

# SOLutions

CanSIA

**START,  
STOP... START?**

**THE ECOENERGY BALL IS ROLLING,  
BUT WHERE IS IT GOING?**

**+ Building the Strategy for a Solar Future  
An Industry on the Move  
Bill 17 Promises BC Feed-In Tariff**



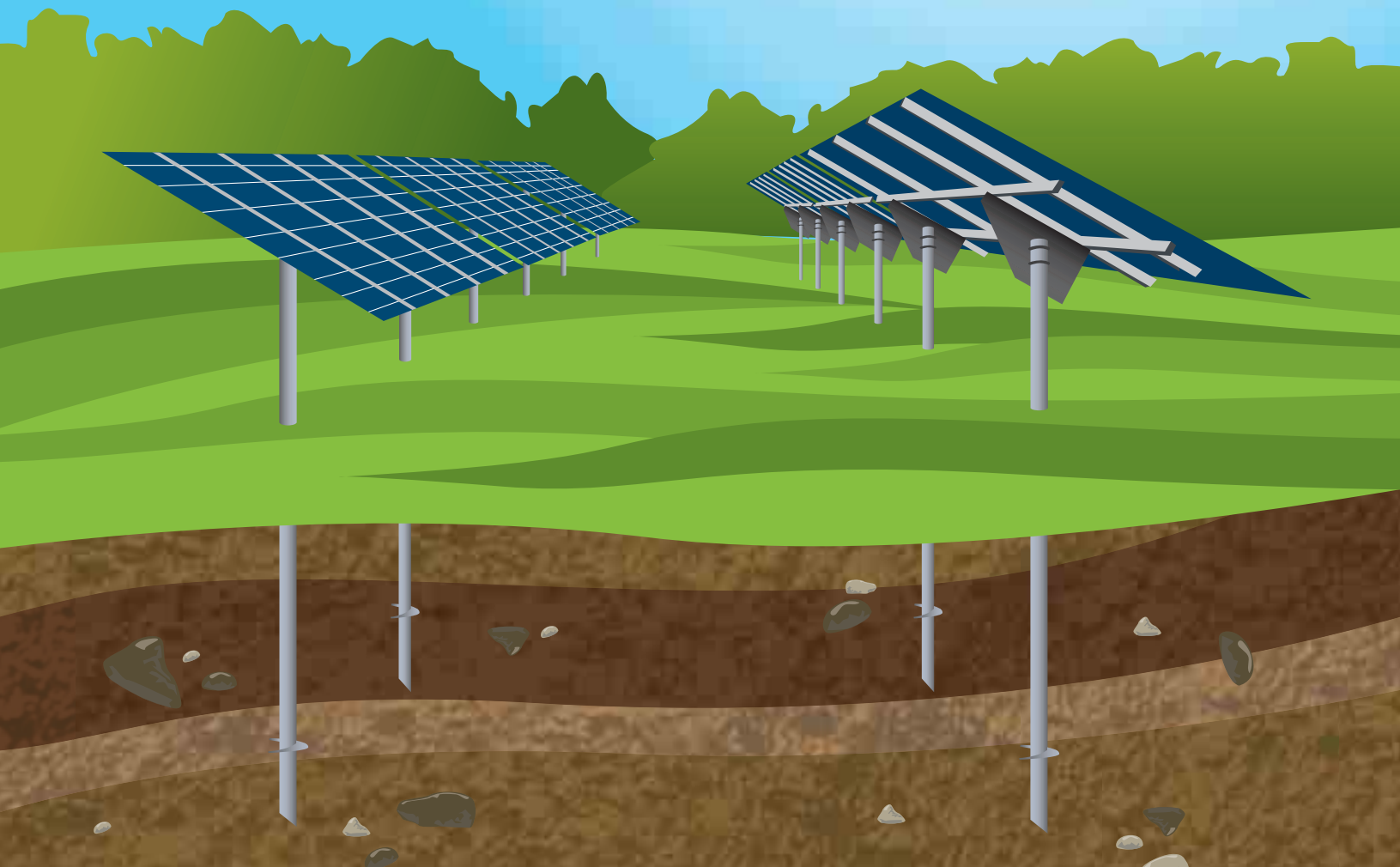
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\* based on German consumer reporting organisation Stiftung Warentest, May 2006

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## ABOUT CansIA

### CanSIA MISSION

CanSIA represents the interests of its members by working to increase the use of solar energy in Canada.

### CanSIA OBJECTIVES

- I. Develop and implement programs and activities directed at enhancing and accelerating the widespread use of solar energy in Canada.
- II. Develop and improve the solar energy industry and the individual members of the industry by facilitating the delivery of training and education.
- III. Ensure that governments in Canada have a good understanding of the contribution of a viable solar equipment industrial base can make to Canada's industrial and social development.
- IV. Coordinate and assist its members with regard to the development and revision of product standards and building codes for the solar equipment industry, with special emphasis of safety, performance and economic impact.
- V. Collect and disseminate statistics and other useful information on solar energy and the solar industry to various stakeholders and to carry out conferences and publications that advance the purposes of the association.
- VI. To carry on and assist in research on issues that impact the solar industry and its support from various stakeholders.

## INDUSTRY LEADERS

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Eden Energy Equipment Limited  
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Ensol Solar Products Inc.  
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Global Point Energy Inc.  
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## SOLAR IS THE WINNING PLACE TO BE

When I began this job in May of 2007, people asked me why the solar industry in Canada. My answer was always the same – I would quote Wayne Gretzky and say, “I like to play where the puck will be, not where it has been.”

It is a very exciting time for CanSIA, and solar is definitely the winning place to be.

The Feed-In Tariff program is booming in Ontario – from microFIT to rooftop solar to ground mount solar. On the strength of that program alone, Canada is now being seen as a significant solar market. Other provinces are watching with careful attention as they see that solar technology can deliver in two key areas: the environment and the economy. At the same time, however, we have seen the abrupt cancellation of the federal solar thermal ecoENERGY retrofit home program while the solar thermal water and air industrial programs are set to end March 31, 2011.

To the members of CanSIA, this means that while we are seeing more activity and success, there are still many challenges to meet. In terms of solar thermal and solar air, we have already met with Parliamentarians to begin to educate them so that they see that our technologies are not only an economical, efficient way to reduce CO<sub>2</sub> emissions but that we also create local jobs in communities across the country. This will be a critical campaign for CanSIA over the summer.

