



INDUSTRIAL TRANSFORMATION CHALLENGE 2026

EMISSIONS
REDUCTION
ALBERTA



Alberta

Speaker introductions

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Housekeeping

- Microphones are muted
- If you called by telephone, select “telephone” and enter your audio PIN
- Type questions into the “Questions” section of the control panel
- We answer as many questions as possible after the presentation
- If you have technical difficulty during the webinar (interface or audio) contact Neil at nwedin@eralberta.ca
- Webinar is being recorded and will be posted on our website

Agenda

- About Emissions Reduction Alberta (ERA)
- Industrial Transformation Challenge 2026 Overview
 - New this year
 - Scope and eligibility
 - Submission and evaluation process
 - Timelines
- Advice for preparing a successful submission
- Q&A

ERA-AT-A-GLANCE

VISION

Alberta has a diversified economy with competitive industries that deliver sustainable environmental outcomes and attract investment

OPERATING MODEL

Provide grants to novel, first in kind technology demonstrations & energy efficiency incentives for Alberta's businesses

MISSION

Reduce emissions & grow Alberta's economy by accelerating the development & adoption of innovative technology solutions

We support a host of technologies to achieve broad environmental and competitiveness improvements:

- Decarbonization
- Energy efficiency
- Recycling
- Water treatment
- Soil remediation



