

Power for the People (P4TP) Campaign

Time Frame

June 2019 – June 2020

Contribution Required for Participation

\$ 5,000.00

Project Aim and Objectives

This fresh new initiative, [Power for the People](#) is CanSIA's digital, grassroots mobilization campaign. The purpose of this Ontario focused campaign is to build public support to encourage the Government of Ontario to introduce regulations that will make solar more affordable and accessible, thus growing the Ontario solar market.

Power for the People spreads awareness among elected officials about the great opportunity solar energy provides for families, farmers and small businesses to lower their energy bills today and protect them against electricity rate hikes tomorrow, all while gaining greater energy independence and spurring local job creation.

The campaign's digital platform makes it easy for Ontario residents to send customizable emails to their local Members of Provincial Parliament. This allows individuals—whether farmers or small business owners—to tell their own stories to elected officials. To date, **2,000 individuals** in ridings across Ontario have signed up to the campaign, with over **200 emails** sent to MPPs across party lines.

Beyond reaching out to solar industry participants, CanSIA is also heavily promoting this campaign across Ontario to numerous audiences via Facebook and other social media channels. As such, the campaign will raise awareness among individuals, families, farmers, as well as small and large businesses across Ontario (and eventually, Canada) about the many benefits of solar, including how solar can provide consumers with more options to lower their energy bills.

Industry Context and Public Perception Analysis

With a new provincial government, we have an opportunity to secure support for solar energy like [net metering \(third-party ownership\), virtual net-metering, and many other regulations](#). If the provincial government reduces industry red tape and makes regulatory changes, it would reduce the cost of solar energy and eliminate the need for families to make an upfront investment or receive the benefits of a solar project that is operating in a different location. These changes would help make the benefits of solar energy – like lowering electricity bills – more accessible to all Ontarians.

In a recent Abacus Data poll, 84% of Canadians want solar energy to be 'a much bigger part' or 'a bigger part' (46% and 38% respectively) of the future of Canada's energy mix. Furthermore, in a 2017 report, prepared by Environics Research, 93% of Canadians support solar energy. The support and interest in solar energy is already established, however solar enthusiasts and advocates are not being heard without the tools to vocalize this support to governmental policy and decision-makers across the country. The strong support for solar energy will enable the support for broader solar and renewables in general, including utility-scale solar.

To learn more about this or other Strategic Projects and how your company can participate, please contact Julie Mair, Membership & Business Development Manager by email at julie@cansia.ca or by phone at 613-736-9077 x230.

2019-2020 Strategic Projects



Scope of Work and Deliverables

This one-year project will leverage CanSIA's previous Building Public Support for Solar (BPSS) Campaign, communication channels, extensive reach and collaborative relationships with other organizations. CanSIA will disseminate robust and powerful messaging and strengthen our reach to target audiences through the following expected outcomes:

- Attract over 5,000 Ontario advocates to the P4TP campaign and have them send over 1,000 letters to MPPs and Ministers in Ontario.
- Continue to leverage the [#SolarSnap Photo Contest](#) to increase awareness of solar energy in Ontario and attract new advocates to CanSIA's campaign.
- Organize and host an Ontario Queen's Park Advocacy Day in 2019-2020 (e.g., Fall 2020).

Project Fund Allocation

Most project funds will be directed towards materials for political meetings, quality content creation and public/media relations support. No more than 15% will be allocated to administrative and travel expenses.

Project-Specific Opportunities

Participants will have the opportunity to contribute their knowledge and expertise of the industry to this project to ensure that key messaging and created content align with contributing company priorities and the broader needs of the industry. Where applicable or appropriate, participant companies will review commissioned research and may be featured in specific campaigns. Furthermore, participants may have the opportunity to participate in meetings with decision-makers from government, agencies, and utilities and in CanSIA's Queen's Park Advocacy Day.

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