We also have to remain vigilant in Ontario where the program is indeed excellent, but the devil is in the details. As we learned from RESOP, barriers can make or break a program. Fortunately, we have developed excellent relationships with all five Ministries that touch on the FIT program in Ontario as well as the OPA. We are active on interconnection issues through our own Hydro One Working Group. The Ontario PV caucus continues to work diligently to seek improvements in the program where needed.

But it is not all about Ontario, and therefore we are beginning an active push into the Western provinces which was inaugurated at our Calgary conference that took place May 25–26. We attracted some excellent speakers and interested parties from all the Western provinces, making it an excellent beginning.

Looking further down the road, we are very excited about our annual conference to be held at the Metro Toronto Convention Centre December 6–7. The board is looking to launch SolarVision Canada 2025 that will make the business case for investing in solar in Canada going forward. We also expect that event to be the premier solar marketplace for our members, and we will ensure that we maximize the opportunities for vendors to host their clients and, hopefully, meet new ones.

If you've looked at our website lately ([www.cansia.ca](http://www.cansia.ca)), you will see it is new and improved. We are definitely the key source of information on solar and – through the online directory – solar companies in Canada. We average more than 10,000 hits per month, and our metrics tell us that our visitors stay on average more than five minutes. In this day and age of hyper-media use, that is impressive. We are working to increase awareness and opportunity for our members so that we can deliver you more new customers.

We are also exploring new partnerships – perhaps developing a “best practices” for solar installers with SEIA which would cover all of North America.

All of us at CanSIA are working hard to ensure that members get value for their membership dollars and that we remain an excellent bridge between the industry and its various stakeholders, as well as to your customers.



Elizabeth A. McDonald  
President

**We are working to increase awareness and opportunity for our members so that we can deliver you more new customers.**

A handwritten signature in dark ink, which appears to read "Elizabeth A. McDonald". The signature is written in a cursive style.

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## SUNNY DAYS FORECAST FOR SOLAR IN ONTARIO FOLLOWING ANNOUNCEMENT OF GREEN-LIT FIT PROJECTS

The Canadian Solar Industries Association welcomed the Ontario Power Authority's announcement of green-lighted feed-in tariff projects on March 10, 2010, noting it was a great day for solar in Ontario.

"More than 500 new green energy projects are listed and most of them solar power installations," said Ron Mantay, general manager, Solar, Schüco Canada Inc., and a member of the CanSIA Board of Directors representing the association at the announcement. "The wide variety of rooftops that will be covered by solar panels will go a long way to reducing Ontario's carbon footprint by offering stable pricing to renewable energy producers. We tip our hats to the Ontario government for its championing our children's futures."

"Solar in Ontario is becoming a reality thanks to the Green Energy Act and the landmark-setting FIT program," said Elizabeth McDonald, CanSIA president. "The fact retail stores, schools, hospitals and even a church see the richness solar offers the future is evidence of the power of the sun and everyone's growing understanding of how it can be harnessed."

"We applaud the Ontario government and Minister of Energy and Infrastructure Brad Duguid for taking the lead for Canada, not only for Ontario, but with this forward-thinking program – in all of North America."

The Ontario Power Authority announced the first approved FIT applications for facilities up to 500 kilowatts which can be connected to the electricity grid without the detailed impact assessments necessary for larger projects. For more details of the OPA announcement, visit <http://fit.powerauthority.on.ca>.



## CANSIA LAUNCHES NEW WEBSITE

CanSIA has a new website that offers both the public and the association's members better interaction with and access to information about Canada's solar industries.

"With the increase in our membership over the last year, it was imperative we make some changes to more easily manipulate the member directory," explains David Samuel, CanSIA director of member services and operations.

The new website has a superior design, a clean look and more information, but improved access is key, says Samuel. This has improved the efficiency of office staff that must maintain it, he explains, and of visitors, who can now more readily find information.

Changes have also enhanced interaction between CanSIA and website visitors, and visitors with one another. From its launch in late February until mid April, the new website had more than 20,000 visitors, many of whom stayed longer than five minutes – an impressive statistic in today's world. And, within the members-only area, visitors can post information about activities that may interest the rest of the association, says Samuel. All visitors can register for conferences, pay membership dues or shop at the CanSIA bookstore online, because the association now has the capacity to conduct electronic financial transactions.

"Public information, general awareness of what's happening in the solar industry, or getting updated information to our members more efficiently, the flow is much more rapid than it used to be," Samuel said.

Visit CanSIA's website at [www.cansia.ca](http://www.cansia.ca).



## CANSIA RECEIVES FEDERAL FUNDING FOR INTERNATIONAL OUTREACH

The Canadian Solar Industries Association has received more than \$44,000 from Foreign Affairs and International Trade Canada to enable it to gather information about leading solar markets around the world.

The funding enables CanSIA to attend key conferences such as InterSolar North America; the 25th European Photovoltaic Solar Energy Conference and Exhibition; Solar Power 2010; and InterSolar Munich. It will also allow CanSIA to host an international delegation at its annual Solar Canada Conference 2010.

“We are very pleased the government is assisting the Canadian solar industry in developing an international network in order to gather intelligence about what leading solar markets are doing around

the world,” said Elizabeth McDonald, CanSIA president. “This is of great value to the development of solar and a terrific opportunity for CanSIA members.”

Following the conferences, CanSIA will generate follow-up reports illustrating the market intelligence gathered. Reports will be made available in CanSIA’s International Business website section.

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.



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## SOLARWALL® PV/THERMAL TECHNOLOGY WINS RENEWABLE ENERGY WORLD AWARD

Conserval Engineering has been awarded the 2009 Renewable Energy World Award for Best Building Integrated Renewable for their SolarWall® PV/Thermal (PV/T) technology installed at the new John Molson School of Business at Concordia University in Montreal. The award was presented to Conserval at the opening ceremony of the Renewable Energy World Conference in Austin, Texas, on February 23, 2010.

The SolarWall® PV/T system is hybrid technology that produces four times the amount of energy in the same space as standalone PV – for approximately 25 per cent additional cost. The system produces two types of energy – electricity and heat – from the same footprint. It also improves the PV electrical output by up to 10 per cent by reducing the module operating temperature up to 20°C. The thermal component uniformly removes the heat from the back of each PV module and then that heated air is delivered to the building ventilation system. The combined technologies greatly improve the cost benefit of a standalone system and address more of the building's energy needs.

"We are delighted that our SolarWall® PV/T technology has been selected to receive this award," said Conserval Engineering CEO John Hollick. "Hybrid technologies are at the forefront of the solar industry because of their ability to generate two types of energy from one building-integrated system. Technology convergence will be a dominant trend in the renewable energy space, and it will yield tremendous benefits for clients in terms of

maximizing energy production and bringing down the paybacks on PV systems."

