



Canada's Climate- conflicted Lobbyists

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environmental
defence

re·generation

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Introduction

Lobbyists for some of Canada's biggest, most-polluting fossil fuel companies also lobby on behalf of clients for whom confronting the climate crisis is a top priority.

To what extent are these lobbyists promoting pro-fossil-fuel policies and projects that are harmful or potentially harmful to their other, non-fossil-fuel clients, such as conservation groups, local governments and disaster relief organizations?

Canada's lobbyist disclosure system makes it hard to know. The *Lobbying Act* does not require lobbyists to disclose compensation received from clients. And while the *Act* does ask lobbyists to disclose "particulars to identify any relevant legislative proposal, Bill, resolution, regulation, policy, program, grant, contribution, financial benefit or contract," lax enforcement of this [provision](#) by the Commissioner of Lobbying has allowed fossil fuel and other lobbyists to largely avoid any references to bill numbers in their monthly disclosures. Disclosure of positions taken on bills or the substance of amendments is also not required.

The phenomenon of fossil fuel lobbyists who are clearly harming or may be harming their non-fossil-fuel clients through their fossil fuel advocacy has been documented in the European Union by [The Good Lobby](#) and in the United States by [F.Minus](#). Exposing the extent to which some lobbyists are serving as "double-agents" on climate issues is much harder in Canada due to the weakness of its lobbying disclosure system and the resulting higher degree of secrecy that these lobbyists enjoy in their dealings with elected officials.

For Canada, solving the climate crisis depends in part on solving its lobbyist disclosure crisis.



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Executive summary

- Canadian fossil fuel lobbyists operate with an extraordinary degree of secrecy compared to fossil fuel lobbyists in the US and EU, as Canada does not require lobbyists to disclose their compensation and does not enforce a requirement to disclose bill numbers. A [review](#) of 2025 disclosures by the 17 fossil fuel companies represented by the four lobbying firms profiled in this report finds zero instances of these firms disclosing the numbers of current bills lobbied upon.
- Public interest and non-profit groups who use lobby firms to increase their capacity to engage with government officials may not be aware that the firms they hire are also lobbying for fossil fuel companies because this information is not readily accessible in Canada's lobbyist disclosure system.
- This report spotlights two lobbying firms in Canada with significant conflicts of interest across their client base:
 - » In 2025, Crestview Strategy has lobbied at the national level on behalf of seven fossil fuel companies in addition to climate-impacted clients such as the Canadian Medical Association, the Ontario Hospital Association, the Healthcare of Ontario Pension Plan, the Rural Municipalities of Alberta, and the Tourism Industry Association of Canada.
 - » In 2025, StrategyCorp has lobbied at the national level on behalf of the Pathways Alliance, a consortium of six oil companies, in addition to the Nature Conservancy of Canada, Second Harvest, the Prostate Cancer Centre, and the governments of Halton Region and Durham Region. Big City Mayors of Ontario retained the firm from 2021-2022 and again from 2024 through July 2025.
- As part of this report, lobbying accountability group F Minus has released the first-ever [database of all national and provincial fossil fuel lobbyists in Canada](#). This list tags all of these lobbyists' other clients by sector, such as Conservation, Government, Health care, Higher education, Philanthropy, and more than 80 other sectors.

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Canada is backpedaling on climate action

Fossil fuel expansion is fundamentally incompatible with a livable planet. According to the International Energy Agency (IEA), [no new oil, gas, or coal projects can occur](#) if we are to stay below 1.5 degrees Celsius of warming. Unfortunately, however, governments around the world are on track to produce [more than double the amount of fossil fuels consistent with this target by 2030](#). There are no fossil fuel companies globally that are acting in alignment with this 2030 deadline, which means that we are significantly overshooting the [global carbon budget](#) required to maintain a liveable future.

Facing ever more severe climate impacts and experiencing one of its worst wildfire seasons in 2025, Canada experienced a moment of possibility with the election of a climate finance expert as its new Prime Minister. But the powerful influence of the fossil fuel lobby, combined with the Trump tariff threat, has turbocharged calls for deregulation, austerity budgets, and new fossil fuel infrastructure. The Canadian government is poised to [welcome proposals](#) a new oil pipeline. Several controversial liquefied natural gas (LNG) projects in BC, such as the [Prince Rupert Gas Transmission Project](#), are being greenlit despite the fact that they collectively represent one of the largest “[carbon bombs](#)” in the world. And to top it all off, Prime Minister Carney is floating the idea of weakening or [canceling](#) a proposed emissions cap on the oil and gas sector—Canada’s largest source of domestic carbon emissions, which also happens to be growing.

Canadian fossil fuel companies frequently claim they are more environmentally and socially responsible than foreign producers. In reality, Canadian fuels are among the highest-emitting in the world; oil sands production is roughly [twice as emissions-intensive](#) as the production of

conventional light crude. This is one of the reasons why the oil and gas sector remains the [largest](#) contributor to rising emissions in Canada, even as other sectors decarbonize. A recent study found that the sector releases [up to 6,300%](#) more air pollution than it self-reports. The industry’s unconventional extraction methods also require significant quantities of toxic chemicals, which accumulate in massive pools called “[tailings ponds](#).” These ponds contain at least [1.4 trillion litres](#) of toxic fluids, leaking about [11 million litres](#) into the surrounding environment every day.

