

ALL MEMBERS EVENT



October 16, 2019

Evening Reception: 6 pm - 8 pm
Doors: 5:30 pm

Residence Inn by Marriott
610 10th Avenue SW, Calgary

October 17, 2019

All day event: 8:30 am - 4:30 pm
Registration open: 7:30 am

Residence Inn by Marriott
610 10th Avenue SW, Calgary

Dear Business Renewables Centre Canada members,

I am excited to welcome you to the inaugural **2019 BRC Canada All Members Event**. The creation of Business Renewables Centre (BRC) Canada and the potential for renewable procurement to grow in the country is only possible thanks to your participation, expertise, and commitment and we appreciate your support.

We are looking for your help in shaping BRC Canada and our activities to best meet the needs of your organizations, and the market as a whole. Our team will be working with you to educate, learn, and share the potential of this sector. This is a two way process and we look forward to your candid contributions and input.

The primary objectives at this first meeting are to:

- Create community in the emerging non-utility renewable energy market in Canada.
- Bring the community up the learning curve rapidly, leveraging experience and lessons from other markets.
- Identify and address the questions and issues that are most important to you and your organizations.

Nearly four years have passed since we started talking with many of you about the future of renewable energy procurement in Canada and this event marks the first time we are bringing together the leaders in corporate and institutional renewable energy procurement.

Many thanks to our founding members *BluEarth Renewables, Bullfrog Power, Capital Power, Cargill, Cassels Brock, City of Edmonton, EDF Renewables, Greengate Power, IBM, LevelTen Energy, Marathon Capital, Marriott, RBC, RES Canada, and Starbucks*. Your support has allowed us to create Business Renewables Centre Canada and this event.

And finally, my personal thanks goes to each and every one of you for your leadership and commitment in this sector – I look forward to seeing it grow and flourish in Canada.

Sincerely,



Sara Hastings-Simon
Founding Director, Business Renewables Centre Canada

Founding Members



MARATHON CAPITAL



Thank you to our sponsors

Reception Sponsor:



Lunch Sponsor:



Coffee Sponsor:



Standard Members



The inaugural Business Renewables Centre all members event is bullfrogpowered with 100% green electricity.

This means that Bullfrog Power's generators put 100% green power into the grid to match the amount of conventional electricity the event uses, displacing energy from polluting sources. Across Canada, Bullfrog's green electricity comes from a blend of wind and low-impact hydro power sourced from new Canadian renewable energy facilities.

For more information on Bullfrog's green energy, visit www.bullfrogpower.com.





What is BRC Canada?

There is a growing trend in the U.S. for corporations and institutions to purchase renewable energy directly from developers in a practice called off-site non-utility procurement. This allows buyers to meet carbon compliance requirements or sustainability targets, and has the potential to hedge electricity costs and contribute to local economic development.

Alberta is the perfect place in Canada to grow such non-utility renewable energy procurement. The province is rich in natural resources, including wind and solar, with an experienced energy sector. Alberta also has a deregulated electricity market that gives buyers the flexibility to enter into contracts directly with generators.

BRC Canada is a modern marketplace where businesses can learn how to source renewable energy directly from developers. Building on the successful experience of the Business Renewables Centre U.S., where over 95% of deals involve BRC members, BRC Canada is a non-profit initiative seeking to catalyze the market for non-utility procurement in Canada to grow renewable energy development in the country.

New developments since our launch in 2019:

- Since our launch in January, BRC Canada has recruited 27 new members: 10 developers, 5 intermediaries, and 12 buyers.
- BRC Canada members are active in 11 industries, ranging from the financial sector, hospitality, oil and gas, food & beverages, agricultural and technology to municipalities and utilities
- We hosted three Buyer Breakfasts, in collaboration with BRC members in Alberta and will host additional Buyer Breakfasts for beginning of 2020 in Toronto and Vancouver.
- We worked together on outreach with founding members at a number of conferences such as the Alberta Power Symposium and Spark Power, and in publications including The Calgary Herald, Greentech Media.
- We published tools and resources for our membership:
 - We developed a new portal that will host our resources, a buyer's roadmap and a marketplace.
 - Resources currently available:
 - Internal support guide
 - Deal dream team guide
 - Renewable energy termsheet
 - RFP template
 - Case studies:
 - » The Dutch Wind Consortium
 - » General Motors
 - » Kaiser Permanente
 - » Microsoft
 - » Yahoo

Registered attendees for the BRC Canada Members Event

as of October 10. An updated list will be provided at registration.

