

# decarb<sup>ca</sup> connect

5-7 NOVEMBER 2024

Toronto, Canada  
Site Visits | 2 Day Conference | Networking Dinner

The leading industrial decarbonization conference in Canada

40+ Speakers Including:



Hon. Graydon Smith,  
Minister of  
Natural Resources  
and Forestry,  
Government of  
Ontario



Eva Musso,  
Head of Sustainability  
and Government  
Relations,  
BASF



Katie Chan,  
Director,  
STELCO



Gregory Balycky,  
Senior Director of  
Investments,  
Canada Infrastructure  
Bank



Fathesha Sheikh,  
Director of CCUS,  
Hydrogen and  
e-Fuels,  
Holcim Lafarge



Mubarik Chowdhry,  
Director & Head of  
Global Innovation Hub,  
Heidelberg Materials



Nicole Geneau,  
Vice President  
of Commercial  
Development,  
Antora Energy



Minister Brian Jean,  
Minister of Energy &  
Minerals,  
Government  
of Alberta

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# An essential meeting for leaders in decarbonization

To all our colleagues in the Canadian industrial sectors:

Many thanks for joining us in Toronto for the second iteration of Decarb Connect Canada! 160+ attendees joined us over the three day event and we loved the continued evidence of industry's determination to futureproof operations in Canada by both reducing co2 and increasing waste valorization.

**Being in Canada as the US election took place was fascinating.** We heard firsthand what some of the US's longest standing industrial and energy partners thought about the changes ahead; the consensus was that much of the IRA funding that has been deployed would stay in place – but that there were concerns about the impact of tariffs on the longstanding export of energy and critical products from north to south... lots to look out for as 2025 unfolds.

**With Canada awaiting its own general election date,** some of the offline discussion was about the extent to which the general public's concerns about prices and jobs might affect a new administration's policy in support of climate projects and plans.

**It is clear that co2 management is needed to help Canadian industry remain competitive** in other international markets – but we also all know that populations can both want and see urgency in climate issues whilst at the same time not understand the permitting and investment necessities that would be required to enact them. A number of the panels and speakers called on all of us in the decarbonization



landscape rethink **how we engage with communities to show them the jobs, export potential, community as well as climate benefits of co2 work.**

With policy in mind, **we were proud to welcome keynote speakers Hon. Graydon Smith, Minister of Natural Resources for Ontario, and Hon. Brian Jean, Minister of Energy & Minerals for Alberta.** We also welcomed **Patrick Hum, DG of Clean Technology and Clean Growth for the Government of Canada** to the discussions along with many colleagues from across government departments. Thank you to all the govt attendees and speakers for your willingness to engage across the event and to listen to what industry needs.

**Across the event we saw high levels of engagement with the industrial-led sessions including how to :**

- **Unlock the potential for CCS in industry**
- **Create and sell low carbon products**
- **Roll out bio energy and ccs projects**
- **Engage employees and stakeholders**
- **Scale up after a successful pilot**
- **Electrify with the right renewables and storage infro/tech**
- **Bring innovation and disruptive technology to foundation/traditional industries**

Other sessions on tackling CBAM reporting, the timeline much-needed grid infrastructure, hydrogen market evolution and many other issues all saw good Q&A sessions .. so many questions from all our attendees – thank you!

For a reminder of the full list of speakers – see page 4 and if you'd like to speak in 2025, or nominate someone, get in touch at [Canada@decarbconnect.com](mailto:Canada@decarbconnect.com)

We will be back in Canada next year and would love to hear from you about whether Toronto, Montreal or Calgary would make it the most valuable meeting for you. Email us at [Canada@decarbconnect.com](mailto:Canada@decarbconnect.com) to tell us your thoughts.

