

SOLutions



CanSIA

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ABOUT CanSIA

CanSIA'S MISSION

To develop a strong, efficient, ethical and professional Canadian solar industry, able to serve an expanding domestic market, to provide innovative solar solutions to world energy problems and to play a major role in promoting the transition to a solar energy future worldwide.

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Update 2009



The largest hospital SolarWall® system in the world was formally unveiled at a special ribbon-cutting ceremony at Cambridge Memorial Hospital (CMH).

Totalling over 10,000 square-feet in size – spread out over three sections – the CMH SolarWall® systems will reduce the traditional heating load at the facility by using the sun’s energy to preheat the incoming ventilation air. This will result in annual CO₂ displacement of approximately 200 tons.

The SolarWall® project at CMH was part of an overall energy savings and facility renewal program in partnership with Honeywell, which also included control upgrades by Honeywell. Conserval Engineering designed and supplied the SolarWall® system.

Julia Dumanian, president and CEO of Cambridge Memorial Hospital, addressed the media as the morning sun shone on one of the hospital’s three SolarWall® systems. “Yes we ordered the sunshine especially for this event, to show how we are going to use the sun to reduce our energy costs. This is truly an exciting day in the life of this hospital and this community... and in fact, this country. What we see around us – and above us – are three SolarWall® [systems] that will make a difference to future generations.”

Dumanian also spoke about how the substantial cost savings from the SolarWall® systems will be re-directed toward patient care. “Energy savings at Cambridge Memorial Hospital have a direct impact on operating costs and service delivery. The SolarWall® you see here and on two walls in the back were selected based on sun exposure; ease of allowing heated air into the hospital air-handling system; and payback within six years. The overall Energy Saving and Facility Renewal Program – financed partly through grants and incentives – will yield an annual guaranteed utility and operational savings to the hospital of more than \$160,000. With utility and operational costs rising, reducing energy costs is a sound investment in the hospital’s future.”



BODYCOTE TESTING GROUP BECOMES 'EXOVA'

Bodycote Testing Group, the worldwide testing and advisory business, has been renamed Exova. The creation of a new name and identity that reflect the company’s new direction, vision and values, was prompted by the sale of the business by Bodycote plc last year.

Grant Rumbles, chief executive officer of Bodycote Testing Group (now Exova), sends you this message:

“This is an exciting time for Bodycote Testing Group as it transforms into Exova. Our new brand is fresh, crisp and progressive and is effective across the diverse sectors and many countries in which we work. We are delighted with the creative results that underline our expertise and innovation.

“We are looking forward to supporting you, our customers, and adding value to your business through delivering our promise for exceptional service and, where possible, exceeding your expectations. We are excited about building a great brand on strong foundations.

“As a Bodycote Testing, now Exova, supplier or customer you can be assured that the people you have worked with previously will remain the same, but we ask you to update your records to ensure continuity of service. There is no change to the terms and conditions of business, and our accreditation, registration and VAT numbers will remain the same.”



CanSIA's Summer Solstice Event at Watermark Irish Pub in Toronto's downtown harbour front was a huge success

CANSIA HOLDS SUMMER SOLSTICE EVENT

CanSIA celebrated the beginning of summer 2009 with a successful social occasion, June 18, at the Watermark Irish Pub in Toronto's downtown harbour front.

"We had members as well as people from the insurance business, the government and the Ontario power Authority come in as well," says CanSIA President Elizabeth McDonald. "It was the idea of our vice-chair, David Eisenbud, to try and get some Ontario members together. David said, 'Let's have some fun.'"

CanSIA sent invitations, gathered 14 sponsors, sold tickets and filled the pub with 200 guests.

"We had a great time, and people really enjoyed themselves. People work hard in this business, and this was an opportunity for them to relax together and exchange ideas," says McDonald.

McDonald says everyone learned a lot about each other in an informal business atmosphere, and did some networking.

"We'd certainly like to do it again."