Alberta Health Services, **BUYER**

Amazon, **BUYER**

Bimbo Canada, **BUYER**

BluEarth Renewables, **DEVELOPER**

Bullfrog Power, **INTERMEDIARY**

Capital Power Corporation, **DEVELOPER**

Cargill, **BUYER**

Cassels Brock, **BUYER**

EDF Renewables Canada, **BUYER**

ENGIE Canada, **DEVELOPER**

Government of Canada, **BUYER**

Green Generation Co., **BUYER**

Greengate Power, **DEVELOPER**

HSBC, **BUYER**

Industrial Power Consumers Association of Alberta, **BUYER**

LevelTen Energy, **INTERMEDIARY**

Maple Leaf Foods, **BUYER**

Meridian Sustainability Partners, **INTERMEDIARY**

Naveco Power, **DEVELOPER**

Northland Power, **DEVELOPER**

RBC, **BUYER**

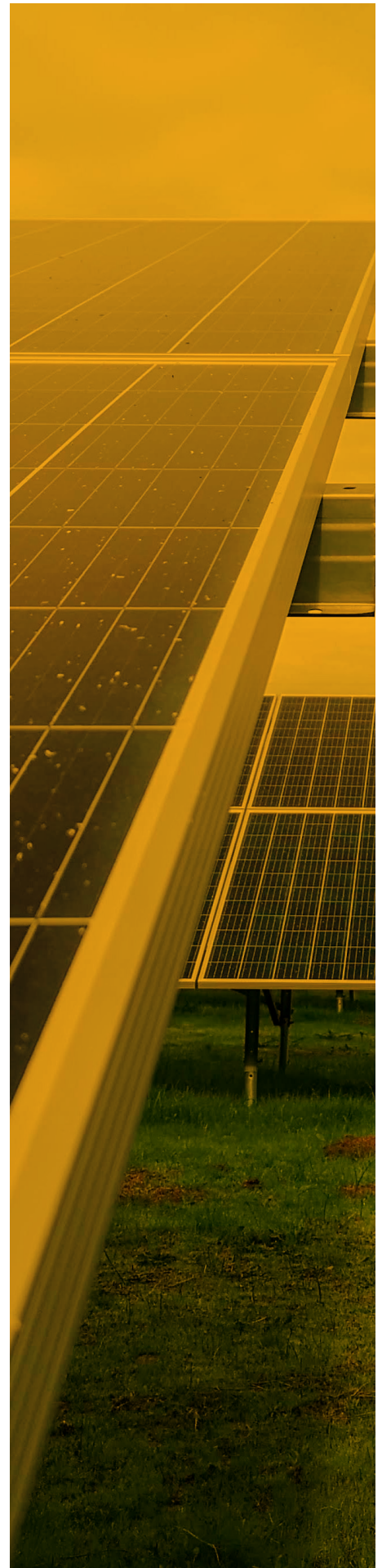
RES Canada, **DEVELOPER**

Siemens Gamesa Renewable Energy, **INTERMEDIARY**

Town of Canmore, **BUYER**

Trans Mountain Corporation, **BUYER**

University of Calgary, **BUYER**





Important details to know before the All Members Event!

Before you arrive, please review the important details below to ensure you get the most out of your time at BRC Canada's 2019 All Members Event.

Dress Code

Business casual attire is suggested for attendees throughout the duration of the event. We have already seen several days of snow in Calgary, and the temperatures can range between -10 and +15 this time of year. Please plan your wardrobe accordingly.

Stay Connected

We encourage you to stay connected with us onsite via [Twitter](#) and [LinkedIn](#). Use the hashtag **#BRCinYYC** to share your ideas, anecdotes, and photos with other delegates, speakers, and partners. And don't forget to download the LinkedIn App on your phone so you can connect with other attendees on- the -go!

Getting Here

We hope you will enjoy your stay at the Residence Inn by Marriott in the Beltline District, a newly developed property.

Residence Inn by Marriott Calgary Downtown/Beltline District
610 10 Ave SW, Calgary, AB T2R 1M3

[Google Maps directions](#)



Event agenda

The all member event is a one day event held in Calgary and open to all members:

8:30 am Welcome

9:00 am State of the Market

**10:15 am Buyers 101 / Developers & Intermediaries 101
(concurrent sessions)**

12:00 pm Lunch

**1:00 pm Market Conversations
(small-group, intimate conversations)**

4:10 pm Checkout and Event Close

Session Descriptions

State of the Market Address

This session will present the state of the market in Canada and beyond for nonutility procurement, review our collective momentum, and provide a grounding for the trends being discussed during the Market Conversations.

Buyers 101

Attendees will discuss the structures, products, and issues relevant to renewable procurement for both, experienced buyers as well as buyers, entering the market for the first time. The session will focus on offsite procurement in the Alberta market.

Developers & Intermediaries 101

Attendees will discuss what to expect from the electricity and carbon markets in Canada and developers can learn more about working with different buyer types in Canada and what companies typically seek from renewable energy transactions.

Market Conversations

The Market Conversations segment provides a forum for the cutting edge conversations that are most important to members. Each topic is drawn from the membership and tables are hosted by members. Each table will discuss a different question with hosts guiding the conversations to uncover issues and solutions, and further understanding for all table attendees.

Attendees will have the chance to attend four of six different tables for 30 minutes each.