The [Pathways Alliance](#) represents Canada’s six largest oil producers, who have collectively made a claim to be “on a path to reach net-zero emissions from operations.” In reality, though, the sector’s emissions are [increasing](#) rather than decreasing. Moreover, these net-zero targets do not include the emissions associated with the actual combustion and use of coal, oil or gas (also called [Scope 3](#) emissions), which account for [around 88%](#) of total emissions from fossil fuels. Canadian producers are on track to [increase](#) their oil production by 14%, and 29% for gas production, between 2022 and 2030.

Major Canadian lobbying firms have significant ties to fossil fuel clients that are misaligned with a safe climate future. These firms act as fossil fuel “enablers”—they facilitate fossil fuel expansion and/or dependence by providing strategic advice and government relations support to fossil fuel companies. These same firms, however, often represent clients that are significantly affected by the negative economic and health consequences of climate disruption. Canadian regulators have now put a [pause](#) on requiring corporations to disclose how they are exposed to climate risks. Without greater transparency, these potential conflicts of interest will evade public scrutiny.

Canada's Lobbyist Disclosure Crisis

To what degree are lobbying firms conflicted when they lobby for fossil fuel companies while simultaneously lobbying for clients for whom confronting climate impacts is a top priority?

From Dec. 2015 through Jun. 2023, Canada's *Lobbyists' Code* included the following rule: "Lobbyists shall not represent conflicting or competing interests without the informed consent of those whose interests are involved." But this rule was eliminated in Jul. 2023, in deference to high-powered lobbyists, according to Duff Conacher, Coordinator of [Democracy Watch](#): "Bowling to the pressure of high-powered lobbyists, Canada's Commissioner of Lobbying proposed, and politicians from all federal political parties approved, removing from the Lobbyists' Code many of the most important safeguards against unethical lobbying, including the requirement to inform clients of potential conflicts with a firm's other clients."

The holistic nature of the climate crisis means that furthering Canada's dependence on fossil fuels in any way will exacerbate global warming and contribute to more severe climate impacts for clients that fossil fuel companies' lobbyist firms also represent, especially clients such as local governments, conservation groups, health care groups, and other populations that are especially vulnerable to climate-related health impacts such as wildfires.

Information on federal government lobbying is reported on the [Registry of Lobbyists](#). Lobbyists are required to report their meetings or "communication reports" and include the names and positions of senior public officials lobbied, the general subject and a broad description of their position. The Lobbyists Registration Regulations do not require that names of the specific in-house lobbyists (i.e. employees of corporations or organizations) who actually participated in the lobbying be disclosed. Instead the meetings are listed under the name of the highest-ranking lobbyist, often the CEO or Executive Director. Lobbyists from externally hired firms are listed as "Consultants" under a different lobbyist registration number. Lobbyists are required in their overall registration to disclose details about which bills or regulations they

are lobbying about, but unfortunately the Commissioner of Lobbying doesn't enforce this requirement. In contrast, in their monthly communication reports, lobbyists are not required to disclose the bills etc. that were mentioned in their lobbying communications (though they can include this information voluntarily). The information discussed in lobby meetings and materials presented is also not easily accessible, and can only be made public through the targeted filing of *Access to Information and Privacy* requests.

In 2026, [changes to the lobbying regulations](#) will come into effect which will require disclosure of the identities of more people and companies who are lobbying. However, these changes do not fix the core problem of vague and often meaningless descriptions of lobbying activity. For example, the four lobbying firms profiled in this report represent a combined 17 fossil fuel clients, but none of their current disclosures list the number of a bill on which they have been lobbying for these clients.

[Environmental Defence](#) and other groups have [tracked the activity](#) of the fossil fuel lobby in Canada and revealed some of its [nefarious activities](#) and [pervasive negative influence](#) on climate policy. But as the climate crisis inflicts ever greater harm on Canadians' health and the country's economy, it is in the public interest to require lobbyists to disclose their compensation and which specific bills they have lobbied upon for each client.

LESS DISCLOSURE THAN IN THE US

At a moment when the US is dangerously backsliding on climate, its federal lobbyist disclosure law does still require disclosure of compensation and legislation lobbied upon by lobbyists, and this information makes it possible to hold firms accountable for promoting legislation for one client that may harm another client or clients. The radical restructuring of the US government and dramatic defunding of environmental programs by President Trump, his largest financial backer Elon Musk, and Musk's Department of Government Efficiency (DOGE) have created a situation in which some lobbying firms now face the

ethical quandary of working for Musk while also working for victims of DOGE funding cuts, such as nonprofits and local governments.

As an example of what strong disclosure laws can achieve, a July 2025 [investigation](#) of Congressional lobbyist disclosures revealed that the Tesla-representing firm Cassidy & Associates was being paid to lobby for wildfire prevention measures (even as DOGE cut funding for firefighting), marine life conservation (as Trump cut protections for marine life), and the Southern Environmental Law Center, even as this group sued Musk for illegally polluting communities near his xAI data center in Memphis, Tennessee.

The European Commission requires disclosure of compensation, but only makes an open-ended request for lobbyists to list “legislative proposals or policies targeted” without specifically requiring bill numbers. “The EU makes what is basically a polite suggestion for lobbyists to disclose legislative proposals or policies targeted,” says Dieter Zinnbauer of The Good Lobby. “As a result there is a tendency among corporate lobbyists to paint their activities with a broad brush, and minimal detail.” The Good Lobby and other groups are pushing for stronger disclosure; and in 2024, Germany strengthened its lobbyist law to require disclosure of both compensation and legislation.



