



December 2010 Newsletter

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Canada's Alliance for Decentralized Energy

Feature Member

BENOÎT & CÔTÉ

WADE Canada welcomes **Benoît & Côté** to its membership! Headquartered in Montreal, Quebec, Benoît & Côté view their client's Intellectual Property from a strategic viewpoint. Viewing their client's Intellectual Property (IP) in their business context creates revenues, business opportunities, enhances return on investment (ROI), and reduces risks. Benoît & Côté thrives on being their client's partner to integrate their IP into their business strategy development while turning their ideas into assets.

Benoît & Côté is looking for clients that need an IP business partner and are considering to invest in selected businesses of their clients. Their clients have a global business strategy and are looking for Benoît & Côté to contribute to its IP aspect. Approaching IP with a business focus, networking and complimentary activities; Benoît & Côté's clients maximize their return on investments. "Any IP asset (trademark, patent, industrial design, etc.) can be compared to an apartment building with units for rent. If a building owner uses one apartment for themselves and does not rent the other apartments, they are not fully benefiting from an asset that could generate revenues. The same can be said about an IP asset; an IP owner can use that asset in their market while awarding licenses in other markets. Benoît & Côté have been successful in introducing complimentary companies to benefit from our client's IP asset," explains Marc Benoît .

Benoît & Côté secure IP rights for innovations in the DE industry. They believe that the temporary monopoly granted for innovations with secured IP rights provide companies with a competitive advantage, which is not available to commodity companies. Canadian DE industry companies with innovative products and services need a competitive advantage to be well equipped to compete in today's business reality.

In order to overcome challenges facing the industry, Benoît & Côté believe:

- Innovators must be recognized and rewarded. New solutions result from innovations. The industry needs to fuel and to motivate innovators.
- Companies must deal with Intellectual Property (IP) in the same manner as with any other assets. The investment costs of IP must be well below the gross profit generated from IP.
- Companies in the DE industry must have a business strategy that includes a good assessment of the patent and trademark landscape of its competitors.

Benoît & Côté's team of patent specialists are experts in all major technical fields, such as mechanical, chemical and electrical engineering, chemistry, biochemistry, pharmaceutical, microbiology and biotechnology. The professional team also includes a Quebec and Paris Bar lawyer with expertise in trademarks, negotiations and IP contracts (licences, distribution, franchise, non-disclosure agreement, IP due diligences and IP clause for employment contract). IP includes patent,



trademark, industrial design, trade secret, know-how, integrated circuit topography and plant breeders' right certificate, among others.

In an ideal world, the DE industry would be well supported by the Canadian Government for its Research & Development and Intellectual Property protection of its innovations.

"In a nutshell, innovation is the driving force of the DE industry; hence the government supports its development costs. The government recognizes that innovations with secured IP rights provide an edge to its owner and supports Canadian companies in strategically positioning themselves with a monopoly in a global economy. Accordingly, in an ideal world, the government supports companies for securing IP rights to their innovations as much as it supports its development. They go hand in hand. Furthermore, any unprotected innovation is free to be used by any competitors and the development costs end up being wasted as it does not contribute to provide a monopoly and hence a competitive advantage over competitors. South Korea provides a great case study. The government position in South Korea is such that it helps innovators in securing IP rights for their innovations by providing financial incentives. Over a ten year period, the economy of South Korea has burst and innovations have fostered in all technical fields; unemployment is now at its lowest and exportations are at their highest" contributes France Côté.

Feature Project

Calgary Zoo's Enmax Conservatory



Home to 2,500 animals and 4,000 plants, the **Calgary Zoo** is committed also to educating about carbon footprints. Since its foundation in 1929, the Zoo has been committed to the highest standards of animal care. In 2009, the Zoo launched a new mission statement: engage -visitors in enjoyable and unique experiences, connect- our community with nature, inspire- actions which support conservation.