Lean, low-cost administration – providing good value for Albertans

TECHNOLOGY INNOVATION

\$1.15B
TOTAL INVESTMENT



351
PROJECTS

28.9
MILLION TONNES
OF CUMULATIVE
EMISSIONS
REDUCTION BY 2030

84.7
MILLION TONNES
OF CUMULATIVE
EMISSIONS
REDUCTION BY 2050

\$11.1 BILLION

TOTAL
PROJECT
VALUE



5:1



LEVERAGED
FUNDING
FROM PUBLIC
AND PRIVATE
INVESTORS

ACCELERATING UPTAKE OF COMMERCIAL-READY TECHNOLOGIES THROUGH THE ENERGY EFFICIENCY PROGRAMS

\$61M
INVESTED



2300 PROJECTS SUPPORTED
THROUGH THE ENERGY
SAVINGS FOR
BUSINESS PORTFOLIO

4.48 MT OF LIFETIME
EMISSIONS
REDUCED

ALL PROJECTS



51,009

PERSON-YEAR
JOBS IN ALBERTA
BY 2027

\$8.19 BILLION

GDP IMPACT **TO ALBERTA**
BY 2027



69,935

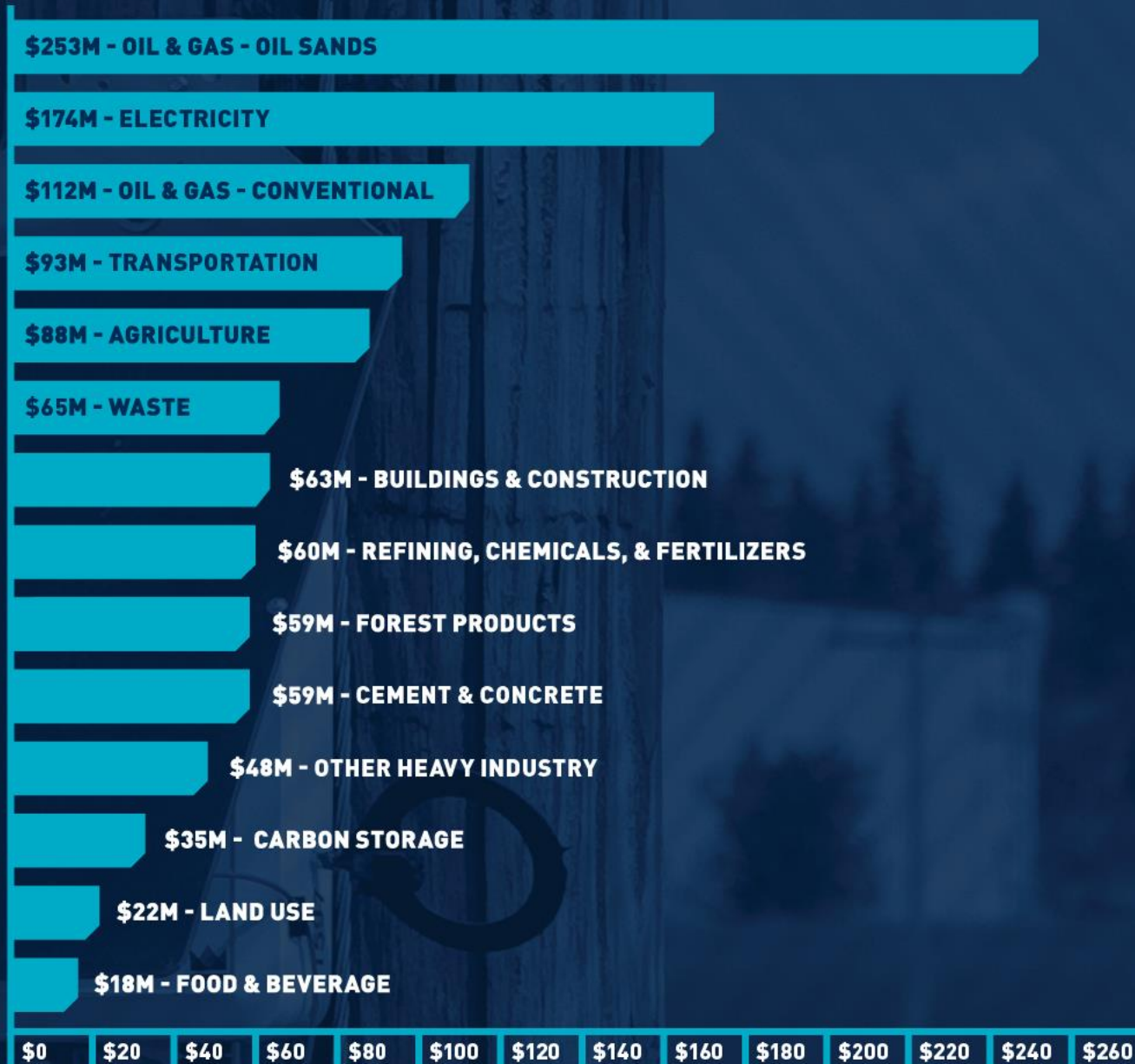
PERSON-YEAR
JOBS IN CANADA
BY 2027

\$10.99 BILLION

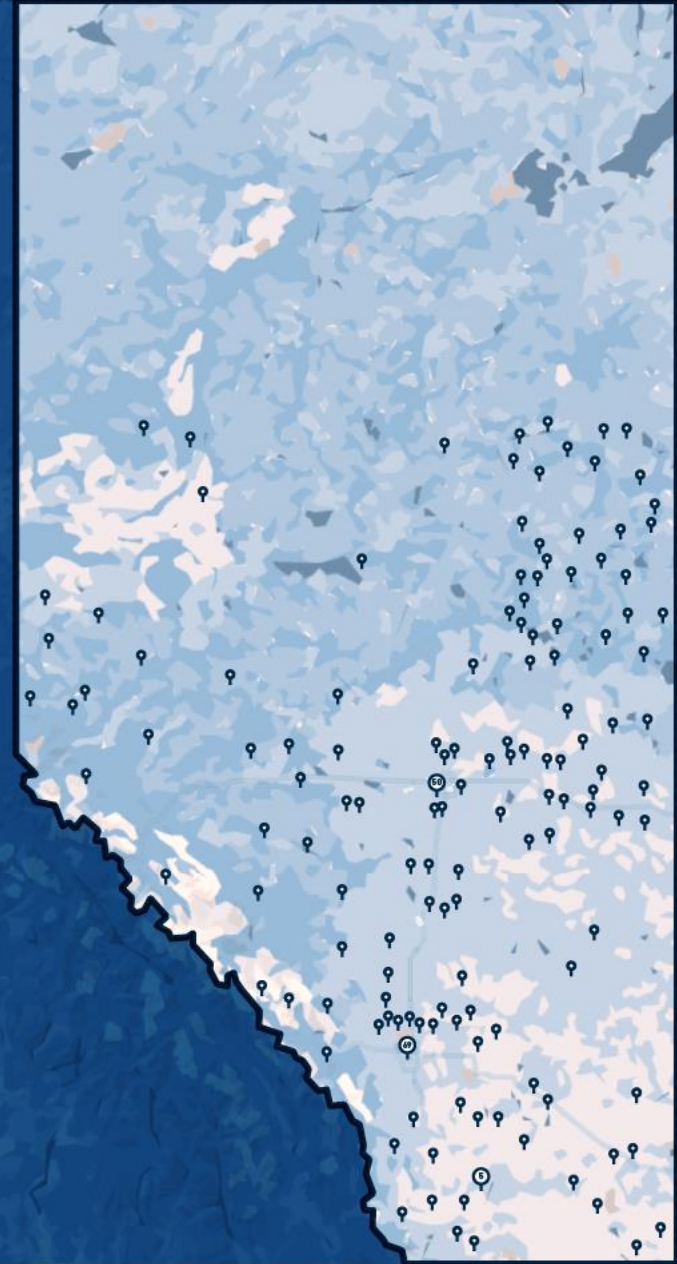
GDP IMPACT **TO CANADA**
BY 2027



DIVERSIFIED PORTFOLIO



MAP OF ERA-FUNDED PROJECTS





INDUSTRIAL TRANSFORMATION CHALLENGE 2026

EMISSIONS
REDUCTION
ALBERTA



Alberta

Funding overview

- Up to \$50 million in potential funding
- Maximum \$10 million contribution per project
- Minimum funding contribution of \$500,000
- Funding must be matched at least 1:1
- Leverage with funding partners where possible

