

For Immediate Release
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BRIGHT FUTURE FOR ROOFTOP SOLAR OPPORTUNITIES

(Mississauga, ON) – When it comes to renewable energy sources, the future looks bright for rooftop solar in Ontario.

A study released by Partners in Project Green (PPG) today identifies common barriers slowing the widespread adoption of rooftop solar projects in the commercial and industrial sectors – and the potential solutions needed to address the problem.

“Rooftop solar is an important part of Ontario’s renewable energy equation,” said Chris Rickett, Senior Project Manager with PPG. “Through this study, we’ve been able to identify solutions that minimize the risk for local businesses looking to take advantage of rooftop solar opportunities.”

Formed in 2008, PPG consists of a number of like-minded organizations working together to help local businesses ‘green’ their bottom line through the creation of an internationally-recognized Pearson Eco-Business Zone and PPG’s rooftop solar initiative is the latest move to do just that.

With the support of Enersource Hydro Mississauga (EHM), the Region of Peel, Toronto and Region Conservation Authority and the Greater Toronto Airports Authority, the study is the first of its kind in Ontario.

“Enersource has a responsibility to do more than just keep the lights on – it’s our job to make sure customers are kept informed when it comes to technology changes in the marketplace,” said Dan Pastoric, PPG Steering Committee Member and Executive Vice President & Chief Operating Officer of EHM.

Through workshops, market interviews and industry research, the study revealed that most challenges fell into four common categories: economic, legal & policy, institutional knowledge and technical.

To overcome these hurdles and encourage local businesses to embrace rooftop solar, the study recommends that groups like PPG must facilitate a better understanding of rooftop solar by:

- Finding new ways to communicate & educate the public;
- Improving access to legal information & templates;
- Identifying service providers & sources of financing;
- Clarifying policy and regulatory framework; and
- Showcasing & using successful pilot projects as models.

To review the full report online, go to:

<http://www.partnersinprojectgreen.com/files/PPG%20Rooftop%20Solar%20Study.pdf>

For businesses interested in learning more about the benefits of rooftop solar, PPG is presenting a half-day information session on Tuesday June 1, 2010. The event will provide an overview of Ontario’s Feed-In-Tariff (FIT) process, tips for getting started and an opportunity to hear some local rooftop solar success stories!

For more information on this event, please contact Jennifer Taves at: jtaves@trca.on.ca. To register online, go to: www.partnersinprojectgreen.com/rooftopsolarworkshop

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