Photo by Jordan Merrick on Unsplash

Canada's Top Two Climate-conflicted Lobbying Firms

As part of this report, F Minus has created a [database](#) of all national and provincial fossil fuel lobbyists in Canada who also lobby for non-fossil fuel clients. Here are profiles of two firms whose fossil fuel advocacy is most at odds with the climate goals and needs of their other, non-fossil fuel clients: **Crestview Strategy** and **StrategyCorp**.

CRESTVIEW STRATEGY

FOSSIL FUELS, HEALTH CARE, TOURISM,
LOCAL GOVERNMENTS

"The climate crisis is a health crisis."

–[The Canadian Medical Association](#), a Crestview Strategy client, July 2025

"People are... not understanding how big Canada is and that the whole country is not on fire."

–Beth Potter, [President, Tourism Industry Association of Canada](#), a Crestview Strategy client, May 2024

Crestview Strategy lobbies for seven fossil fuel companies, including **Equinor** and **Capital Power**, while simultaneously lobbying for climate-impacted clients such as the **Ontario Hospital Association** and the **Canadian Medical Association**, which warns that "the climate crisis is a health crisis." Crestview also lobbies for Rumble, the conservative and highly pro-fossil-fuel social media platform.

How does Crestview pull this off? And to what extent can its fossil fuel advocacy be directly linked to worsening climate-related health risks for Canadians?

Canada's lobbyist disclosure law only allows a small, dim window into what lobbyists discuss with members of parliament. But even this dim view reveals that Crestview is positioning itself as both a leading voice for the fossil fuel industry and a leading voice for climate-conscious health care organizations.

Crestview's fossil fuel clients

Equinor is the 11th-largest oil and gas company in the world, with more than 50 active oil extraction projects globally and another 30 or more in development, including the Bay du Nord field near Newfoundland and Labrador, whose reserves are valued at \$12 billion. In

May 2025, Crestview disclosed [lobbying](#) fifteen different government agencies for Equinor in support of Bay du Nord development. Ecojustice has [argued](#) in federal court that approval for Bay du Nord was unlawful due to failure to consider marine shipping impacts, impacts on Indigenous rights associated with marine shipping, and the climate impacts of burning the oil that will be produced by the project.

Also in May, a minority group of Equinor shareholders introduced a [resolution](#) challenging the company's plan to increase oil and gas development by 2030, despite the company's stated support for emissions reductions goals in the 2015 Paris Climate Accords. The resolution was defeated.

Tourmaline is Canada's largest natural gas producer and operates more than 300 fracking wells. "Natural" gas is a fossil fuel, primarily composed of methane. The company uses Crestview to lobby on proposed regulations for methane emissions, which are a major contributor to global warming, and a range of energy issues such as increasing Canada's LNG exports. In addition to furthering other countries' dependence on fossil fuels, the supply disruptions caused by a shift to exports could cause gas price spikes for Canadian consumers. In 2024, Tourmaline was #9 on Environmental Defence's [list](#) of most active fossil fuel lobbyists, with 45 meetings. From January to August of 2025, Tourmaline lobbyists had 31 meetings, including 22 after the Carney government took power.

Capital Power Corporation uses Crestview to lobby on GHG emissions and data centres, among other issues. Capital Power owns or partially owns eight gas plants with a total capacity of 5.3 GW in Canada. The company lobbied for but then canceled a \$2.4 billion CCS project for its Genesee power plant.

Other fossil fuel clients of Crestview's lobbying firm are the Abu Dhabi National Oil Corporation (**ADNOC**), which [used](#) the firm to help facilitate its recent purchase of Nova Chemicals, **Tenaris** and **South Bow Canada Services**. The firm has previously represented [Parkland Corporation](#), [TC Energy](#), [Hydrogen Naturally](#), and [Teck Resources](#) at the national level, and added **TC Energy** as a client in Ontario in Aug. 2025.

In addition to lobbying, Crestview Strategy is also a public relations firm whose PR clients include Tourmaline, Capital Power, and NorthRiver Mainstream, operator of three natural-gas gathering pipeline networks in BC. Crestview has also done public relations work for the Canadian Gas Association's (CGA) Voice for Energy campaign, which mobilizes pro-gas advocates to defeat municipal bylaw proposals that would require new buildings to use energy efficient technologies, like heat-pumps, for heating and cooling. In 2022, the Canadian Association of Physicians for the Environment (CAPE) [filed](#) a \$10 million false advertising lawsuit against the CGA over its claims that gas stoves are "clean-burning."

Crestview's climate-impacted clients

In addition to these fossil fuel companies, Crestview lobbies for numerous clients for whom fighting the climate crisis and its impacts is a top priority.

Harms to human health

In response to Canada's increasingly frequent and severe wildfires, the **Ontario Hospital Association** (OHA) has published warnings about the health impacts of wildfire smoke. **The Canadian Medical Association** (CMA) also warns about the impacts of wildfire smoke and other health impacts such as asthma, chronic obstructive pulmonary disease, and anxiety and depression. Increasingly severe fires and floods also threaten the safety and structural integrity of many health care facilities, with the CMA [warning](#) that 20% of the country's health care facilities are built on 20-to-100-year floodplains. In 2025, Crestview has [disclosed](#) lobbying for the CMA on "sustainable health systems in Canada, including reaching net-zero emissions by 2050," "the establishment of a national climate and health secretariat within the federal government to develop a pan-Canadian approach to addressing the impacts of climate change and health," and issues such as improving health care for Indigenous groups, whose climate-related health risks include the presence of highly polluting fossil fuel projects in or near Indigenous communities.

