

2018 IESO Calendar Proposal

2018 Calendar Title

Shaping Ontario's Electricity System through Engagement and Collaboration (TBD)

Theme

This year's calendar will focus on various key engagements, collaboration efforts and relationships between the IESO with stakeholders, communities, and industry partners, aligned with the key audiences identified in the External Communications Strategy.

Overall key message: Engaging and collaborating with others is important to the IESO. Through seeking and acting on input from our communities, customers and stakeholders, the IESO can better operate and shape the electricity system and market for a clean, reliable and sustainable energy future for Ontario. The IESO's corporate themes will help inform specific content, where possible.

Design and Photography Direction:

The calendar will remain a vertical booklet wall calendar, with a main image in the page above, and the calendar dates on the page below. The inside front cover will introduce the theme and provide context to the monthly topic. We suggest that Peter Gregg include a quote or a short welcome message in the inside front cover [External Strategy – Objective 2: Establish a senior-level presence to be recognized as an industry leader and trusted advisor]. The design of the calendar should be consistent with the visual direction the website). Photos are landscape in orientation. We will need to fit a short quote and a description in the copy. The featured representative will be in the mid/background doing something (e.g., talking to someone, presenting, watching something – it is not intended to be a posed portrait shot), surrounded by their work environment or something that relates to their relationship with the IESO. See sample photography at the end of the document.

Design and photography direction to be confirmed through work with Q30 design.

Calendar Project Team

- John Cannella—Content development and sourcing photos
- Chantelle Valerio—Calendar design and sourcing photos
- June Too—Calendar design and sourcing photos

Work back Schedule

- Kick Off Meeting –September 14
- Q30 presenting design options – Week of September 25
- Final design option chosen – Week of October 2
- Research, Interview, Writing – Week of September 25 to October 30
- Photo research and Shooting – Week of September 25 to October 30
- First full draft to IESO for review – Week of November 6
- Second Draft to IESO for final approvals – Week of November 13
- Sign-off of Final Proof - Week of November 20
- Sign-off of calendar cover letter (targeted letters for specific recipient groups) – Week of November 20
- Calendar to go to Print - Week of November 27
- Mailing date - Week of Dec 11

Calendar Recipients

- IESO Staff
- Market Participants (LDCs, generators, etc.)
- Industry Associations
- Academia focused on energy (i.e., CUE)
- IESO Board of Directors
- IESO SAC
- IESO Technical Panel
- Local Advisory Committees
- Ministry of Energy Staff -- targeted list
- Chambers of Commerce (TBD)
- Mayors, CAOs, Reeves (TBD)

Print Volume: TBD

Total Cost (Approximate)

- \$50,000 (approximate cost is based on total cost from previous years and includes creative, printing and mailing costs). Photography expected to cost an additional \$20,000 (approximately) and is expected to be repurposed for other IESO products.

Proposed Themes /Photo Ideas

Each month will feature one individual representing that organization/collaboration/relationship. Copy will include the person's name, title and affiliation, a quote from the featured person describing how working with the IESO has impacted his/her industry/workplace, and a short description.

The stakeholders/ topics below are proposed options. Other ideas or suggestions are welcome.

<u>Idea</u>	<u>Stakeholder/ Industry Partner</u>	<u>Photo Idea</u>	<u>Topic/Theme</u>	<u>Key Message</u>	<u>Photo Source</u>
1	IESO SAC	One IESO SAC member at a meeting or at his or her office (Rachel Ingram, Mark Schembri or Brandy Giannetta).	Engaging and collaborating with stakeholders to inform our decision making	Customers, communities and stakeholders from inside and outside of the sector provide valuable input on factors that underpin the IESO's decision making process in all areas of its mandate.	Source a photographer and arrange a photo shoot at the upcoming SAC meeting (October 23). Susan Harrison has suggested the proposed SAC members to profile.
2	Local Advisory Committees	LAC member (e.g., BIA President) out in their community.	Regional planning and community engagement	The Regional planning process serves an important role within the changing, decentralized nature of the system. Local Advisory Committees are at the core of that process, enabling the IESO to receive advice directly from communities about their local views and preferences so these can be considered in the development of regional electricity plans.	Source a photographer and arrange a photo shoot. Ask Luisa Da Rocha which LAC member to profile.
3	Industrial Consumer	Energy manager at his/her company, industrial equipment in background	Benefits of Demand Response	Demand response enables consumers to manage their costs and earn revenue while providing additional flexibility to meet system needs cost-effectively.	Source photos from IESO marketing team or DR participant, or arrange a photo shoot. Ask Rob D. which DR participant to profile.