See ***Eligible Expense and Cost Instructions*** for details regarding eligibility of costs

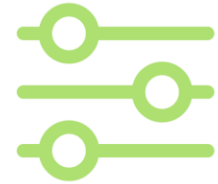
Eligible applicants



**LARGE INDUSTRIAL
EMITTERS**



**POST SECONDARY
INSTITUTIONS**



**RESEARCH
ORGANIZATIONS**



**SMALL AND MEDIUM
ENTERPRISES**



MUNICIPALITIES

Call Scope

Industrial Transformation

- Focused on Alberta's **natural resource** and **heavy industrial** sectors:

- Oil & gas
- Agriculture
- Forestry
- Heavy industry (pulp & paper, cement, petrochemicals, etc.)
- Electricity
- Manufacturing, and
- Other similar energy-intensive, trade-exposed sectors

- Looking for **novel solutions** (technologies, practices, etc.)
- Must be aimed at **step-change improvements** to the **environmental footprint** and **economic competitiveness** of relevant sectors.

Technology Examples

- Digital solutions
- Power grid innovation
- Industrial energy systems
- Advanced materials and circular economy
- Forestry and forest products
- Land, air, and water solutions
- Industrial processes

Novelty and Technology Advancement

What We Mean by “Novel”

- ERA funding is focused on advancing technology, not supporting business-as-usual solutions

Novelty matters and helps differentiate strong proposals.

