
APS1013 Applying Innovation in Engineering – Final Team Projects, Fall 2012**Assessment of Major Government Policies Regulating the Renewable Energy Market**

Our client provides sustainable solutions to the renewable energy sector. Through this project we provide strategic advice about their product's market penetration in Ontario's housing sector, and project their potential market penetration till year 2020.

We have assessed the major government policy regulating the renewable energy market, followed by conducting thorough energy requirements & market analysis of Ontario. Owing to considerably low socio-economic public involvement/participation in renewable energy, the factors dictating public's perception of renewable energy were scrutinized. Our study concluded by offering strategic advice on marketing strategy, process flow implementation and SWOT analysis. We did not assess our client's financial goals and accounts. As an agreement, the project was deemed as academic exercise, and company accounts, business plans, organization structure and employees' interviews were inaccessible.

The study was conducted from January 2013 through April 2013, leveraging number of proprietary methodologies/tools learnt in the APS1013 course. Key academic and government literature was examined, three client meetings and three internal meetings were held and documented. Our proposals and suggestions were reviewed APS1013 class-mates via a 30 minute oral presentation.

Ontario's microFIT renewable energy capital seeding initiative will phase into a non-profit making program, leading to availability of growing market of renewable energy system consumers by 2016. We described some of the collaborative initiatives which will promote greater integration of renewable energy products in the future.

Two key recommendations are proposed. One, the client has enough time to establish a strong marketing and implementation plan. Two, Product order-to-delivery process flow plans need to be designed and carefully implemented in stage-specific manner to meet projected market demands (nationally and internationally). Both these initiatives fall under four broadly classified sections:

1. Marketing
2. People perception
3. Process Flow
4. Product innovation