



APPRO

ASSOCIATION OF
POWER PRODUCERS
OF ONTARIO

NEWSLETTER

APPRO news

VOLUME 2, No. 3
Mar. 2022

INSIDE THIS ISSUE:

Ontario's Clean Energy
Advantage, Phase 2

APPRO & BLG Webinar Series

IESO's Len Kula to Retire

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:

The Clean Energy Advantage Campaign Relaunches April 2022

The Clean Energy Advantage Campaign was officially paused on New Years Eve, culminating what was a strong first APPRO digital media program that produced over 4.5 million impressions, 12,202 website visitors and over 15,000 unique page views across the campaign microsite. Together with Sussex Adrenaline, APPRO used some of the learnings from our broad-based targeting at the start of the campaign to allow us to really zero-in and focus on some of our core audiences, and this is exactly what we did to close out December – go back to our strength and add a different aesthetic to the campaign. This resulted in a higher click-through rate. Our new creative, for example the #MadeInOntario green sparkplug, performed better across nearly every metric when compared to the original neon lightbulb which, on Twitter, sizeably outperformed its counterpart.

For Phase 2 of the campaign, launching in April, we are focusing on new creative for the ads, a new website landing page, and an explainer video to drive our message with more salience.

Check it all out at www.ontarioscleanenergyadvantage.ca



APPrO Launches Webinar Series with BLG

On March 30th, APPrO will be partnering with long time conference sponsor Borden Ladner Gervais (BLG) to offer members a series of webinars over the coming months focusing on insightful and educational discussions on topics of interest.

The first one is on “Power-to-X, Energy Transition Opportunities for Power Producers”.

PtX a blanket term for electricity conversion, energy storage, and reconversion pathways that seek to optimize the use of power. These pathways include, for example, power-to-ammonia, power-to-chemicals, power-to-fuel, power-to-gas, power-to-hydrogen, power-to-liquid, power-to-methane, power-to-food, power-to-heat, and power-to-syngas. Given the imminent launch of Ontario’s Hydrogen Strategy and significant interest in hydrogen across the country, this will be an exciting start to the series. BLGs’ Jonathon Cocker will kick off the series.

Other topics will include:

- Recent developments in the west that are trending across Canada;
- Indigenous-led Infrastructure and Green Energy Partnerships;
- Cyber and privacy rules preparation;
- Best practices in contract administration – tips on how to mitigate litigation.

IESO Chief Operating Officer Leonard Kula to Retire

After more than 35 years in the electricity sector, Leonard Kula, the IESO’s Chief Operating Officer, will be retiring from the IESO effective August 1st of this year.

Throughout his career, Len has been a passionate advocate for the evolution of Ontario’s electricity system ensuring its reliability, resilience, cost-effectiveness and sustainability.

He started with Ontario Hydro in 1986 and has been with the Independent Electricity System Operator (IESO) since its inception. Over that time, he held a number of key leadership roles in the organization, supporting the sector more broadly through decades of tremendous change and transformation.

APPrO and its members have been privileged to have had an outstanding relationship with Len over the years. We will miss him, his approachability, candour and expertise and we wish him well in his new endeavours... we suspect that there are more than a few chapters left in his electricity story.

APPrO Submits Comments on IESO *Pathways to Decarbonization Study*

Among other comments, APPrO noted that “Ontario already has one of the lowest carbon intensity electricity grids in the world. This is a significant advantage to build upon as we work collectively to reduce economy-wide emissions... the IESO should model the effects of leveraging this low-cost and low emitting electricity to decarbonize Ontario’s economy more broadly as such a scenario may prove that maintaining and leveraging existing assets would have a net benefit to driving down overall emissions in Ontario while maintaining a reliable and cost-effective electricity grid.” More at the IESO [Engagements](#) page.



SUPPORT ONTARIO'S CLEAN ENERGY ADVANTAGE.

ontarioscleanenergyadvantage.ca

Upcoming Events:

CAMPUT Conference 2022

May 1st to 4th, 2022

Sheraton Wall Centre, Vancouver, BC

[Registration](#)

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:

[APPrO News and publications](#)

[Archive of APPrO weekly news briefs](#)

[APPrO's LinkedIn Feed](#)

[Archive of articles posted on LinkedIn](#)

[Twitter: @APPrOntario](#)

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

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

APPrO News – ISSN 2563-5131 – Volume 36, No. 1.

Publisher: David Butters

Editorial Committee: Chris Benedetti, David Butters, Shane Freitag

All material in this publication is Copyright © 2022 by APPrO, the Association of Power Producers of Ontario, except for portions marked otherwise, and short excerpts from other publications. Content included in and linked from this newsletter is shared for the information of readers and may not reflect the views of APPrO or APPrO members. APPrO is not responsible for errors in content or for any use of information contained herein.

Was this email forwarded to you by a friend?

[Become an APPrO member and subscribe to this APPrO newsletter!](#)

Subscribe to APPrO's weekly PowerBrief [here](#).

Want to change how you receive these emails?

[You can update your preferences or unsubscribe from this list.](#)

For more information:

APPrO, the Association of Power Producers of Ontario

PO Box 756, Toronto, Ontario M5C 2K1

tel. 416-322-6549 fax 416-481-5785

<http://www.appro.org>