



APPRO

ASSOCIATION OF
POWER PRODUCERS
OF ONTARIO

NEWSLETTER

APPRO news

VOLUME 2, No. 4
April 2022

INSIDE THIS ISSUE:

APPRO, OEA announce a
Joint Conference for 2022

Clean Energy Advantage
Campaign Relaunches

APPRO Comments on CES

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:

APPRO and the OEA announce a Joint Conference for 2022

APPRO & OEA are excited to join forces and merge our annual conferences into one grand event for 2022. We are still busy sorting out all the details, including a name, but we look forward to sharing the details with everyone as soon as they become available. For now, all we ask is that you save Monday, September 19th in your calendar for this can't miss event!

Save the Date! Monday, September 19, 2022; InterContinental Toronto Centre Hotel
225 Front St W, Toronto, ON M5V 2X3

Interested in sponsoring this event? Contact Dave Butters for more details:

david.butters@appro.org

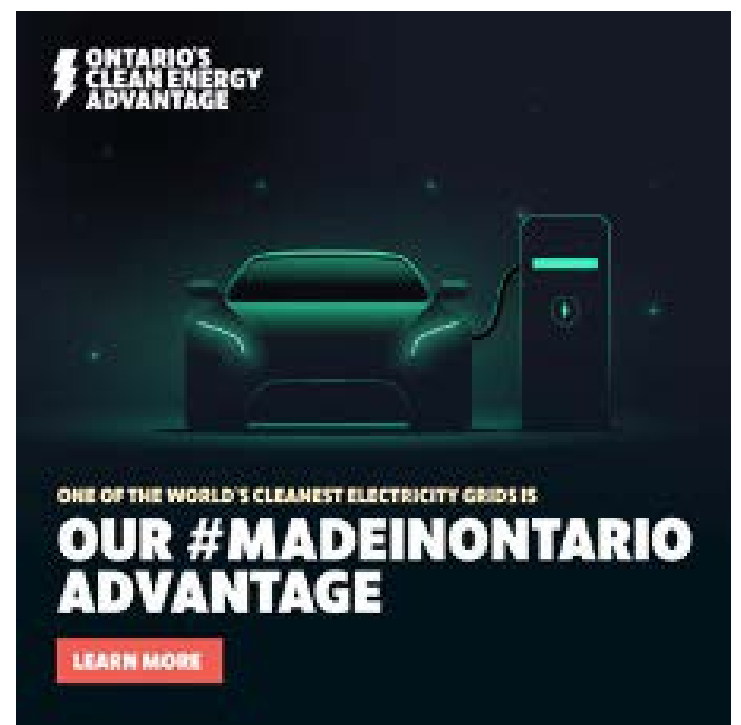
The Clean Energy Advantage Campaign Relaunches April 2022

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.

Now APPRO is into Phase 2 of the campaign which launched in early April.

So far the results have been very positive.

The #1 piece of creative is the electric car semi-conceptual image. The second big takeaway is that the average time on site has increased by 20 seconds (1 min 36 seconds last year) to nearly two minutes. Anything over one minute is above average, but nearing the two minute mark is certainly indicative of the strong interest from users landing on the new page. Finally, we've seen right out of the gate that our explainer video is producing a higher click-through rate. Check it all out at www.ontarioscleanenergyadvantage.ca/our-advantage



APPPrO and BLG Webinars Continue

On April 27th, APPPrO is again 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.

In our second session of the year, BLG's Alan Ross, Karen Salmon, and Sean Muggah will discuss a number of developments that have been a central focus in British Columbia and Alberta, and are paving the way for the rest of Canada. Topics include:

- A western Canada perspective of hydrogen development
- Where western Canada is from a market perspective
- Where BC Hydro is going and if they'll open the market to others
- General power trends in western Canada (e.g., building facilities, regulatory changes and decisions)

Upcoming events include:

- Indigenous-led Infrastructure and Green Energy Partnerships;
- Cyber and privacy rules preparation;
- Best practices in contract administration – tips on how to mitigate litigation.

APPPrO Submits Comments on the Federal “Clean Electricity Standard” Discussion Paper

APPPrO recently submitted comments to the federal government's A Clean Electricity Standard (“CES”) in support of a net-zero electricity sector discussion paper released on March 15. (<https://www.canada.ca/en/environment-climate-change/services/canadian-environmental-protection-act-registry/achieving-net-zero-emissions-electricity-generation-discussion-paper.html>)

APPPrO's comments note that Ontario's electricity sector will play an integral role in decarbonizing not only the Ontario but also the Canadian economy. APPPrO says “Ontario's existing and future clean electricity assets will play a vital role in helping Ontario and Canada transition to a decarbonized economy. Ontario must be able to preserve the value of its investments made on behalf of ratepayers. This includes ensuring its strategic long-term investments in gas fired generation avoid being prematurely underutilized or stranded as a result of policy actions designed to reduce economy-wide emissions.”

APPrO recommends that, among other points, a CES should take into consideration the unique challenges and opportunities that each jurisdiction faces, with the ultimate goals of affordability, reliability and GHG reductions, and be consistent with Ontario's constitutional jurisdiction over electricity to ensure that Ontario is not treated in a discriminatory manner as a result of inconsistencies. Finally, in this respect, APPrO recommends that federal government leverage the IESO's current "Pathways to Decarbonization" study, which is expected to be released in November, 2022.

Access the submission here: [APPrO CES Submission April 2022 Final](#)



SUPPORT ONTARIO'S CLEAN ENERGY ADVANTAGE.

ontarioscleanenergyadvantage.ca

Upcoming Events:

CAMPUT Conference 2022

May 1st to 4th, 2022

Sheraton Wall Centre, Vancouver, BC

[Register Now](#)

IJ Canada Power 2022

May 17 – 18, 2022

[Registration](#)

Power of Water Canada, an in-person event at the White Oaks Conference Resort, in Niagara, Ontario.

May 11 – 13, 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. 4.

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>