This mission statement rings true through the Zoo's ENMAX Conservatory. Reopening in 2009 after a year of construction, the ENMAX Conservatory has become the site of many special events, and its new environmentally friendly design showcasing alternative energy technologies, which will influence the thinking of future generations. The greenhouse was built to meet LEED Gold certification and is highly efficient in incorporating alternative energy from five alternative energy technologies:

- 1kW WhisperGen™ combined heat and power system based on core Stirling technology

- Two 4.3kW solar photovoltaic cells

- 2.4 kW Wind turbine

- Evacuated tube solar domestic hot water heating

- Open geothermal well water system (1 production well / 2 injection wells) used to add or remove heat from the indoor condenser loop servicing Water Source Heat Pumps (6 total) used for cooling and heating. They add heat to the geothermal ground water in the summer for cooling and remove heat from the geothermal ground water in the winter for heating.



The total power generated by these technologies is captured in the building grid and reduces the need for conventional gas and electrical systems.

The Calgary Zoo continues to grow and evolve responding to grow and evolve responding to the changing needs of species conservation while always striving to provide an enjoyable experience for its many visitors.

WADE Canada to Co-Organize the Global Clean Energy Congress in Calgary on November 1-3, 2011



Global Clean Energy
Congress & Exhibition
November 1-3, 2011, Calgary, Alberta

Along with [dmg :: events](#), WADE Canada is proud to announce it will co-organize the inaugural Global Clean Energy Congress to explore the latest innovations in clean energy technology from a global perspective.

This world-class event is multifaceted, made up of an international and national conference program, thus providing a platform for technology advancements, financing strategies, business mechanisms and policy visions. Workshops and training seminars for education and individual professional development will be part of the Global Clean Energy Congress. Finally, in support of the conference program, is an innovation exhibition showcase of new products, services and technologies that support clean energy. To join the clean energy revolution, please [click here](#).

WADE Canada Presents at the Alberta Power Summit

The Alberta Power Summit was held in Calgary on November 16 and 17, hosted by Insight and Co-Chaired by Enmax's Terry Tyler and Deborah Emes. The program agenda was a great mix of traditional power topics of reliability and market structure but also included some presentations on renewable generation, smart grid and emerging technologies.

Elizabeth Huculak, Vice President of WADE Canada, participated in the panel session on the Role of Renewable Energy in 2021, where she outlined the possibilities to grow market share for DE technologies and clean energy. Coal generation still represents over 40% of Alberta power generation and demand projections show a requirement for 7,000 megawatts over the next 10 years, so there is lots of room for renewable energy in the Alberta mix. Other panelists advocated for bio fuel investment (Highmark Renewables) and described Alberta's lack of competitiveness in renewable energy policy.

The Alberta Government is still contemplating investment in large scale transmission, despite opposition from landowners and ratepayers. Several presenters promoted the need for more investment in renewable and decentralized technology, advancements in smart grid and described other jurisdictions where clean energy policies and strategies were making headway. The event was reasonably well attended and provided an opportunity for industry participants to get updated on the latest developments.

WADE Canada's presentation is available on our [website](#).

CHP and CESOP Update

The Ontario Power Authority (OPA) has received a directive from the Minister of Energy to contract a total of 1000 MW of natural gas fuelled CHP capacity, which leaves about 500 MW of new capacity to be developed. The OPA will be working with stakeholders to develop a Clean Energy Standard Offer Program (CESOP) for projects smaller than 20 MW and enter into direct negotiations with proponents of projects larger than 20 MW. [For more information...](#)

Northwest Territories Power Corporation Now Under New Executive Management

Honourable Floyd K. Roland, Northwest Territories Minister, announced the appointment of Brendan Bell as Chair and David Axford as President and CEO of Northwest Territories Power Corporation, Northwest Territories Hydro Corporation and their subsidiaries. For more information on Brendan Bell and David Axford, please [click here](#).

Nova Scotia's Community Based Feed-In Tarriff Progress

The Nova Scotia Utility and Review Board is in the process of developing Renewable Energy Community Based Feed-In Tariffs and are currently reviewing a draft prepared by Synapse Energy Economics. The Draft also includes 5 tariff calculations: one each for biomass CHP, small run-of-river hydro, in-stream, tidal, wind projects up to 50 kW and wind projects above 50 kW. Please click to access the [Draft Report](#) and the [5 calculation workbooks](#).

