



SPRING IS IN THE AIR.

FROM THE DIRECTOR'S DESK

APRIL 2022

Spring is in the air. First signs of spring are popping up around us.

Robin sightings, small flowers emerging from the earth, rainy days that wash away the snow and before we know it, we'll be turning off the furnace, opening windows and diving into spring cleaning. It's also the time of year to book summer campsites, sign the kids up for camp and chart out the rest of our year.

On Friday, March 25, the Clean Energy Frontier Regional Steering Committee came together to review the plan for the rest of 2022. The Committee received an update on the program, including campaign plans, events and other activities. We used this time to share economic development ideas and discuss our clean energy future.

With the Committee's support, the Clean Energy Frontier program will be advancing a Collaborative Marketing and Outreach Campaign. It's important to note the plan will not advance in its entirety until Rural Economic Development provincial funding has been secured.



The Clean Energy Frontier program **continues to drive the conversation of electric vehicles and public charging infrastructure**. By working with the regional network group, comprised of Bruce, Grey, Huron, Wellington, Dufferin and Perth, NII is able to provide early insight to the group, leveraging its **Plugging In report (2021)** and other pending data.

483%
believe it's **DIFFICULT**
or **VERY DIFFICULT**
to get a charge in
BRUCE, GREY, HURON

In Q2, NII will **host a conversation to define the economic benefit of public charging** infrastructure and to understand challenges associated with the transition to electric vehicles. The Clean Energy Frontier program will be inviting tourism stakeholders, local distributors, Bruce Power Net Zero Inc. and other partners to the table.



DID YOU KNOW...

More than \$233 million is collected through this region's municipal tax because of the clean energy sector? The vast majority of this stays right here in Bruce, Grey and Huron counties.

Data from our tourism focused conversation, learnings from the regional network group and other infrastructure projects in the region will support **the development of Plugging In 2.0 (to be released in Q3).**

New opportunities continue to emerge in the Clean Energy Frontier region of Bruce, Grey and Huron, just like those tiny spring flowers on my front yard.



MAJOR SUPPLIERS IN 2022

The **Clean Energy Frontier** region grew from 13 suppliers five years ago, to **more than 60** today.



IMPORTANT DATES

APR 5	Electric vehicle marketing campaign presentations from Public Relations students
APR 5-7	Economic Development Council of Ontario Conference
APR 12-14	Canadian Nuclear Association (CNA) Conference
APR 13	Economic Impact presentation at the CNA Conference
APR 14	Delegation to Grey County Council
APR 21	Business After Hours hosted at NII, Saugeen Shores Chamber of Commerce
APR 28	Council of the Great Lakes Region panel discussion
APR 28	Presentation to the business community at the Hub in Ripley

IN CASE YOU MISSED IT

1

Great Lakes Economic Forum has [published an article](#) provided by the Clean Energy Frontier program. The article speaks to the Frontier region of Bruce, Grey and Huron, and the economic impact of clean energy.

2

[Ag 4.0.4 Conference](#), hosted by Grey County Economic Development was a success! The Clean Energy Frontier Program and the Centre for New Nuclear and Net Zero Partnerships presented at the conference, sharing update and insight into the Carbon Offset Coalition and other opportunities for the agriculture industry.

3

Catapult Grey Bruce has formed a Tech Network for Grey and Bruce tech professionals. Membership to the Catapult Tech Network is free, and you can [join online](#). Join this group for exciting networking opportunities, including an upcoming event with the Nuclear Innovation Institute.

4

CTV reporter Scott Miller stopped by NII in March to talk about growth in the region and the connection to clean energy. You can [watch the clip online](#).

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