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Canada's Clean Energy Portal:
What is it and What Does it do?

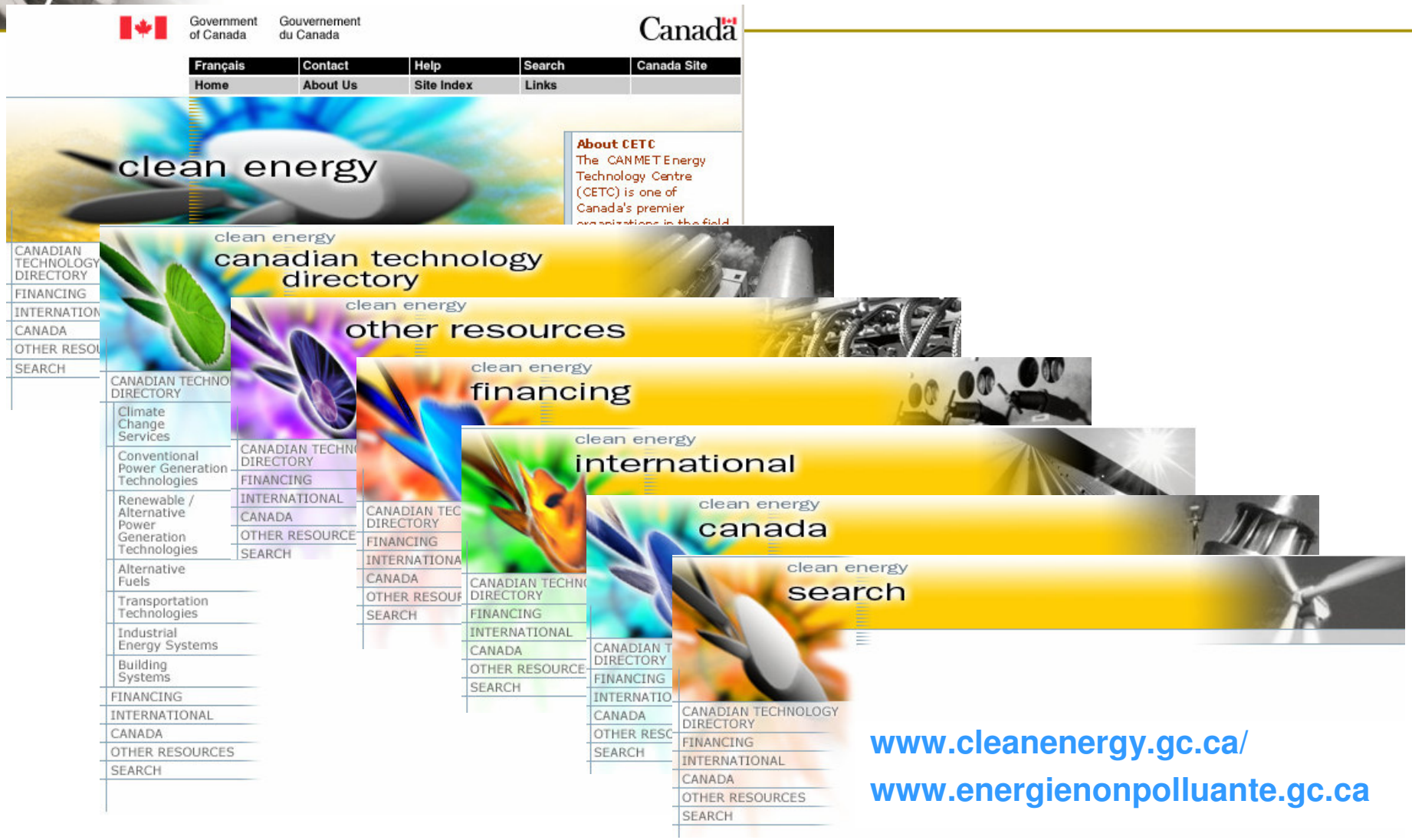
CLEAN ENERGY TECHNOLOGIES

UNFCCC Seminar on Networking Technology Information Centres

12-13 March 2007 Bonn, Germany

Canada

Clean Energy Portal



www.cleanenergy.gc.ca/

www.energienonpolluante.gc.ca

What is it and What Does it do?

- The *Clean Energy Portal* provides users with a gateway to identify Canadian providers of climate change and clean energy products and services.

- The *Clean Energy Portal* is designed to help Canadian and non-Canadian visitors navigate the vast resources and information about Canada's expertise and innovative climate change and clean energy industry.

What is it and What Does it do?