**With thanks to this year's advisory board:**



Sarah Petrean,  
Vice President of  
Sustainability,  
**Cement Association  
of Canada**



Fathesha Sheikh,  
Director of CCUS,  
Hydrogen and  
e-Fuels, **Holcim/  
Lafarge**



Peter McArthur,  
Vice President &  
National Cleantech  
Lead, **Royal Bank  
of Canada**, Chair,  
**Ontario Clean  
Technology Industry  
Association**, Board  
Member, **Canada  
Cleantech Alliance**



Donald Fusco,  
Regional  
Director - Ontario,  
**Chemistry  
Association of  
Canada**



Nick Papanicolaou,  
Decarbonization  
Manager,  
**Carmeuse**



Kerry Sandhu,  
Executive Director,  
**Gaffney Cline**

**To all our speakers and partners – thank you for engaging and shining a light on projects and policies that are succeeding, but also for talking about the challenges and how to tackle them.**

Best wishes,



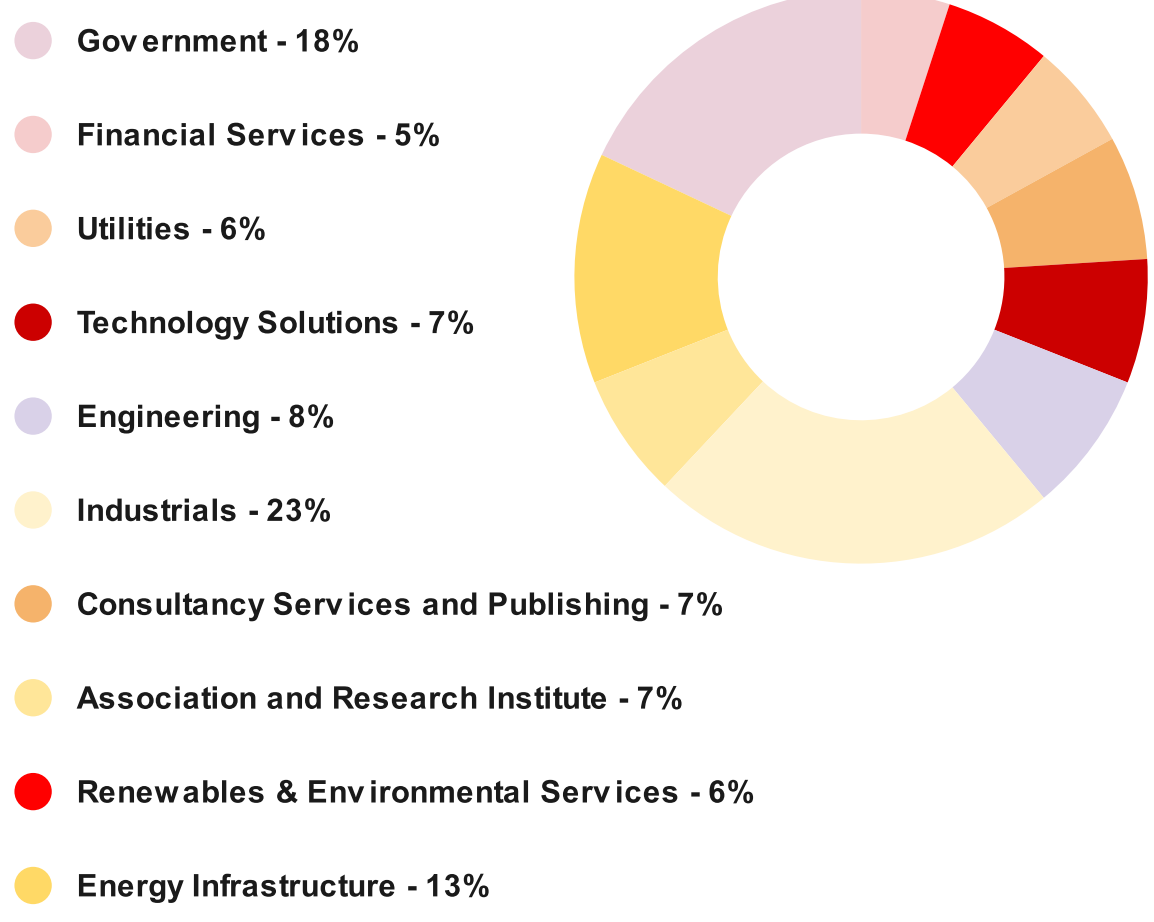
Alex Cameron  
Founder & CEO  
**Decarb Connect**