From 2022-2025, the **Healthcare of Ontario Pension Plan (HOOPP)** consistently retained Crestview for much of each calendar year, with its most recent registration

Figure 1: Crestview Strategy clients in 2025



ending in early Oct. 2025. HOOPP is under [pressure](#) from nurses and other health care practitioners to divest its \$1.6 billion holdings in fossil fuel companies (out of \$104 billion in total assets), with activists describing the plan's current investments in fossil fuels as "[greenwashing nonsense](#)." Crestview [lobbies](#) for HOOPP on federal policies affecting its pension plan.

At the provincial level, Crestview's health clients include the CMA and **Alberta Medical Association** in Alberta, the **Kids Brain Health NetWork (KBHN)** in British Columbia, and the **Children's Hospital of Eastern Ontario Research Institute Inc.** Exposure to chemicals from oil and gas extraction projects has been found to have a negative impact on children's neurological development. So have chemicals from secondhand smoke exposure. Yet while lobbying for KBHN in BC, on the one hand, Crestview is also registered to lobby for tobacco companies **JTI** and **Rothmans, Benson & Hedges Inc.** in Ontario, and **JTI** in Alberta.

Crestview also lobbies for the **Rideau Hall Foundation**, whose Ingenious+ National Awards for 2025 included [several awards](#) for youth work on climate change. Crestview client **Perimeter Institute** promotes research projects on the potential for theoretical physics, quantum computing, and other fields of scientific inquiry to help develop solutions to the climate crisis.

Economic harm

The wildfire crisis is also harming the country's tourism industry and its economy as a whole. Beyond the immediate dangers of fire and smoke to Canadians and international tourists, there is a problem of perception, notes a spokesperson for Crestview client the **Tourism Industry Association of Canada (TIAC)**, which is convincing people that "the whole country is not on fire."

The July 2024 wildfire that destroyed much of the town of Jasper, Alberta, was so intense that it created a pyrocumulonimbus cloud, shot out fireballs and generated its own lightning. A month after the fire, the **TIAC** and the **Association for Mountain Parks Protection & Enjoyment (AMPPE)** were [urging](#) the government to help afflicted Jasper businesses cover the costs of lease payments, taxes and employee wages.



Photo by Hunter Masters on Unsplash

Like TIAC, the AMPPE shares a lobbying firm (Global Public Affairs) with multiple fossil fuel clients, including **AltaGas** and **BP Canada**. This puts both firms in the position of being paid to promote a product, fossil fuels, that is contributing to the wildfire crisis, while also being paid by clients profoundly harmed by wildfires.

Rising climate mitigation and adaptation costs are a major impact of the crisis on local governments. The **Rural Municipalities of Alberta** retains Crestview to lobby for "[opportunities for the development and construction of climate-resilient infrastructure in rural Alberta communities](#)." Municipalities would have more funds for such infrastructure if they were paid the back taxes [owed](#) them by the oil and gas industry, which stood at \$253.9 million as of 12/31/24. Crestview is paid by this municipal advocacy group, funded by local taxpayers, to help solve climate-related problems that are being exacerbated by the firm's fossil fuel clients—a cycle from which Crestview benefits on both sides.

In BC, Crestview is profiting off the boom in firefighting technology that is in part a response to the wildfire crisis. Here, the firm lobbies for SenseNet, which sells access to AI-powered sensors, cameras, and satellites for fire detection and claims that "over 83 million acres are now protected by SenseNet."

STRATEGYCORP INC

FOSSIL FUELS, LOCAL GOVERNMENTS, HEALTH CARE, CONSERVATION

"Climate change is expected to be the most challenging public health issue of the 21st century and is already affecting the health of Canadians."

–[Climate Change and Health Report](#) of Durham Region, a StrategyCorp client

"Climate change is projected to alter the frequency, seasonality, and intensity of contamination events, and increase exposure to and transmission of foodborne and waterborne illness."

–[2024 Climate Change and Health Vulnerability Assessment](#) of Halton Region, a StrategyCorp client

"Our country is home to some of the world's most intact forest habitats. But these areas are under increasing threat from unnaturally large, hot, and frequent wildfires, invasive species and rapid development."

