



Clean Energy Frontier Program

A STRONG, HEALTHY FUTURE STARTS RIGHT HERE

The Clean Energy Frontier Program (CEFP) seeks to demonstrate the critical role of the tri-county region of Bruce, Grey and Huron in achieving a net-zero economy and clean energy future in Ontario and across Canada while building on existing networks and infrastructure as Canada's Clean Energy Frontier.

The program is the successor to the *Nuclear Economic Development and Innovation Initiative* which was successful in attracting more than 60 clean energy companies to the region. While attracting new nuclear supply chain companies to the region will no longer be the central focus of the CEFP, fostering and maintaining positive relationships with existing supply chain companies in the region will be a critical element of the program's success.

Clean energy production is critical as we work towards a net-zero economy. The industry creates good jobs, drives economic growth and produces medical isotopes that are used - among other benefits - for cancer detection and therapies that save lives in Canada and around the world. The tri-county region has a unique history as a frontier for clean energy development – it's time for the rest of the province to hear our story.

The CEFP's overarching goal is demonstrate to the rest of Ontario and Canada that...

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Overview

As we seek innovative solutions to combat climate change and recover from the effects of COVID-19, the tri-county region of Bruce, Grey and Huron has an opportunity to build on existing strengths as Canada's Clean Energy Frontier. The truth is, the region has what the rest of Ontario and Canada needs: expertise and strong local leadership combined with clean, reliable, Ontario-made energy needed to build towards a robust, net-zero economy.

The focus of the CEFP is twofold:

1. The program will **promote** the region as Canada's Clean Energy Frontier and **educate** residents, businesses, non-governmental organizations, and decision-makers locally and outside region on the critical role that the Clean Energy Frontier plays in creating a clean energy future.
2. The program will also **maintain** and **support** existing clean energy businesses in the region and **recognize** the significant role they play in achieving a clean energy future and creating a strong local economy while also proactively working to **identify** new areas of opportunity and **enable** the region to capitalize.

The work of the CEFP will continue to be supported by a Regional Steering Committee consisting of a broad range of members including municipal and provincial government representatives, local non-governmental organizations, and other key stakeholders. This program has been built with their support and input. It is a collaborative exercise based on local expertise.

Based on the feedback of members of the Regional Steering Committee, the CEFP's key areas of will include:

- **Promote** the tri-county region of Bruce, Grey and Huron as Canada's Clean Energy Frontier through digital storytelling and other strategies to targeted audiences outside the region.
- **Educate** the general public in the region and across Canada of the critical role played by the Clean Energy Frontier in meeting climate change and economic goals while **building** new networks of support to **achieve policy certainty**.
- **Maintain and support** existing relationships with clean energy businesses in the region by actively **recognizing** their contribution to the region and province and **facilitating** local relationships to establish long-term local footprints.
- **Identify** and **enable** the region to take advantage of new and emerging clean energy opportunities like hydrogen technology and medical isotopes.