

**BUILDING
THE RENEWABLE
ENERGY MARKET**
IN NORTH AMERICA

**HACIA UN
MERCADO DE
ENERGÍA RENOVABLE**
EN AMÉRICA DEL NORTE

**BÂTIR LE MARCHÉ
DES ÉNERGIES
RENOUVELABLES**
EN AMÉRIQUE DU NORD



28–29 October 2004

Delta Montreal
475, avenue President Kennedy, Montreal

**A meeting to bring industry, government officials,
international investors and NGOs together to recommend how
best to meet the challenges faced by the renewable energy
market and to help develop partnerships among the participants**



BUILDING THE RENEWABLE ENERGY MARKET IN NORTH AMERICA

THURSDAY, 28 OCTOBER 2004

8:00 – 8:30

Registration

8:30 – 8:45

Welcome and opening remarks

Salon Opus I



William Kennedy
Executive Director, CEC



Chantal Line Carpentier
Head, Environment,
Economy and Trade Program, CEC



Donna Tingley
Chair of the Joint Public Advisory Committee, CEC

8:45 – 10:20

Setting the context

Salon Opus I

Many energy-related meetings have taken place in the past year or so—the WGA Summit, NAFI, Pollution Probe Workshop Series, Bonn, to name a few. From these meetings and the CEC's work, it is clear that not only is the industry willing to produce renewable energy, but also consumers (industrial and residential) are interested in buying it and financial institutions are willing to invest in it. However, some key technical and financial barriers need to be addressed before the market can operate efficiently.

Chair:



Ken Ogilvie
Executive Director, Pollution Probe
Pollution Probe and Summerhill Group hosted a series of workshops across Canada to discuss the requirements for development and promotion of green power on Canada.

Panel:



Norbert Gorissen
Head of Division for International and EU Affairs of Renewable Energies, Ministry for the Environment, Nature Conservation and Nuclear Safety. Germany Forging North American Energy Security Outcomes from International Conference for Renewable Energies in Bonn



Christine Fréchette
President and Executive Director, North American Forum on Integration (NAFI)
Forging North American Energy Security



Ismael Aníbal Nuño Ucaranza
Country Energy Coordinator, IBM Corporation
Overcoming Renewable Energy Production and Sourcing Constraints in Mexico: Lessons from the Other NAFTA Partners

10:20 – 10:40

Sustainable coffee break

10:40 – 12:30

Country perspective
and potential for renewable energy

Salon Opus I

Chair:



Scott Vaughan
Director of Unit for Sustainable Development and Environment,
Organization of American States

Panel on country perspective:

Mexico:

M.C. Juan Rafael Elvira Quesada
Undersecretary for Development and Environmental Standardization, Secretariat of Environment and Natural Resources (Semarnat), Mexico

United States:



Bob Dixon
Senior Executive Board Member,
US Department of Energy

Canada: (keynote address during cocktail)

Panel on potential for renewable energy:



Ralph Overend
Research fellow,
National Renewable Energy Laboratory



Martin Tampier
Consultant,
Clean Air Renewable Energy Coalition

12:30 – 14:00

Lunch and keynote address

Salon Opus II



Ing. Carlos Domínguez Ahedo
Director General National Commission
for Energy Conservation (Conae), Mexico

14:00 – 15:30

Breakout sessions

Three sessions / 25-30 people each. Objective: come up with recommendations / steps forward / goals. A panel of 2 or 3 people in each session will present the context / barriers, to be followed by discussion. Each group will choose a rapporteur to share conclusions with the whole group the next morning.

Salon Concerto

1. Financing renewable energy

- What are the financial challenges?
- How can we address them?
- What are the opportunities?

Moderator:

Ann Bourget
JPAC member

Panel:



Scott Storment
Senior Officer, Project Development—
New Sectors, NADBank



Matthew Kiernan
Chief Executive,
Innovest Strategic Value Advisors

Salon Opus I

2. Taking advantage of existing measures and policies

- Are existing measures and policies adequate?
- How can we build an efficient market for renewable energy certificates?
- How can we take advantage of international investment in renewable offset projects?

Moderator:

Nelly Correa
JPAC member

Panel:



Jan Hamrin
Executive Director,
Center for Resource Solution



Tom Kerr
Chief, Energy Supply and Industry Branch,
US Environmental Protection Agency



Ubaldo Inclan
Director of Renewable Energy and Environment,
Energy Secretariat (Sener), Mexico

Salon Ravel

3. Connecting producers to buyers

- What is missing for a better connection between producers and buyers?
- How is the market evolving?
- What are the next generation products?

Moderator:

Dinkerrai Desai
JPAC member

Panel:



Craig Hanson
Senior Associate,
World Resources Institute



Scot Case
Director of Procurement Strategies,
Center for a New American Dream



Theresa Howland
Manager, Green Energy Marketing,
Vision Quest Windelectric

15:30 – 16:00

Sustainable coffee break

16:00 – 17:30

Breakout sessions – cont'd

18:00 – 19:30

Cocktail and keynote address

Salon Opus II

Cocktail courtesy of JPAC



Honorable Stéphane Dion
Minister of Environment Canada



FRIDAY, 29 OCTOBER 2004

8:30 – 9:00 Breakfast and keynote address

Salon Opus I


Dr. Juan Mata
Director General of Research, Technology Development
and Environment, Energy Secretariat (Sener), Mexico

9:00 – 10:30 Utility regulatory policy: What can be done?


Salon Opus I

- What are the critical utility regulatory barriers that still remain to additional renewable energy development?
- Are there models that allow wind and other intermittent resources to participate equally with traditional generation sources in generation and transmission planning?
- Are there special tariffs that need to be considered for intermittent resources?

Chair:  **Dale Marshall**
Energy Policy Analyst,
David Suzuki Foundation

Panel:  **Ted Ferguson**
Vice President,
The Delphi Group

George Sterzinger
Executive Director,
Renewable Energy Policy Project

 **Jorge Huacuz**
Renewable Energy Manager,
Institute for Electricity Research (IIE), Mexico

10:30 – 10:45 Sustainable coffee break


10:45 – 12:30 Recommendations from breakout sessions

Salon Opus I

Chair:  **Chantal Line Carpentier**
Head, Environment, Economy and Trade Program, CEC
(15 min. presentation; 15 min Q&As for each session)

12:30 – 14:00 Lunch and keynote address

Salon Concerto

 **Thomas J. Mulcair**
Minister of Environment, Québec

14:00 Adjourn and wrap-up

The CEC and renewable energy

Energy is one of the sectors with the greatest direct environmental impacts, and electricity generation and distribution continue to expand in the NAFTA region. Energy efficiency, along with the use of renewable energy and cleaner conventional fuels, can reduce the impacts. The CEC has been working for years to help people better understand how energy use can affect air quality and health. We have also been looking for opportunities to help people find and use “greener” energy. Across the continent we have helped develop market-based mechanisms improve demand for renewable energy. We will continue to increase public awareness and document the environmental impacts of new low-impact, renewable energy technology.



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