

## Help Spread the Word About Renewables in Alberta!

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Dear Friend of Solar,

Thank you for your interest in solar energy. We have news to share! Firstly, we'd like to introduce you to a [Friends of Wind and Solar website](#) where we're joining forces with the wind energy industry to pursue new opportunities in Alberta. Secondly, we want to let you know about a time-sensitive opportunity for you to help spread the word about renewables in Alberta.

### What we are doing and why it matters?

The Canadian Wind Energy Association (CanWEA) and the Canadian Solar Industries Association (CanSIA) have joined forces to collaborate to provide a mechanism through which Albertans can voice their support for increased renewable energy development in the province for the months of October through December. **The goal is to increase awareness about the importance of wind and solar energy in combating climate change** and the specific policy measures our Associations proposed the Alberta government implement as part of its new climate change plan to facilitate increased renewable energy deployment in the province.

The commitment by the Alberta government to review and strengthen Alberta's climate change policy framework represents **a tremendous opportunity for Alberta and Albertans to begin the transition to a low-carbon future.**

Any credible climate change plan must include a commitment to accelerate reductions in the contribution of coal-fired electricity generation to Alberta's electricity supply mix while significantly increasing the production of renewable energy, like wind and solar energy, to meet Alberta's electricity demand.

By significantly growing the use of wind and solar energy in Alberta, we can not only reduce greenhouse gas emissions from electricity generation, but begin to build the green electricity mix that will ultimately be required to electrify and clean transportation, heating/cooling and many industrial processes.

More than that, these actions also address public health issues associated with burning coal by reducing harmful air pollutants and improving our air quality. They will diversify Alberta's economy and electricity supply and stimulate new investment and job creation in clean technologies. They will also provide Albertans with opportunities to become direct contributors to the province's electricity supply through small scale distributed renewable energy generation.

We need your help in letting the Alberta Government know that Albertans want their government to demonstrate political leadership on climate change and increase the production and use of clean renewable energy in Alberta.

**ACTION:** We are asking for your help in adding voices to the conversation about the need for more renewables in Alberta!

We encourage you to direct supporters in Alberta to the [Friends of Wind and Solar website](#) where there are options to take action.

On the site, supporters can sign and submit a [prepared action letter](#) to their local provincial representative to help ensure messages about the importance of renewable energy in Alberta's future reach the Alberta Government from far-and-wide within the province.

Once you've signed and submitted a letter from yourself, please help us encourage others to do so as well.

You can do this through, for example, your or your organization's social media feeds, newsletters and community engagement activities.

**You can join the conversation on social media with these sample posts and graphics, or share them with your network!**

#### Sample Tweets:

- I encouraged my #Alberta MLA to demonstrate political leadership on #climatechange. You can do the same: <http://ow.ly/TQEuB> #ableg
- Alberta! Let's speak up for #renewables. Encourage your MLA to demonstrate leadership on #climatechange <http://ow.ly/TQEuB> #ableg
- Let the #ableg know you want less coal and more #renewables so #AB can meet #climatechange goals <http://ow.ly/TQEuB> Pls RT
- A credible #climatechange plan for #AB means less coal and more #renewables. Send a letter to the #ableg! <http://ow.ly/TQEuB> Pls RT
- Alberta is at a #climatechange crossroad. You can help. Ask the #ableg to transition to #renewables <http://ow.ly/TQEuB> Pls RT
- Investment in #renewables creates good jobs. Ask your #AB MLA to focus on attracting investment <http://ow.ly/TQEuB> Pls RT

#### Sample Facebook Posts:

- We need to plan now for Alberta's electricity future. Wind and solar energy offer a clean way forward. Speak up for renewables <http://ow.ly/TQEuB> and help get wind and solar energy on the agenda. (Suggestion: attach postcard #1 or #2)

- The time is now for renewables! Investment in renewable energy creates good jobs. Ask your Alberta MLA to focus on attracting investment. Speak up for clean power and jobs now <http://ow.ly/TQEuB> (Suggestion: attach postcard #3 or #4)
- When it comes to clean electricity, wind and solar energy win! A credible climate change plan for Alberta means less coal and more renewable energy. Encourage your MLA to demonstrate leadership on climate change <http://ow.ly/TQEuB> (Suggestion: attach postcard #5 or #6)

**Social Media Postcards (download and upload to social media!):**



Do you want to help spread the message further and stay connected?

