

Ontario Low-Carbon Hydrogen Strategy - discussion paper  
ERO number 019-2709

After a very successful thirty-year career in Canadian Investment Banking, I now offer strategy consulting services to leaders of innovation in Canada. I am writing to you today as I am Executive Vice President of dynaCERT Inc., a 16-year-old, Toronto Stock Exchange listed, Ontario-based, global developer and marketer of hydrogen technology enabling the reduction of fuel consumption in internal combustion engines and reducing dangerous emissions into our atmosphere. dynaCERT Inc. has obtained the government certification of “Made-In-Ontario”. Please see: [www.dynacert.com](http://www.dynacert.com)

I understand that your stated objectives from your public feedback request are as follows:

1. Help lower greenhouse gas emissions. (dynaCERT technology does this already.)
2. Support a reliable and affordable energy system in Ontario. (dynaCERT technology does this today by reducing fuel consumption.)
3. Help the hydrogen sector in Ontario tap into growing global demand for hydrogen and hydrogen-related solutions. (dynaCERT technology does this as we market our technology globally.)
4. Reduce regulatory barriers and support partnerships with the private sector, academia and other governments. (dynaCERT supports does this initiative.)

**dynaCERT Inc. offers a GLOBAL SOLUTION TO REDUCE POLLUTION.**

dynaCERT is among the few small businesses in Ontario that have an immediately available commercialized hydrogen-based solution. We are not a “maybe one day we will develop an idea”. We are a real company providing real jobs to Ontarians and assembling a real hydrogen product to real businesses globally, right now in real time. We think we have the qualifications and background to respond to the government request for comments about Ontario’s Low-Carbon Hydrogen Strategy as we are in the business of producing and marketing a hydrogen technology.

Jim Payne, the President and CEO of dynaCERT Inc., has already been invited by Minister Yurek of the Government of Ontario to participate in live consultation sessions in December 2020 for Ontario’s first-ever hydrogen strategy. This is very appreciated. Please note, the recommendations below are my personal recommendations and are in addition to the official recommendations of dynaCERT Inc. regarding Ontario’s Low-Carbon Hydrogen Strategy that will be provided directly by Mr. Payne.

Here is what the Government of Ontario should do:

**Use dynaCERT products:**

Generally, the Government of Ontario should support Ontario companies that have commercialized hydrogen technology, especially Made-In-Ontario products by purchasing such products. Our products apply to any kind of diesel operated engines, engines in power generators, trucks, garbage trucks, busses used in public transportation, machinery, mining equipment, farming equipment and service vehicles. Our technology has been recommended by the United Nations Smart Sustainable Cities Programme and already some Ontario Municipalities are very interested in our products, including large public transportation. It would help both dynaCERT and Ontario if the Government of Ontario endorsed our technology by using Ontario-made hydrogen products.

**Legislate the mandatory requirement to use dynaCERT products:**

Generally, the Government of Ontario should support Ontario companies that have commercialized hydrogen technology, especially Made-In-Ontario products, by legislating the mandatory use of such products within Ontario. Our dynaCERT hydrogen products are used by trucks which travel throughout the Province. The technology can also be used in Public Transportation across the province and within municipalities where higher density populations can immediately benefit from cleaner air, the reduction of NOx and Carbon Emissions. Legislation would have an immediate benefit to Ontario as well as a long term one.

**Create Tax Incentives that enhance the use of dynaCERT products:**

Generally, the Government of Ontario should support Ontario companies that have commercialized hydrogen technology, especially Made-In-Ontario products, by developing tax incentives, such as tax credits, accelerated depreciation and possibly Flow Through Share tax legislation. Tax incentives for hydrogen technology costs governments far less than outright grants and public funding programmes. Tax incentives co-opt the private sector sources of funds thereby increasing the funding impact of developing new technologies. Tax incentives can also be aimed at marketing such Made-In-Ontario products to global markets which, in turn, provides a tax base of Ontario revenue. The Ontario Government should also examine the possibility of instituting a programme similar to the successful historical Quebec Stock Savings Programme, a tax incentive used very efficiently in Quebec, similar to self-managed RRSP accounts, whereby private sector investors in Clean Technology companies, including hydrogen technology companies in Ontario, would receive tax deductions for funding Clean Technology.

**Prioritize assistance to small and medium size businesses in Ontario:**

Finally, it is important to note that small and medium size businesses in Ontario are competing for funds and attention with larger more established businesses and international conglomerates. Often, small and medium size Ontario companies can be easily overlooked companies by government programmes that mean well. The Ontario Government should prioritize small and medium size companies with incentives because the larger companies will fund their projects anyways, whether or not the Ontario Government steps in.

Thank you for considering these proposals. Should you wish to discuss these in more detail, I would be pleased to connect with the appropriate persons within the Ontario Government.

Jean-Pierre Colin  
Public Company Executive