

WADE

WORLD ALLIANCE FOR DECENTRALIZED ENERGY

BUSINESS PLAN

2009 - 2012

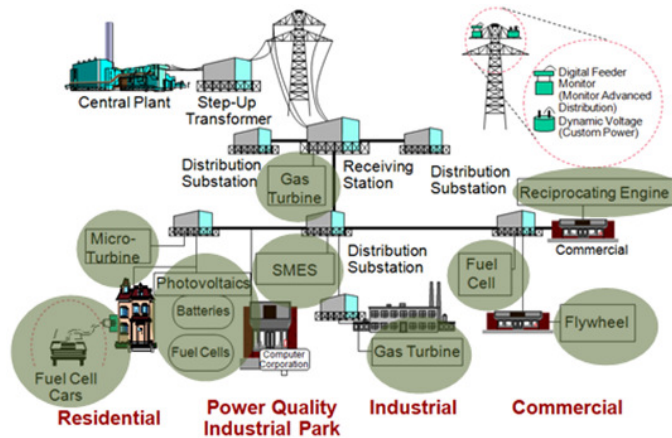
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3 Year Business Plan](#)



EXECUTIVE SUMMARY

WADE Canada is the successor of the New Energy Resources Alliance (NewERA) and is a registered, national, non-profit industry association supporting the growth and development of Canada’s Decentralized Energy (DE) industry. It is the national focal point for a traditionally fragmented industry and serves as a coordinator for stakeholders from all municipalities, provinces and territories and from all aspects of the value chain.

WADE Canada’s mission is to sustain the accelerating growth of DE through innovation and collaboration. We are fostering a united force that enables policy reform with an emphasis on Small to Medium sized Enterprises (SMEs) and representation from the full spectrum of industry stakeholders. As such, the five components of our mission are Communication, Innovation, Policy Reform, Implementation and Corporate Sustainability.



Source: EPRI 2002

The WADE Canada management team and board of directors are tasked with implementing the strategies set out in this business plan. WADE Canada’s president and vice president have more than 25 years of combined experience in energy, environment, agriculture and education sectors. Their experiences are a rare asset in a relatively young DE industry and provide the solid platform for informing and advising the board of directors.

The board of directors brings a vast skill set to the association representing numerous fields of expertise including politics, law, environment and engineering. Each of the board members has the experience and knowledge required to ensure that WADE Canada fulfills its mission effectively and efficiently.



As of October 2009, WADE Canada's list of board of directors and management team are as follows:

Board of Directors

Ben Kennedy, Business Development Leader,
GE Jenbacher
Bert Dreyer, EMF Technical Services
Bob Hawkesworth, Alderman, City of Calgary
Brent Harris, (Vice Chair and Secretary) Vice President,
Sustainable Energy Technologies
David Sweet, Executive Director, WADE International
James Sidlofsky, (Chair) Partner,
Borden Ladner Gervais LLP
Jan Buijk, Vice President DDACE Power Systems
Owen Schneider, Manager New Ventures,
Enbridge Solutions Inc.

Management Team

Anouk Kendall, President
Geraldine Byrne, Vice President
Patricia Faucher, Communications Officer

Project teams made up of varying professional consultants are developed to sustain the programs and initiatives employed by WADE Canada to support each of WADE Canada's business goals.

DE is produced, managed and stored forms of heating, cooling and/or electrical power at the point of consumption. The industry includes components of energy generation, storage, infrastructure and efficiency. More than ever it has become critical to invest in efficient and reliable sources of energy and advanced energy delivery infrastructure. In some parts of Canada, low system efficiencies in terms of generation and delivery mean that only 15-25% of our fossil fuels are available as useable electricity at the point of consumption. The health, environmental and economic costs associated with these inefficiencies are considerable. As Canada moves toward securing sustainable sources of affordable, reliable clean energy, DE provides immediate and long-term opportunities to offset capital investments in regional electricity delivery infrastructure.

Canada needs a revolution in thinking, building, sourcing, using and paying for energy if we want our society to be sustainable.

As WADE Canada is the only industry association supporting the cross cutting sectors of the DE industry, it relies on collaborative partnerships with other associations and organizations that are synergistic with WADE Canada's mission. Hence, we nurture strong and trusting relationships with organizations in each of the provinces and territories in Canada. WADE Canada provides the network base for non-profit organizations, SMEs and corporations to gather intelligence and unite the needs of the industry to support the modernization of our energy management systems.



WADE Canada's list of National Affiliates and Members includes:

National Affiliates

- Association of Power Producers of Ontario
- Calgary Technologies Inc. (CTI) Canadian American Business Council, USA/Canada
- Canadian GeoExchange Coalition
- Institute for Sustainable Energy, Environment and Economy
- Petroleum Technology Association of Canada
- Quality Urban Energy Systems of Tomorrow (QUEST)

National Members

- Alberta Research Council
- Alterna Energy
- Bob Hawkesworth
- Borden Ladner Gervais LLP
- Canadian Gas Association
- DDACE Power Systems
- Ecotility
- EMF Technical Services
- GE Jenbacher
- GeomatIKa Information Systems
- Lakeland College
- Municipality of Chatham-Kent
- New Energy Corporation
- Northwest Territories Power Corporation
- Portfire Associates
- Sunmotors International Ltd
- Sustainable Energy Technologies

Canada is capable of becoming a world leader in Decentralized Energy (DE). WADE Canada has launched a number of national and regional commitments that will secure our role in advancing Canada's global competitive advantage.

WADE Canada's 2009 budget is \$550,000. In addition to memberships and private sector funding, WADE Canada is financially supported by public funds.

OPERATIONS

WADE Canada's administrative offices and headquarters are located in Calgary, Alberta.

3608 33 Street NW
Calgary, Alberta T2L 2A6

We officially opened our Québec office in January 2009 allowing us a closer connection to industry stakeholders in Eastern and Atlantic Canada.

Suite 202, 3575 Blvd St Laurent
Montreal, Québec H2X 2T7

Website: www.wadecanada.ca

The following page is a graphic summary of the core components of our business plan.

VISION
 AN ENERGY FUTURE WHERE SUSTAINABLE, AFFORDABLE, RELIABLE AND CLEAN DECENTRALIZED ENERGY TECHNOLOGIES ARE DEPLOYED IN COMMUNITY DRIVEN MARKETS AND ENABLED BY PROGRESSIVE POLICIES AND LEGISLATION.