The SolarWall® PV/T system at Concordia University is a 100 kW system that features 75 kW of thermal heating and 25 kW of PV. Three hundred and eighty-four custom designed 65-watt Day4 Energy PV modules are mounted onto the SolarWall® air heating system (which doubles as the PV racking system) with a small air gap. The installation covers 288 m<sup>2</sup> (3,100 ft<sup>2</sup>) and is expected to have a combined solar efficiency near 60 per cent.

The John Molson School of Business at Concordia is LEED® Certified and the SolarWall® PV/T system was seamlessly integrated into the south-facing façade of the new high-rise building. It is currently the largest SolarWall® PV/T system in the world, and the first of its kind installed here in North America.

Conserval Engineering worked in partnership with Natural Resources Canada, the Solar Buildings Network, and Day4 Energy of Burnaby British Columbia on the project.

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TD Financing Services 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 Don Cooper, corporate sales manager, TD Financing Services. 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, farmers and individual homeowners are all doing their part to conserve energy and reduce the amount of emissions in our environment.

Look for the TD Financing Services 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 Financing Services Home Improvement Dealer Financing Program, contact Don Cooper at [don.cooper@tdfs.com](mailto:don.cooper@tdfs.com).



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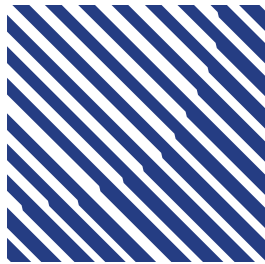
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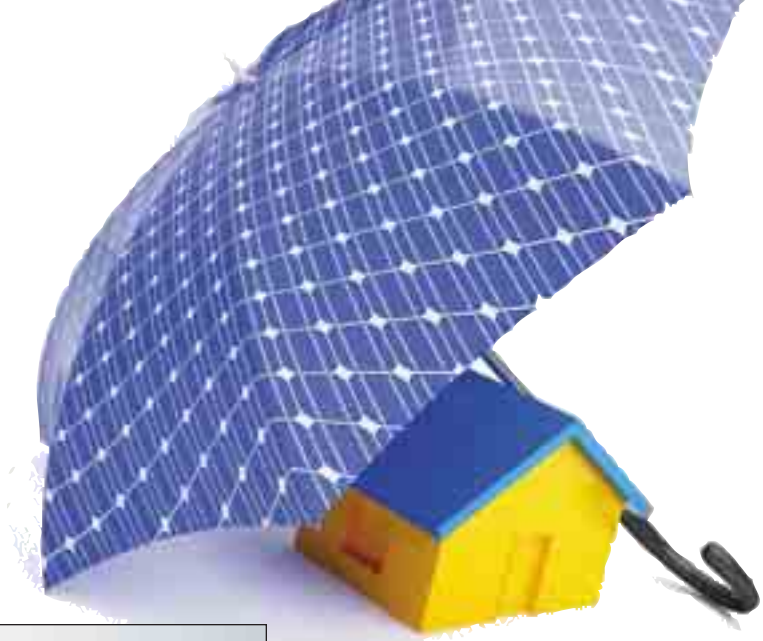


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### CANSIA OFFERS MEMBERS INSURANCE PROGRAM

The Canadian Solar Industries Association is pleased to announce the launch of its new Members Insurance Program.

Through a partnership with insurance broker Jones Brown Inc., and the Royal SunAlliance insurance company, CanSIA members now have access to a full range of property, casualty and related business insurance products. The new insurance program offers CanSIA members highly knowledgeable and industry-specific advice and coverage in installations, project development, and operation or manufacturing.

"It is important to partner with suppliers such as Jones Brown that understand and contribute to the development of a strong Canadian Solar Industry," said Elizabeth McDonald, CanSIA president.

"What we have been hearing from far too many companies and individuals in the industry is that insurance providers do not understand the issues surrounding solar energy and they haven't been able to respond in a meaningful way," said Marc Puddy, partner, Jones Brown Inc.

CanSIA members can access a dedicated website designed to make securing insurance advice, applications and quotes easy and understandable at the Member Benefits section of [www.cansia.ca](http://www.cansia.ca) or see Jones Brown. ●



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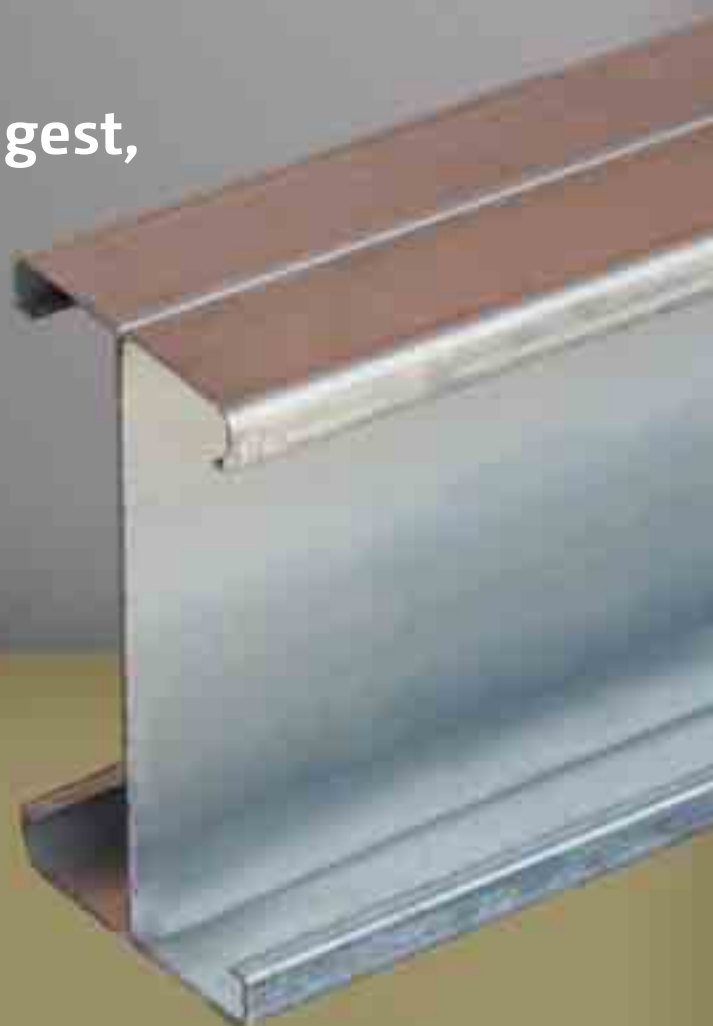
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# BUILDING THE STRATEGY FOR A SOLAR FUTURE

## CANSIA'S BOARD OF DIRECTORS RECENTLY HELD A STRATEGIC PLANNING SESSION, WHICH IS NOW REINFORCING THE STRUCTURE OF THE ASSOCIATION

**EFFORTS ARE UNDERWAY TO** refine CanSIA's governance, committee organization, lobbying efforts, conferences, near- and long-term objectives, and financing, says chair David Eisenbud. "We want to maintain our trusted voice, federally and provincially. We want to develop new provincial markets and do it in a financially sustainable way."