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More and more Canadian consumers are shopping for greener alternatives for their homes by investing in renewable energy products. Renewable energy products can help consumers reduce their carbon footprint while helping them save money on their monthly energy bills. In addition, consumers can benefit from many government incentives including the Home Renovation Tax Credit and most recently Ontario's Feed-In Tariff. The upfront costs for these products, however, can sometimes deter customers from committing to the purchase. TD Canada Trust's Home Improvement Dealer Financing Program can help remove that stumbling block for homeowners by offering financing options at the kitchen table or the dealer's showroom.

TD Canada Trust works with numerous home improvement and renewable energy companies across the country providing flexible financing solutions for homeowners looking to renovate or upgrade their home. "We offer very competitive interest rates, fast decision times, and homeowners can pay off their investment over a number of years," says TD Canada Trust's Don Cooper, corporate sales manager. Often the monthly energy savings that customers enjoy from their home renovation or upgrade can help to offset the monthly payment for their purchase. The credit applications are processed and documentation is completed right in the customer's home or at the dealer's showroom.

Large corporations, small businesses and individual homeowners are all doing their part to conserve energy and reduce the amount of emissions in our environment.



Look for the TD Canada Trust Authorized Dealer sticker on the door of your home improvement or renewable energy dealer and ask about available

financing solutions. For more information on the TD Canada Trust Home Improvement Dealer Financing Program, contact Don Cooper at don.cooper@td.com. ●

TD Canada Trust works with numerous home improvement and renewable energy companies across the country providing flexible financing solutions for homeowners looking to renovate or upgrade their home.

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North America's first Feed-in-Tariff (FIT) is part of the Green Energy Act in Ontario. Contact Canadian Solar to learn how you can save money and save the environment.



Canadian Solar Inc. is a vertically-integrated solar photovoltaic (PV) manufacturer of silicon, ingots, wafers, solar cells, solar panels and custom-designed solar power systems. Canadian Solar was founded and incorporated in Ontario, Canada in 2001 and was successfully listed on the NASDAQ Exchange (symbol: CSIQ) in November 2006. Visit www.canadian-solar.ca or call +1.519.954.2057 for more information.



INTERNATIONAL WORK PROVIDES GLOBAL CONTEXT

CANSIA WORKING WITH SOLAR ASSOCIATIONS WORLDWIDE

CANSIA IS WORKING WITH more than 20 solar associations worldwide to exchange ideas and help communicate an international solar message at COP 15 – the 2009 conference of the parties involved with the Kyoto climate change protocol – this December in Copenhagen.

“We’re interested because this is part of the reason there’s interest in solar worldwide,” says CanSIA President Elizabeth McDonald. “Everybody is aware of climate change, everybody, and before the economy tanked the environment was a number-one issue.”

Busy with its December conference, CanSIA will not attend COP 15. Nevertheless, McDonald says the association is aligned with the international solar industry’s position, which recommends nations commit to installing solar thermal and

photovoltaic energy totalling 12 per cent of supply as early as 2020.

“We’ve probably come out of the recession better than any other country in the world, but that will not be enough,” she says. “We need to be part of the environmental movement going forward, in a very serious way, with real programs.”

Advocating the economic and environmental benefits of solar technologies, McDonald recently met with officials from the ministerial offices of environment and energy, as well as the prime minister’s office.

“I’m saying we have a position, we’re

active with our international cohorts at Copenhagen. Here’s what we think: Solar is part of the solution, and we can help you internationally with the United States on cap and trade, so let’s have that discussion.”

McDonald wants to make sure the federal government understands not only how solar energy can help Canada meet its environmental obligations, but also how it can operate as an engine for investment and



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job creation. This opportunity, though, she says, must be measured in the context of growing global renewable energy markets guided by fast-changing international policy. New U.S. economic stimulus measures, for example, explains McDonald, contain attractive renewable market inducements that eclipse Canadian incentives, and they could draw investment away from Canada.

