

QUÉBEC ACTION FOR CLIMATE EMPOWERMENT

Financing action for climate empowerment: the role of the carbon market

- ◆ Québec's cap-and-trade system (carbon market) imposes a cost on emissions from large industries and those produced by the combustion of fossil fuels in the transport, building and agriculture sectors.
- ◆ The revenues generated finance measures under the 2030 Plan for a Green Economy, Québec's policy framework to fight against climate change.
- ◆ As an integral component of its 2030 Plan, the **Québec Mobilization Strategy for Climate Action** is wholly funded through the proceeds generated from the carbon market.

For more information about the Strategy:



Strengthening the social mandate for climate action: the Mobilization Strategy at the forefront

- ◆ Québec is aiming for a 37.5% reduction in GHG emissions by 2030, compared with 1990 levels, and for carbon neutrality by 2050.
- ◆ New actions are added to the 2030 Plan for a Green Economy every year, in order to close the gap between Québec's GHG emissions and its targets.
- ◆ The active engagement of Québec society stands as a crucial element for achieving our goals in mitigation and adaptation.

The Strategy, in short

- ◆ Vision: The Strategy both facilitate and accelerate the climate transition, by committing society to action and getting everyone on board with the necessary measures.
- ◆ The 2022-2027 Climate Action Mobilization Strategy is dedicated to empowering every sector of society to participate in climate action.
- ◆ Launch budget: CAD46.4 millions.

The Strategy is structured around four main orientations:

Orientation 1. Document and understand the conditions for success and the collective determinants of climate action, in order to find the most promising approaches.



Example: The Climate Action Barometer has been published annually since 2019 (French Only). It provides specific data on the attitudes, knowledge and commitment of the Québec population with regard to climate change, helping to document and understand what drives climate action.

Orientation 2. Provide tools and encourage concerted action to build stakeholders' capacities and to improve the coherence and effectiveness of interventions.



Example: The Communauté de pratique en communication climatique au Québec (615 members) enables members from NGOs, academia, public administration, and more to share knowledge and tools on climate communication.

Orientation 3. Communicate and raise awareness to reach a wide range of audiences and improve their understanding of climate issues.



Example: The web media platform Unpointcinq produces and distributes content to promote climate solutions. In addition to publishing hundreds of inspiring articles and reports each year, it also reaches a wider audience through podcasts.

Orientation 4. Encourage action and emulation to create a ripple effect.



Example: Climate dialogues gather communities from different backgrounds to discuss climate issues and bring the subject to the forefront.



Example: The Action-Climat Québec program finances mobilization projects carried out mainly by non-profit organizations.

- *Équiterre*
Demonstrate the potential of electrically assisted bicycles as an alternative to daily car use | Vélovolt
- *Vivre en Ville*
Facilitate urban densification by improving the practices of developers and municipalities | Yes in my back yard!
- *Innovative Vehicle Institute*
Accelerating the integration of electric trucks into fleets through multi-week road tests | Plug-in Fleet – Heavy Duty Trucks

Evolving evaluation: adapting to the pace of change

- ◆ The Strategy aims to create complex changes that cannot be easily evaluated using traditional methods focused on assessing the specific effects of programs according to a set of pre-determined outcomes and indicators in an attempt to reveal a cause and effect relationship.
- ◆ The evaluation of the Strategy's measures is designed to adapt to the constant changes of context and knowledge. The lessons learned during implementation serve to improve the Strategy.