–[The Nature Conservancy of Canada](#), a StrategyCorp client

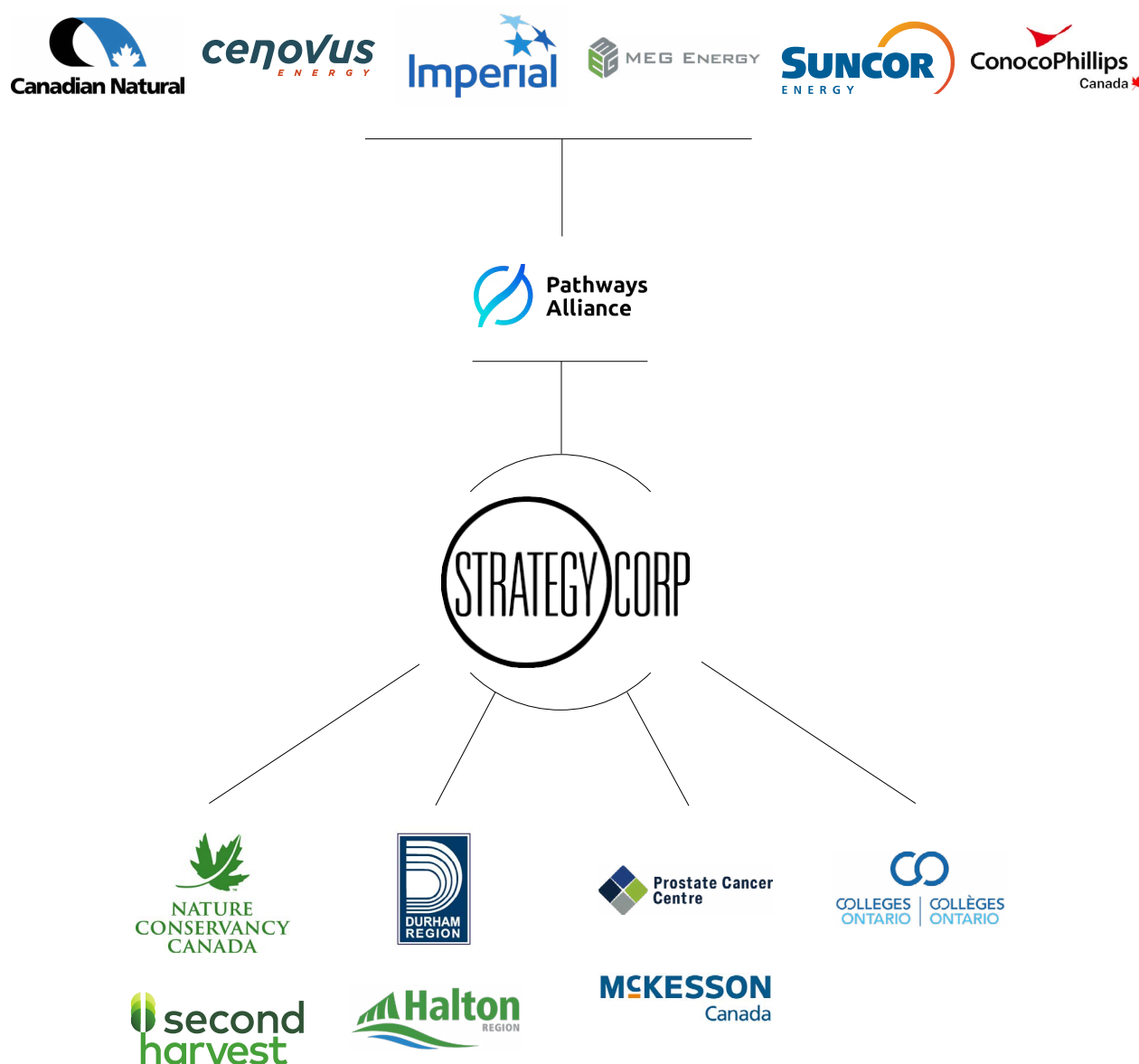
StrategyCorp's fossil fuel clients

Pathways Alliance is a consortium of Canada's six largest oil sands producers: Canadian Natural, Cenovus, ConocoPhillips Canada, Imperial, MEG Energy and Suncor. In 2024, Pathways Alliance was the most active lobbying industry association of the six associations representing fossil fuel companies, [with 70 meetings](#). By consolidating the individual lobbying efforts of Pathways Alliance member companies with the meetings registered by the Alliance itself, Environmental Defence found that the government had at least 356 registered meetings to discuss the coalition's interests. This number reflects only a fraction of the total interactions between the Pathways

Alliance and the federal government, as the government had previously established at least one other working group with the lobby group.

Emissions from oil sands projects are a major contributor to global warming, and oil sands have long been criticized as one of the dirtiest sources of energy. In Jan. 2024, a study published in *Science* [found](#) that organic carbon emissions from oil sands projects were up to 64 times higher than what companies were reporting. The study found that pollution from oil sands projects posed extreme health risks to people living near them, and that Canadian oil sands projects were producing as much small

Figure 2: StrategyCorp clients in 2025



particulate matter (PM 2.5) as all other human sources in Canada combined.

Pathways Alliance's recent legislative agenda includes eliminating the oil and gas emissions cap, weakening methane emissions standards, and delaying implementation of Clean Electricity Regulations. To combat negative perceptions of the health and climate risks from oil sands, Pathways Alliance has publicly touted carbon-capture, utilization, and storage technology (CCUS), while expressing doubts about the efficacy of CCUS in its

communications with lawmakers, found a 2024 [report](#) from InfluenceMap. Pathways Alliance has also funded advertising and sponsorship campaigns to promote the "climate benefits" of Canadian oil production.

StrategyCorp discloses the following about its work for Pathways Alliance: "Communicating about potential collaboration between industry and government in the area of greenhouse gas emissions, including potential investments in carbon capture, utilization and storage ("CCUS"), including revenue and national

interest benefits.” This exemplifies the vague language typically used in lobbying disclosures, which must be “decoded” in order to understand the implications of the companies’ lobbying activity. For example, the inclusion of “national interest benefits” is a reference to the federal government’s new Major Projects Office and push to fast-track “Projects of National Interest” (PONI) under Bill C-5. This new legislation has been controversial because it concentrates decision-making power for major infrastructure under a single minister and office, and allows projects deemed in the national interest to bypass existing laws like the *Species at Risk Act* and federal environmental impact assessments. The government has also not clearly demonstrated how it will uphold Indigenous rights to free, prior and informed consent when fast-tracking major projects. The Pathways Alliance has previously asked the federal government to [subsidize up to 70% of the project cost](#), for which estimates range from \$[16.5-24.1](#) billion dollars, and [50% of operating costs](#). StrategyCorp’s lobbying description likely means that they are pushing the federal government to list the Pathways Alliance CCUS project as one of their PONIs and provide billions of dollars in subsidies.

