

Federal Solar Electricity Strategy (FSES)

Time Frame

July 2017 – June 2018

Contribution Required for Participation

\$ 5,000.00

Project Aim and Objectives

The aim of this Strategic Project is to convert the Federal Government's climate change and clean growth commitments into growth in solar electricity's national market share.

Targeted Outcomes:

- Secure a significant role for solar electricity in the Federal Government's 100% by 2025 Renewable Electricity target for their own operations.
- Position solar electricity optimally to support the Federal Government's national 90% by 2030 non-emitting electricity target.
- Achieve significant investment and financial support in solar electricity demonstration and deployment across Canada (i.e. 30% ITC, Low Carbon Economy Fund).
- Ensure that solar electricity is optimally positioned to benefit from the Carbon Pricing, Low Carbon Fuels and Natural Gas Performance Standards.

Industry Context

CanSIA has dedicated significant effort and resources to advocacy at the federal level supported by the National Solar Electricity Strategy (NSES) strategic project in 2016/2017. During this time-frame, the role of the Federal Government in enabling a heightened national role for solar electricity has improved dramatically:

- A commitment to Canada's electricity being 90% non-emitting by 2030.
- A commitment to the Federal Government becoming 100% Renewable powered by 2025.
- The announcement of billions of dollars to make the electricity supply cleaner and smarter.
- New regulations including the accelerated phase-out of Coal, Carbon Pricing, a Low Carbon Fuels Standard and Natural Gas Performance Standard, that will help level the playing-field for non-emitting sources.

CanSIA's Federal Solar Electricity Strategy (FSES) will leverage the commitment and combined resources of key industry players to ensure that the sector remains well positioned for leadership, regulation and investment at the federal level to realise this future role and maximize market share. FSES will look for opportunities to leverage federal commitments to further provincial ambitions relating to solar energy.

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



Scope of Work and Deliverables

This 1-year project will build upon CanSIA’s past market development initiatives at the federal level. The FSES will directly engage key elected officials, policy-makers and regulatory decision-makers on priority issues to ensure that the political will and potential that is now well understood to near- and long-term solar market growth. A large portion of market development can be reactive in nature in response to political or market-based issues that arise. As such, the scope of this project will evolve but its focus will not waiver from introducing enablers and removing barriers to an increasing market share from solar electricity. A strategic planning session will be held early in this strategic project that will identify priority actions.

Milestones	Completion Date
Strategic planning exercise to produce strategy for the year ahead.	September 2017
Execution of strategy to include participation in consultations, pro-active representations, and other activities deemed valuable by the participants	October – June, 2017

Project Fund Allocation

The majority of project funds will be directed towards research/analytics, policy recommendation development and government and 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 all recommendations and positions align with contributing company priorities and the broader needs of the industry. Participants of this project will receive regular briefings on research and analytics undertaken by external consultants, be asked to participate in the development of industry recommendations based on the results of commissioned research, and will be asked to participate on an as-needed basis in meetings with decision-makers from government, agencies, and utilities.

CanSIA Influencers

CanSIA’s Strategic Projects rely exclusively on the contributions of participating companies who deserve recognition for their contribution to the future of the industry. CanSIA Members who contribute to and participate in this and/or other 2017-2018 Strategic Projects will be recognized as CanSIA Influencers and access benefits not available through traditional membership.

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