

## Guest Blog

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2020 May 28

SASKATOON - How can individuals, groups and businesses get behind collective initiatives to transition our society to clean energy? If this is a question that you have asked yourself from time-to-time, check out the SES Solar Co-operative.

The SES Solar Co-operative is an initiative, the first of its kind in Saskatchewan, that is providing some truly exciting and innovative ways whereby people can support a product that can help lower Saskatchewan's environmental footprint on a large scale and reduce greenhouse gases. So here's what the Solar Cooperative is all about, and the ways in which you can get involved.

Firstly, the SES Solar Co-operative is guided by a very clear set of goals. One, the SES Solar Cooperative seeks to produce power in an environmentally sound and socially just way. This is important, because this organization is on the side of the consumer, providing a viable solution to current energy production problems. Two, the SES Solar Co-operative is invested in reducing Saskatchewan's greenhouse gas emissions. Three, the SES Solar Co-operative is constantly looking for institutional, i.e. governmental, and technical practices that help to make the production of solar power easier and more accessible. Four, and finally, the SES Solar Cooperative promotes solar power, energy conservation, and other beneficial



**SES SOLAR  
CO-OPERATIVE**

renewable energy practices through public education. This organization represents the future of solar power in Saskatchewan.

At this point, you may be wondering, "How/why do I join the SES Solar Co-operative?" Joining in on the fun and supporting this initiative is not a difficult task, and actually requires very little investment of time. It all centres around the SES Solar Co-operative's share program, a truly innovative idea. If you purchase one, common share, valued at \$50.00, this covers your membership. If you combine this purchase with the purchase of a preferred share, valued at \$950.00, you have now covered the generating cost of almost 2 solar panels and their hookup to the grid. Just to recap, that's \$50.00 + \$950.00 = \$1000.00 + the

additional, perpetual, unceasing good vibes that you get from doing what is needed to help take care of the planet!

Although this is a great way to get involved, the truly interesting thing about investing in anything is the return on investment. As a shareholder, with one common share, and one preferred share, you will belong to the SES Solar Co-operative Ltd. Here is your first chance to be involved, in a meaningful way, in the direction of something as previously inaccessible as energy production.

Wait! It gets even better! The SES Solar Co-operative actually generates revenue for its members. "How?" you ask. By leasing the solar equipment to their partner businesses and non-profits. The partner pays the Solar Co-op a quarterly equipment lease payment – no more than what they would have otherwise paid for power.

Essentially you make your investment and then kick back and wait for the dividends to start rolling in. The Solar Co-op takes care of the hard parts of finding partners, sites and getting the solar panels installed.

The questions "Why solar?" and "Why now?" are also very important to ask. In Saskatchewan, we are very dependent on fossil fuels. The majority of our electricity comes from burning fossil fuels. The problem with this is that producing electricity in this way inflicts a lot of damage on the environment. An example of this is the coal fired power plant, just one of the many villains in the production of electricity. Unfortunately, coal fired

power plants supply 47% of Saskatchewan's electricity. So herein lies the problem. We need to get Saskatchewan off of fossil fuels, on to renewable energy, and moving toward a brighter future.

Though it is freezing cold most of the year, Saskatchewan gets a remarkable amount of sun. Actually, and ironically, Saskatchewan has more hours of sunlight than anywhere else in Canada, seeing an average of 2267 hours of bright sunshine every year. Those vast, great, wide-open, clear, prairie skies are actually one of our greatest resources. And, as solar power only emits a small fraction of the greenhouse gas pollution compared to that of coal and natural gas, it's important to utilize the power of Saskatchewan's sun. In this way, the shift toward solar helps to produce electricity in a manner that is better for the environment on multiple fronts.

It makes you wonder, what we are waiting for? Honestly, I don't know.

In addition to asking why questions, many people ask, "When?" The answer is simple, as the time is now. In order to react appropriately to the rising need for alternative forms of energy production, we need to start to invest in, and build, the infrastructure of the future. The SES Solar Co-operative has begun this work.

What's great about this, is that the more we invest in solar, the cheaper it becomes. As Saskatchewan relies more heavily on solar, and less on fossil fuels, the

implementation of solar power will be less costly.

Further still, as Saskatchewan takes steps in this direction, the opportunity to develop new infrastructure and technology, can lead to the creation of new industries and jobs, which translates to increased opportunities for generating wealth and security, also important resources during these uncertain times.

There are many ways for us to get involved and do our part making the world a better, more sustainable place. Beyond the daily ways we chip in, we can invest in organizations that contribute to more meaningful change on a larger scale. One such organization to consider investing in is the SES Solar Co-operative.

Run by extremely knowledgeable individuals, and governed in a way that ensures sustainable success, the SES Solar Co-operative is one way to invest your money in the future for generations to come; invest in tomorrow, today. 🌞

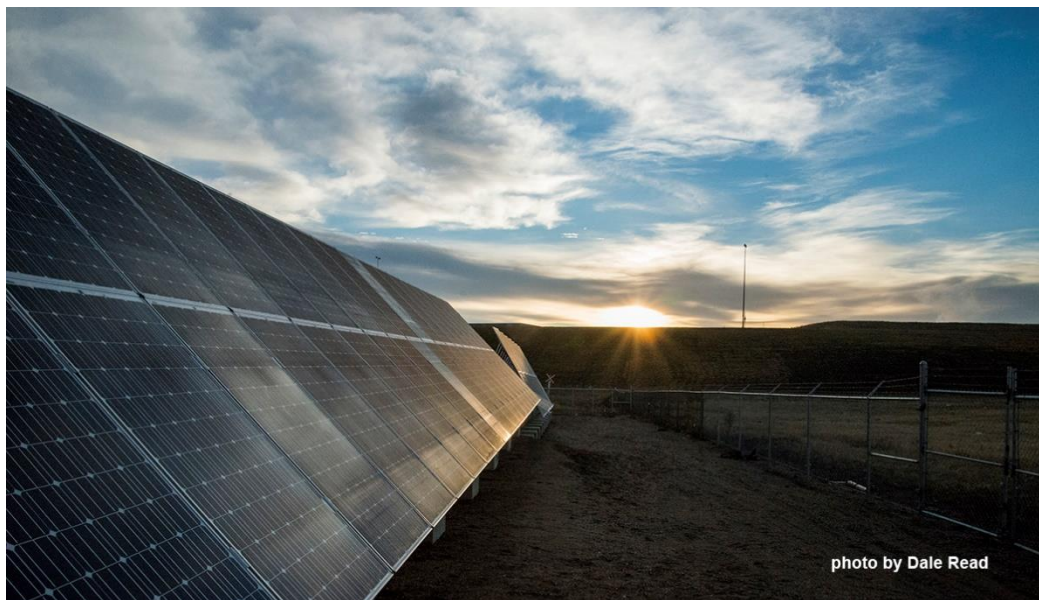


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