



**APPrO**

ASSOCIATION OF  
POWER PRODUCERS  
OF ONTARIO

**NEWSLETTER**

APPrO news

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## INSIDE THIS ISSUE:

Electrifying Canada  
APPrO Restructuring  
Long Term RFP  
Digital campaign

## APPrO update for members

The industry's monthly bulletin featuring updates, briefings, links and resources from the Association of Power Producers of Ontario.

## Noteworthy News:

### **Business-led Task Force Makes Electrifying Canada Top Priority**

A new coalition of businesses under the banner of “Electrify Canada” is setting its sights on a major transition towards electricity across the country. This new private sector-led initiative has begun by commissioning research that will “inform subsequent efforts to develop a framework for accelerated electrification and to identify priority actions.”

[IISD](#)

### **APPrO announces plans to restructure**

In a “Message from the President” distributed on January 18 APPrO President Dave Butters released details of plans to restructure and refocus the organization. “Our core mission is not changing” he said, while explaining that the organization is evolving to respond to changes in the business environment. Read more about these important changes [here](#).

[APPrO](#)

## **Ontario plans to reduce some businesses' property tax and energy bills**

Ontario businesses affected by recent public health measures can apply for rebates on property taxes and energy costs, the government announced recently amid warnings some companies were on the brink of collapse due to the rapid spread of the Omicron variant. For 21 days, starting at 12:01 am on Tuesday, January 18, 2022, electricity prices will be set 24 hours a day at the current off-peak rate of 8.2 cents per kilowatt-hour, which is less than half the cost of the current on-peak rate.

[GNCC](#)

[Toronto Star](#)

[Ontario](#)

## **'Epic undertaking' to remove steam generators from Bruce Power nuclear plant**

A massive milestone has been met in Bruce Power's 13-year, \$13-billion nuclear refurbishment project. The first eight of 48 steam generators to be removed and reinstalled, have been lifted into place.

[CTV](#)

## **First Year of Digital Campaign a Big Success**

APPrO's first digital media campaign (Ontario's Clean Energy Advantage), which was officially paused on New Year's Eve as planned, has generated over 4.5 million impressions, 12,202 website visitors and over 15,000 unique page views across the campaign microsite.

Towards the end of the year, APPrO introduced new graphics on both Twitter and Facebook, and found that the results were better across nearly every metric.

APPrO President Dave Butters notes that, "Our learnings the last quarter of 2021 have told us a lot about our core audiences and what issues and creative are most salient. This solid foundation provides a platform for further digital media activity and enhancements for 2022 and beyond."

[Ontario's Clean Energy Advantage](#)

## **IESO update on the Long Term RFP and future AARs**

On January 25, the IESO will hold a webinar to discuss its plans for evolving future AARs (Annual Acquisition Reports) and to present its latest engagement plan for the Long Term RFP.

The IESO will use this opportunity to inform stakeholders of key priorities identified as part of the feedback received on the 2021 AAR and provide an additional opportunity for feedback.

[IESO](#)



# SUPPORT ONTARIO'S CLEAN ENERGY ADVANTAGE.

[ontarioscleanenergyadvantage.ca](http://ontarioscleanenergyadvantage.ca)

## Events:

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Mark your calendar for **Power of Water Canada**, an in-person event at the White Oaks Conference Resort, in Niagara, Ontario.

May 11 – 13, 2022

### [Registration](#)

## IJ Canada Power 2022

May 17 – 18, 2022

### [Registration](#)

## Resources:

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[APPrO News and publications](#)

[Archive of APPrO weekly news briefs](#)

[APPrO's LinkedIn Feed](#)

[Archive of articles posted on LinkedIn](#)

[Twitter: @APPrOntario](#)

[Facebook](#) - APPrO's Power Memory Project

[YouTube](#)

APPrO's summary of [Social links](#) to join the conversation

[APPrO PowerConnect](#) conference web app (including video archive)

[APPrO PowerTopic](#) program suggestion tool

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APPrO is a provincial non-profit corporation established to promote the interests of Ontario electricity generators within a truly open and competitive power industry.

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