

COSIA in the News

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COSIA's Carbon XPRIZE Is Breaking Records For New Idea Submissions

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By Deborah Jaremko – March 10, 2016

The carbon XPRIZE that **Canada's Oil Sands Innovation Alliance** (COSIA) launched late last year is attracting record levels of interest from around the world, says retired **Suncor Inc.** executive **Gord Lambert**.

The oilsands industry is currently on a burning platform, facing numerous threats to growth, Lambert told the audience at a dinner last night hosted by the Schulich School of Engineering.

However, he said the scale of the challenge itself makes coming up with the solutions a highly compelling proposition for those with ideas for change.

"It's often in jurisdictions or in circumstances where that burning platform is the most intense that innovation and new ideas and new opportunities arise," said Lambert, who recently retired as Suncor's executive advisor, sustainability and innovation. Most recently he served as a member of Alberta's climate change advisory panel.

"You saw the oilsands industry launch a carbon XPRIZE over the final quarter of 2015; it's resulted in the highest number of new idea submissions of any XPRIZE on any topic launched so far."

The purpose of the carbon XPRIZE, launched in partnership with U.S. power company **NRG Energy**, is to turn CO₂ from a waste product into a value-adding feedstock product that could create economic benefit.

"[It's a] total shift of paradigm on CO₂," Lambert said.

The 4.5-year XPRIZE competition includes two tracks, with new technologies tested at either a coal power plant or natural gas facility. Teams must demonstrate their innovations at one or both of the facilities. A \$7.5-million grand prize purse will be awarded to the winners of each track.

According to the XPRIZE Foundation, the submission deadline for round one is July 2016. The semi-finalists will be announced and round two will begin in October.

Finalists will be announced and "milestone purses" awarded at the end of 2017, at which point test facilities will be open to teams. In June 2019 the round three "operational period" will begin, ending in February 2020. The XPRIZE winners will be announced in March 2020.

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