

# Join the BRC-Canada Community

## Simplify and accelerate renewable energy procurement

There is a growing trend in Canada for corporations and institutions to purchase renewable energy directly from developers in a practice called *off-site non-utility procurement*. This allows buyers to meet carbon compliance requirements or sustainability targets, and has the potential to hedge electricity costs and contribute to local economic development.

**Offsite non-utility procurement** refers to the acquisition of off-site renewable energy, along with associated environmental attributes, by corporate entities and other non-utility buyers such as universities or government agencies. This procurement is commonly achieved by way of virtual power purchase agreements (VPPAs).

**Alberta is the perfect place in Canada** for such non-utility renewable energy procurement. The province is rich in natural resources, including wind and solar, with an experienced energy sector. Alberta also has a deregulated electricity market that gives buyers the flexibility to enter into contracts directly with energy developers.

## What is the Business Renewables Centre Canada?



### Generating awareness in the industry

We are a community where buyers can learn how to source renewable energy directly from renewable energy project developers.



### Building a strong community

We make it easier to enter the renewable energy market by sharing the hard-earned lessons of early adopters.



### Creating effective tools and services

We provide tools to help first-time buyers make informed decisions, and complete deals more quickly, easily and cost effectively.

**BRC-Canada is a community where businesses can learn how to source renewable energy directly from developers.** BRC Canada is a non-profit initiative seeking to catalyze the market for non-utility procurement in Canada to grow renewable energy development in the country.

**The community has over 45 participants — and growing.** Our spring and fall webinar series regularly attract several hundred attendees from a diverse range of companies, non-profits and government or municipal organizations.




**BRC-Canada makes it easier for corporations to enter the renewable energy market** by raising awareness and understanding about the procurement process and sharing lessons from active players. We publish primers and guides, host networking and training opportunities and provide access to ongoing market intelligence.

**These tools, resources and guidance help first-time buyers up the learning curve** so that they successfully complete their deals faster, easier, and more cost effectively.

# Why should I be interested?

Community participants have access to an expanding suite of tools and resources, BRCC-exclusive events, training and networking opportunities. Participants are categorized as either **BUYERS**, **INTERMEDIARIES** or **DEVELOPERS** at **GOLD**, **SILVER**, or **NON-PROFIT** levels.

The non-profit participation category was established in 2022 to enhance access, equity and inclusion. If you are unsure whether your organization qualifies for this category, please email [info@businessrenewables.ca](mailto:info@businessrenewables.ca).\*

