying standardization to advance global sustainability.

Innovative technologies are critical to achieving sustainability goals. There is a need to strengthen capacity to assess the benefits and risks of these technologies to enable selection and deployment of effective solutions with sustainable outcomes.

### ***Market Drivers***

Public and private organizations are challenged, when considering environmental issues and new international agreements in the context of their activities and business operations. They are often not fully aware of the benefits and pivotal role of standards in assessing environmental performance. They may also have limited or no knowledge about the way products or firms are certified, or how innovative technologies are verified.

With growing demand for green technologies, products and services, environmental performance standards need to be better understood and positioned to effectively support the achievement of sustainable development goals. Ensuring market relevance of these products, technologies, and services requires mutual understanding and trust among stakeholders through meaningful engagement and the articulation of shared performance objectives, with a focus on evidence-based outcomes.

### *Clean Technology Innovation Initiative - Links to ISO TC 207 and the UN SDGs:*

**ISO TC 207**- Canada chairs the International Organization for Standardization Technical Committee for Environmental Management (ISO TC 207). TC-207 seeks to achieve common goals outlined nationally and internationally through environmental treaties and agreements, leading to sustainable and responsible development and trade. With a focus on environmental performance, reducing waste and continuously improving the effectiveness of operations, ISO TC 207 standards assist industries and stakeholders in addressing environmental challenges and opportunities, contributing to positive outcomes.

**UN SDGs** - In 2018, VerifiGlobal conducted a review of the United Nations Sustainable Development Goals (UN SDGs) to better understand the effective translation of sustainable development commitments into tangible outcomes. The review noted the importance of international trade as an engine for development and sustained economic growth, and the need for an equitable, rules-based, multilateral trading system, which uses standards to assess, evaluate and verify the performance of technologies and products.

### *The Clean Technology Innovation Initiative has two parts:*

**Part one** aims to reach consensus on the principal process elements and relationships that enable the development and deployment of innovative environmentally sound solutions, and the essential linkages to existing and proposed standards. These key relationships will be represented in the form of a generic relationship diagram to be presented at the September workshop

**Part two** involves assessment and analysis of key issues and opportunities in selected sectors where the relationship diagram “tool” could effectively be applied. The initial examples will be used to illustrate solution pathways, exemplifying how relationship mapping and performance benchmarking can be applied to untangle complex issues and add value.

### *Clean Technology Innovation Initiative - Anticipated Outcomes:*

**Increased awareness and understanding** regarding mobilizing and applying standardization process for global sustainability.  
An **interactive, visual tool** for the global innovation system to demonstrate how the ‘cross-cutting’ family of ISO TC207 standards are relevant to global and national challenges and opportunities.

A **web-based integrative relationship map** to visualize how global sustainability goals and international standards interact and relate to each other in a systemic way. It will enable and encourage the application of existing and proposed environmental standards for technology innovation and attaining global sustainability objectives.

*The ‘Innovation’ relationship map will be posted on the VerifiGlobal website and publicly accessible.  
For more information on this new Initiative and the forthcoming workshop, please contact:*

Starlene Buchanan  
Program Manager  
Standards Council of Canada  
Email: starlene.buchanan@scc.ca



John Neate  
Managing Director  
VerifiGlobal  
Email: jhneate@verifiglobal.com