- Providers can use this dynamic gateway to:
  - Survey and contact close to 900 companies
  - Leverage a variety project financing resources
  - Identify key technologies and government resources central to clean energy and climate change
  - Research Canadian and international climate change initiatives

Canadian Technology Directory

Once a company is entered onto the *Clean Energy Portal*, it is sorted into 7 different technology categories:

1. Alternative Fuels
2. Building Systems
3. Climate Change Services
4. Conventional Power Generation Technologies
5. Industrial Energy Systems
6. Renewable/Alternative Power Generation Technologies
7. Transportation Technologies

Companies are sorted in this manner to make searching for effective

These categories are then further broken down into sub-categories for a more specific search result; for example Biofuel is a sub-category of Alternative Fuels

Financing

3. Country Specific Initiatives:

The portal also houses Clean Energy Initiatives for the following countries:

Australia
Belgium
Brazil
Canada
China
Colombia
Denmark
France
Germany
India
Ireland
Japan
Mexico
Peru
Philippines
Poland
Russia
South Africa
Spain
Switzerland
Tunisia
Uganda
UK
USA

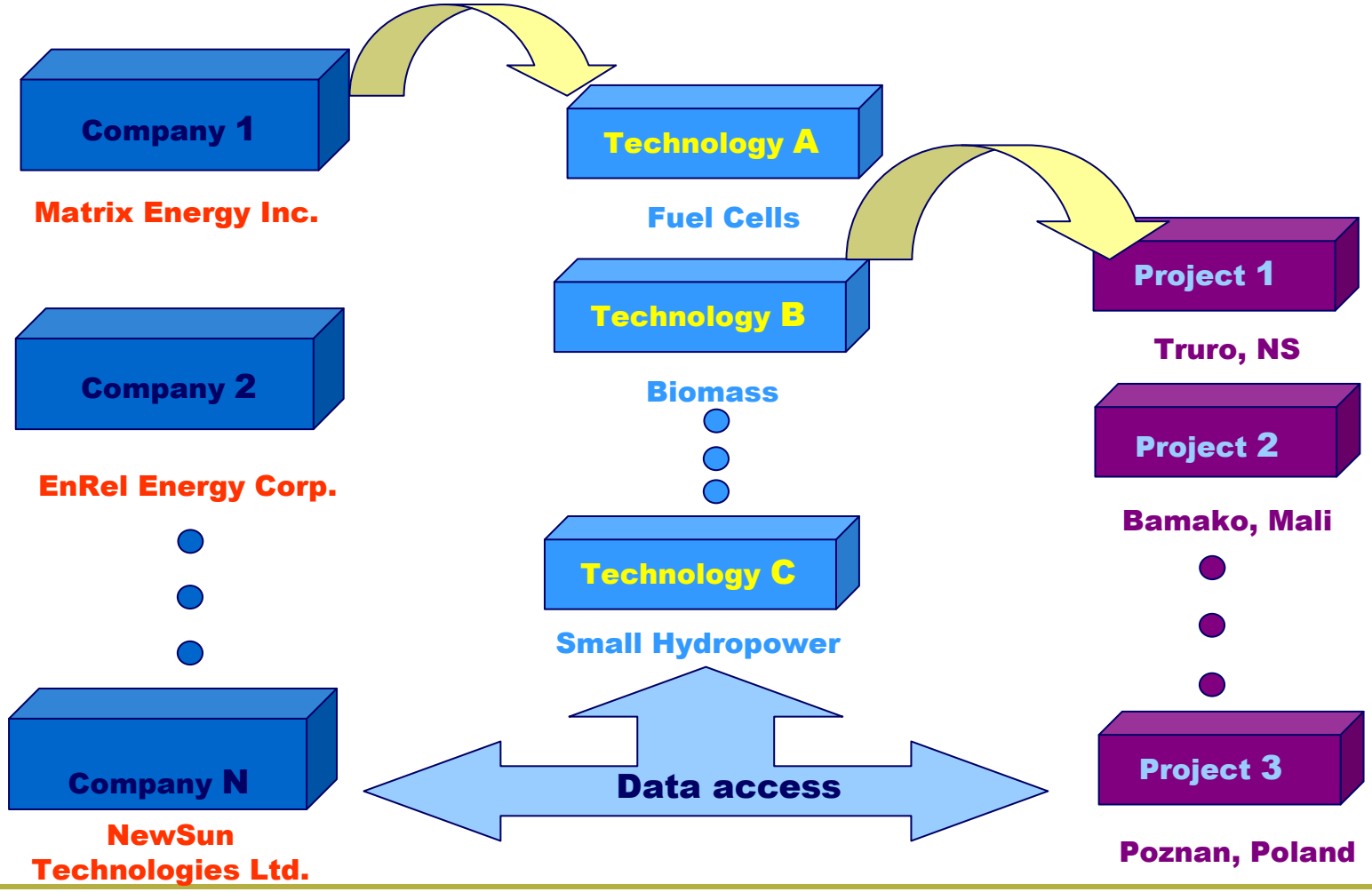
Information on the Portal

- To research and connect to specific activities, initiatives, organizations and events, begin in one of the following categories:

