

# The Power of Community

## *The Role of Ownership in Social Marketing of Wind Projects*

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“Your own pigs don’t stink”

– Paul Gipe, 2007, Truro, Nova Scotia

## Outline

- CEDIF Structure
- The Scotian WindFields organizations
- Benefits of Local Ownership
- Lessons Learned
- Plans for the Future
- Recommendations



## Community Economic Development Investment Funds

- A CEDIF is a pool of capital, formed through the sale of shares (or units), ***to persons within a defined community***, created to ***operate or invest in local business***.
- Government initiative involving the ***Departments of Finance, Economic Development and the Securities Commission*** providing incentives for local business development through ***RRSP eligibility and equity tax credits***
- *Nova Scotians invest 660 million dollars/yr in RSP contributions. Less than 2% is invested back into Nova Scotian businesses.*

## CEDIF Initiative con't

- The corporation or association is incorporated
- 6 of maximum of 12 directors are from the community
- A minimum of 25 investors
- Raise an initial minimum of 100k
- No investor may own more than 20%
- 25% of wages & salaries are paid in Nova Scotia
- Assets of less than 25 million



# The Scotian WindFields Family

Each of the active local WindFields have invested in **Scotian WindFields Inc**, to develop renewable energy projects



## Benefits of Community Ownership

- Increased economic prosperity and employment
  - Five times greater than “absentee” ownership\*
  - Stable and affordable source of energy to support local businesses
- Increased community input and consultation
- Greater acceptance of development
- Community members are both customers and voters



\*Ontario Sustainable Development Association - 2007

## Benefits of Community Ownership

- Many examples of beneficial local relationships
  - Municipal and Provincial Governments
  - Land Lease Opportunities and Tactics
  - Experienced Contractors and Consultants
  - Advocacy
  - Business Development





## Lessons Learned

- Local participation in management can be limited
- Getting the message out in a cost effective manner
- Trying to change the system
- “It’s like herding cats...”



## Moving Forward

- 30MW Digby Wind Park – PPA with NS Power
- Embedded Generation
- On-site turnkey installations
- Expansion into Solar Thermal
- Pioneering new technologies
  - Satellite wind testing
  - VRB Flow Batteries



## Recommendations

- Developers
  - Seek out and encourage local ownership
  - Find local champions for every project
- Government and Regulators
  - set community ownership goals
  - Promote distributed generation
  - Simplify the interconnect/tendering process

Thank you... Any Questions?  
[www.scotianwindfields.ca](http://www.scotianwindfields.ca)