The Ontario market brought a considerable number of new members to CanSIA, says Eisenbud, and that growth inspired the board and staff to increase efforts to serve the membership as a whole, which lead to an affirmation of the association's strong national mandate. "We know how big this market is," he says, "with the promise of adding other provinces."

CanSIA, however, is stretched thin. Too thin, says Eisenbud, to get on the ground and engaged with every emerging provincial opportunity. So with a strategy to cover a greater proportion of CanSIA expenditures with the income from member fees, and given rates haven't risen in more than four years while CanSIA's ranks grew five-fold, the board decided an increase was due. Now in effect, the new fee table is available on page 41 and at CanSIA's website. It includes a discount for those who pay early and is designed to minimize the financial impact on smaller members.

Financing wasn't the only topic the board developed out of the central theme of industry expansion. It also came to the conclusion CanSIA needs a national solar vision, a document articulating practical solar energy targets for Canada. Tentatively titled, *CanSIA Solar Vision*

2025, the document will evolve over the summer and fall, with the ambition of a public release at the December annual conference.

"We're reaping the rewards of our hard work in Ontario, and we're at a point where the board recognizes we need a longer view in the market. It's time to say, 'OK, for the foreseeable future what other land can we plant, where are we going to grow in Canada,' and a solar vision will be the way to express those ideas."

Finally, the board addressed the topic of federal and provincial lobbying. Consultation at the provincial level will

require the mobilization of members regionally, says Eisenbud, and board members with national influence and perspective will form a federal committee.

"The board knows action needs to be taken federally, to open a dialogue, for example, on tax policy, incentives or on the government's own uptake of solar technologies. We'll put some content about what we're looking for on the table after the summer. So there's work to do." ●



***The Ontario market brought a considerable number of new members to CanSIA, and that growth inspired the board and staff to increase efforts to serve the membership as a whole.***

# START, STOP . . .

## THE ECOENERGY BALL IS ROLLING,

**THE CANADIAN SOLAR THERMAL** industry is spooked by new restrictions to ecoENERGY, a federal support program already winding down with no promise of renewal, but there is reason to hope.

“The one thing I can say is the government is extremely interested in solar technology, and the best thing for our industry is not to get caught up in another large program where solar is a small component,” says CanSIA President Elizabeth McDonald.

On April 1, Natural Resources Canada suddenly closed the door on its ecoENERGY Retrofit program, blocking access to new applicants. The program, which provides up to \$5,000 in financial assistance to homeowners undertaking a wide variety of energy efficiency retrofits, including \$1,250 toward solar water heating, looks to be a victim of its own success. Federal budget documents, in March, said an \$80 million infusion to the program was “due to unprecedented demand.” Even with the extra funding, NRCan clearly grew concerned. The ecoENERGY Retrofit, if unrestricted, could be in a deficit by its March 2011 conclusion.

McDonald says residential solar energy grants, a tiny part of the ecoENERGY financial burden, are an incidental casualty,

not the target, of economic restraint, and she hopes to prevent future solar thermal programs from suffering the same fate.

“There is a door open at Natural Resources Canada to talk about solar opportunities more tailored to our technology,” she says. “Those are the signals I’m getting. That door is open not only at the minister’s office but within the department.”

McDonald explains CanSIA’s solar thermal caucus is working now to formulate its recommendations for a replacement program. Caucus Chair Phil Whiting, president of EnerWorks, says it is too soon for details, but he points out the solar thermal industry has already done a lot with a little, nearly doubling its capacity every year since ecoENERGY was introduced in early 2007.

“The number of jobs we’re creating and the tonnes of CO<sub>2</sub> eliminated make this a great investment as a greenhouse gas reduction initiative,” says Whiting. “We’ll be making the case that this is not a handout. It’s a good investment for Canada.”

While government and industry work out an improved solar thermal energy strategy for Canada, industry people across the country, Whiting included, are concerned a start-stop federal incentive may now be motivation not to invest in

solar water heating. Not only is the industry wondering what the federal government will do next, Canadian consumers shut out of ecoENERGY could easily decide to wait for a new federal program.

“If an incentive is coming in the future but is not available today, what would you do?” asks Whiting. “If you thought five or six months from now you might get some of your money back, you’d wait. It’s guaranteed that will happen.”

This means the question of when it will be done is as important as what the federal government will do. And it is important to note the federal incentive program for commercial solar thermal installations is also attached to the ecoENERGY engine, although travelling in a different car. The Renewable Heat program’s commercial deployment incentive has an application deadline of October 2010, and both the commercial and residential programs are scheduled to conclude March 2011.

Ideally, the question of how consumers and industry will be impacted by federal solar thermal programs will be answered before the ecoENERGY end date, but that is dependent on political decision makers. Natural Resources Minister Christian Paradis, in an e-mail response to the question, said at this point the Canadian government is committed to reviewing energy-efficiency and greenhouse gas



# START?

## BUT WHERE IS IT GOING?

reduction programs to ensure the efficient use of tax dollars, and he is looking forward to receiving CanSIA's recommendations.

McDonald says she is cautiously optimistic; this means the government will reflect on its renewable energy ambitions and programs and that those programs will not simply come to a grinding halt in early 2011. Over the summer, she says, the solar thermal caucus will share the direction of its thinking with CanSIA members. "We're going to reach out to members. We really want them to meet with their local MPs. MPs need to understand this technology because there are competing requests at the table. This can't just be done in Ottawa. It's going to take work."

Not only do federal MPs need to understand solar technology; jurisdictionally, members of provincial legislatures and city councils are now important to the course of solar energy in 2011. EcoENERGY's commercial and residential solar incentives created a financial base on which provincial and municipal governments have layered additional incentives, and many have established the same March 2011 deadline.

Nitya Harris is executive director of the provincially funded SolarBC, a non-

profit organization that promotes solar thermal energy and helps coordinate incentives available in British Columbia. She says BC homeowners who did not get into the ecoENERGY Retrofit program before it was capped are still eligible for a \$2,000 point-of-sale discount on the installation of a qualifying system. For those who did, the combined incentive is \$3,250. By March 2011, when the BC program is scheduled to conclude, she expects 900 systems will be installed. "This is absolutely working," says Harris.