“I think it’s important for our government to see that we’re not asking them to get involved in something that is isolated, but something that is worldwide. It’s the right place to be.” ●



Wes Johnston of CanSIA, with member Shervin Akhavi of Greensaver, at the CanSIA booth at the 24th European Photovoltaic Solar Energy Conference and Exhibition (September 21–24, 2009) held at the Congress Center and International Fair in Hamburg, Germany

We’ve probably come out of the recession better than any other country in the world, but that will not be enough...We need to be part of the environmental movement going forward, in a very serious way, with real programs.
– CanSIA President Elizabeth McDonald

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UNPRECEDENTED NUMBER OF CORPORATE I MEMBERS JOIN CanSIA



Solar energy is key to reviving our economy and with more and more members embracing our organization, it is clear CanSIA is key to positioning the industry for the future.
– CanSIA President Elizabeth McDonald

THE CANADIAN SOLAR INDUSTRIES Association is pleased to announce that an unprecedented number of new Corporate I members have joined its ranks.

“We have had a very busy summer and we are pleased that almost a dozen firms have recognized that CanSIA is ideally positioned to offer the solar industry’s expertise to governments and the public,” said Patty Hargreaves, CanSIA chair of the Board of Directors.

“CanSIA’s voice continues to grow exponentially. As we increase our ranks across North America, it is a testament to the growth and interest in solar in Canada. Solar energy is key to reviving our economy and with more and more members embracing our organization, it is clear CanSIA is key to positioning the industry for the future,” said Elizabeth McDonald, CanSIA president.

In order to qualify as a Corporate I member, companies must have more than 25 employees or revenue of over \$3 million per year.

The Canadian Solar Industries Association’s mission is to develop a strong, efficient, ethical and professional Canadian solar industry, able to service an expanding domestic energy market, to provide innovative solar solutions to world energy problems, and to play a major role in promoting the transition to a solar energy future worldwide. ●

OVER THE SUMMER

NEW CORPORATE | MEMBERS

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www.aleo-solar.com

A leading manufacturer of premium solar modules and provider of complete solar systems, headquartered in Germany, aleo solar North America is a wholly owned subsidiary of aleo solar AG, with North American headquarters in Colorado. aleo solar is known for its high quality PV modules with especially high energy generation and the high level of support to its installer and project developer customers.

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www.atsautomation.com

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The energy unit of Hatch has a reputation for excellence acquired over 85 years of continuous service. Hatch provides power and energy consulting, engineering and management services to clients around the globe. With more than 8,000 employees in 65 offices on six continents, Hatch is a Canadian-headquartered global company that provides a broad range of consulting, design, technology and EPCM services. Hatch offers services for oil and gas; hydro, wind, tidal, solar and other renewable power generation; thermal and nuclear plants; as well as electricity transmission and distribution facilities.

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SCHOTT Solar

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SCHOTT Solar has more than 51 years experience in solar technology. The company develops, manufactures and markets highly efficient receivers, a key component for Concentrated Solar Power plants with parabolic trough technology, as well as innovative, high-quality photovoltaic modules. With crystalline solar wafers – of which the vast majority are mainly manufactured in joint venture with Wacker Chemie AG – solar cells, solar power modules and a-Si thin film modules, SCHOTT Solar provides core components in every step of the value chain for the photovoltaic generation of energy.

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Schüco has 5,500 employees who serve 12,000 partner companies in 78 countries. Schüco is one of the only companies in the world to offer a complete range of solar power and solar thermal solutions. Schüco also designs and manufactures superbly insulated windows and façade systems that save energy in all types of buildings. In 2009, Schüco Canada Inc. was established near Toronto, Ontario, to better serve our Canadian customers. Schüco invests continuously to make its solar products more efficient and to continue delivering industry-leading product quality and partner support.

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FEED-IN TARIFF PROGRAM “SUBOPTIMAL”

ONTARIO LAUNCHED FEED-IN TARIFF PROGRAM, LEAVING SOLAR INDUSTRY UNDERWHELMED

THE GOVERNMENT OF ONTARIO has launched its feed-in tariff program (FIT), declaring it will provide a stable environment for investors and create 50,000 direct and indirect jobs. The solar industry is, however, underwhelmed.

