

Pacific North West Economic Region Summit

July 21, 2014

COALALLIANCE

The Coal Alliance was initiated in late 2012 in response to a growing campaign against the coal industry in British Columbia.

It is an industry group made up of terminals, railways, mines and associations.

The primary focus of the Alliance is to speak out as a united voice in support of the B.C. coal industry and supply chain.



The current environment was triggered by a series of events in the summer and fall of 2012 that continues today

- Growing opposition to future Washington and Oregon coal terminals
- Coal protest in White Rock – stopping a train
- Neptune Terminals' public consultation on coal system upgrade
- Fraser Surrey Docks' public consultation on direct transfer coal project
- A new anti-coal campaign led by experienced, well-funded environmental groups – Voters Taking Action on Climate Change, Wilderness Committee, Dogwood Initiative, 350.org
- Obama's focus on climate change and new U.S. EPA coal emission standards
- Divestment campaigns from universities in the U.S.

Industry came together to address the issues

The Focus

Working together to:

- Ensure British Columbians have the facts about the coal industry
- Take a zero tolerance approach to misinformation
- Advocate for continued recognition about the importance of coal to the B.C. and Canadian economy

A coordinated, comprehensive approach has been taken

18-Months Later

Westshore Terminals
Neptune Terminals
Fraser Surrey Docks
BNSF
CN
CP
Teck Resources
Cloud Peak
Mining Assoc. of BC
Coal Assoc. of Canada

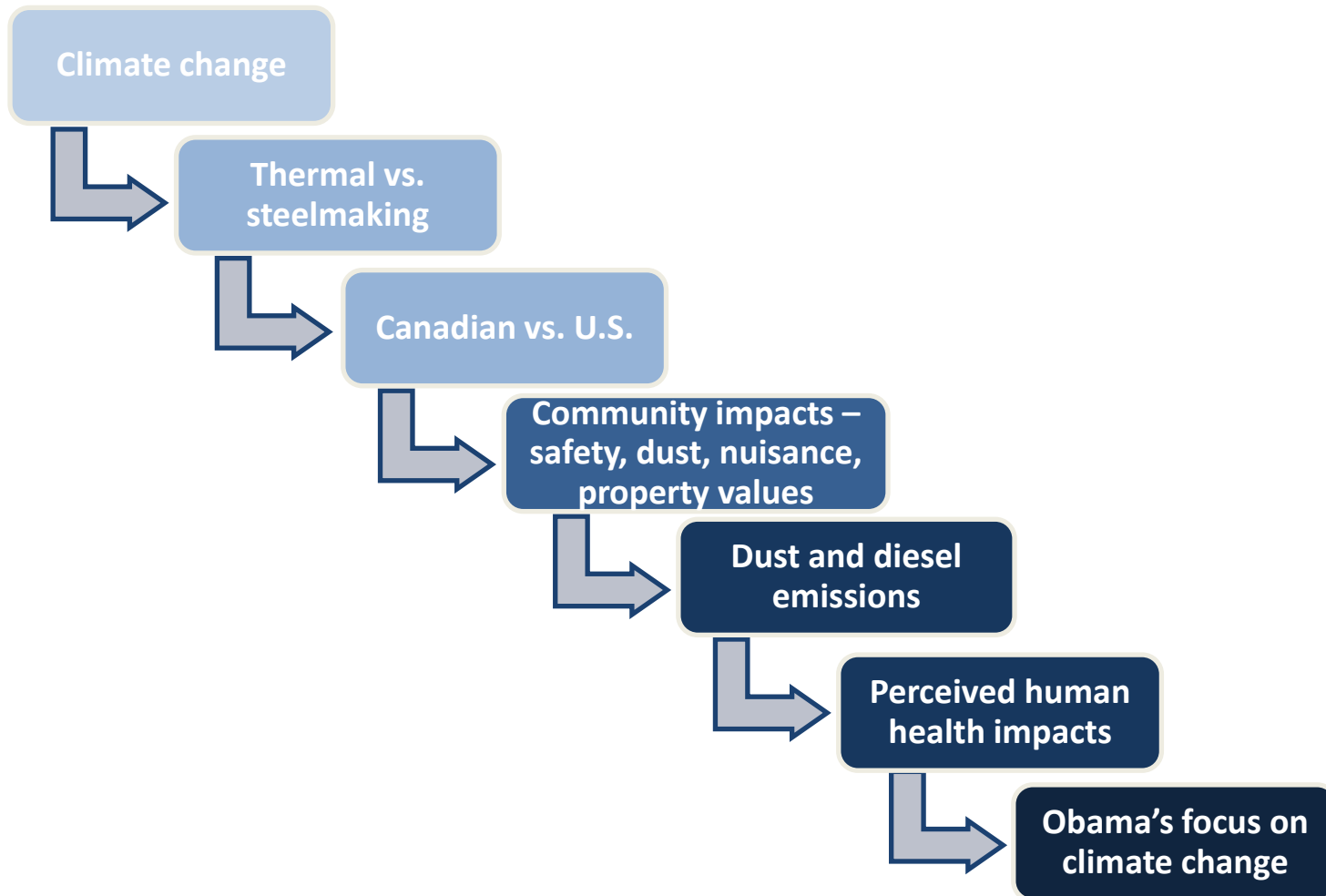
The Approach

Use common messaging
Create an identity to lead publicly
Appoint a spokesperson – Alan Fryer
Develop a communications plan
Ensure coordinated responses
Leverage third-party advocates

Opposition groups have been organized, coordinated and well funded

- Kids for Climate Action protests
- Hiring of coal campaigners
- Health authorities calling for full and comprehensive health studies
- Metro Vancouver motion against coal exports
- Municipal motions against coal exports and specific projects
- U.S. – based health activists mobilizing in Metro Vancouver
- Emergence of new opposition groups – from ENGOs to citizen activists

Critics have evolved their attacks to get greater traction and keep the debate fresh



Support for industry has grown

- Media coverage is more balanced
- Third parties have joined the ‘fight’
 - Sharing information with Washington State advocacy group – Northwest Alliance for Jobs and Exports
 - Business groups: BC Chamber of Commerce, Vancouver Board of Trade, Business Council of BC
 - Municipalities outside of Metro Vancouver speaking publicly in support of coal
 - Unions have united and come out strong : International Longshore and Warehouse Union, Operating Engineers, Steelworkers, Teamsters and Building Trades

Where we are today

- Opposition groups remain steadfast in their commitment to fight coal, evolving their position to advance their cause
- Expansion projects are lightning rods, particularly Fraser Surrey Docks
- Fraser Surrey Docks permit decision is imminent and will have an impact on ENGO campaign platforms
- Credible voices are calling for more review of coal projects – Human Health Impact Assessments
- Province has been criticized for the Texada Island environmental permit, now under judicial review
- Industry is moving into legal battles

Questions?

Thank you