Also of note is that the Pathways Alliance in-house lobbyist description is different from the description from StrategyCorp. Pathways Alliance disclosure also includes: “Communicating about environmental amendments to the Competition Act that resulted from the passage and implementation of former Bill C-59 (Fall Economic Statement Implementation Act, 2023)”. This refers to the federal government’s updated regulations to deter corporate greenwashing, which requires environmental claims to be able to be substantiated. The Pathways Alliance removed its web content on climate action and the advertisements it had been running promoting “net-zero” claims the night before the new anti-greenwashing rules came into effect.

This language is a prime example of the failure of Canada’s lobbyist disclosure law to capture what lobbyists are actually doing for their clients—a failure that makes it harder for the public to hold lobbying firms accountable for promoting a fossil fuel agenda that is harming their other clients.

StrategyCorp’s climate-impacted clients

Conservation

The Nature Conservancy of Canada promotes conservation projects throughout the country, with a focus on forests as “lifelines” for the planet because of their ability to trap and store carbon. Sharing a lobbying firm with Pathways Alliance radically undercuts this work in two ways. Lobbyists facing criticism for their fossil fuel advocacy can cloak themselves in a kind of climate respectability when they also lobby for groups such as the Nature Conservancy. Secondly, StrategyCorp’s work for Pathways Alliance is furthering Canada’s dependence on fossil fuels, which in turn will make it harder to limit rising temperatures that threaten the ecosystems that the Nature Conservancy is trying to protect.

Jarring as it may be to see a major conservation group share a firm with a trade association for Canada’s dirtiest fossil fuel, the Nature Conservancy is also the US climate group most likely to share lobbying firms with fossil fuel companies, doing so in [14 states](#), including Canadian neighbors Alaska, Montana, and Minnesota, all of whom also face worsening wildfires.

StrategyCorp client **Second Harvest** is Canada’s largest nonprofit focused on food insecurity and the climate impacts of food waste, such as methane emissions. According to its website, Second Harvest’s work to rescue and redistribute potentially wasted food has prevented 288 million pounds of greenhouse gases from entering the atmosphere over the last year. In 2025, Second Harvest retained StrategyCorp to lobby Environment and Climate Change Canada, among other government bodies, on [“measurement and monitoring of food loss and waste.”](#) The organization also focuses on the security of the food chain and climate impacts on farms. Climate impacts on farms include “increasing risks of flooding, fire, drought and disease transmission among agricultural workers” and [“threats to mental health,”](#) according to Andria Jones, a professor in the veterinary college at the University of Guelph.

Health care

StrategyCorp represents the **Prostate Cancer Centre**. A growing body of evidence suggests an increased risk of prostate cancer from various climate impacts. Firefighters face an increased risk from exposure to firefighting chemicals, according to a [study](#) from the University of Arizona. A 2022 Canadian [study](#) linked prolonged exposure to fine particulate (PM2.5) with an increased risk of prostate cancer.

The firm also represents healthcare provider **McKesson Canada**, for whom several newly built distribution centres in Western Canada will help McKesson “[react quickly to environmental crises or emergencies like wildfires or flooding](#).”

Local governments

Among the more than 600 local government bodies in Canada that have declared a climate emergency is Halton Regional Council, which did so in 2019. **Halton Region** subsequently made dealing with climate impacts a central part of its [strategic plan](#) for 2023-2026 and set a goal of achieving net zero corporate emissions by 2045. In 2025, Halton has [used](#) StrategyCorp for “Outreach to decision makers in regards to environmental assessment under the Canadian Environmental Assessment Act,” and it also retains the firm for lobbying in Ontario.

Durham Region declared a climate emergency in 2020 and has also set a net zero goal of 2045. In 2025, the **Regional Municipality of Durham** has [used](#) StrategyCorp for “Discussions with officials with regards to the Zero Emission Transit Fund,” and it also retains the firm for lobbying in Ontario.

While not currently a client of StrategyCorp, Big City Mayors of Ontario retained the firm in 2021-2022 and again from 2024 through July 2025 to lobby on issues such as [funding infrastructure](#) in Ontario. In Nov. 2023, the Financial Accountability Office of Ontario found that climate-related damage will add \$4.1 billion per year on average to the cost of maintaining the \$708 billion portfolio of existing public infrastructure in Ontario, assuming a “medium emissions” scenario.

Does cutting ties with StrategyCorp in July mean that Big City Mayors of Ontario is becoming more climate-conscious in its choice of lobbyists? As discussed in the next section, **a number of other pro-climate clients including Nature United and Metro Vancouver have backed away from working with firms representing some of the most climate-damaging energy companies** since parliament convened in May, inviting the question of whether the risks of working with such firms may be beginning to outweigh the benefits.



Photo by Fabian Jones on Unsplash

OTHER CLIMATE-CONFLICTED FIRMS

Earnscliffe Strategies

Earnscliffe would have joined Crestview and StrategyCorp as one of the most climate-conflicted firms except that two of Earnscliffe's most pro-climate clients, Nature United and Metro Vancouver, have cut ties with the firm since May. The firm continues to represent the Canadian Red Cross, for whom providing relief to communities hit by the wildfires has been a top priority.