1. Activities - energy technology projects being conducted in Canada by Canadian firms
2. Initiatives - Canadian programs (normally government-sponsored) that promote a particular area of energy development
3. Organizations - Canadian organizations that promote a particular area of clean energy
4. Events - conferences, trade missions, meetings, forums, workshops, key trade shows, and calls for proposals

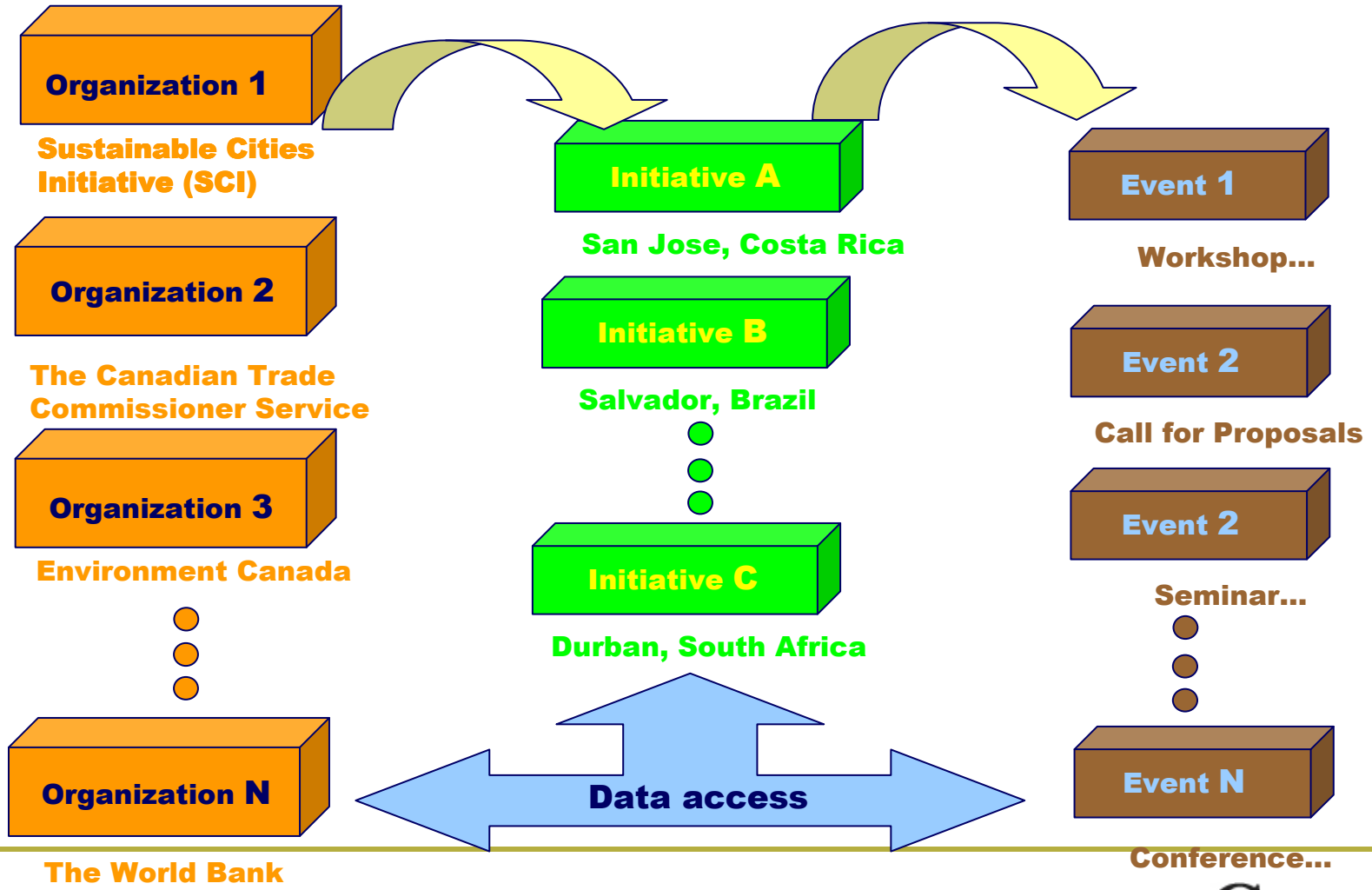
Data architecture

Companies/ Technologies/ Projects



Data architecture

Organizations/ Initiatives/ Events

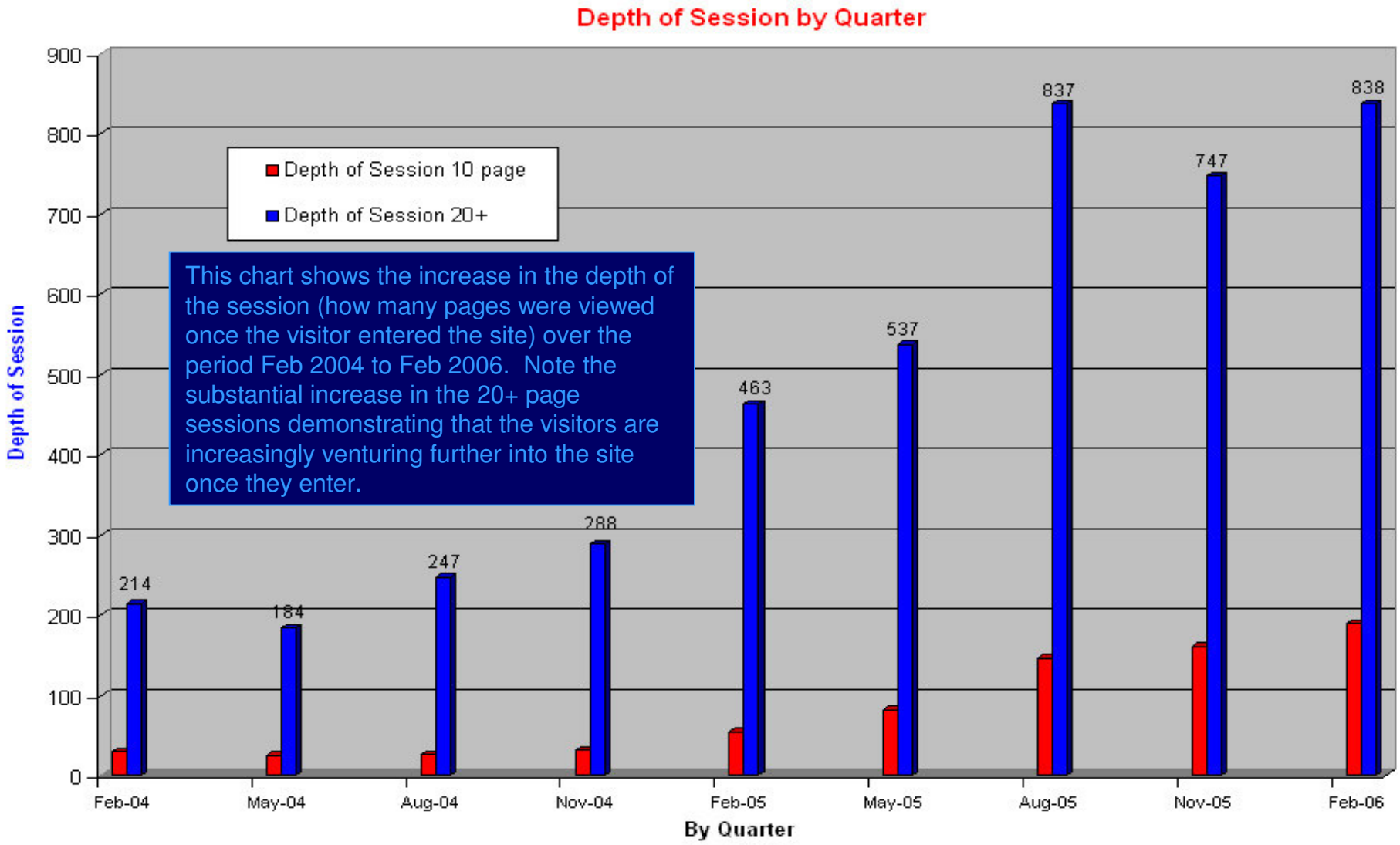


Charts Demonstrating the Portal Use

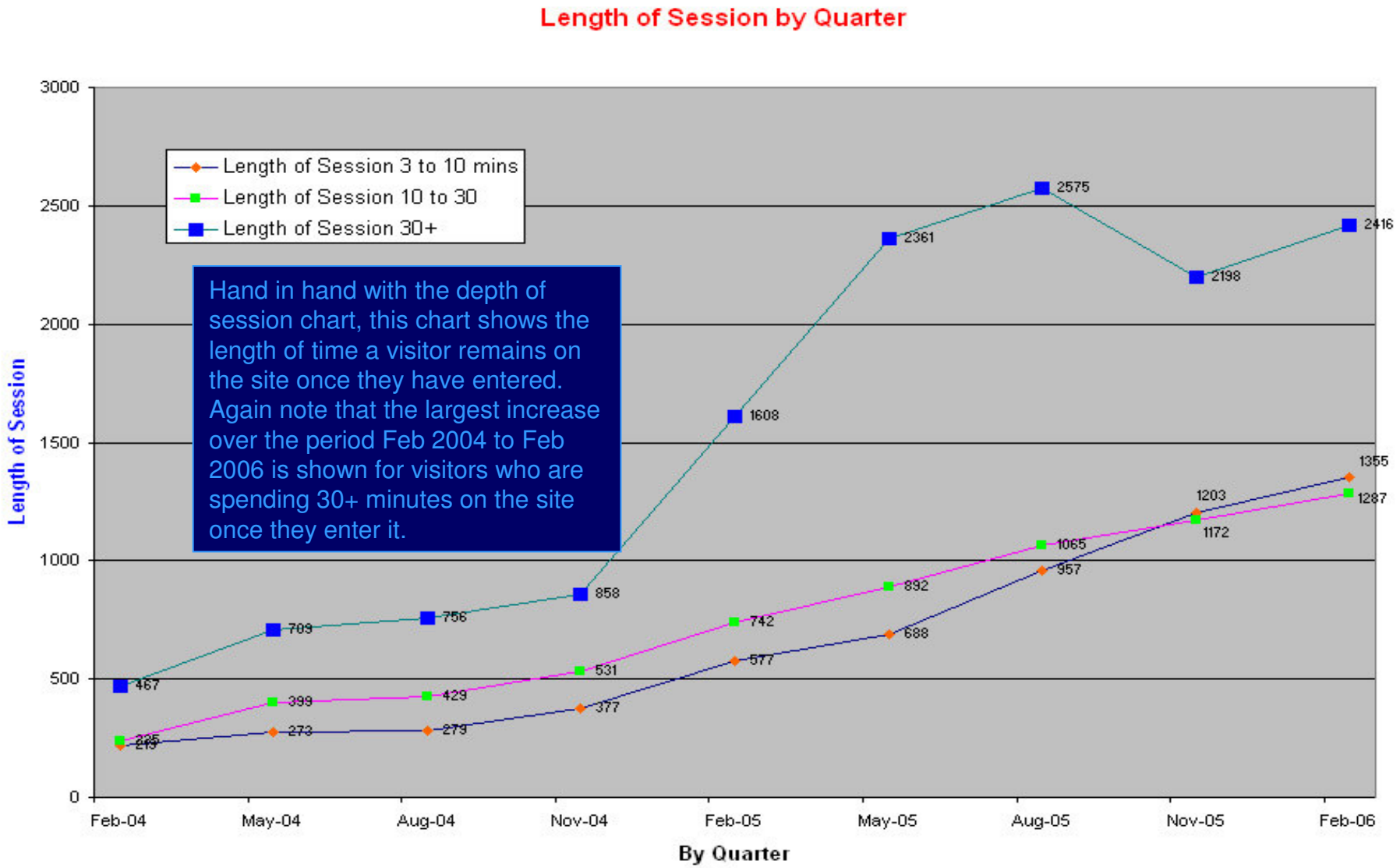
- In order to demonstrate the effectiveness of the *Clean Energy Portal*, graphs and charts were created to accurately show how the portal is being used. The graphs are as follows:

1. Depth of Session – Number of pages viewed per visitor
2. Length of Session – How long each visitor remained on the site
3. Sessions by Country – Breakdown of international addresses
4. Total Number of Click Throughs – Traffic sent to companies
5. Click Throughs by Area of Operation
6. Click Throughs based on Province