“If you want one word to sum it up, it’s suboptimal,” says CanSIA Vice-Chair David Eisenbud. “There will be segments of the market able to do business, but it will not bring the kind of mainstream uptake the market is ready for.”

Exactly three years following the introduction of the Renewable Energy Standard Offer Program, paying 42¢/kWh to photovoltaic projects less than 10 MW, FIT has established a new tariff structure, domestic content requirements, agricultural land restrictions, the promise of a streamlined renewable energy approval process and a renewable energy facilitation office. The details of these mechanisms have been awaited since the February introduction of Ontario’s Green Energy Act, which essentially halted RESOP. Now, Eisenbud expects FIT will further delay solar industry development. “On paper, it’s very complicated,” he says. “It’s not business friendly.”

“There are multiple layers. Soil classifications, and zoning, and municipal requirements for permitting, and then there’s a new and untested renewable energy approval process. And once you get through that, and if you can get transmission capacity, you run into domestic content requirements.”

Economic development is integral to the Green Energy Act; so Ontario is demanding PV projects greater than 10 kW, and operational before the end of 2010, have a domestic content of 50 per cent, which includes PV modules and all balance-of-plant costs. The rate increases to 60 per cent in 2011. For projects less than 10 kW the requirement is 40 per cent in 2010, also increasing to 60 per cent in 2011.

While the sum of FIT’s parts is going to make project financing difficult, says Eisenbud, CanSIA has identified agricultural land restrictions as the industry’s biggest immediate problem. The program disallows

FIT PV Rates

Any type: (less than or equal to) 10 kW: 80.2¢
 Rooftop: > 10 kW (less than or equal to) 250 kW: 71.3¢
 > 250 kW (less than or equal to) 500 kW: 63.5¢
 > 500 kW: 53.9¢
 Ground mounted: >10 kW: 44.3¢
 (Ground projects eligible for a maximum addition of 1.5¢/kWh based on aboriginal or community participation)

ground-mount photovoltaic projects greater than 100 kW on the province’s top two classes of agricultural land, and limits projects on class three lands. This decision, says CanSIA President Elizabeth McDonald, “represents a lost opportunity for the solar industry, Ontario’s economy, environment and farmers.”

While the relaunch of solar tariffs in Ontario has been anticlimactic, with the tracks in place and FIT leaving the station, CanSIA is clearly onboard, and already focused on program revisions.

“A bright spot, I believe, is the folks at the OPA will sincerely continue to look at the program,” says Eisenbud. “They’ve been at this as long as CanSIA members have. There’s a good history of communication and opportunity for continuous improvement. That gives me hope.” ●

***While the sum of FIT’s parts is going to make project financing difficult...CanSIA has identified agricultural land restrictions as the industry’s biggest immediate problem.
 – CanSIA Vice-Chair David Eisenbud***

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CanSIA MEMBERS BENEFIT FROM DFAIT FUNDING

FUNDING AGREEMENT HELPS ASSOCIATION'S PRESENCE IN FOREIGN MARKETS

CANSIA HAS A FUNDING agreement with the federal Department of Foreign Affairs and International Trade (DFAIT) that is helping the association and its members have a presence in foreign markets.

CanSIA signed the agreement with DFAIT's Global Opportunities for Associations program at the beginning of April. It matches up to 50 per cent of eligible expenses, supporting national associations that undertake international development activities. For the 2009 fiscal year, CanSIA can receive up to nearly \$90,000 of non-repayable contributions.

"This provides a way for our members to increase their knowledge of what's going on in other markets," says President Elizabeth McDonald.

So far, about 30 association members have taken advantage of the federal program by accompanying CanSIA delegations to major international conferences. The most recent was the U.S. Solar Energy Industries Association's Solar Power International Conference, held in California in late October, which sold out its trade show this year to 900 participating companies. CanSIA also attended the European Photovoltaic Solar Energy Conference in September, where 943 trade show exhibitors drew 40,000 visitors.

