

# MEDIA ADVISORY



*Calgary, Alberta (September 26, 2017)* ... The Canadian Energy Research Institute will host the 2017 Electricity Conference here in Calgary on October 16-17 at the Telus Convention Centre. Members of the media are welcome to attend at no cost, but must pre-register using the button below.

## **Opportunities and Challenges to Greening Canada's Electricity Grid**

As Canada debates our move toward a lower carbon future, choices must be made. How much do we rely on traditional generation and the traditional grid? How far do we advance technologies and distribution networks? Can carbon capture and storage play a role in the new energy system? Will energy storage systems live up to promised performance? How do demand management and electric vehicles impact the overall demand?

These questions pose many challenges including affordability and investment; system integration and operation. Business models may need to change to meet these opportunities and challenges. Systems may include some elements of public and private ownership to properly allocate the risk and promote innovation. Will electrification of end use services meet our GHG emissions reductions targets? What will these electricity system changes cost? What options are available to ensure investments?

**Join CER to hear from an impressive line-up of speakers including  
Canada's Natural Resources Minister, The Honourable Jim Carr  
and  
Alberta's Energy Minister, The Honourable Margaret McCuaig-Boyd.**



View the full conference program: [2017 CER Electricity Conference Program](#)

**Register me for the CER 2017 Electricity Conference**