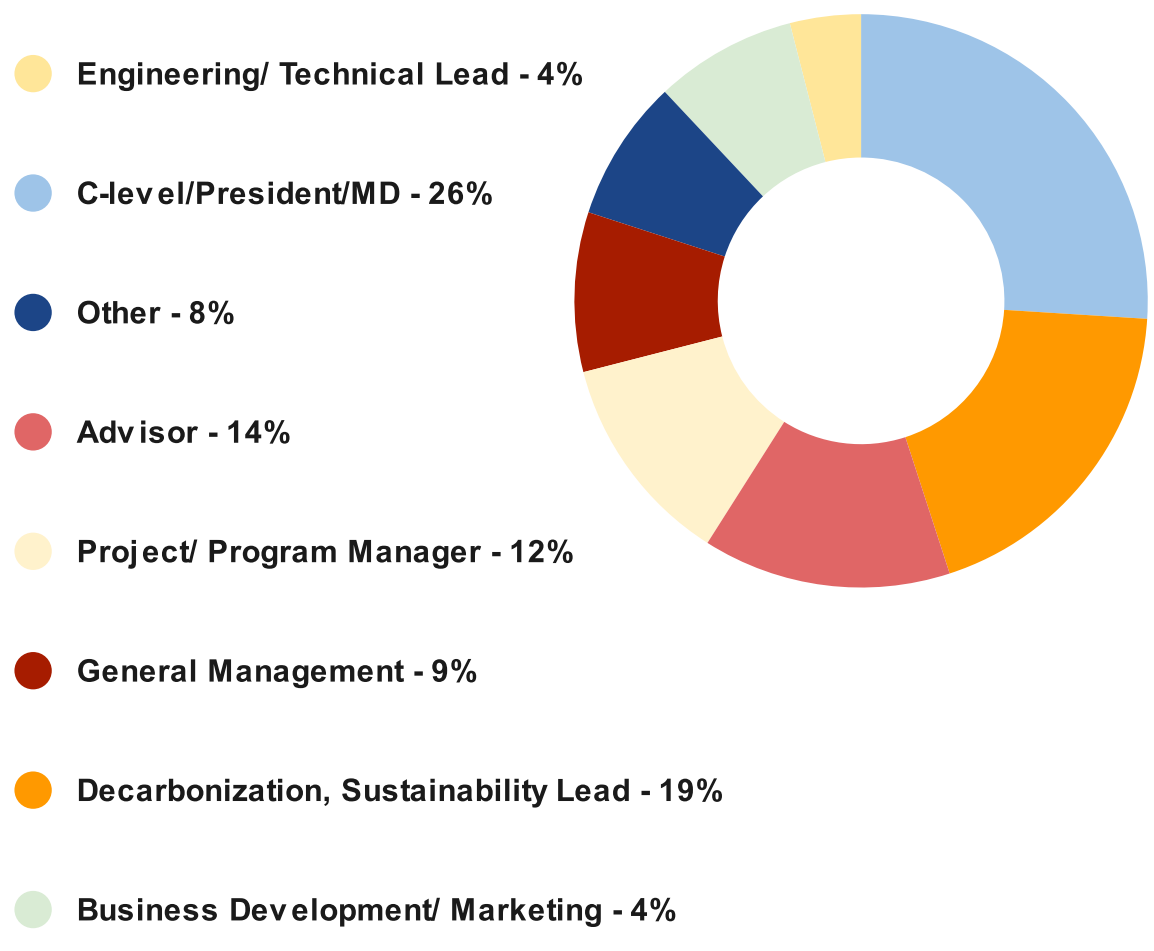
# Decarb Connect Canada 2024 Attendees:



## Sector Breakdown



## Job Function Breakdown





# 40+ Speakers Including:



Hon. Graydon Smith, Minister of Natural Resources and Forestry, Government of Ontario



Nick Papanicolaou, Decarbonization Manager, Carmeuse



Fathesha Sheikh, Director of CCUS, Hydrogen and e-Fuels, Holcim Lafarge



Shatha Qaqish-Clavering, Executive Director-Climate Positive Energy Initiative, University of Toronto



Sarah Petrean, Vice President of Sustainability, Cement Association of Canada



Peter McArthur, Ontario Clean Technology Industry Association, Board Member, Canada Cleantech Alliance



Justin Rangooni, Executive Director, Energy Storage Canada



Eva Musso, Head of Sustainability and Government Relations, BASF



Donald Fusco, Regional Director - Ontario, Chemistry Association of Canada



Katie Chan, Director, STELCO



Gerald Ouellette, Director- Offset Advisory, ClearBlue Markets



Tammy Oommen, Decarbonization Program Manager, ArcelorMittal Defasco



Nicole Geneau, Vice President of Commercial Development, Antora Energy



Mark Zacharias, President, Clean Energy Canada



Breanne O'Reilly, Vice President Business Development & Strategic Initiatives, International CCS Knowledge Centre



Justin Rangooni, Executive Director, Energy Storage Canada



Cayla Saby, Vice President of Government Relations & Commercial, AltaLink



Monica Gattinger, Founding Chair, Positive Energy, University of Ottawa



Mubarik Chowdhry, Director & Head of Global Innovation Hub, Heidelberg Materials



Maïke Althaus, Executive Director, Canadian Hydrogen Association



Mark Plamondon, Executive Director, Alberta's Industrial Heartland Association



Gregory Balycky, Senior Director of Investments, Canada Infrastructure Bank



Dean Pearson, President & Facility General Manager, Cabot Corporation



Andrew Stewart, Vice President of Eastern Canada, Lafarge Canada



David Billedeau, Director of Climate & Environment, Canadian Steel Producers Association (CSPA)



Scott Nielson, VP Environment & Sustainability and Innovation, Ash Grove Cement Company



Robert Cumming, Head of Sustainability & Public Affairs, Lafarge Canada



Jordan Dye, Program Director, Business Renewables Centre Canada



Breanne O'Reilly, Vice President Business Development & Strategic Initiatives, International CCUS Knowledge Centre



Minister Brian Jean, Minister of Energy & Minerals, Government of Alberta



Peter Sherk, Board Member, Wabash Valley Resources



Heather Crochetiere, Senior Director of Technology Adoption, Foresight Canada



Zoltan Tompa, Partner & Team Lead, ClimateTech Fund, BDC Capital



Alisha Giglio, Director of Climate & Customer Success, SINAI Technologies



Sally Dauwoud, Cleantech Advisor, Clean Resource Innovation Network



Martin Vroegh, CEO, Hydrogenii



Patrick Hum, Director General, Clean Technology & Growth Branch, Government of Canada



Brian Begley, CFA, Founder & Partner, PhiCap Advisors

## Decarbonization Leaders Network



### Grow

Target introductions to peers tackling critical decarbonization issues – we help facilitate introductions to become part of your central to share experiences



### Accelerate

Speed up your plans through networking and 1-2-1 introductions to gain unrivalled access to ideas, insights and data to support decisions that underpin your decarb strategy



### Insights

Access exclusive reports, fireside chats, panel discussions and monthly structured meetings with members of the Decarbonization Leaders Network to tackle your most important questions

[Find out more](#)