Conversation tables include:

1. What is the deal structure for virtual power purchase agreements?
2. How can you overcome barriers with internal stakeholders?
3. How can smaller opportunities be unlocked through off-take aggregation? Benefits, risks, and strategic alignment.
4. How can renewable attributes be used to meet legislated carbon emission requirements?
5. What does corporate renewable procurement look like outside Alberta?
6. What are the future regulatory opportunities and challenges in the Alberta context?

Table Topic Descriptions

Table 1: What is the deal structure for virtual power purchase agreements?

This discussion will provide a description of the Canadian market environment, in particular the regulatory regimes that corporate off-takers will encounter in the electricity sector. We will discuss challenges and opportunities with different deal structures that are available in these various regimes.

Conversation host:

Joan Hutchinson, Managing Director, Offtake Advisory, Marathon Capital; Sean Drygas, General Manager, Bullfrog Power

Table 2: How can we overcome barriers with internal stakeholders?

This conversation table will hold a discussion of the top concerns of internal stakeholders with renewable energy procurement, especially PPAs and how to best position a project, and approach internal conversations to address and overcome them.

Conversation host:

Mark Porter, Principal, Rocky Mountain Institute

Table 3: How can smaller opportunities be unlocked through off-take aggregation? Benefits, risks, and strategic alignment.

The next wave of growth in corporate purchasing will include smaller C&I customers, as well as large customers that take a portfolio approach, aggregating off-take and supply to lower costs, reduce risk, and achieve sustainability goals. This discussion will focus on the key areas and concerns that industry participants have when it comes to aggregated scenarios, and engage session participants to help seek solutions.

Conversation host:

Stephen Cookson, Director, Development, RES; Jason Mortimer, VP Sales, LevelTen Energy

Table 4: How can renewable attributes be used to meet legislated carbon emission requirements?

The dropping price of renewables combined with large emitter regulation at the provincial and federal levels create a complex regulatory landscape with new opportunities to monetize environmental attributes. This table discussion will explore synergies between renewable energy development and large emitters such as the fossil fuel industry in Alberta.

Conversation host:

Dan Balaban, CEO, Greengate Power; Sara Hastings-Simon, Founding Director, Business Renewables Centre Canada

Table 5: What does corporate renewable procurement look like outside Alberta?

At this table members can explore how we can open up markets beyond Alberta for C&I procurement including working with regulated utilities to offer renewable energy retail options in their service territory, and what needs to be done to open up regulated markets such as Saskatchewan for non-utility procurement. Members can also explore battery storage solutions for the Ontario market.

Conversation hosts:

Bruce Kolesnik, Senior Manager, Development, EDF Renewable Energy; Eric Hoegger, Director, Global Renewable Energy, Cargill

Table 6: What are the future regulatory opportunities and challenges in the Alberta context?

What are potential changes to the electricity market, carbon pricing, and how might these be beneficial or harmful to non-utility procurement. This discussion will also explore what are specific positions BRC Canada could advocate for.

Conversation host:

Jeremy Barretto, Partner, Cassels Brock



Mark Porter

**Director, Supply Chains & International Collaboration,
Renewable Energy Buyers Alliance**

Mark moved to Renewable Energy Buyers Alliance (REBA) from Rocky Mountain Institute's Business Renewables Center (BRC) initiative in March 2019. Mark continues to support the BRC initiative across all areas and grow REBA's membership. Specifically Mark is developing initiatives to support supply chain engagement and international collaboration between NGOs acting in this space worldwide.

Mark also supports Rocky Mountain Institute's BRC China program, where Mark and the China team work to accelerate renewable energy transactions for companies and their supply chain partners in China.

In 2007 Mark connected personal passion with professional experience and specialized in the renewable energy sector. Mark worked for Ernst & Young's transaction-focused renewable energy group for nine years. Working with projects across the technology spectrum in Europe, Canada and North America.

Mark joined Rocky Mountain Institute's Business Renewables Center program in March 2016, working to accelerate offsite non-utility procured renewable energy transactions. Mark has developed a growing number of resources to help buyers and sellers, including a transaction rationale diagnostic tool for buyers and a boot camp training series for project developers. He has planned and executed five, 400-person events where stakeholders from across the non-utility procurement sector gathered to collaborate and accelerate the market.



Sara Hastings-Simon

**Founding Director,
BRC Canada**

Sara is the founding director of BRC Canada and a senior fellow at the Pembina Institute, Canada's leading clean energy think tank. Prior to joining Pembina, Sara was the manager of the cleantech practice at McKinsey & Company where she developed an integrated North American supply and demand electricity market model. She holds a PhD in physics from the University of Geneva and has lived and worked in the United States, France, Switzerland, and Canada.

Sara has over a decade of experience in cleantech, sustainability, and markets, working with utilities, renewable energy developers, financial institutions, governments (provincial and national), and oil and gas companies. She sits on the board of Emissions Reduction Alberta and was a member of the Alberta Clean Technology Task Force.