"We're also attracting attention to a growing industry in Canada," says McDonald. "It increases interest on the part of investors, who are critical to going forward. This is an industry that needs investment, so it's also good for what it brings to Canada."

CanSIA member Klaus Dohring took advantage of DFAIT funding to attend InterSolar, a Munich, Germany event held in late May that attracted more than 1,400 exhibitors and 60,000

visitors from 145 countries. Dohring says he would have attended with or without the support, which covered about 20 per cent of his total expenses. "Any contribution is welcome," he says, adding his belief that federal investment in the solar industry is essential.

"I have the privilege, as a German-Canadian, to have access to one of the most advanced renewable markets in the world," he says. "I participated in three trade missions in the last 18 months, and I've looked at a lot of data. That's what I'm benefiting from, and that's why we've done all the things we've done here."

Dohring's Ontario-based company, Green Sun Rising, just opened a solar thermal and photovoltaic retail, education and manufacturing facility in Windsor. He has formed partnerships with Ontario's Manor Tool & Die and two German companies, Huch, a manufacturer of storage tanks for solar water heating, and SCN Energy, a PV technology firm. Green Sun Rising is already importing Huch storage tanks, and with Manor Tool & Die is preparing to manufacture the tanks in Windsor in 2010. The local production of PV systems will be undertaken, he says, when market volumes make that feasible.

"I've seen, in Europe, the growth opportunity of solar and renewables, but also what a great job-creator this is, and how it can keep money in local communities."

The DFAIT program is also helping to bring international speakers to CanSIA's 2009 conference. Olivier Drücke, president of the European Solar Thermal Industry Federation, says McDonald, has already confirmed his participation with the December event.

"He will be coming," she says, "and others will be coming as well." ●





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THE FEDERAL GOVERNMENT HAS

introduced a directory of packaged solar water-heating systems certified or pending certification by the Canadian Standards Association, and is now restricting applicants to its ecoEnergy Retrofit Homes program to systems on the list.

“If we’re going to offer an incentive for solar domestic hot water systems, we want to make sure these systems perform,” says Suzanne Deschênes, Natural Resources Canada’s acting deputy director for housing in the Office of Energy Efficiency (OEE). The program, which is administered by the OEE, offers a \$1,250 rebate for the retrofit of a residential system with a minimum annual energy output of six gigajoules. Officially labelled the *Performance Directory of Solar Domestic Hot Water Systems*, the list rates systems according to their annual GJ performance. Deschênes says the new performance directory provides consumers with valuable third-party information.

“The worst thing we could do is encourage Canadians to adopt a new technology and have it not perform as it should,” she says.

Doug McClenahan manages active solar R&D for NRCan, and his department assembled the performance directory. He explains a whole system must be taken into consideration in order to provide an annual performance rating, and that a standard methodology must be applied. Therefore, he says, CSA system certification is a good way to go.

“I think it’s important for the long run, for the residential solar water heating industry, to move as quickly as possible to a standard way of coming up with a performance rating. For the moment, the best one available, with input from industry over years, is the CSA standard.”

The introduction of the performance directory, however, is cause for concern among some stakeholders, who fear it is too soon to impose the requirement of certification on the residential market. There are five companies in the performance directory, with systems certified to standard F379,



“I think it’s important...to move as quickly as possible to a standard way of coming up with a performance rating. For the moment, the best one available...is the CSA standard.”
– Doug McClenahan of NRCan

and three more in the CSA queue. Rob McMonagle, managing a residential solar thermal program for the City of Toronto, believes the list is too short, narrowing options for consumers, manufacturers and managers of provincial or municipal programs built on the federal rebate.

McMonagle says he's contacted all the manufacturers in the performance directory. Some are not fully compliant with his region's building codes and will be burdened with additional installation

costs, and some, he says, simply are not prepared to sell their product.