"When we first started this, there were a lot of barriers and we were trying to find solutions. A tremendous amount of work by a lot of people, by us, by government, by the industry and by regulators has been done, now we're moving along and have gained some momentum. It would be a shame to have it come to a halt."

Harris says without long-term provincial and federal support, SolarBC and solar thermal installations in British Columbia would be in jeopardy. But she, too, is optimistic, explaining there is still time for stakeholders to get together and find a way forward.

"We don't know what's going to happen, but I think it's still early in the day," Harris said. ●

***"The number of jobs we're creating and the tonnes of CO<sub>2</sub> eliminated make [ecoENERGY Retrofit] a great investment as a greenhouse gas reduction initiative. We'll be making the case that this is not a handout. It's a good investment for Canada." — Phil Whiting, president of EnerWorks***

# AN INDUSTRY ON THE MOVE

# CONFERENCES PRESENT CANSIA AS THE SOLAR ENGINE IN CANADA

**WHILE CANSIA HELD ITS** Western Solar Conference & Showcase 2010 this spring, the association will also be planning its annual conference to be held at the Metro Toronto Convention Centre in December. The two events, says President Elizabeth McDonald, will present a “positive, welcoming industry that’s on the move.”

McDonald emphasizes both events are important because, now more than ever, CanSIA is the engine of the Canadian solar thermal and photovoltaic industries. “When people look at solar in Canada, we’re the place they come to.”

Western Solar, at Calgary’s Westin Hotel, May 25–26, was an occasion for industry and government delegates to consider solar technologies in the light of western opportunity, says CanSIA chair David Eisenbud. He says the conference rose from “considerable local interest” in Saskatchewan, Alberta and British Columbia.

“We’re finding there is pent-up demand for a solar dialogue not only in Alberta and the western provinces, but all the provinces. They’re all giving us positive signals.”

One of the conference organizers, Lise Richard, who works for Calgary’s Sustainable

Energy Technologies, points to an agenda that draws from the western experience: a collection of provincial and municipal PV and ST initiatives; Drake Landing, a revolutionary 52-home community heated with solar thermal energy; a solid, long-standing base of solar manufacturers and service providers; and the country’s best geography for solar resources. She says it’s difficult to identify a central theme binding the western solar industry together, but explains that a reason for the event is to pull everyone involved together.

“The industry in the West is a significant size and growing all the time. We’re pulling everybody together to show there is a viable force and opportunity here,” says Richard.

McDonald says Western Solar is also important because it allows the West to be viewed in a countrywide scope. Canada is home to global investors and internationally operating companies, which may have been drawn by the Ontario renewable energy market but see Canada as a national opportunity.

Jon Kieran is director of solar with EDF EN Canada, a company that now operates

*continued on page 24*



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***“It’s really important to know what it is you’re striving to achieve, where you want to go. It’s vital for our continued growth and success.” — CanSIA chair David Eisenbud***

continued from page 23

the country’s largest solar farm. EDF EN, he says, “is trending to make a half billion-dollar investment in Ontario’s power system through the PV business.” Keiran attended Western Solar as a speaker, but says he was also there to explore the opportunities and “engage in a conversation with industry members and policymakers about what’s going to be practical, reliable and realistic for solar in Western Canada.”

Because of the overwhelming interest in the Western Solar Conference & Showcase and a sold-out tradeshow floor, McDoanld advises exhibitors, delegates and sponsors to visit the CanSIA website right away for information on Solar Canada 2010, the association’s annual trade show and conference, December 6–7.

“The Metro Toronto Convention Centre is a really good place for exhibition resources,” she says. “It’s in the middle of the financial heart of Toronto but close to so many communities. It will give our exhibitors a good opportunity to invite their clients to see their products.”

This year, more than 2,000 delegates are expected to attend Solar Canada 2010, in addition to 250 tradeshow exhibitors. Attendees will be informed on federal and provincial policy and programs; project financing; solar energy insurance; and installer training and certification, including a solar training day.

CanSIA also hopes to publicly introduce *CanSIA Solar Vision 2025*, a roadmap to the country’s solar future, which Eisenbud says the board will be working on over the summer. “It’s really important to know what it is you’re striving to achieve, where you want to go,” he says. “It’s vital for our continued growth and success.” ●







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# RET CENTER WINDSOR: RENEWABLE ENERGY AT YOUR FINGERTIPS

## TEACHING THE PUBLIC THE PERKS OF GREEN ENERGY

**FOR A GLIMPSE OF** the future, you need only take a few steps inside Windsor's Renewable Energy Technology Center. To understand why the center is there, and why it is needed, takes only a refresher on the opportunities of renewable energy. The greenhouse effect, climate change and the increasing limitations of fossil fuel usage are some of the driving factors for a much-needed turn towards green energy.

"We established the center as a learning and education center for the community," explains Robin Easterbrook, executive director of the RET Center. The center opened in August 2009, and in a sign of the times, converted a 3,300-square-foot shuttered part of the old tool and die manufacturing facility in central Windsor, to showcase the best in renewable technologies – with a focus on solar technologies. Green Sun Rising Inc. and scn energy America Inc., joined forces, and within a matter of months, developed the center from a simple warehouse showroom displaying publicly and commercially available solar products, to a community-based institute for understanding sustainability and renewable energy.

The open-door policy at the RET Center means anyone who stops in can learn how solar photovoltaic (PV) technology works; simply put, how the power of the sun can be used to power a home or business. It's a hands-on learning experience. All the necessary hardware and components for setting up solar PV systems are onsite, provided by scn energy America, a division of scn Energy, one of Europe's leading providers of PV solar solutions.

The center is in the progress of installing a solar PV demonstration system, so the public can see a functioning solar power system up close. Visitors also learn how the Ontario Government's recently enacted Green Energy Act and its Feed-In Tariff (FIT) program allows anyone in Ontario to become their

own private power company. By setting up a solar PV system, the average homeowner can sell electricity to the Ontario Power Grid at a profit.

### Shining a Light on Solar Thermal

The RET Center also showcases the highly effective power of solar thermal technology. The center's second partner company, Green Sun Rising Inc., has installed a solar thermal system with roof-mounted solar collectors. Green Sun Rising sells the technology that utilizes the power of the sun to heat water that can then be used directly, or for heating or for industrial processes that require heat or hot water. A solar thermal system can also be used for cooling purposes in combination with absorption cooling.