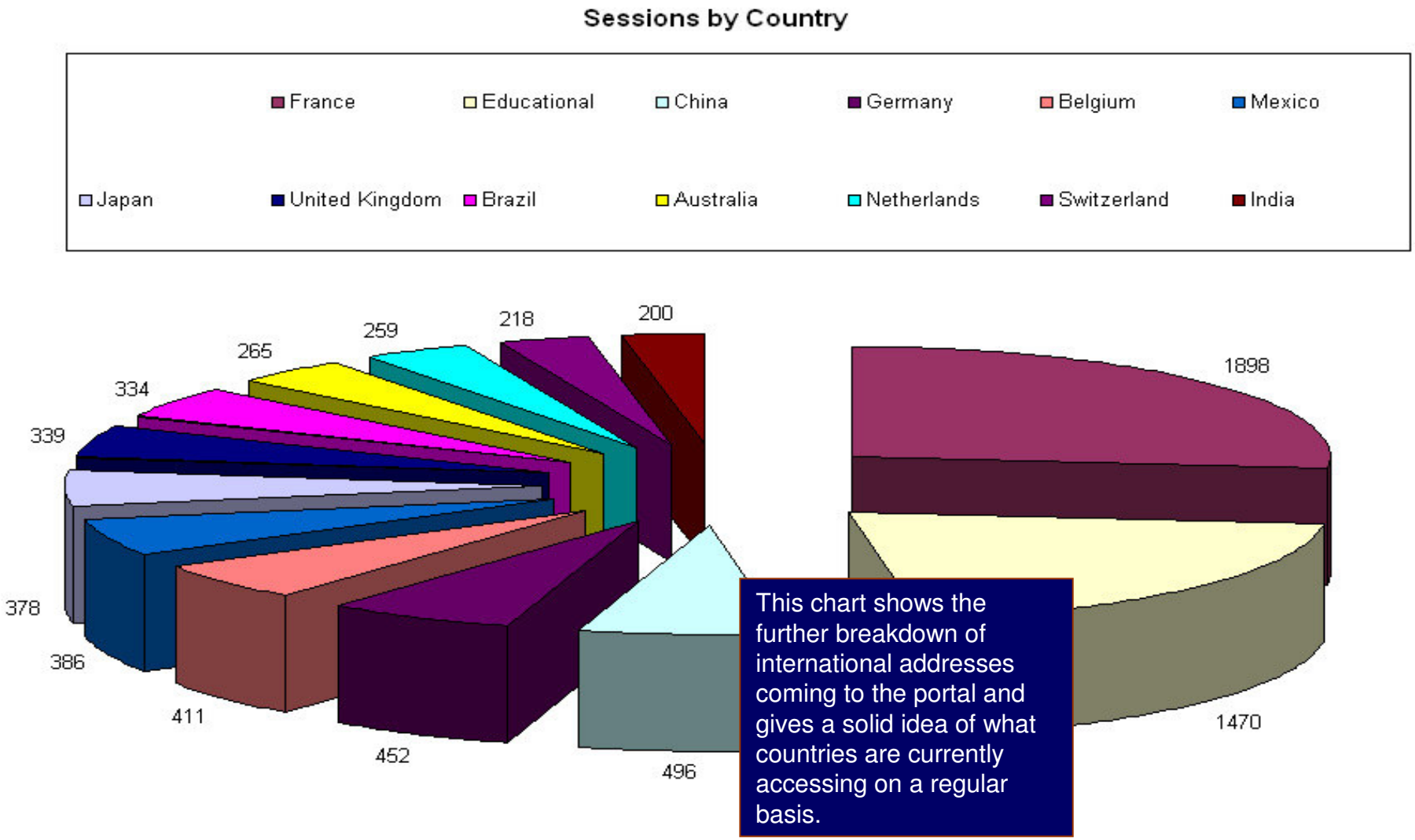
Depth of Session from Feb 2004 – Feb 2006



