



*The SAAEP is a partnership between Economic Development Lethbridge, SouthGrow Regional Initiative and Alberta SouthWest Regional Alliance to promote this region as a leader in alternative energy production and manufacturing.*



## Green Growth Plan - Project Overview

As a result of analysis and strategic development, and at the recommendation of the Advisory Committee, the SAAEP has elected to implement the Green Growth Plan (GGP). Broadly, the GGP is considered to be a regional capacity building strategy that will:

- Analyze the regions capacity for development of this new industry.
- Identify potential opportunities and barriers regarding the development and application of sustainable alternative energy systems and businesses.

To gather this information, the Green growth plan will focus around a multi-stakeholder public consultation process that will gather information about the regions protection priorities. Up to ten public meetings will be hosted in the member municipalities and targeted sessions will be conducted with both industry stakeholders and government bodies, in order to gain their own special insight into this new field. The conversation at every meeting will focus on identifying and discussing our Protection Priorities.

**Protection priorities are defined as those existing assets that a community wants to protect or maintain, so that they can continue to experience the same or better quality of life.**

This discussion outline was previously applied very successfully by the EUB at the Battle River Study (Nov 2006) and will deliver on the desired outcomes of this project.

### **Desired Outcomes**

While considering the four foundations of sustainability; social, economic, cultural and environmental, the desired outcomes of the GGP are to:

- Define the protection priorities for the region.
- Provide recommendations on how to address the protection priorities as identified
- Recommend business planning strategies and tactics that industry can apply to recognize and respect those protection priorities
- Provide recommendations for government regarding policy and regulatory approvals
- Provide recommendations for communities on how to be effective in developing green growth.

The final report will capture the feedback and thoughts of all residents that attend the community meetings. After review by the SAAEP advisory committee and the three sponsoring boards of the SAAEP, results will be released to the general public for their consideration as appropriate. It is expected that the sponsors of the GGP may recommend further action once the report has been reviewed. At that time the sponsors may also determine how best to implement those recommendations so as to ensure the opportunities identified are not lost.

### **Project Timelines**

Key project timelines are set around the implementation of the public consultation events as follows:

|        |               |                              |
|--------|---------------|------------------------------|
| Apr-24 | Vulcan        | Royal Canadian Legion        |
| Apr-25 | Claresholm    | Claresholm Lodge             |
| May-01 | Taber         | Heritage Inn                 |
| May-02 | Warner        | Elks Hall                    |
| May-08 | Coaldale      | Community Centre             |
| May-09 | Blairmore     | Blairmore Lions Club         |
| May-15 | Pincher Creek | Pincher Creek Town Office    |
| May-16 | Cardston      | Civic Centre                 |
| May-22 | Lethbridge    | Lethbridge Lodge, Cedar Room |
| May-23 | Lethbridge    | Lethbridge Lodge, Cedar Room |

A comprehensive media plan will be implemented to encourage all residents of the region to attend.

### **Project Funding**

The implementation of the GGP is one of four projects that will be implemented by the SAAEP in this phase of the initiative. The other three projects are:

- A bio-diesel feasibility study, being managed by project partner BFuel Canada Corp.
- A feasibility study re ethanol production, focused on the use of wet distillers grains, the role of sugar beets in ethanol production and the economics of consumer up-take and distribution networks.
- A “waste-to-energy” report that explores the economics of turning ag by-products such as manure, animal carcasses and SRM’s, into energy.

The SAAEP has been awarded a \$300,000 grant under the Federal government's Biofuels Opportunities for Producers Initiative (BOPI) to support the execution of these projects. Financial support for the grant application was also received from 12 area agriculture producers as well as from SAAEP corporate sector partner, BFuel Canada Corp.

# SAAEP Backgrounder

The objective of the SAAEP is to facilitate the development of alternative energy systems and attract corresponding businesses.

This focus results from our available natural resources, existing expertise and established developments. The initiative will focus on three streams of alternative energy:

–Solar/Geothermal

–Wind

–Bio-Energy (including bio-fuels, bio-mass and waste to energy)

## **Regional Partnership**

The three SAAEP partners; Economic Development Lethbridge, SouthGrow Regional Initiative and Alberta SouthWest Regional Alliance; represent 37 municipalities in the southwest and southcentral regions of the province. All three organizations have defined strategic objectives towards this initiative within their respective business plans.

## **Four Foundations of the Initiative**

The SAAEP is built on four foundations:

1. Opportunity
2. Goal
3. Method & Focus
4. Benefits & Outcomes

### 1. Opportunity

Within each of the three organizations, discussions on strategic economic directions identified Alternative Energy as a priority. Developing these systems in our region allows for

- The opportunity to build on our natural strengths and resources
- Our local economies to fill the gap in the provincial energy economy

This direction is further supported by the growing industry and government interest as well as public concerns over global energy costs and environmental issues. These findings are directly in alignment with recent recommendations made by the Canada West Foundation regarding new sustainable opportunities for Alberta.

### 2. Goal

“To be a global leader in alternative energy production and manufacturing.”

### 3. Method & Focus

In order to assume that leadership role, it is vital to have industry investment and success – this is where the SAAEP must focus its efforts. Government funding can stimulate and support the process, but industry must lead the development. As a result

of the industry investment, momentum for increased education and awareness will build. Building industry production and manufacturing will also support opportunities for local applications of alternative energy in our communities, homes and businesses.

#### 4. Benefits & Outcomes

Investment in alternative energy projects will result in many other global, societal and economic benefits for all residents, which include:

- Minimizing the region's environmental footprint
- Contributing to provincial, national and global efforts to reduce negative environmental impacts (i.e. greenhouse gases, etc.)
- Our region can be recognized as an international leader in alternative energy cluster development
- The development of demonstration sites for other communities, sites which will begin to create sustainable, renewable energy sources

As we build the kind of environment where this new industry can flourish, we are also building sustainable futures for our communities. From a purely economic standpoint new profitable businesses will result in a higher tax base, which in turn allows other community-building initiatives to grow.

**Economic Development is the process of creating the right environments in which balanced growth can occur, increasing prosperity in the community.**

Adapted from the AED definition of economic development.

#### What Industry Needs

If then, our focus is on creating the right environment to support a profitable new alternative energy industry, then it is important that we understand what industry needs from that environment. Some of those elements include;

- Public awareness, understanding & education
- Market demand
- Network of supporters & partners
- Industry-friendly policies & support
- Relevant data & info
- Supplier & product development
- Innovative research & development
- Qualified labour source
- Access to investment & financing
- To be invited and engaged

### **The SAAEP Advisory Committee**

The SAAEP advisory committee was formed in the fall of 2006 to provide guidance and support in the development of this initiative. As a result, 15 representatives from the region focus their proceedings on five key areas:

- Review information on alternative energy opportunities and strategies specific to bio-energy, wind and solar energy
- Identify barriers to development and recommend political lobbying strategies to support the growth of this sector in the region
- Identify specific growth opportunities and make recommendations on developing industry interest
- Recommend public consultation strategies to enhance broad-based awareness and understanding of the benefits and opportunities for developing alternative energy systems
- Encourage local applications of alternative energy opportunities both at the municipal and individual stakeholder level.