Visit [www.FriendsofWindandSolar.ca](http://www.FriendsofWindandSolar.ca) to learn about the central role of renewable energy in helping Alberta, Canada, and indeed the world rise to the challenge of limiting increases in average global temperatures to 2 degrees Celsius and achieving an 80 per cent reduction in global greenhouse gas emissions by 2050.

Our [Take Action Fact Sheet](#) will help encourage supporters to take action through a number of avenues. You can spread the word and activate supporters in Alberta to voice their support of government action to be part of the solution by taking steps now to ensure Alberta attracts investment in renewable energy and creates renewable energy jobs.



[Write to your local representative](#)

*We have a letter ready to go! Want to write your own letter? We can help you do that too.*

[Submit a letter to the editor](#)

*We'll help you find your local paper.*

[Learn more about wind energy](#)

[Learn more about solar energy](#)

[Hear stories from people living near wind farms](#)

[Stay up to date on solar energy](#)

[Become a Friend of Wind and Solar](#)

**Join our social media circles:**

[CanWEA Twitter](#) | [CanWEA Facebook](#)

[CanSIA Twitter](#) | [CanSIA Facebook](#)

If you would like access to a hard copy of the Take Action document please contact [communications@canwea.ca](mailto:communications@canwea.ca).

**Further reading about wind and solar energy**

The Canadian Wind Energy Association (CanWEA) and the Canadian Solar Industries Association (CanSIA) have presented a formal submission ([Submission 401](#)) to Alberta's climate change advisory panel that makes recommendations on actions Alberta can take to reduce the greenhouse gas emissions intensity of the electricity grid through the increased penetration of renewable energies like wind and solar.

Alberta is home to Canada's first commercial wind development, and entrepreneurs have been investing in [wind energy in Alberta](#) for decades. Alberta has a number of [wind energy success stories](#) and recent [public](#)

[opinion research](#) shows strong support for more wind energy.

Alberta has the greatest [solar resource](#) in Canada. In the future, Alberta could be home to western Canada's biggest solar project – EDF Canada hopes to build a [60 MW solar farm](#) near Carmangay, Alberta. The facility would be in operation by 2019 and would encompass as many as 170,000 panels. Young professionals and students with high expectations for a bright future for solar, including those from Alberta, have a voice for their ambitions through CanSIA's [Emerging Leaders for Solar Energy \(ELSE\)](#) program.

### Wind and solar energy in the news

Traditional and social media have been buzzing with news about the desire of Albertans to act on climate change and how that requires a decreased reliance on coal-fired electricity generation and an increased use of renewable energy, like wind and solar energy:

- [Alberta says it will do its part in national climate change plan](#), Calgary Herald, October 21, 2015
- [Opinion: Cost of wind and solar energy dropping](#), Edmonton Journal, October 20, 2015
- [Set wind, solar targets, NDP urged; Proponents say without renewables, province will lock in on fossil fuels](#), Calgary Herald, October 9, 2015
- [Producer builds solar array to power nodding prairie pumpjack](#), Calgary Herald, October 7, 2015
- [Calgary getting energized with solar power](#), CBC News, September 22, 2015
- [Climate change denial is over, Alberta environment minister says](#), CBC News, September 9, 2015
- [From solar panels to gardens, citizens share climate change ideas](#), Edmonton Journal, September 6, 2015
- [Hundreds turn up for Alberta's 1st climate change forum](#), CBC News, September 2, 2015
- [AI-EES invests \\$1.5 Million in game-changing energy storage technology projects](#), Alberta Innovates – Energy and Environment Solutions (AI-EES), June 29, 2015
- [Province and municipalities taking action on climate change](#), Alberta Government, June 4, 2015

*You can use any or all parts of this message to help us reach the Alberta Government and let them know that Albertans want climate leadership! For example, you can use this content in a blog, a link, or post in your newsletter or your social media feeds.*