Canadian Innovation Commercialization Program (CICP)

The **Canadian Innovation Commercialization Program (CICP)** is a new, \$40 million initiative, launched as part of the Government of Canada's commitment to promote Canada's economic growth as announced in Budget 2010. Created to bolster innovation in Canada's business sector, the CICP will help companies bridge the pre-commercialization gap for their innovative products and services by:

- Awarding contracts through an open, transparent, competitive and fair procurement process, to entrepreneurs with pre-commercial innovations.
- Testing and providing feedback to these entrepreneurs on the performance of their products or services.
- Providing innovators with the opportunity to enter the marketplace with a successful application of their new products and services.
- Providing information on how to do business with the Government of Canada.

The CICP will target innovations in 4 priority areas:

- Environment
- Safety and security
- Health
- Enabling technologies

The program will include 4 Calls for Proposals, which will include a full description of the Priority Areas and specific criteria for selection. The first Call for Proposals will be available in the fall of 2010 on MERXTM. The government will also organize and/or participate in regional events and trade shows so that Canadian businesses can showcase their innovative concepts to federal representatives.

The CICP is managed by Public Works and Government Services Canada (PWGSC), and implemented by the Office of Small and Medium Enterprises (OSME). OSME advocates on behalf of small and medium enterprises in federal procurement.

For more information, please [visit the CICP website](#).

World Future Energy Summit in Abu Dhabi



WADE Canada will be participating in a clean energy technology mission to the World Future Energy Summit in Abu Dhabi, January 17 to 20, 2011. We hope to see you [there!](#)

Ecocity World Summit, Montreal, August 22-26, 2011



From August 22 to 26, 2011, Ecocity World Summit 2011 will gather more than 1,500 participants from 50 countries at the Palais des congrès de Montréal. The first Ecocity World Summit to be held in a northern climate city, Ecocity 2011 is the 9th in a series of international conferences held since 1990 on the theme of the sustainable city. The Montreal Urban Ecology Centre will be organizing the event and will include topics relevant to the decentralized energy industry as they discuss urban strategies to reduce greenhouse gas emissions in cities. Please [visit their website for more information](#) or [to submit a proposal...](#)

New Members

Calgary Zoo



Learn about the Calgary Zoo in our [Feature Project](#)

Sustainable Resources Management Inc.



Sustainable Resources Management Inc. (SRM) is a consulting firm that develops solutions to the resource, energy, and environmental challenges confronting private and public sector organizations, in Canada and internationally.

Established in 1993, SRM offers clients multi-disciplinary expertise, experience and tailored solutions to meet their clients' needs. SRM's clients include: federal, provincial and municipal government departments; energy utilities and private companies; industry and industry associations; and non-governmental organizations. SRM continues to expand its Canadian experience and has successfully completed energy management projects for over 30 clients and internationally in the U.S., China, Brazil and Mexico.

SRM offers diverse services in: energy efficiency; fuel substitution and cogeneration; and renewable energy, customized for application in all energy using sectors. Through its affiliation with Sustainable Energy and Building Solutions, a consulting engineering associate SRM has been asked to introduce the BROAD chiller technology to the Canadian marketplace. Broad USA have their chillers as part of many US CHP projects and SRM and SEBS want to make them part of the Canadian CCHP especially as the new Clean Energy Standard Offer is re-launched in Ontario. SRM can also offer the I Power gas generators that meet the California air emission standards. Please [visit SRM's website for more information](#).

Veridian Corporation



Veridian Corporation owns and operations two subsidiary companies – Veridian Connections Inc. and Veridian Energy Inc. – that distribute electricity, generate power and provide energy services to more than 113,000 customers in nine municipalities across east central Ontario.