"We're dealing with the same sort of thing in our program," he says. "Initially, we had 11 contractors. Now we have five. Companies dropped out when it actually came to delivering. I think a similar thing can happen with the CSA certification process. Are they going to be able to get products on the market?"

Deschênes hopes the list will soon grow, particularly given NRCan has

offered to cover a substantial portion of the cost of certification for the first 12 manufacturers through the process, and 12 agreements have already been signed.

"We've been working with manufacturers, and there are manufacturers out there that could easily be added to that list if they decide to come forward," she says. "Some of them have received confirmation of financial support for CSA testing. All they have to do is move forward and tell us what they're going to have tested. That list could grow very quickly."

Following the first 12, manufacturers wishing to get in CSA's queue, and therefore on the performance directory, must pay a significant financial commitment toward the certification process. A process, which at this point, says CSA, will take an average of 12 months to complete at a minimum cost of \$20,000. McMonagle believes the Canadian market may not be strong enough for manufacturers to easily justify this expense.

"Moving to the next step, the performance directory of systems, is a huge tool to develop confidence in products. But it's too early to make it a requirement. The market isn't there yet. There needs to be a transition period."

At the top of NRCan's performance directory, and a very recent certification recipient, Nova Scotia-based Thermo Dynamics paid CSA about \$25,000 to certify its packaged two-panel residential solar water heater. The process took 18 months, and NRCan paid 70 per cent of the bill. Company engineer Tom Allen says the process was a struggle, and that before his product was branded with the CSA logo, Thermo Dynamics felt their certified competitors had an advantage.

Now he has the top-rated system, he is happy to be there, he is grateful for NRCan's assistance and market programs, and he believes if Thermo Dynamics went through this process others must follow.

"There's a reluctance to change and go through all the steps, and it's not a nice streamlined process. It's a new thing for CSA, and a new thing for us, but it does make sense. If we're going to install systems easily and safely into people's homes, it's a step worth taking." ●



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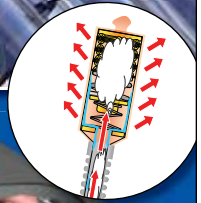
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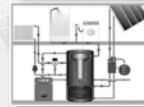
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CanSIA CHAMPIONS REGULATORY ADVANCEMENT

STAKEHOLDERS CLEARING REGULATORY ROADBLOCK TO THERMAL INSTALLATIONS

CANSIA POLICY DIRECTOR WESLEY

Johnston says the Solar Industries Association, the Canadian Standards Association and numerous stakeholders are clearing a regulatory roadblock to thermal installations, and that this process will now continually resolve critical issues of standards and building codes.

“In order to ensure standards are kept up to date, the solar thermal industry has to remain involved,” he says.

CanSIA has submitted a proposal to CSA to amend two solar thermal water heating standards: F379, pertaining to the design of packaged solar domestic hot water systems, and F383, for the installation of packaged systems for single-family dwellings.

“It’s a long process, but we’re working on this project, and CanSIA will be the champion of these changes.”

The amendment is essential to the migration of solar water heating into the country’s mainstream residential plumbing market. Currently, F379 and F383

reference plumbing standard B64 that specifies requirements for backflow prevention –

the backflow of a solar system’s heat transfer fluid to a household’s potable water system. This application of B64 classifies all solar water heating systems as a ‘severe’ environmental risk to water quality unless installed with unnecessarily stringent and

economically crippling precautions.

Johnston explains the authorship and maintenance of CSA standards is a complex and costly task and that it has been difficult for the industry to keep them up to date. Now, market demand is changing some of those difficult circumstances.

Jeff Knapp is the program officer of a \$9-million federal pilot designed to subsidize the installation of 8,300 solar domestic hot water systems by the end of 2010. Launched in 2007 by Natural Resources Canada, the pilot has forged contribution agreements pledging financial contributions on a per-installation basis with 14



organizations across the country, all with deployment plans.

Knapp was ready to start tallying installations at the start of the 2008 construction season, but at the close of the 2009 season has only 250. At this point, it seems the pilot, which Knapp says has “unearthed a monstrous regulatory problem,” may fall far short of its goal.

