

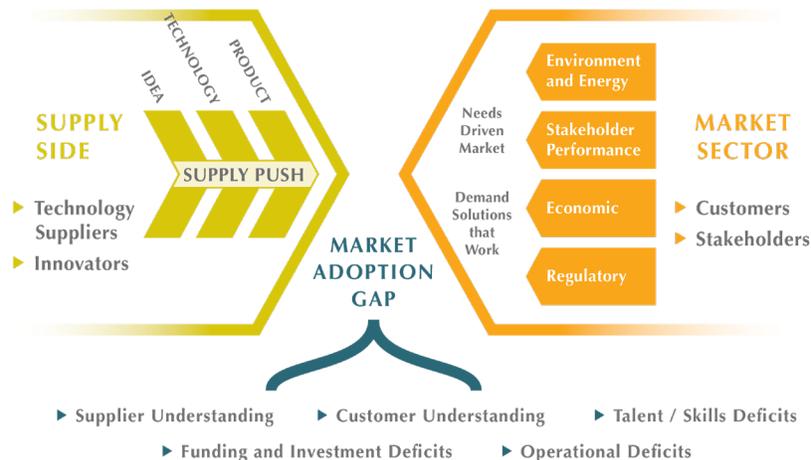
BLOOM BACKGROUNDER

OVERVIEW

- ▶ Founded in 1993 as the Ontario Centre for Environmental Technology Advancement (OCETA); one of three Canadian Environmental Technology Advancement Centres created by the Government of Canada.
- ▶ In 2011, the legal name of the organization was changed to The Bloom Centre for Sustainability (BLOOM).
- ▶ Private company, federally-incorporated as a **not-for-profit** organization with a public policy mandate.
- ▶ Governed by an independent Board of Directors.

BUSINESS APPROACH AND STRATEGY

- ▶ ‘Sector-focused’ approach designed to address the market adoption gap.
 - BLOOM acts as a ‘connecting bridge’ between market demand, innovation supply and government policy.



- ▶ We do this by:
 - Increasing demand-side (customer) awareness of ‘commercial-ready’ clean technologies and solutions;
 - Increasing supply-side (supplier) awareness of what is required to successfully meet the needs of customers in targeted sectors;
 - Promoting an early adoption culture by carrying out pilot and demonstration projects in real-life operating conditions;
 - Building the capacity of end-use sector buyers to procure and integrate clean technologies and solutions into their operations; and
 - Connecting customers, suppliers, government and other industry stakeholders, to develop business relationships and opportunities.

WHY DO STAKEHOLDERS WORK WITH BLOOM?

- ▶ BLOOM is a trusted 3rd party, focused on generating outcomes with tangible benefits:
 - **Government Agencies** partner with BLOOM to develop and deliver projects and programs that support their public policy mandates in the areas of innovation, economic development and jobs, climate change and environmental protection, and sustainable development.
 - **Industry Associations** partner with BLOOM to increase their depth of knowledge on energy, water and environmental issues, and to deliver ‘pre-competitive’ projects that support their member companies in adopting innovative solutions to manage resource related risks and improve overall sector competitiveness.



- **Customers** (end-use buyers) partner with BLOOM to develop a better understanding of their business risks and innovation opportunities, to de-risk innovative solutions through pilots and technology demonstration projects, and to connect with the right technology and solution providers in the market.
- **Suppliers** (technology vendors and service providers) partner with BLOOM to increase their understanding on sector needs, the types of solutions that end-use buyers are seeking, and to gain market access.