The company's 200-plus employees focus on providing reliable, efficient, sustainable energy solutions and services, and equally share the job of making employee and public health and safety a number one priority. Veridian is an important fixture in the communities it serves, and prides itself on promoting economic growth, community building and sustainable living.

Veridian has incorporated many decentralized activities in its day-to-day operations. The company's

expanding green fleet demonstrates a commitment to reducing their environmental footprint and having environmentally responsible business practices, roof-top solar panels at its headquarters in Ajax generates clean energy, and the implementation of a system applied in two of its service territories that helps to decrease the amount of electricity lost during delivery to customers by maintaining distribution voltage levels, among others.

Veridian is committed to providing value and healthy financial returns to its shareholders – the City of Pickering, the Town of Ajax, the Municipality of Clarington and the City of Belleville. To learn more about the company, its accomplishments, milestones and the benefits it brings to its community partners, please [visit Veridian's website for more information](#).

Become a WADE Canada Member!

WADE Canada is a registered, national, non-profit industry association which supports growth and development of the DE industry. Our vision is a sustainable energy future where affordable, efficient, reliable and clean decentralized energy technologies are deployed in community driven markets and enabled by progressive policies and legislation.

WADE Canada's 2010-2015 business plan is already delivering benefits in terms of:

1. Further growth of its national network through strategic alliances and promotion,
2. Increased prosperity for DE innovators especially small and medium-sized enterprises,
3. Policy development to support market growth,
4. DE project implementation, and
5. Increased access to training and education programs to support industry growth

Membership with WADE Canada helps you and your business by providing you with:

- Project participation opportunities
- Facilitation of private and public financing and project risk assessment
- Project operational support through capacity development, project formulation, and launch
- Project partner integration
- Publicity for your organization
- Input into compiled industry feedback for stakeholder consultations across Canada and internationally
- Access to WADE's international network of affiliates in China, Peru, USA, India, UK and Egypt.
- Discounts for annual listing in our annual Canadian DE Business Directory. The inaugural edition of this Directory was published in September 2008.
- Discounts on the national DE Conference and all other WADE Canada events.
- Discounted rates at partner events

JOIN WADE CANADA

To learn more about us visit: www.wadecanada.ca

On-line Membership Application: <https://securegs.com/wade/>

We would like to thank the continuing support of our members

Partner Affiliates

Agrienergy Producers' Association of Ontario (APAO), Ontario
 Alberta Innovates Technology Futures, Alberta
 Association of Power Producers of Ontario, Ontario
 Calgary Technologies Inc. (CTI), Alberta
 Canadian American Business Council, Alberta
 Canadian GeoExchange Coalition, Quebec
 Canadian Geothermal Energy Association (CanGEA), Alberta
 Petroleum Technology Association of Canada, Alberta
 Quality Urban Energy Systems of Tomorrow (QUEST), Ontario

Corporate Affiliates

Alterna Energy, BC	Geoff Hill, Canada	Renewable Energy Solutions Inc, AB
Benoit & Cote, QC	GeomatKa Information Systems, AB	Sedmek Inc, AB
Bob Hawkesworth, Canada	Jigsaw Homes Inc, Canada	Sunmotors International Ltd, AB
Borden Ladner Gervais LLP, ON	Lakeland College, Canada	Sustainable Energy Technologies, AB
Canadian Gas Association, ON	MiVenture, AB	Sustainable Resources Management Inc., QC
Calgary Zoo, AB	Municipality of Chatham-Kent, ON	SWAY Energy Inc, AB
City of Toronto, ON	New Energy Corporation, AB	Total Energy Solutions Inc, AB
DDACE Power Systems, ON	Northwest Territories Power Corporation, NWT	Town of Viking, AB
Ecotility, AB	Overview Business Consulting, AB	Turquoise Technology Solutions Inc., QC
EMF Technical Services, AB	Owen Schneider, ON	Veridian Corporation, ON
Enmax Power, AB	Portfire Associates, AB	
European Power Systems Ltd , ON	Raum Energy, SK	
GE Jenbacher, AB	Refuel, Nova Scotia	