Behind these technologies sits a team of highly educated and motivated employees from both partner companies. From a newly developed 1,500-square-foot administrative office, the team designs systems to suit clients' needs. The attached classroom facilities provide a place for the center to further carry out its mission of educating the public about renewable energy technologies.

Classes range from a basic seminar on green technology to a targeted workshop for those looking to install a solar photovoltaic system. Coming courses will teach installation of solar thermal systems as well as how to apply for grants under the Ontario Feed-In Tariff program.

All courses are developed by the RET Center's executive director. Robin Easterbrook's background in finance, procurement and strategy translates into a unique understanding of the demands of the private sector. A dozen years as a business instructor at the University of Windsor affirm his desire to pass on that knowledge.







***“We established the center as a learning and education center for the community.”  
— RET Center Executive Director Robin Easterbrook***

#### **Going Green by Staying Local**

The latest expansion at the RET Center is a 2,700-square-foot manufacturing area. The mounts4Solar division manufactures the standardized and custom-designed mounting systems onsite for solar panels.

From the outset, both scn America and Green Sun Rising committed to localizing the production of as many of the components of their systems as possible. The Ontario Green Energy Act requires local content in all systems qualifying for the FIT and micro-FIT programs. With its local manufacturing center, the RET Center is ahead of the pack.

#### **A Shared Vision Realized**

The RET Center is the brainchild of Klaus Dohring, a dedicated entrepreneur and mechanical engineer with a background in the automotive sector. Dohring is a tireless proponent of not only renewable energy technologies, but sustainability for our world. “The data is clear,” says Dohring, “We cannot go on and continue depleting our planet’s natural resources at present rate – we must take action now! Europe is already far ahead in implementing technology and moving towards a more sustainable environment,” says the German-born Dohring.

“It is a privilege to work with someone like Klaus,” says Robin Easterbrook, himself a former automotive manager. “He has such a strong vision and such a strong commitment to that vision. It is one I very much share with him, myself.”

For more information about the Renewable Energy Technology Center, its programs and links to the center’s associated companies, visit [www.RET-Center.com](http://www.RET-Center.com). ●



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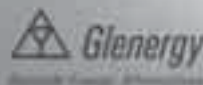
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# INSURING SOLAR SPECIFIC NEW INSURANCE PROGRAM AVAILABLE FOR CANSIA MEMBERS FROM JONES BROWN

**JONES BROWN INSURANCE BROKERS** and Consultants has launched a national insurance program specifically designed for CanSIA members, now available through the CanSIA website.

“We approached CanSIA with our ideas,” says Jones Brown partner Marc Puddy. “We said, ‘This is our suite of products, it offers broader coverage and better pricing than what’s available in the general marketplace, and this is how we’ll deliver it to your members.’ They liked the idea.”

While Jones Brown’s relationship with CanSIA is new, the Toronto-based brokerage firm started offering solar energy insurance more than a year ago. At this point, Puddy says the company is ready to help insure solar thermal and photovoltaic clients who are manufacturers, developers, installers, operators or owners – from the largest commercial enterprise to the smallest residential installation right across the country.

Coverage for CanSIA members falls into three categories: developers and operators, installers and manufacturers. A web link on CanSIA’s member benefits page launches a Jones Brown micro-site, which offers details and printable application forms. Beyond the traditional varieties of property and liability insurance, members will find unique products for the solar industry.

Jones Brown, says Puddy, is one of few brokerages that have taken the time to understand the risks PV and thermal companies are exposed to, and while these risks cover broad commercial territory, they can also be unique to the circumstances of individual businesses. Solar-specific insurance

products available to CanSIA members include coverage against mechanical breakdown, business interruption, environmental liability, and property perils such as theft or weather.

“The crux here is most insurance companies do not have an understanding of the underwriting and the risks associated with solar,” says Puddy. “In partnership with the underwriter, we’ve said, ‘OK, you can provide all these things but it’s not

*continued on page 32*



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*“The significant challenge with insurance, as with other obstacles, is the newness of this business, that until recently insurance products have not existed.” — Jones Brown Associate Jen Aitchison*

*continued from page 31*

taylor-made to the industry; this is what you have to do to make it work, these are the coverages you have to broaden, and this is the pricing the market is willing to pay.”

Jones Brown associate Jen Aitchison says companies that have previously evaluated insurance targeted at the renewable energy sector should take another look. “Even in the last six months we’ve made considerable headway on the pricing, and that’s something that will be ongoing as things get up and running with CanSIA.”

Aitchison also advises CanSIA members operating under the Ontario Power Authority’s FIT contracts, which have specific insurance requirements, to assess their policies carefully. “You can comply with a FIT contract without properly protecting your own assets,” she says. “There are certain exclusions on many policies that are inappropriate. Now, it may be FIT compliant, but it won’t necessarily protect an owner and operator.”

The owner operator of the country’s largest PV project is EDF EN Canada; its 23.4 MW Arnprior solar farm was fully operational in December and contracted under Ontario’s Renewable Energy Standard Offer Program. Director of Solar Jon Kieran says building projects under Ontario’s incentive programs is a learning experience, and insurance is no exception.

“There are significant obstacles to the in-service of these projects, insurance being one of many, and developers need to be very careful. The significant challenge with insurance, as with other obstacles, is the newness of this business, that until recently insurance products have not existed.” ●

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# BILL 17 PROMISES BC FEED-IN TARIFF

## BILL BRINGS AUTHORITY INTO EXECUTIVE GOVERNMENT

British Columbia has tabled its much-anticipated Clean Energy Act, but the government's solar plan is still obscure.

**“THEY’VE CREATED THE FRAMING** legislation, but there’s a heck of a lot in the regulations that’s simply not known at this point,” says Tom Hackney, policy specialist with the BC Sustainable Energy Association (BCSEA).

What is known and of particular interest to the solar industry is BC Hydro may be required to establish a Feed-In-Tariff program. “That’s a big one,” says Hackney, adding it is also important to understand the legislation significantly alters the role of the BC Utilities Commission.

Historically, to keep electric utility rates as low as possible, the BCUC’s oversight made it difficult for BC Hydro to acquire many forms of renewable generation, including solar. Now, Bill 17 says the BCUC will set rates high enough to allow BC Hydro and other public utilities to recover the cost of any program prescribed by government for the purpose of greenhouse gas reduction.

“BCUC isn’t completely cut out,” says Hackney, “They’re still reviewing rates, but they’re cut out from a lot of the big planning decisions. That is arguably one of the biggest elements of the bill, to bring that authority into the executive of government. Basically, cabinet decisions are going to rule.”