Earnscliffe's fossil fuel clients

ConocoPhillips Canada operates oil sands extraction projects in the Athabasca region, runs a large fracking operation in BC's Montney Formation, and has done exploratory drilling off the coast of Newfoundland. Last year, [ConocoPhillips directly lobbied the federal government 21 times](#), and was also represented in 70 lobby meetings by the Pathways Alliance and 62 lobby meetings by the Canadian Association of Petroleum Producers. In 2025, between January and August, the company had directly lobbied 11 times, and was represented in 9 lobby meetings by the Pathways Alliance, and 72 by CAPP.

Earnscliffe has also previously lobbied for Glencore, Reconciliation Pipeline and Pathways Alliance.

Earnscliffe's climate-impacted clients

In Sep. 2025, Earnscliffe began lobbying for **Ecotrust Canada**, which promotes conservation-conscious economic activity. Among other issues Earnscliffe is [lobbying](#) for Ecotrust Canada on "Working with communities and First Nations to ensure that fisheries in BC are socially, economically, and environmentally sustainable."

From 2021 through June 2025 the firm [lobbied](#) for **Nature United**, a conservation group whose [recommendations](#) for the 2024 national budget included \$1 billion for Indigenous groups' conservation work; funding for sustainable agriculture initiatives; funding for biodiversity programs; and having the federal

government apply an integrated Climate and Nature lens to its budgets. Fossil fuel extraction projects—such as those operated by Earnscliffe's client ConocoPhillips Canada—and fossil-fuel-driven climate disruptions are contributing to all of these problems that Nature United is trying to solve.

Metro Vancouver's Climate Emergency Action plan [calls](#) for reducing carbon emissions 45% from 2010 levels, by 2030, and member governments of Metro Vancouver are being [pressured](#) by Sue Big Oil to sign on to a lawsuit against the fossil fuel industry. For Mar. 2025, Earnscliffe [disclosed](#) lobbying for Metro Vancouver on the "Canada Housing Infrastructure Fund." Metro Vancouver ended its relationship with Earnscliffe in Sep. 2025. Metro Vancouver also shared the firm Counsel Public Affairs with Pathways Alliance member Cenovus from Aug. 2023 to May 2024.

The **Canadian Red Cross's** environmental policy is as follows: "As an organization which responds to humanitarian crises, many of which are driven by climate change related extreme weather events, the Canadian Red Cross recognizes the importance of promoting and acting in ways that contribute to environmental sustainability and greenhouse gas (GHG) reduction." Earnscliffe's [work](#) for the CRC focuses on two major issues being exacerbated by the climate crisis—health and global migration—as well as specific work on climate.

So remarkably, Earnscliffe's paid work for ConocoPhillips Canada is exacerbating problems that the Canadian Red Cross is then paying Earnscliffe to solve.

Global Public Affairs

The [website](#) of Global Public Affairs, which does both lobbying and public relations, foregrounds the firm's PR work for pharmaceutical companies, steel and transportation clients such as the Rocky Mountaineer luxury train service, and nonprofits such as Science World British Columbia and the Calgary YWCA.

But the firm also lobbies for some of Canada's largest GHG emitters and most aggressive advocates for furthering the country's dependence on fossil fuels: **BP Canada, the Canadian Association of Energy Contractors, Oventiv Canada, and Petronas**. The firm also does public relations work for BP Canada, AltaGas, Petronas, ConocoPhillips, and at least four other fossil fuel companies. In 2025, **AltaGas** has [retained](#) Global Public Affairs to lobby in support of new gas and propane export terminals in western Canada, and on issues related to emissions from these two fossil fuels. AltaGas has a long [history](#) of emissions and safety violations in the US and Canada; and in Dec. 2023, it was found to be [operating](#) its Enerchem oil refinery in Alberta without proper permits. Through August, AltaGas has had 13 lobby meetings with the new federal government since the 2025 election. For the **Explorers and Producers Association of Canada** (EPAC), the firm [advocates](#) "for new pipeline construction and energy export diversification to increase the value to Canada from energy exports." EPAC is emerging as one of the most active lobbyists in 2025, with 41 lobby meetings between January and August.

This fossil fuel advocacy is increasing climate-related risks for many of the firm's other, non-fossil-fuel clients, such as the **Association for Mountain Parks Protection & Enjoyment, Science World British Columbia, and Russell Township**. Science World British Columbia uses the firm to lobby for government funding. Climate-focused programming by this museum has included an exploration of the environmental justice issues [raised](#) by Canada's wildfires, because a disproportionate number of unhoused people are also people of color, and are more exposed to pollution from wildfires.

In Alberta, the firm lobbies for fossil fuel clients such as **China's CNOOC**, the 8th-largest fossil fuel company in the world, **British Petroleum**, and **Koch Industries**, which has been a leading funder of climate denialism. The firm's Alberta clientele also includes the **Calgary Homeless Foundation** and twelve health care clients including the **University Hospital Foundation** and the **Alberta College of Family Physicians**.



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Divesting from fossil fuel lobbyists

The success of climate activists in moving a growing number of Canadian institutions and organizations—including governments, [universities](#), law firms, pension funds and [ad agencies](#)—toward divesting from fossil fuels or cutting ties with fossil fuel companies suggests that climate-conscious clients can likewise be convinced to cut ties with lobbyists for fossil fuel companies.

