

Voluntary, market-based approach favored

Regulation to reduce emissions could hurt economy, says Baldwin

A VOLUNTARY, MARKET-BASED approach to reducing carbon-dioxide emissions is the best choice for Canada, Imperial's senior vice-president Doug Baldwin told the Canadian Council of Energy Ministers in Victoria in September.

Speaking on behalf of the Canadian Association of Petroleum Producers (CAPP), Baldwin told the energy ministers that prescriptive regulatory measures to limit and reduce emissions could slow economic growth and limit Canada's ability to compete in world markets.

"CAPP believes that a voluntary program is the strategic choice in responding to Canada's international commitment to emissions reduction," Baldwin said. "It can help test and demonstrate reductions in emissions and ensure that the most cost-effective steps are taken first. It will avoid the costs of both regulatory design and enforcement. It will engage the broadest spectrum of society, and, above all, it will minimize the risk of severe economic damage."



Doug Baldwin

He said Canada's petroleum industry, an important contributor to the national economy, shares society's concern over the environmental impacts of greenhouse-gas emissions. "Environmental protection has long been a fundamental principle shared across our industry," Baldwin said. "In response to the climate-change challenge specifically, we have been active in promoting the development of emissions inventories, providing information to our members on energy efficiency and other greenhouse-gas reduction opportunities. And we will continue to seek and develop new solutions.

"We do not support adopting more prescriptive fiscal or regulatory measures. They run counter to improving our economic performance and maintaining our competitive position in the international marketplace. Canada's economic well-being will best be preserved if we advance carefully in responding to our international climate-change commitment and factor economic realities

into our environmental goals. This will ensure that we keep pace with other developed countries and that we do not place an undue burden on our precarious economic situation."

Employees, spouses invited to a

Stress-management self evaluation

WHY WOULD YOU WANT TO take time away from your busy work schedule to attend a seminar on stress management? There are at least two good reasons, according to Sandra Stark of Performance Coaching Inc., the highly specialized Canadian firm that Imperial has retained to put on stress-management seminars for its employees and their spouses.

"For one," says Stark, "you'll find out the level of your own stress and what causes it. And two, you'll learn how to become more resilient and better able to handle that stress."

Participants at the day-long seminars are first asked to com-