

Building Public Support for Solar (BPSS)

Time Frame

July 2017 – June 2018

Contribution Required for Participation

\$ 5,000.00

Project Aim and Objectives

This national initiative will garner public support for solar energy—educating and informing the public on its advantages and shifting the perception of solar from a technology of the future to an indispensable energy solution of the present. In anticipation of upcoming provincial elections in Ontario and Alberta (June 2018 and May 2019, respectively) building non-partisan support for solar in these provinces will be particularly essential to the success of this project. The public’s support and trust will create a supportive voter base in all political parties and, consequently, drive policy that supports the deployment of solar while growing the number of solar advocates and adopters across Canada.

The Building Public Support for Solar (BPSS) project will enable CanSIA to take a proactive communications approach and achieve the following objectives:

- Promote the benefits of solar energy and increase awareness of solar as a competitive and beneficial energy source for homeowners, communities, and businesses
- Dispel commonly occurring myths and negative perceptions of solar energy with quality, fact-driven, and consumer friendly content, improving public perception
- Build multi-partisan support for renewables

Industry Context and Public Perception Analysis

In a recent industry survey, 96% of CanSIA Members ‘strongly agree’ or ‘agree’ that improving the public’s perception of solar energy is important. Governmental policy and decision-makers across the country are urging organizations and individuals alike to be vocal regarding their climate action goals to drive policy forward. Unfortunately, the public is inundated with confusing, misleading and negative information about solar portrayed online and in the media.

In Ontario, there exists a predominant view that renewables are the root cause of rising electricity bills. As political parties prepare for the next election, renewables are sure to be a focal point. In fact, a [poll conducted by Nanos Research](#) showed that more voters named electricity as their top issue, unprompted, over any other public policy concern. Unfortunately, this fear of investing in renewables is rippling across the country.

Progress on renewable energy policies across Canada is promising but fragile. Those who support the clean energy transition need to speak up and defend it. However, electricity systems and policies are complex.

To learn more about this or other Strategic Projects and how your company can participate, please contact Lisa Hatina, Business Development & Member Relations Manager by email at lhatina@cansia.ca or by phone at 613-736-9077 x230.

2017-2018 Strategic Projects



With the launch of new solar incentives, such as the 10,000 Rooftop Program in Alberta, the public will need to be informed of how they can take advantage of the opportunity with the guidance of CanSIA and its members.

Scope of Work and Deliverables

This one-year project will leverage CanSIA's existing communication channels 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:

- Essential Communications - create high quality, fact-driven and consumer-friendly content to share through CanSIA's various communications channels
- Enhanced Publicity - promote CanSIA's messaging through earned media and paid digital advertisements, broadening and strengthening our public reach
- Advanced Advocacy - seek public participation to demonstrate the importance of solar energy to political decision makers

Deliverables/Activities	Completion Date
Define and approve scope of work, objectives and create strategic plan.	July 2017 – September 2017
Execution of the strategic plan to promote benefits of solar and dispel myths.	September 2017 – January 2018
Execution of advocacy campaign to create and engage supportive voters	January 2018 – June 2018

Project Fund Allocation

Most project funds will be directed towards research/analytics, 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. Participants of this project will receive monthly briefings on the progress of the campaign with key metrics, be able to participate in the development of content, and have the opportunity to share content through their own networks.

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