



Low Carbon and Circular Economy Business Action in Canada: Project Synopsis

In line with the *Paris Agreement on Climate Change* and the *European Green Deal*, the **European Union (EU)** is pioneering an exciting *Low Carbon Business Action in Canada (LCBA Canada)* to: support the reduction of greenhouse gas (GHG) emissions and move toward a clean circular economy using a business opportunity-driven approach.

This *Action* will facilitate business collaboration between Canadian Buyers and EU Small and Medium Enterprise (SME), that have a distinct positive environmental impact, are scalable, reflect a sound return on investment, and enable innovative technology transfer and business transactions. In essence, this *Action* promotes EU company technologies and services at regional scale to respond to unmet Canadian demand for low carbon and circular economy solutions.

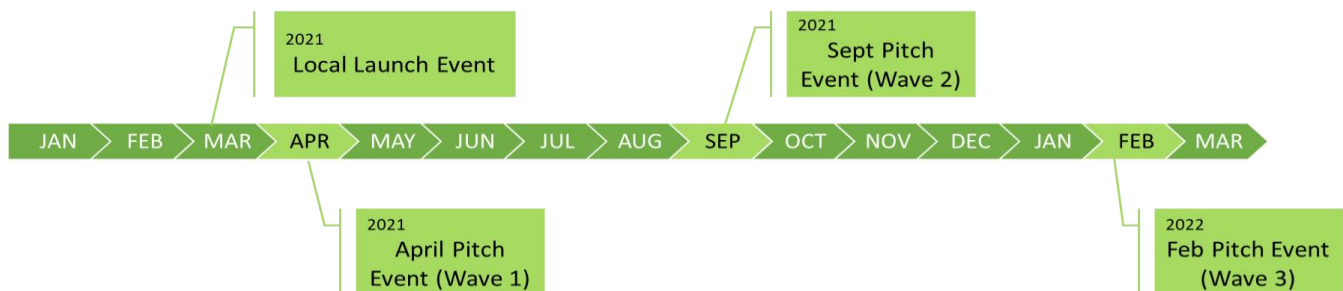
BENEFITS TO CANADIAN BUYERS AND EU SME SELLERS

- ✓ Provides exclusive EU SME access to real-time Canadian market intelligence on low-carbon and circular economy technology and service needs.
- ✓ Connects tangible Canadian Buyer demand with cutting-edge EU SME Innovation.
- ✓ Enables accelerated commercialisation of joint business concepts (JBCs), toward innovative technology transfer and business transactions.
- ✓ Delivers expert guidance & Technical Assistance to Buyers and Sellers: e.g., technical feasibility studies, regulatory advice, financing modelling, market access, and finance leveraging - for stronger commercial results.
- ✓ Generates €42 Mn in Canada-EU joint business opportunities.

THE APPROACH

This Project uses a "Challenge Pitch" approach to focus the search for EU SME Suppliers, based on the Canadian Buyer's specific needs (*Challenges*). Through a series of Events over the 36 months of implementation, shortlisted EU SME's will be able to Pitch for a *Challenge*, from a 60 *Challenges* tendered, comprising a total of between 180 to 300 EU SMEs participating. EU SMEs will be invited to apply to specific *Challenges*, through an Application process on the LCBA Canada Project Website. The most promising Joint Business Concepts (JBC) will receive tailored Technical Assistance financed by the European Union.

Challenge Wave Timelines



Note: Dates & Challenge Pitch EOIs will be published on the webpage. Please register at lcbacanada.com for further updates