BUYERS	INTERMEDIARIES	DEVELOPERS
<p>Non-utility corporations and organizations</p>  <p><b>BRC-Canada participation gives your company a head start in corporate renewables procurement</b></p> <p><b>LEARN</b></p> <ul style="list-style-type: none"> <li>Gain access to tools, templates and training that <b>simplify the PPA process</b></li> <li><b>Find out</b> if off-site procurement is for you.</li> <li>Access to impartial resources and events allows you to <b>build your strategy on your timeline</b>, understand the options, and ask experts the right questions</li> </ul> <p><b>ENGAGE</b></p> <ul style="list-style-type: none"> <li><b>Build relationships</b> with other buyers, developers and industry experts to support your overall energy goals</li> <li>Attend <b>buyers-only events</b> to ask questions and learn about corporate procurement in a pressure-free setting</li> </ul> <p><b>ACCELERATE</b></p> <ul style="list-style-type: none"> <li><b>Connect with experienced buyers</b> to share insights and learn about procurement structures and best practices</li> <li>Leverage the <b>community's collective knowledge</b> to achieve your clean energy goals faster and more efficiently</li> </ul> <p><b>AMPLIFY</b></p> <ul style="list-style-type: none"> <li><b>BRC-Canada shares your successes:</b> in the press, online and with business leaders around the world</li> </ul>	<p>Service providers and project financiers</p>  <p><b>SILVER LEVEL</b> \$5,000/YEAR</p> <p><b>GOLD LEVEL</b> \$10,000/YEAR</p>	<p>Developers and builders of energy projects</p>  <p><b>SILVER LEVEL</b> \$10,000/YEAR</p> <p><b>GOLD LEVEL</b> \$20,000/YEAR</p>
<p><b>BRC-Canada participation puts your company at the center of Canada's corporate offtake market with access to an expanding community of buyers</b></p> <p><b>NETWORK</b></p> <ul style="list-style-type: none"> <li>Gain <b>direct access</b> to an ever-growing community of prospective buyers</li> <li>Network with <b>corporate decision-makers</b></li> </ul> <p><b>LEARN</b></p> <ul style="list-style-type: none"> <li><b>Find out</b> what buyers are looking for and how to work with them</li> <li>Gain access to tools, templates and training that <b>simplify the PPA process</b></li> <li><b>Stay up-to-date</b> on the latest market developments, transactions structures and industry trends</li> </ul> <p><b>SHARE</b></p> <ul style="list-style-type: none"> <li><b>Share your leadership and expertise</b> at both public and BRCC-exclusive events (by invitation)</li> <li><b>Provide input and feedback</b> for tools and resources, and share case studies that increase the community's knowledge and accelerate the growth of Canada's corporate renewables industry.</li> </ul> <p><b>AMPLIFY</b></p> <ul style="list-style-type: none"> <li><b>Showcase your company's projects</b> and services to the buyer community</li> <li><b>BRC-Canada shares your successes:</b> in the press, online and with global business leaders</li> </ul>		
<p><b>SILVER LEVEL</b></p> <ul style="list-style-type: none"> <li>Access to BRCC-exclusive resources, products and tools</li> <li>Access to BRCC-exclusive events</li> <li>Some sponsorship, speaking and co-marketing opportunities</li> </ul> <p><b>NON-PROFIT LEVEL*</b></p> <ul style="list-style-type: none"> <li>Access to BRCC-exclusive resources, products and tools</li> <li>Access to BRCC-exclusive events</li> <li>Some sponsorship, speaking and co-marketing opportunities</li> <li>Participation on board committees, when available</li> </ul> <p><b>GOLD LEVEL</b></p> <ul style="list-style-type: none"> <li>Access to BRCC-exclusive resources, products and tools</li> <li>Access to BRCC-exclusive events</li> <li><b>Priority sponsorship, speaking and co-marketing opportunities</b></li> <li><b>Opportunity to be featured in spotlights and case studies</b></li> <li><b>Fill a seat on the BRCC board</b> (if available)</li> </ul>		
<p><b>SILVER LEVEL</b> \$5,000/YEAR</p> <p><b>GOLD LEVEL</b> \$10,000/YEAR</p> <p><b>NON-PROFIT LEVEL</b> \$2,500/YEAR \$1,000/YEAR FOR STUDENT GROUPS FEE WAIVED FOR INDIGENOUS ENTITIES</p>		

\*The non-profit level welcomes Indigenous organizations, First Nations, Métis and Inuit communities, government agencies, renewable energy co-ops, youth and student organizations, and post-secondary institutions.

## GOLD PARTICIPANTS

amazon

BluEarth<sup>™</sup>  
RENEWABLES

bullfrogpower<sup>®</sup>  
A SPARKPOWER COMPANY

Capital Power  
RESPONSIBLE ENERGY  
FOR TOMORROW

Cargill<sup>®</sup>

Cassels

Edmonton

Direct Energy.  
Renewable Services

edf  
renewables

EY  
Building a better  
working world

GREENGATE

IBM

Level10  
Energy

MARATHON CAPITAL

Marriott  
INTERNATIONAL

POWER  
ADVISORY

RBC

res<sup>®</sup>  
power for good<sup>®</sup>

Starbucks<sup>™</sup>

TC Energy

TELUS<sup>®</sup>

## SILVER PARTICIPANTS

ABO  
WIND

AMBLE  
VENTURES

boost  
ENERGY VENTURES

CAPSTONE  
INFRASTRUCTURE

Celestica<sup>™</sup>

elemental  
energy

EDISON  
energy<sup>®</sup>

DP ENERGY

ENGIE

Evolugen  
by Brookfield Renewable

Greenplanet  
ENERGY ANALYTICS

BIMBO  
CANADA<sup>®</sup>

HIVE  
ENERGY

HSBC  
Bank

HUT 8<sup>™</sup>

Kiewit

Labatt

MAPLE  
LEAF<sup>™</sup>

NORTHLAND  
POWER

Nutrien<sup>™</sup>

OXFORD

Pattern

PURPOSE

RWE

TOWN OF  
Banff

Town of  
CANMORE

WESTBRIDGE  
ENERGY CORP

An initiative of the  
PEMBINA  
institute

BUSINESS  
RENEWABLES  
CENTRE  
CANADA

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