- We assess novelty based on:
 - Advancement beyond current or standard practice
 - First-of-kind potential (in Alberta, sector, or application)
 - Strategic value and potential for broader impact
 - Level of technical risk and how the project reduces it

Out-of-scope technologies and projects

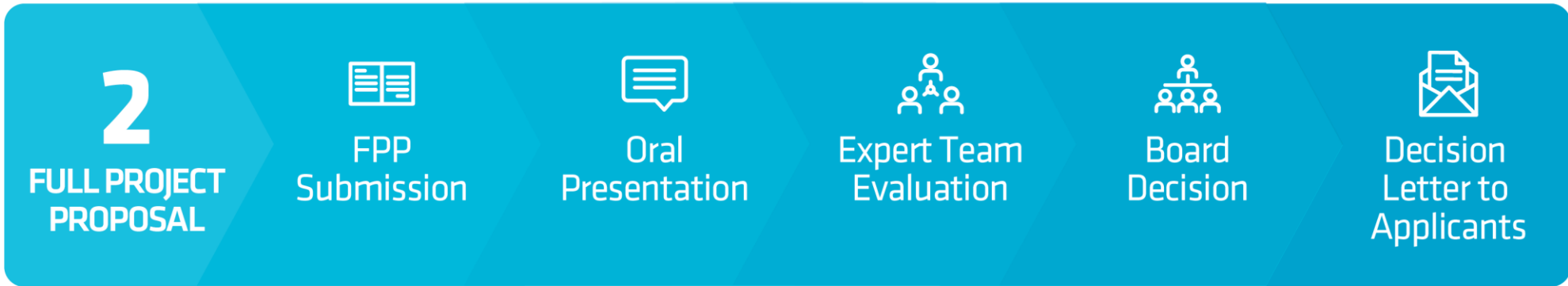
- Standalone preconstruction work, including R&D, feasibility, and FEED studies
- Digital efficiency solutions without direct site-level emissions reductions
- Business-as-usual efficiency technology deployment
- Incremental efficiency improvements without a path to carbon neutrality
- Development of GHG offset protocols or crediting systems

Technology stage of development

- **Field Test / Pilot:**
 - Technology or innovation is ready to be field-tested in an operational environment.
 - Scale-up of prototypes to representative pilot scale and subsequent in-field testing of pilot units.
- **Commercial Demonstration:**
 - Technology or innovation is approaching the final commercial product and representative systems have been built.
 - Demonstration of near- or fully-commercial scale systems in an operational environment.
- **First-of-Kind Commercial Implementation:**
 - Technology is ready for first-of-kind commercial deployment in Alberta.
 - Design, construction, and operation of the technology in its final commercial form, with the intent to operate the technology for its full commercial life.

Project structure, term, and initiation

- ERA funds “Projects” with clear objectives, milestones, timelines, deliverables and a budget
- Maximum length is three years, plus one year of operational time where applicable
- Projects must commence within 120 days of approval (potential for delayed start date of up to 12 months)
- Technologies must be demonstrated or deployed in Alberta



Timelines

Action	By whom	Timing
Expression of Interest Submission Deadline	Applicants	June 17, 2026
Expression of Interest Shortlist Notification	ERA	Late July 2026
Full Project Proposal Submission Deadline	Applicants	September 2026
Full Project Proposal Oral Presentation	Applicants	October/November 2025
Funding Decision Notification	ERA	December 2026

Preparing a successful submission

- Start now: <http://eralberta.ca/apply-for-funding/>
- Register on Grant Manager: <https://erims.outcome-plus.com/>
- Read the guidelines documents
 - Call for Expressions of Interest
 - Eligible Expense and Cost Instructions
- Review the evaluation criteria:
 - Technology opportunity
 - Readiness & Implementation plan
 - GHG benefits
 - Economic and environmental benefits
 - Commercial potential

Additional tips

- Use clear language and address each point in template
- Provide complete, quantified responses
- Don't wait until the last day to submit!
- Increase your visibility through our Trusted Partners
- Content reminders:
 - Clearly demonstrate technology merit, value proposition and advancement plans
 - Identify your project partners and site
 - Emphasize broader benefits and line of sight to commercialization

Questions?

Next steps

- Unanswered questions?
 1. Review the guidelines and supporting materials online: <https://www.eralberta.ca/funding-technology/industrial-transformation-challenge-2026/>
 2. Email remaining questions to applications@eralberta.ca
- Begin your submission today

Thank you!