

LCBA Canada

Connecting Canadian Buyers & EU Innovators in Low Carbon and Circular Economy

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 facilitates business collaboration between Canadian Buyers and EU Suppliers 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.



This project is funded by the European Union

What is the Challenge Process?

This Project uses a «Challenge Pitch» approach to focus the search for EU suppliers, based on the Canadian Buyer's specific needs (Challenges).

Through a series of events over the 36 months of implementation, shortlisted EU suppliers will be able to Pitch for a Challenge.



Who can apply?

- Any and all EU SMEs, Small Mid-Caps, and Mature Start-Ups which comply with the minimum criteria are eligible to apply to any of the Challenges (find more on <https://canada.lowcarbonbusinessaction.eu>)
- EU suppliers will be invited to apply to specific Challenges, through an Application process on the LCBA Canada Project B2B Platform. The most promising Joint Business Concepts (JBC) will receive tailored Technical Assistance to facilitate a commercial transaction

What are the benefits?

- Enables accelerated commercialisation of joint business concepts (JBCs), toward innovative technology transfer and business transactions
- Provides EU Suppliers 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 Innovation
- Delivers expert guidance & Technical Assistance to Buyers and Suppliers
- Generates €32 Mn in Canada-EU joint business opportunities

How to participate ?

- **Join us and register on our B2B Platform**
<https://lcbacanada.solved.fi/register>
- **Contact us:**
info@lcbacanada.com
<https://Canada.lowcarbonbusinessaction.eu>