When the bill was tabled in late April, Premier Gordon Campbell made it clear the act is intended to make BC “a leading North American supplier of clean, reliable, low-carbon electricity and technologies that reduce greenhouse gas emissions.” Minister of Energy, Mines and Petroleum Resources, Blair Lekstrom, declared it “builds on the work of the Green Energy Advisory Task Force.”

The Green Energy Advisory Task Force, which does not list a solar industry representative among its members, advised government to “implement a technology-specific feed-in tariff to encourage investment and development of small scale, distributed clean power resources under 10 MW,” specifically citing solar energy as an example. Prices, it said, should be “customized to each technology type.”

A backgrounder on the resulting legislation says government intends to use the FIT to “foster the development of emerging technologies in renewable power.” Government and BC Hydro, it says, will work with industry to define the program.

Bill 17 also establishes, or advances through legislation, three important aspects of the province’s electricity system. It maintains BC’s goal of electricity self-sufficiency by 2016; it establishes a provincial commitment to meet 66 per cent of BC Hydro’s future incremental power demand from conservation and efficiency improvements by 2020; and in an effort to make the electricity supply carbon neutral it increases the clean or renewable generation target to at least 93 per cent of total generation.

Another important aspect is a plan to have BC Hydro secure long-term export power sales and then contract with renewable energy producers for the supply it needs. The utility, says a government news release, would use its hydro storage capability to firm and shape intermittent renewable generation “to leverage new opportunities for growth in clean power technologies such as wind, solar and run-of-river across BC.”

To interpret what those opportunities are for the solar industry, though, “your guess is as good as mine,” says Hackney. “The government has some kind of plan in mind,” he says, “and I expect them to execute that sooner than later.” ●



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# TRAILING BEHIND

## CANADA'S RENEWABLE ENERGY INVESTMENT FALLING SHORT

**FOR TWO YEARS, CANADA'S** federal investments in renewable energy have fallen behind the U.S., and a coalition including North America's largest industrial labour union charges Ottawa is blind to the economic potential and thousands of jobs lost to the country.

"Canadians who are unemployed or underemployed right now cannot afford Ottawa's failure to support the economy of tomorrow," says United Steelworkers' Ken Delaney.

Blue Green Canada, an alliance between United Steelworkers and Environmental Defence Canada, recently released *Falling Behind: Canada's Lost Clean Energy Jobs*. "Because Canada has ignored the clean energy boom now underway, it is not a player in the global market for clean energy products," says the document.

The report calculates Canada's 2009 and 2010 federal spending, per capita, on renewable energy, green transportation and energy efficiency, and compares the figures with those of the country's largest trading partner, the U.S. It found Canada's renewable energy spending was \$7.94 per capita, while the U.S.' was \$107.27, a total per capita discrepancy of \$3.38 billion. In 2010, both countries reduced their budgets for renewable energy stimulus. Canada's per capita spending fell to \$1.90; still, the U.S. invested \$31.95, 17 times more. Blue Green Canada concludes if Canada's spending had matched U.S. investment on renewable energy alone, 66,000 jobs would have been created.

Natural Resources Canada spokesperson Patricia Robson was unable

to comment on the findings, but an e-mail response echoed the government's 2010 throne speech, in which Governor General Michaëlle Jean declared the country will become a "clean energy superpower and a leader in green job creation." This will be accomplished, said Jean, by leveraging the country's "resource endowment." She listed those resources as oil, gas, large hydro and uranium, and explained they will be developed with "improved environmental protection."

Robson further clarifies how Canada will become a clean energy superpower, explaining the government will reduce greenhouse gas emissions by investing in technologies that "demonstrate the greatest potential for progress, such as carbon capture and storage." Other technologies, she says, include nuclear energy, biofuels, energy efficiency advancements and renewables. In fact, says Robson, Canada is already a clean energy technology leader.

"For instance," she says, "Canada is a world leader in carbon capture and storage technology, and we are in an excellent position to use it on a wide scale, as it is the leading technology available to significantly reduce greenhouse gas emissions from fossil fuel usage at large industrial facilities."

Blue Green Canada argues the possession of carbon capture and storage technology is not an indication of clean energy leadership, and says CCS funding is subtracting from what is already too little public investment in real clean energy technologies. The U.S. and other countries, it says, are shifting to renewable energy and reducing the use of fossil fuels, while Canada

charts an economic course too closely aligned with resources offering less growth and fewer jobs.

"While other countries are investing in retooling their economies to shift to clean energy and harness the new jobs being created in the booming clean energy sector, Canada is hitching its economic future to polluting fossil fuels like the tar sands."

Robson stresses renewable energy is also on the federal agenda and says NRCan is pleased with the success of ecoENERGY, particularly the program's direct support of 4,000 MW of new power generation from wind, biomass, low-impact hydro, solar photovoltaic and ocean energy. "Canada's electricity supply mix is already one of the cleanest in the world, and we plan on making it even better through regulation," she says.

Those new regulations have yet to be introduced and ecoENERGY while it has been an important mechanism in the development of Canadian renewables, is winding down – it no longer supports new power projects.

Blue Green Canada is calling on the federal government to "prevent Canada from falling further behind by matching or surpassing U.S. clean energy investment, putting a price on carbon and designing policies to support clean energy manufacturing," says the report.

Stimulus spending, it says, signifies a country's motivation to achieve a low-carbon future. "Canada's failure to seize the opportunity to direct stimulus spending at clean energy technologies and jobs is part of a longer-term and more troubling pattern." ●



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# WHAT CANSIA DOES FOR YOUR ORGANIZATION



## Lobbying and Government Support

- CanSIA maintains close contact with Environment Canada, Industry Canada, Natural Resources Canada, CMHC, the various provincial energy ministries and many municipal governments.
- CanSIA represents the industry during meetings with various agencies on standards, codes and regulations that affect the solar industry.
- CanSIA is actively involved in the monitoring and improvement of Ontario's Standard Offer Contract Program.
- Various member committees are actively involved in dealing with current solar issues pertaining to many facets of the Canadian solar industry.
- CanSIA continues to work in cooperation with Natural Resources Canada and other stakeholders to monitor and improve the ecoEnergy for Renewable Heat program.
- CanSIA works in a network with Canadian Hydropower Association, the Canadian Wind Energy Association and the Canadian Geo-Exchange Coalition to jointly pursue and improve renewable energy policies in Canada.

