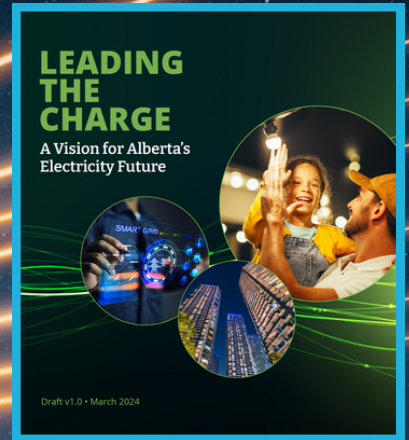


LEADING THE CHARGE

A VISION FOR ALBERTA'S ELECTRICITY FUTURE



DOWNLOAD THE VISION

From Current State to A Future-Fit Grid: Shifts Required

A future electricity system...

Maximizes customer choice

prioritizing responsiveness to customers' needs within the system, enhancing options and flexibility to meet changing electricity needs

Utilizes policy as an accelerant and catalyst

establishing long-term societal priorities, driving innovation and investment while ensuring stability through adaptable regulation and market design

Delivers more than just electrons

transforming users from passive customers into active participants, nurturing new entrepreneurship and business models, creating new efficiencies and potentially new income streams for customers who were once limited to a very narrow set of choices and actions

Enhances economic opportunity, investor confidence and job creation

positioning Alberta as an attractive destination for business, leveraging the potential to create new export revenue, as well as maximizing the longevity of Alberta's existing resources by enabling companies to reduce emissions while leveraging existing expertise and infrastructure

Reinforces resiliency through greater interconnection

facilitating multi-directional energy flows at many levels - from person to person, region to region, or nation to nation - and balancing supply and demand through advanced, distributed technologies

Solves for consistency and affordability

ensuring correct signals exist to respond to market volatility, creating predictable and equitable electricity rates due to healthy competition - thereby making energy poverty a rarity

Principles For Guiding Electricity Solution Pathways

Safe

Reliable

Optimize First

Diversify Solutions

Facilitate Equity

Adapt to Change

Embrace Environmental Integrity

foundational

additional