

WADE CANADA

a national affiliate of the
World Alliance for Decentralized Energy



Information Package

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INTRODUCTION

What is Decentralised Energy (DE)

Decentralised Energy is defined as the production, management and storage of heat, cooling and/or power, irrespective of generator size, fuel or technology that is located close to the customer's load.

What is WADE Canada

WADE Canada is the successor of the New Energy Resources Alliance (NewERA) which was established in April 2002 when two Alberta organisations namely, Climate Change Central and Alberta Research Council, sponsored a collaborative effort to create an industry-led, not-for-profit organization dedicated to decentralised energy.

WADE Canada is a country chapter of the World Alliance for Decentralized Energy and is registered as a national, not-for-profit industry association. WADE Canada works to enhance the performance of the DE industry to strengthen our economy and global energy competitiveness.

Scope

WADE Canada supports the industry by encouraging commercialisation of DE technologies and the development of progressive energy policies.

The association provides a focal point for Canada's traditionally fragmented decentralised energy industry. It serves as a national coordinator for each of the provinces and territories of Canada. Our challenge is to encourage open and honest discussion between stakeholders for the purpose of improving Canada's energy delivery system and to identify realistic expectations of DE technologies in both domestic and export energy markets. Stakeholders include:

Generating Technologies

Manufacturers and Installers

- Bioenergy technologies
- Combined heat and power
- Fuel cells
- Internal combustion engines
- Micro-hydro turbines
- Microturbines (gas, biodiesel etc.)
- Solar photovoltaic systems
- Solar thermal systems
- Solar thermal electric systems (concentrating solar power)
- Stirling engines
- Wind turbines

Enabling Technologies

- Balance of systems (hardware and software associated with the generating products)
- Controls and communications
- Cooling and heating technologies
- Energy storage
- Gas compression
- Hydrogen storage and transport
- Information technologies
- Inverter technologies
- Metering and meter reading (electrical, natural gas, heat etc.)

Distributed Generation

Services

- Contract research
- Education
- Emissions credits
- Energy consulting
- Engineering, procurement, construction
- Financing and capital investment
- Maintenance
- Systems integration
- Technology development (developers, designers, commercialisation)
- Testing services and facilities

Management

WADE Canada is a membership-based organisation, federally incorporated as a private, non-profit association. It is led by industry through its members and sponsors and is governed by a volunteer Board of Directors who are senior executives from a range of relevant private and public sector organisations.

Vision

Our vision is a strongly interconnected, affordable, reliable and clean decentralised energy (DE) industry.

Mission

WADE Canada shall be Canada's national coordinator and focal point for the decentralised energy industry.

Principles

WADE Canada has identified fundamental principles by which the organisation conducts its business.

1. WADE Canada follows a 360° multi-stakeholder process.
2. WADE Canada is industry-led.
3. WADE Canada encourages diversity in our membership.
4. WADE Canada promotes strategies that address technical social, environmental and economic issues.
5. WADE Canada is funded from a balanced portfolio of private and public organisations.
6. WADE Canada is agnostic to specific decentralized energy technologies.
7. WADE Canada informs government of industry indicators with respect to policy making at all levels.
8. WADE Canada works with other organisations and avoids unnecessary duplication of efforts.

CORPORATE STRUCTURE

WADE Canada is a membership-based organisation, federally incorporated as a non-profit association. WADE Canada coordinates provincial and territorial efforts and transfers these perspectives to a national framework for industry development.

Adequate provincial and territorial representation is only possible through the development of partnerships with local non-profit organisations that are synergistic with WADE Canada and its strategic objectives. Hence, WADE Canada endeavours to nurture strong and robust partnerships with suitable organisations in each of the 13 provinces and territories in Canada.

MANAGEMENT STRUCTURE

WADE Canada is led by industry through its members and sponsors, and is supported by a contracted management team that is governed by a board of directors. The business and affairs of the association are governed by its board of directors.

WADE Canada's management team carries out the daily activities of the association and reports to the board. The management team assists the board by determining which issues should be addressed and by assembling the information required for informed discussions.

Project teams are formed when specific expertise is required for a project or activity aimed at achieving any of WADE Canada's strategic goals. For example, when WADE Canada members make a request for a specialized report, event or technology demonstration, WADE Canada will form a project team to assess the scope of the work, its budget and funding opportunities. The project team reports to the management team who is ultimately responsible for ensuring that the board and all relevant committees are kept informed of progress.

STRATEGIC OBJECTIVES

WADE Canada works to enhance the performance of the DE industry to strengthen our economy and global energy competitiveness. The accelerated development of this emerging market relies on industry leadership and government support. To develop this market potential, WADE Canada has strategically positioned itself to achieve a number of objectives.

- To facilitate collaboration between stakeholders.
- To inform government of industry indicators with respect to policy making at all levels.
- To coordinate activities to promote decentralized energy resources including those supporting power system infrastructure.
- To increase sales of Canadian DE technologies in both domestic and export markets.
- To attract business and other sponsors who may participate in WADE Canada's activities.
- To encourage innovation and creative solutions in dealing with the issues that face decentralised energy.
- To increase awareness of and effective deployment of technologies.
- To develop the knowledge base by creating a conduit for collecting, analysing and reporting DE-relevant information as it relates to research, developments and demonstrations.

MECHANISMS

Four mechanisms will enable WADE Canada to achieve its vision and mission. These mechanisms are equally important and are, in many cases, crosscutting.