The idea of holding lobbyists accountable will no doubt strike some elected officials as extremely difficult or impossible. But pressure campaigns in the US have [convinced](#) prominent institutions such as Johns Hopkins University to back away from sharing lobbyists with fossil fuel companies. Notably, the state of Maryland's strong lobbying law requiring disclosure of bill numbers made it possible to conduct audits of lobbying activity by a firm that Johns Hopkins shared with several fossil fuel companies. The [first of these audits](#) demonstrated that, while Johns Hopkins had divested its endowment from coal, its own lobbying firm was engaged in pro-coal lobbying. The [second audit](#) demonstrated that this same firm had failed to disclose the fact that it was testifying against a climate bill that the university supported, limiting the use of gas in new construction.

Strengthening Canada's lobbying law can likewise inform and empower local governments, universities, businesses, charities and others to make fully-informed and climate-conscious decisions in deciding which lobbyists to hire.

Since 2019, Canadian climate activists have successfully pushed the University of Guelph, University of British Columbia, McGill University and the University of Toronto to divest from fossil fuels. And yet, the University of Guelph shares Crestview Strategy—the #1 most climate-conflicted lobbying firm profiled in this report—with seven fossil fuel companies. Until June 2025, McGill University shared the firm Wellington Advocacy with seven fossil fuel companies, including pipeline giant Enbridge and the US-based Koch Companies, one of the biggest historic funders of climate denialism. So of the [42 Canadian universities who share lobbying firms with fossil fuel companies](#), McGill and the University of Guelph, already leaders on climate, now have the opportunity to go further and adopt policies of not working with fossil fuel lobbyists.

Among pension funds, Canada's second-largest, the Caisse de dépôt et placement du Québec (CDPQ), moved to divest from fossil fuels in 2022. Toronto, London, Brampton and Kingston have passed motions calling on the Ontario Municipal Employees Retirement System to divest from any investment in new fossil fuel projects. And as discussed earlier, nurses and other health care practitioners are pushing the Healthcare of Ontario Pension Plan to divest; and could take a similar approach to their lobbyist firm representation by calling on HOOPP to cut ties with Crestview Strategy.



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Toronto and Vancouver have passed resolutions to divest their municipal funds away from fossil fuels; and Metro Vancouver cut ties with its fossil fuel firm Earncliffe Strategies in Sep. 2025. A campaign to cut ties with fossil-fuel-affiliated lobbying firms and adopt policies of not working with such firms is consistent with the ongoing divestment campaigns in Vancouver, Toronto, and other municipalities; and these cities have a chance to disrupt the dynamic in which climate-conscious municipalities feel they have no alternative but to work with lobbyists who also work for fossil fuel companies.

LOBBYING FOR THE PUBLIC GOOD

On climate and many other issues, public interest advocacy groups have far less resources for advocacy and hiring lobbyists than the corporate interests they are working to hold accountable. Public-interest and non-profit organizations spend some of their limited resources on lobbyist firms because these firms offer expertise at navigating government bureaucracy and the political landscape, highly cultivated relationships and well-connected networks, and they know that lobbying pressure influences governments. Without improved disclosure rules, it may be difficult for public-interest advocates to hire lobbyist firms without conflicts of interest. But unfortunately these conflicts of interest are undermining their overall aims. That's because regardless of how the

individual lobbyist delivers the client's message, fossil fuel companies have a fundamental interest in maintaining their industry and a demonstrated history of advocacy against climate policies, which undermines the work of those with a mandate to fight climate change and deal with climate impacts.

Without stronger disclosure rules for lobbyists, public-interest advocacy sectors will continue to be undermined. The onus should be on lobbying firms to disclose their clients with conflicts of interest, and on the government to regulate lobbying to be transparent, fair, and maintain government integrity.

Recommendations

- Federal and provincial lobbyists should be required to disclose compensation received and amounts spent on each lobbying effort (as in the US), and the federal, provincial and territorial lobbying enforcement agencies must ensure that lobbyists comply with the legal requirement to provide details that identify specific bills, regulations, policies and spending initiatives about which they are lobbying, and their positions on those matters. These disclosures should be audited for compliance.
- Canada's *Lobbying Act* should be changed to require lobbyists to disclose in their monthly communication reports details about which bills or regulations were mentioned in their lobbying communications.
- Canada's *Lobbyists' Code* should be changed by adding the rule that was in the previous version of the Code to prohibit lobbyists from representing clients that have conflicting or competing interests without the informed consent of those whose interests are involved.
- Canada's *Lobbying Act* should be changed to require lobbyists to disclose all lobbying, as currently unpaid lobbying, lobbying about the enforcement of a law or regulation or about a tax credit, and many lobbying communications are not required to be disclosed, and the *Lobbyists' Code* should be strengthened to close loopholes that allow for unethical lobbying, as more than 80% of Canadian voters [want](#).
- Strengthen government disclosure of people invited to participate in policy working groups, with a separate listing of all registered lobbyists participating in such groups.
- Paid lobbying by members of boards of directors who are not employees of a corporation or organization should be included in disclosure reports from that corporation or organization.
- Parliament should comply with its statutory obligation to conduct a review of the *Lobbying Act* every five years, which it has not done since 2012.
- The Office of the Commissioner of Lobbying of Canada should create a one-click option for downloading or viewing a current list of all lobbyists and their clients, instead of the current multi-step process required to create such a list.