

**The McNeil Centre for Applied Renewable Energy (CARE)**

The McNeil Centre for Applied Renewable Energy (CARE) at Concordia University of Edmonton (CUE) is excited to announce the [McNeil Renewable Energy Speaker Series 2.0!](#)

*This speaker series provides us all an opportunity to explore renewable energy solutions, learn about the challenges faced by the sustainable energy sector (industry, government and society), careers in the renewable energy sector, and interact with experts from across Canada and beyond.*

We are excited to invite you to the inaugural seminar for 2025,  
on **Wednesday, January 29 from 12:00 pm – 1:00 pm MT**

We are honored to kick-off the year with **Bill Eggertson** who'll be sharing  
***Four Crucial Concepts for Renewables***

***About the seminar:*** *The global transition to renewable energy has been slower than expected, for a number of very simple reasons. Too much attention has been placed on discrete technologies, citing obtuse terminologies which confuse supporters and let opponents highlight the deficits of solar and wind compared with conventional fossil fuels. The renewable energy sector needs to assess our advantages in all end-use applications, so we can validate our efficacy, strengthen our marketing, reduce reliance on public funding, and eliminate much of the widespread greenwashing that exists. This webinar will discuss the four critical concepts of labelling, focusing, ranking and counting, which must be adopted if we expect politicians, regulators, utilities and consumers to fully appreciate our ultimate potential.*

**About the Speaker, Bill Eggertson:** After working in journalism and with the Canadian Chamber of Commerce, Bill switched into the “correct” sector in 1985 as executive director of the Solar Energy Society of Canada after the federal government terminated support for renewable energies. Since then, he has worked with the Canadian Solar Industries Association, Earth Energy Society of Canada, Environment & Climate Change Canada, Canadian Association for Renewable Energies, international Ground Source Heat Pump Association, and the UK Foreign Office on climate security, as well as writing for Renewable Energy Focus and SolarAccess.com magazines. In his spare time, he served on a number of energy and environmental advisory groups for the City of Ottawa and IESO in Ontario, as well as trained under Al Gore's Climate Reality initiative. He was selected as a Torchbearer for the 2010 Winter Olympic Games. He also renovated his former personal residence into the top-20 energy-efficient homes in Canada. He graduated from York University and did his graduate degree at Carleton University. He has been involved with Concordia University of Edmonton in a number of capacities since 2020. That same year, he formed NetZeroPLUS Canada to promote some basic concepts in the energy and environmental space, which will be the basis of his presentation.



Please extend this invitation to your network and anyone who may be interested in attending!

**Questions? Please contact us via email: [mcneilcare@concordia.ab.ca](mailto:mcneilcare@concordia.ab.ca)**