The leading industrial  
decarbonization  
conference in Canada

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## Agenda Themes

### DAY 1 THEME

#### Site Visit

- Zero Carbon Hydrogen - Visit to GH Power's Industrial Commercial Reactor
- Workshop: Unlocking the Economic Potential of CCS for Canadian energy-intensive industries

### DAY 2 THEME

Keynote from the Minister for Natural Resources & Forestry

Net Zero by 2050: BASF's Roadmap to driving circularity and meeting net zero targets

Panel: Technology and Innovation for Zero-Carbon Production

- GlasCurtain: Producing a low-carbon product at premium, high performance
- ArcelorMittal Dofasco: Scaling technology after successful implementation

Creating Business Certainty around CCS - A Review of Incentives, Support and Credits

Industrial keynote: How AshGrove Cement are driving circularity to reduce emissions.

Decarbonization Strategies for Sustainable Growth

Renewables, Storage, Electrification: What is the growth and market development supporting Canada's shift towards Industrial electrification?

Fireside Chat: Creating a Successful Consortium through Community Engagement

Perspectives on green procurement-scaling up demand

Carbon utilization- a low-hanging fruit?

Strengthening carbon markets and CCFDs in Canada

What Canada might be doing to help encourage nuclear use, globally?

Keynote Presentation by Algoma Steel

Energy Transition Infrastructure Investments: The Role of Institutional Investors on large scale implementation

### DAY 3 THEME

Keynote from the Minister of Energy & Minerals, Government of Alberta

Heidelberg's Edmonton CCS Project

Powering Canada's Future: What is going to take us to industrial scale for renewable/clean power?

How is the hydrogen tech and ecosystem aligning with industrial demands?

Global Perspectives: What challenges and opportunities do industrials in Canada face following the U.S. IRA and CBAM in Europe?



Find out more about  
partnering opportunities



Contact Fern









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[hello@decarbconnect.com](mailto:hello@decarbconnect.com)








## Partnering Opportunities

Whether you want to find new leads, evaluate new partnership opportunities, amplify your leadership position or enhance your brand positioning, our packages are completely bespoke to meet your objectives. We combine our events, reports, webinars, podcast and leadership network opportunities to create a package that compliments your wider marketing strategy and surpasses your expectations.






### Thought Leadership & Industry Innovation

-  Keynote
-  Roundtables or panel discussions
-  Industry surveys & reports
-  Podcast host or participant
-  DLN monthly theme sponsor
-  Heatmap
-  Fireside chats
-  Case studies & project review

### Business Development & Lead Generation

-  Custom events, meetings & networking opportunities
-  Site visits
-  Webinars
-  Networking drinks reception
-  Private Dinner, Breakfast meetings or Luncheon
-  1-2-1 introductions & meetings
-  Away day host

### Brand Building & Positioning

-  Onsite branding – booths, registration & more
-  Branding across event signage
-  Website
-  Video
-  On-demand host

If you would like to find out more information about partnering opportunities with Decarb Connect, please contact:

Fern Millican, Partnerships Director.  
E: [fern@decarbconnect.com](mailto:fern@decarbconnect.com)

“Thank you Alex Cameron and Decarb Connect for organising a fantastic conference. Bringing so many committed people together is inspiring and also shows the power of collaboration”  
**Annirudha Sharma, CEO & Co-Founder, Carbon Clean**



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partnering opportunities



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The leading industrial decarbonization  
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“ A very well organised event, with attention to all details that make the difference. Excellent level of speakers both in terms of seniority and expertize from a broad range of industries, NGOs, funds and policymakers...well designed networking connections provided by the organiser”

Faidon Prokopios, Titan Cement



To learn more about Decarb Connect's conference series or to get involved:

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Conference Producer  
[nisha@decarbconnect.com](mailto:nisha@decarbconnect.com)



To find out more about sponsorship opportunities:

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To find out more about the Decarbonization Leaders Network:

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