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4	Save On Energy For Business	An SOE for Business participant (small/local business).	Benefits to small businesses of SOE opportunities.	Taking advantage of SOE opportunities enables businesses to use energy more wisely, provide customers with a better experience and improves the bottom line.	Source a case study photo from IESO marketing team.
5	Indigenous Communities	Photo of a member of an Indigenous community at the upcoming symposium or of a member from a community who has taken advantage of IESO funding programs.	Active involvement of Indigenous communities in the sector.	The IESO actively works to enable Indigenous communities to participate in the electricity sector through various means and in a way that is consistent with their cultural and environmental values.	Source photo from Symposium Oct 25-26. Ask Tabatha's which Indigenous community/member to profile
6	ISO/RTO Council Member	Photo of a member of the ISO/RTO council in their IT room or in front of a transformer station.	Collaborating on cybersecurity to protect electricity system operations and critical information.	Working closely with the IESO, industry peers and government agencies to share information on cyber events and best practices are critical to help advance the physical and cyber security of the electricity infrastructure of North America.	Source photos from ISO/RTO member or arrange a photo shoot.

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7	Natural Gas Provider	A gas rep from Enbridge/Union in a home setting	Collaborating with natural gas providers to make it easier for customers.	Greater collaboration between gas utilities, the IESO and local distribution companies enables customers to conveniently access a comprehensive suite of energy-efficiency measures.	Source photos from IESO marketing team, natural gas provider or source a photographer and arrange a photo shoot.
8	Another ISO or NERC member	A control room operator of a neighbouring ISO in their control room	Working together to ensure reliability across North America.	Sharing a common set of standards that govern the reliability of our electricity system with neighboring jurisdictions is critical to ensuring a safe and reliable power system in Ontario and across North America.	Source photo from a neighbouring ISO or NERC.
9	Regulation Service Provider	Regulation Service Provider employee at the site of one of the company's projects.	Increasing need for more regulation services, which help the IESO maintain a reliability electricity grid	As Ontario's power system evolves to incorporate more variable generation, integrate new distributed energy resources and adapt to changing supply and demand patterns, more flexibility and additional ancillary services like regulation service are needed to maintain the power quality and reliability of the province's electricity grid.	Source photo from a regulation service provider or source a photographer and arrange a photo shoot.
10	IESO Rep or member of MRWG	In our control room or at a meeting with market participants.	Benefits of Market Renewal	Market Renewal is a collaborative effort between the IESO and its stakeholders to pursue enhancements to Ontario's electricity market that will address inefficiencies and lay a foundation that will prepare us for the electricity sector of tomorrow.	Source a photographer and arrange a photo shoot.

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11	Generator	Operator at a generation facility	Working with IESO market participants	With the changing electricity landscape including more different types of market participants and ways to participate, it is more important than ever before that the IESO hears from its various stakeholders and considers their input in its decision-making as it considers changes to the market..	Source photo from generator or source a photographer and arrange a photo shoot.
12	LDCs	LDC rep at the site of a DER project	Integration of DERs	The rapid growth of DERs is transforming the way conventional power systems are operating. Collaboration with LDCs and other stakeholders is critical to ensuring the IESO can effectively forecast and have visibility into DER activity, explore dispatching them through the electricity market, and benefit from the provision of reliability services.	Source photos from an LDC or source a photographer and arrange a photo shoot.
13	Data Strategy Advisory Council (DSAC) Member	DSAC Member at SME data repository	Leveraging the value of smart meter data	The IESO and stakeholders are working to leverage the value of smart meter data within the MDM/R by making it available to third parties, which will enable the development of innovative consumer products and services.	Source photos from a third party LDC or source a photographer and arrange a photo shoot. Ask Sorana which DSAC member to profile.
14	Academic Institution affiliated with IESO	Centre for Urban Energy(TBD)	Innovation	The IESO fosters innovation within Ontario's electricity system, helping to put the province at the forefront of energy advancement through the integration of new technologies, such as smart grids, smart metering and storage, and investment in new concepts in conservation and demand-side management.	Source photos from an academic institution or source a photographer and arrange a photo shoot.

Sample Photography Styles

These are not representative for our sector, but should only be used as sample of styles we could adopt.



When the photographer is out on a shoot, s/he should take both a shot for the calendar (priority), and an environmental shot (for possible other purposes).