



Pacific Institute  
for Climate Solutions  
Knowledge. Insight. Action.

**MEDIA TIP**  
18 October 2011

## Canada needs consistent approach to meet climate challenge – Vancouver lecture

Despite Canada's commitment under the Copenhagen Accord to reduce greenhouse gas (GHG) emissions to 17% below 2005 levels by 2020, our emissions continue to steadily increase. What policies do we need and how does our political system have to change in order to meet these targets?

The Pacific Institute for Climate Solutions (PICS) is hosting a free public lecture entitled '*Climate policies for real-world politics*' exploring these and related questions this week in downtown Vancouver.

Environmental economist Dr. Mark Jaccard of Simon Fraser University and political scientist Dr. Kathryn Harrison, University of British Columbia, will identify the key challenges to meeting Canada's Copenhagen commitment and discuss strategies for governments and individuals to substantially reduce GHG emissions.

"Canadian governments to date have relied almost exclusively on costly and ineffective voluntary programs and subsidies," says Harrison. "Regulation and carbon pricing policies are urgently needed, but they're difficult to adopt given the structure of Canada's political institutions. Equally problematic, however, is the electorate's inattentiveness to and inconsistency on the issue."

"Compared to other environmental concerns," says Jaccard, "the climate risk is particularly difficult to address due to our economies' dependence on fossil fuels and the ability of powerful economic interests to influence public discourse and policy."

This event is an important opportunity to learn about Canadian government responses – or the lack thereof – to climate change, the regulatory options for reducing GHG emissions and alternatives to emissions pricing.

Media are welcome to attend the lecture. Advance interviews can be arranged by contacting the PICS communications staff.

**WHAT:** Free public lecture by Dr. Mark Jaccard and Dr. Kathryn Harrison  
**WHEN:** 5:00 – 7:00 p.m., Thursday, October 20, 2011  
**WHERE:** HSBC Hall (Room C680), UBC Robson Square, 800 Robson St., Vancouver BC  
**Live webcast:** [www.pics.uvic.ca/events.php](http://www.pics.uvic.ca/events.php)

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