“You cannot have a strong industry without strong standards, because you cannot get past those who administer the

standards, notably municipal inspectors. They have been saying no, you cannot install that in my jurisdiction.”

Knapp and other NRCan people are now contributing their time and expertise to resolving the issue of standards through a broad collaborative process launched at the 2008 CanSIA conference. “We asked how do we get this fixed. How can we start a process right this minute that will get us from here to a place where we have standards that work?”

Johnston believes a sharper industry understanding of the regulatory process and CSA’s role is yielding the answer.

“We here at CSA are not the technical experts. We’re facilitators,” says CSA project manager Ray Woo, who explains there is a four-ingredient formula for writing and amending standards. One component is a document outlining the technical basis for the work; another is a diverse supply of volunteers ready to fulfill CSA’s requirements for balanced stakeholder technical committees and subcommittees. Both of these ingredients are now in place, says Woo, and so too is

It’s a long process, but we’re working on this project, and CanSIA will be the champion of these changes.
– CanSIA Policy Director Wesley Johnston

the third ingredient.

“Only with a strong champion can you have sustained momentum driving a project forward,” he says, stressing the importance of CanSIA’s role.

The final ingredient is money. “CSA is not-for-profit, but we’re also not-for-loss,” says Woo. “It took time to identify the funding partners. There is funding coming in. It’s a combination from all sources, which means all sources are starting to signal true investment in standards.”

In regards to CanSIA’s efforts to have the B64 standard modified that references solar as a ‘severe’ risk, Johnston says the CSA B64 technical committee has officially accepted CanSIA’s amendment proposal, and will vote on it in the coming months. If the vote is favourable, CSA will publish the change by mid-2010. But a supportive ballot, says Woo, is by itself “a massive signal to stakeholders across the country that the change is coming.”

“Once there’s an understanding that the decision has been made, a lot of jurisdictions will likely be proactive in their approaches, knowing it’s formally coming down the pipe.” ●

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ONTARIANS SAY “YES” TO SOLAR FARMS

SURVEY REVEALS FARMERS SHOULD BE ALLOWED TO INSTALL SOLAR PANELS AS A MEANS OF REVENUE GENERATION

THE CANADIAN SOLAR INDUSTRIES Association and the Gandalf Group went to Ontarians to hear what they think of solar and they are pleased to report that a majority support solar and solar development on farms as an option for clean energy.

“We found that Ontarians readily see the benefits of solar as a renewable energy and how it can be a boon to rural areas,” said Elizabeth McDonald, CanSIA president. “What was very interesting in our findings was that most supported a limit to how much actual farmland could be used for solar energy, but once we delved into that sentiment, that limit is 250 times what the solar industry could ever envision using.”

The online survey conducted for CanSIA interviewed 600 Ontarians and a further 600 in rural regions of the province between June 30 and July 9. Both rural residents and respondents province-wide agreed farmers should be allowed to install solar panels as a means of revenue generation, as well as renewable energy generation. Farmers have the option precisely because installations are designed to be removed and the land can be returned to farmland.

- 79 per cent Ontario-wide and 81 per cent of residents in rural districts believe it would be unfair if people in cities were allowed to install solar panels on their property, but farmers were not allowed to do the same.
- 74 per cent Ontario-wide and 75 per-cent of residents in rural districts believe if industrial land owners are allowed to install solar panels on their land, then farmers should be allowed to do the same.
- 79 per cent Ontario-wide and 80 per cent of residents in rural districts believe farmers should be allowed to install solar panels

There is strong support for allowing individual choice among farmers to develop solar farms, especially so they can have additional sources of income.

– Alex Swann of the Gandalf Group

instead of growing crops on some of their land so they have another possible source of income.

“The survey supports what I believe as a local farmer – I should be able to use solar panels much the same as I can to raise crops that are then made into energy such as corn for ethanol, switch grass for pellets,” said Ray Roth, a farmer and renewable energy developer with Saturn Power. “The difference is that solar panels are benign to the land and can actually help it by letting it regenerate while laying fallow.”