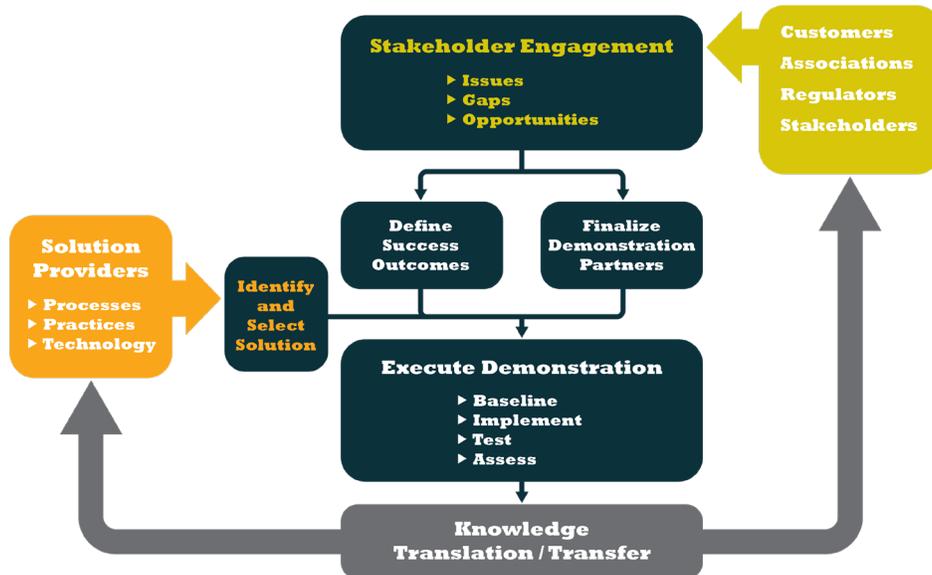
OUR SECTOR INNOVATION MODEL SERVICES

1. Program Delivery

- ▶ Design and deliver programs as a 3rd party agency to support the development, demonstration and market adoption of clean technologies and solutions. Examples include:
 - BLOOM Clean Technology Demonstration Program for Ontario government
 - Ontario Agri-Food Water Innovation Program for Ontario government
 - Cleaner and Greener Program with CME for Ontario government
 - Industrial Energy Audit Incentive Program for NRCan
 - Industrial Eco-Efficiency and Innovation Program for NRC-IRAP

2. Pilot and Demonstration Projects

- ▶ Unique 'hands on' skills in designing and managing clean technology pilot/demonstration projects in commercial settings.
- ▶ Collaborative projects involving host customers, technology vendors and other project partners.



- ▶ Successfully developed and executed a broad portfolio of 30 clean technology-based market demonstration projects:
 - Renewable energy
 - Energy efficiency
 - Water/wastewater
 - CO₂ recycling
 - Low carbon vehicles
 - Smart building systems
 - Organic/food waste



3. Technology Evaluation, GHG Impact Quantification and Environmental Benefits Reporting

- ▶ Specialized technical expertise, analytical skills and reporting.
- ▶ Developed a decision-support tool known as BLOOM Impact Quantification (BLOOM IQ).
- ▶ Examples include:
 - 3rd party technical reviews for Ontario's **Innovation Demonstration Fund (IDF)**, **Green Schools Program** and **Green Focus on Innovation and Technology Strategy (GreenFIT)**.
 - GHG impact quantification and environmental benefits reporting for more than 100 clean technology projects that received funding from **Sustainable Development Technology Canada (SDTC)**.

4. Knowledge Products

- ▶ Create and disseminate knowledge products to raise market awareness and to support the adoption of clean technologies, approaches and solutions.
- ▶ Examples include:
 - Web-based platforms
 - E-learning modules
 - Guidance materials
 - Case studies
 - Videos
 - Risk/opportunity profiles

GOVERNMENT RELATIONS

- ▶ BLOOM has a long-standing 25-year relationship with government agencies to manage and deliver a range of programs and projects to support broad policy objectives.
- ▶ BLOOM has historical and good working relations with the Federal government including Industry Canada, Environment Canada, Natural Resources Canada and the National Research Council.
- ▶ BLOOM has worked with many different Ontario Ministries including: Research and Innovation; Economic Development, Employment and Infrastructure; Agriculture, Food and Rural Affairs; Environment and Climate Change; Energy; and Municipal Affairs and Housing.
 - Presently, BLOOM has a transfer payment agreement with the Ontario Ministry of Economic Development, Job Creation and Trade to increase market adoption of clean technology-based solutions.

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