Length of Session from Feb 2004 – Feb 2006

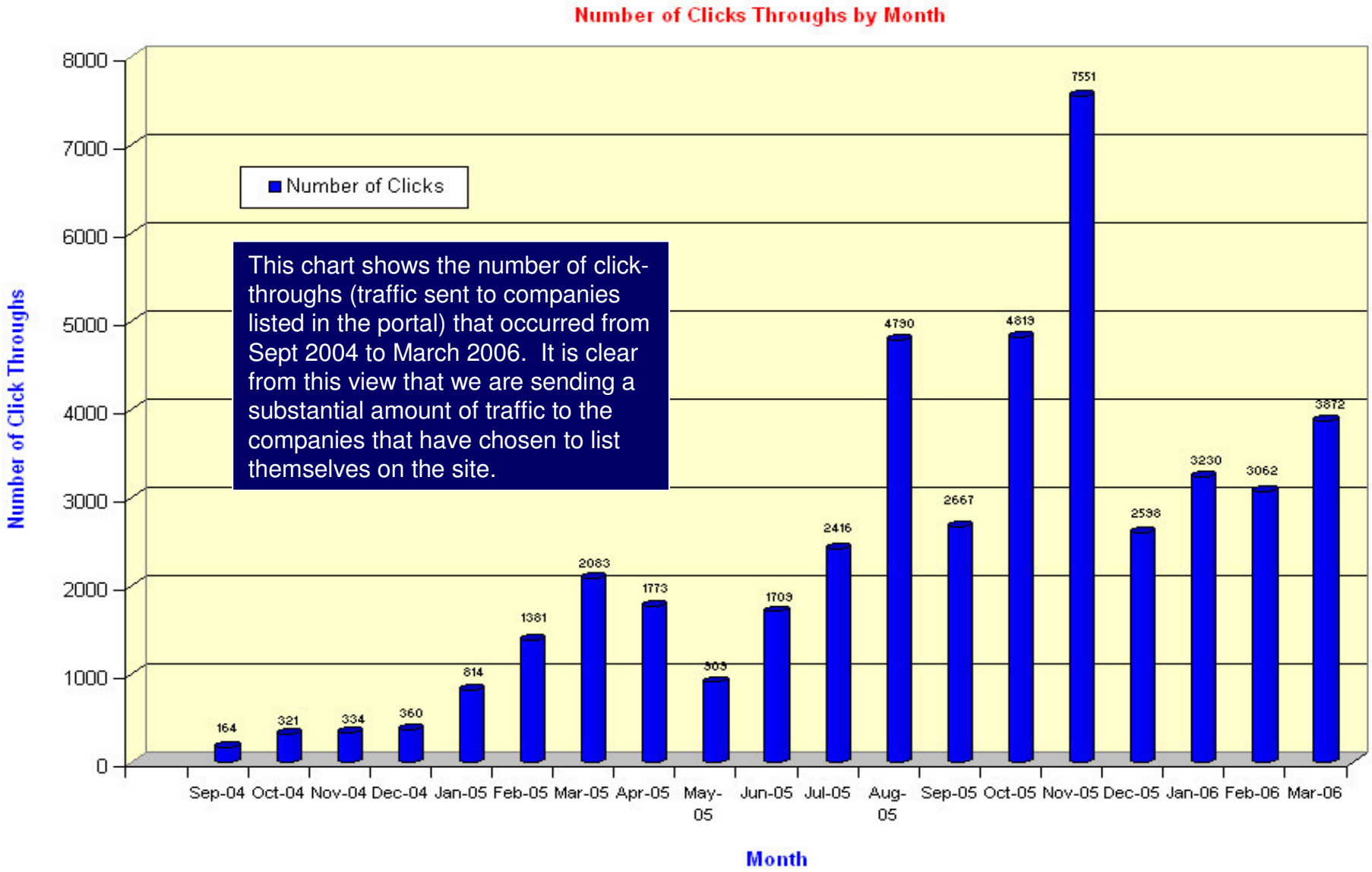


Sessions by Country

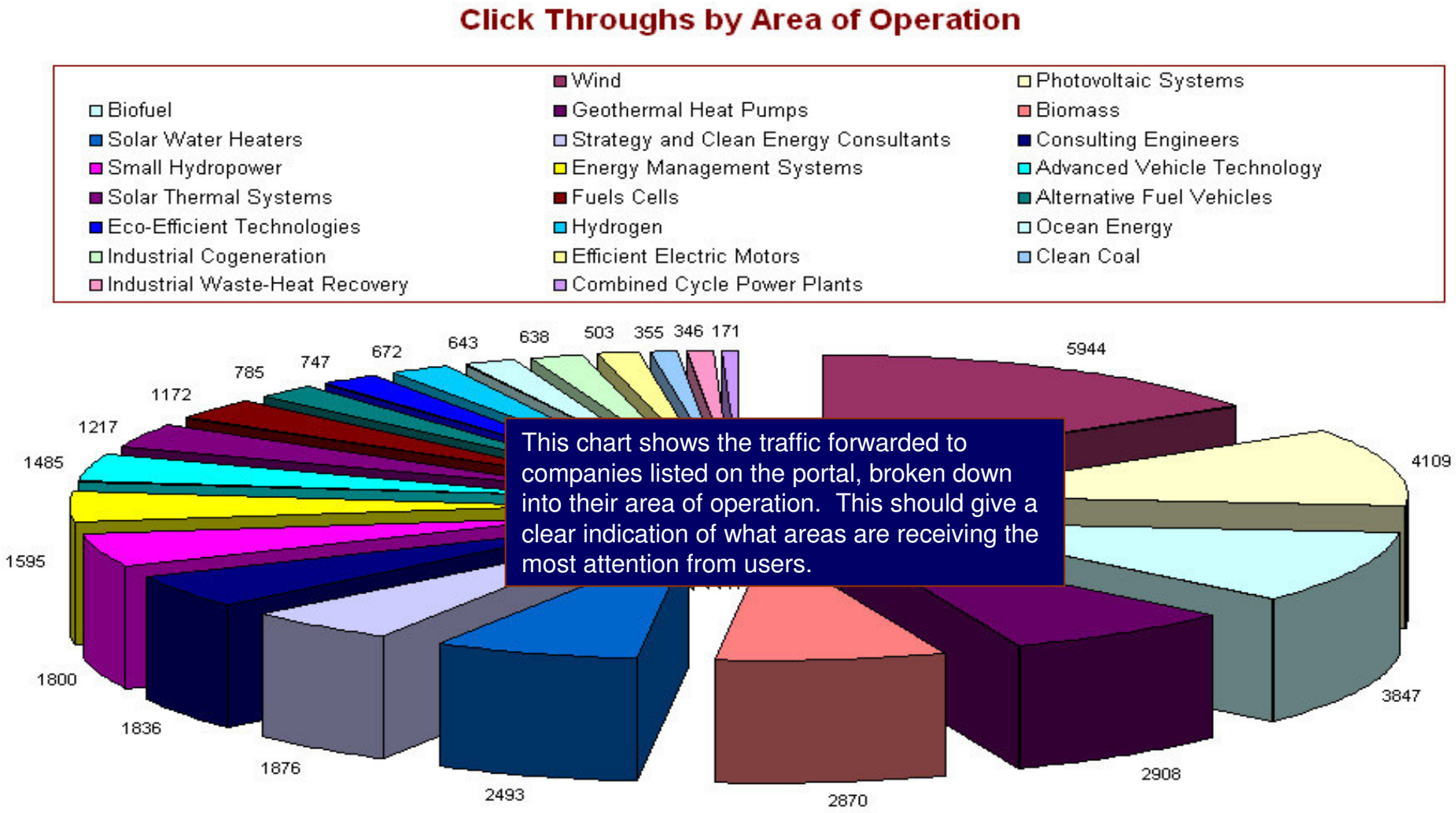


This chart shows the further breakdown of international addresses coming to the portal and gives a solid idea of what countries are currently accessing on a regular basis.

Number of Click Throughs from Sept 2004 – Mar 2006



Click Throughs by Area of Operation



Pilot Project – Canada's Objectives

- Ensure TT:CLEAR is a simple, easy to use platform for project developers in developing countries looking for information on clean energy technologies, suppliers and implementation case studies in or near their respective regions.
- For the networking pilot project, objective was to prove the concept and develop best practices to facilitate and reduce costs for subsequent implementations by developing countries.
- Going forward, need to better define the user base and their information needs, resource constraints and skills gaps to ensure the best available tool exists.

UNFCCC Web Services Pilot Project

- 2004, first country to implement a 2-way data interchange between NRCan's Clean Energy Portal (CEP) TT:CLEAR.
- Allows users on either portal to search the database of the other without leaving the portal they are using.
- Worked with secretariat to develop data standards and protocols for describing information.
- Created our web services client and assisted secretariat with their client for the Clean Energy Portal.
- Student intern did coding, strong background but self-taught with documentation on the internet.

Implementation Challenges and Lessons Learned

- Defining standards for describing technologies, projects, events, etc…
- Slow performance addressed by cache script/application
- Coding not hard to learn with appropriate background
- Good documentation needed for ongoing support
- TT:CLEAR search interface complex for novice users – perhaps split into simple and advanced search pages
- Web services vs. hyperlinks pros and cons, highly dependent on user needs and use patterns:

DEFINE USERS AND THEIR NEEDS

Questions for the Seminar

- What is the objective for the network – information sharing or interactive matchmaking?
- What are the information needs of those implementing projects in developing countries? What tools are currently available?
- Is web services the best means to achieve the objectives and meet the needs?
- How is the network being used – latest user statistics and online usage patterns?
- How can the network best leverage other initiatives – CTI/PFAN, other UN agencies (UNEP, UNDP, UNIDO, other)