“Ontarians support solar energy as well as government support for solar initiatives very strongly,” said Alex Swann of the Gandalf Group. “A majority agreed the province should allow solar farms on agricultural land, and we found that province-wide and in rural districts. There is strong support for allowing individual choice among farmers to develop solar farms, especially so they can have additional sources of income.”

Survey results available at www.cansia.ca.



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What is in a CanSIA Membership?

1) Canadian Solar Industry Directory

- Your organization will be listed on our high-traffic web database providing information on your organization's services and operations, while also providing a link to your company's website. CanSIA creates an annual *color print* version of the Canadian Solar Industry Directory. This edition will provide all the same company information, however in a fresh and glossy format to be widely distributed to government offices, building associations, trade associations, etc.

2) Referral Service

- CanSIA's national office receives numerous phone calls and e-mails every day from potential clients looking to do business with solar companies across Canada. CanSIA sends these inquiries to the Canadian Solar Industry Directory where your company will be listed, helping to generate sales for your business.

3) CanSIA's Annual Solar Conference

- The Association's annual conference is growing every year, bringing together solar companies from across Canada and the United States with builders, architects, manufacturers, distributors, installers and other members of the business and finance community. Your CanSIA membership will provide you with discount rates on registration, exhibitor packages, workshops and other events related to the conference.

4) Customer Financing Options Available for Qualified CanSIA Member Businesses

- CanSIA has partnered with TD Canada Trust, which will allow qualified solar businesses to provide financing options to customers. This program assists to reduce the upfront solar costs to your customers and is a "Simple, Fast and Easy" marketing tool to help your business grow.

5) Business and Employee Benefit Insurance Packages

- CanSIA has partnered with PBL Insurance Limited to offer *commercial property/casualty* insurance that provides enhanced coverage and specific relevance to solar contractors, manufacturers and wholesalers. PBL also offers specific *employee benefit packages* tailored to CanSIA corporate members.

6) Business Opportunities

- The CanSIA Members section of the website provides listings of Requests for Proposals (RFP) from local and national government agencies and other CanSIA proposals.

7) Press Release Listing

- Press release placement on the "News from Members" section of the CanSIA website.

8) Job Listing Service

- Place your organization's job opportunities on the CanSIA website to ensure you attract qualified candidates to help manage and grow your business.

9) CanSIA Newsletter

- Receive the CanSIA biannual print newsletter, *SOLutions*. This publication will keep you informed about solar and renewable energy current events.

10) Other Benefits

- CanSIA has updated its website which now includes a fresh new design and web services such as a *Members'-Only Forum* to create greater value for your CanSIA membership.
- CanSIA members are eligible to participate in CanSIA Canadian Pavilions throughout various international conferences. Some of these events include InterSolar 2009, the 24th European Photovoltaic Solar Energy Conference & Exhibition, and SolarPower 2009.

What are the Membership Category Guidelines?

Voting	Annual Membership Fee
Corporate 1: 25+ employees or revenue > \$3 million	\$5,000
Corporate 2: 6-24 employees or revenue > \$1 million	\$1,500
Corporate 3: 3-5 employees	\$800
Corporate 4: 1-2 employees	\$400
Non-Voting	
Supporter 1: Large government agencies, utilities or energy regulators	\$1,000
Supporter 2: Small government agencies and small distribution companies	\$500
Supporter 3: Large non-profits and educational institutions	\$400
Supporter 4: Small non-profits and educational institutions	\$250
Advocate/Individual: Not involved in commercial gain from the industry	\$100
Advocate (Student/Senior)	\$50

How do you join CanSIA?

Easy – simply go to CanSIA's website at www.cansia.ca to fill out the online application and to find out more information on member benefits. Please call the CanSIA office at 866-522-6742 or send an e-mail to info@cansia.ca for additional information. ●





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Ken Norgrove RSA CEO, Global Renewable Energy division

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