1. Information Dissemination – to raise awareness

WADE Canada disseminates information to its members and all industry stakeholders through:

- studies
- reports
- newsletters
- website
- press releases
- other DE related publications

Our members are also invited to share information with the industry at events including seminars, roundtable discussions, workshops, conferences and information sessions.

2. Technology Transfer – to encourage commercialisation of DE technologies

With respect to domestic markets, WADE Canada is building a national inventory of DE technologies and applications. WADE Canada encourages exchange of information that can reduce technical risks and encourage successful implementation of DE. This inventory of information includes:

- state of technology
- state of the market
- economic forecasting
- regional capacities

With respect to export markets, WADE Canada is the DE interface for Trade Commissions and energy organisations seeking international representation from Canada's DE industry.

3. Policy Recommendations – to overcome barriers to market growth

WADE Canada emphasises policy reform as a key mechanism to DE industry growth. There are policy issues that affect all of Canada's energy markets and others are unique to specific jurisdictions. WADE Canada collaborates with regional organisations and coordinates efforts to ensure that all levels of government are kept informed of industry perceptions and recommendations. Key policy issues include:

- interconnection
- net metering
- export policies
- incentive regulations
- codes and standards

4. Business Matching and Grantsmanship – the focal point for networking and funding programs

WADE Canada acts as a facilitator and partnership broker where the traditionally fragmented industry has been most vulnerable. WADE Canada identifies project opportunities, develops project consortia and informs stakeholders of relevant funding programs. These opportunities provide a platform for stakeholders to coordinate efforts for:

- marketing and sales activities
- joint ventures
- project and product development
- licensing
- investment
- financing

MEMBER BENEFITS

WADE Canada is the industry association that brings energy stakeholders together to update and improve our generation and distribution infrastructure. We are led by our Members and continue

to build relationships with industry, government, education and other associations. We foster the competitive advantages of our members by promoting opportunities for DE, bringing policy issues to the table, attracting capital and encouraging new entrants to the industry.

In this time of global economic uncertainty and volatile energy prices, find stability in your future and let us help you:

Raise the profile of your organization through our Members' webpage.

Belong to an organization that represents the voice for all renewable energy and energy efficiency related technologies.

Gain access to WADE's international network of affiliates in countries such as China, Peru, USA, India, UK and Egypt.

Receive a 37% discount for annual listing in our annual Canadian DE Business Directory. The inaugural edition of this Directory was published in September 2008.

Receive a 37% discount on the national DE Conference and all other WADE Canada events. The host city is determined by member interest and opportunities for event partners.

Receive discounted rates at partner events.

Receive free or heavily discounted Reports and Market Analyses including Economic Analyses using the WADE Model. Reports for the City of Calgary and the Province of Ontario contain data that are not available elsewhere.

Keep informed of DE activities and member news through the Weekly and Monthly Newsletters.

Submit editorial features and articles to national and international publications including:

- WADE Canada Newsletters,
- Cogeneration & On-site Power Production published by PennWell Corporation with a minimum circulation of 16,000 copies over 6 continents,
- Future Fuels & Energies Middle East-based magazine published by Reflex Publishing Middle East with circulation of 21,000 copies over 6 continents,
- Other partner publications and unique opportunities by announcement.

Accept opportunities to participate in committees, forums, and round tables by announcement (e.g., targeted research forums and industry focus groups).

Help recruit skilled and qualified people to work with your organization through targeted job listing through WADE Canada and other WADE national affiliates.

Invite targeted stakeholders to submit feedback on your White Papers and other authoritative reports that address challenges in the DE industry and how to solve them.

Participate in relevant WADE Canada working committees by announcement.

Gain access to additional member marketing benefits through WADE Canada channels.

Access export markets through trade shows and alliances with international associations.

PARTNER AFFILIATES AND OTHER RELEVANT ORGANISATIONS

- Arctic Energy Alliance, Northwest Territories
- Association Québécoise pour la Maîtrise de l'Énergie (AQME), Quebec
- Association of Power Producers of Ontario (APPrO)
- Canadian District Energy Association
- Canadian Electrical Association
- Canadian Energy Efficiency Association (CEEA) <http://www.energyefficiency.org/>
- Canadian Energy Pipeline Association
- Canadian Energy Research Institute (CERI)
- Canadian Hydropower Association
- Canadian Industrial Energy End-Use Data and Analysis Centre (CIEEDAC)
- Canadian Renewable Fuels Association (CRFA)
- Canadian Solar Industries Association [html](#)
- Canadian Wind Energy Association
- CANMET Energy Technology Centre, NRCan
- Centre for Alternative Transportation Fuels (CATF)
- Climate Change Central, Alberta
- Fuel Cells Canada (FCC)
- Independent Power Producers Societies (British Columbia, Alberta, Nova Scotia)
- Institute for Sustainable Energy, Environment and Economy, Alberta
- Pembina Institute for Appropriate Development (The)
- Petroleum Technology Association of Canada (PTAC)
- Society Environment & Energy Development Studies Foundation (SEEDS)
- Solar Energy Society of Canada USA
- California Alliance for Distributed Energy Generation
- Distributed Energy Financial Group - Washington
- Distributed Power Coalition of America
- Northwest Energy Technology Collaborative
- Rocky Mountain Institute - Colorado
- United States Combined Heat and Power Association International