## “Future” Customer Support and Public Awareness

- Corporate and Supporter member listing in the *Canadian Solar Industry Directory* (available both as a searchable online directory with a link to your website and as a print version published annually while being widely distributed).
- The hundreds of public inquiries we receive each month about solar technologies and installations are referred to our industry directory.
- Through our publications and our website, we educate the public about the possibilities for solar energy.
- CanSIA has also been a key contact for the media as the main voice for the solar energy industry.
- A code of ethics for all corporate members and monitoring of business practices of our members increases consumers' confidence about our members.

## Education and Training

- CanSIA developed the PV Technician program now being offered by Seneca College.
- CanSIA developed the “PV and the Electrical Code” manual and workshop.
- CanSIA introduced the Canadian Solar Hot Water System Installer Certification Program.
- CanSIA is working to update and expand current training programs in partnership with other solar industry members and various stakeholders.
- CanSIA is currently analyzing and exploring options with solar industry members and various stakeholders to improve solar installer certification programs in Canada.
- CanSIA offers annual workshops for plumbing inspectors on solar hot water issues.
- CanSIA offers solar training workshops throughout the year in different cities.
- Webpage dedicated to solar employment opportunities.

## Marketing

- Through CanSIA, each and every member has the means to communicate directly to potential customers and other stakeholders via:
  - o *SOLutions* newsletter
  - o Solar brochures and fact sheets
  - o Announcements on CanSIA's website
  - o CanSIA's highly successful annual conference and trade show
  - o CanSIA display booth rental
  - o *Canadian Solar Industry Directory* distributed at trade shows, etc.
  - o Participation in CanSIA's externally funded projects

## Additional Benefits

- Access to members' side of website including information on:
  - o Industry news and issue updates
  - o CanSIA internal operations and advocacy campaigns
  - o CanSIA member committees and provincial caucuses
  - o Solar industry opportunity notices
  - o Members Only Forum **NEW**
  - o Renew your membership online/make changes to your company profile **NEW**
- Discounts on merchandise and conference registration fees.
- Business and Employee Benefit Insurance Program options. **NEW**
- TD Canada Trust Consumer Financing to CanSIA members. **NEW**

## Benefits of CanSIA Membership

	Student/ Advocate	Supporter IV	Supporter III	Supporter II	Supporter I	Corporate IV	Corporate III	Corporate II	Corporate I
<b>Annual Fee</b>	<b>\$50/\$100</b>	<b>\$250</b>	<b>\$400</b>	<b>\$1,000</b>	<b>\$2,000</b>	<b>\$440</b>	<b>\$920</b>	<b>\$1,800</b>	<b>\$6,250</b>
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Members web access	•	•	•	•	•	•	•	•	•
Merchandise and training discounts	•	•	•	•	•	•	•	•	•
Discount registration to conference	•	•	•	•	•	•	•	•	•
<i>Membership Directory</i> listing		•	•	•	•	•	•	•	•
Members Only Forum	•	•	•	•	•	•	•	•	•
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\*\*\*Members must meet certain criteria. Does not include companies in Quebec.

<b>What are the membership category guidelines?</b>	
Member Type	Annual Fee
<b>Voting</b>	
<b>Corporate I:</b> 25+ employees or revenue >\$3 million	\$6,250
<b>Corporate II:</b> 6–24 employees or revenue > \$1 million	\$1,800
<b>Corporate III:</b> 3–5 employees	\$920
<b>Corporate IV:</b> 1–2 employees	\$440
<b>Non-Voting</b>	
<b>Supporter I:</b> Large government departments, utilities and energy regulators	\$2,000
<b>Supporter II:</b> Small government departments and small local energy distribution companies	\$1,000
<b>Supporter III:</b> Large non-profit organizations and educational institutions	\$400
<b>Supporter IV:</b> Small non-profit organizations and community groups	\$250
<b>Advocate/Individual:</b> Anyone not involved in commercial gain from the industry	\$100
<b>Students:</b> Must supply copy of student ID with application	\$50

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"We have 175,000 people coming through our doors a year who are going to be that much more aware of this technology, and some of this is applicable to people's homes," Fern Proulx told A Channel News in Ottawa. Proulx is CEO of the Canadian Science and Technology Museum, which manages the Aviation Museum. "We have a big energy exhibition coming up in 2011 that will look at all the different types of energy that people use, to try and get them to understand the concept of how to generate and how to use energy in order to be better consumers."

He explained the museum is planning, for the benefit of visitors, to have a video display monitoring the output of the 295 kW PV system as well as the building's solar consumption. "It's a big learning

experience, and that's what we're all about."

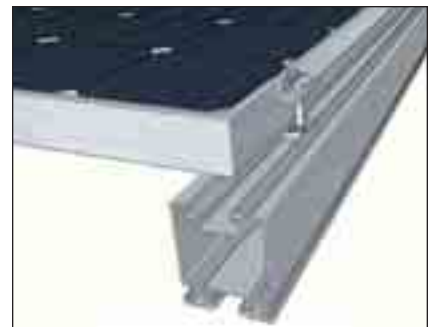
Beyond the learning experience, the museum will also profit from a 20-year rooftop lease arrangement with Enfinity. During the summer, 2,051 solar modules will be flush-mounted across the building's flat roof, and the array will be fully operational by autumn. In a news release, Enfinity said it would fund, install and operate the system at a cost of \$1.4 million.

"Our rooftop lease model seeks to enable corporations to implement sustainable energy options in a no-risk environment and with no capital outlay," says Enfinity's Rafael Dobrzynski.

Enfinity credits the Ontario Feed-In Tariff program with making the whole project possible, giving "building owners the opportunity to convert idle rooftop space into a new source of revenue." The company has a 20-year FIT contract with the Ontario Power Authority, which pays solar generators 63.5 ¢/kWh for the output of rooftop systems between 250 and 500 kW. In addition to the electricity consumed by the museum, Enfinity predicts it will sell a surplus roughly equivalent to the demand of 30 Ontario homes.

Enfinity Canada says it's evaluating dozens of rooftop candidates in Ontario and hopes to develop 40 MW of rooftop PV in the province before the end of the year.

Meanwhile, this summer, Enfinity will begin building its 30 MW ground-mount Stardale PV project on 240 acres of land in St. Eugene, Ontario. The \$250 million solar farm, also developed through an OPA contract, will be commissioned in early 2011. ●



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Note: painting flames on your module may effect performance

## Sunmodule<sup>+</sup> One hot rod solar panel

Rated #1 in independent performance testing

SolarWorld Sunmodules are souped up to crank out the kilowatt- hours and cut electric bills right off the starting line.

We've been North America's largest solar PV manufacturer since 1977 and our SolarWorld Sunmodules<sup>®</sup> have been independently proven to generate more energy per nameplate rating than other solar panels.

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