



IPPSA's Vision and Mission

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IPPSA's Vision

IPPSA's vision is for a competitive, wholesale electricity market for Alberta

The conditions required for achieving a successful competitive market are:

- 1) **Legislation and Policy Should Be Aligned with the Goal of Open Competition**
 - Legislation facilitates competition. It does not condition market outcomes.
 - Policy respects the rule of law and voluntarily arranged contracts.
 - Once set, legislation and policy should be changed only through effective justification and consultation.
- 2) **Market Design Should be Aligned with Open Competition**
 - Market design creates the framework for the exchange between buyers and sellers. In Alberta's open market, buyers and sellers are responsible for meeting their electricity price and quantity needs from the market.
 - Price is set at the intersection of supply and demand.
 - Price transparency facilitates market entry/exit and contracting decisions.
 - Market design and market rules create a level playing field amongst all market participants.
 - Market design rewards efficiency in operation and rewards innovation in products and services.
- 3) **Transmission Should be Sufficient to Facilitate Reliability and Market Competition**
 - Transmission should be open access and non-discriminatory
- 4) **Agencies Should Enable Competitive Market Outcomes**
 - Agency action should focus on removing barriers to competition
 - Agency action should focus on finding market solutions to market problems, not regulatory or rules solutions.
 - Industry oversight and regulation should be efficient
- 5) **Stakeholders Should Have Confidence in the Integrity of the Market**
 - Consumers – at all levels – should have confidence that the market works and that prices reflect supply and demand.
 - The market should have sufficient integrity to inspire investor confidence.

IPPSA's Mission

- To foster an inclusive forum for generator dialogue
- To champion policy ideas and recommendations that advance the above goals of a competitive, wholesale electricity market for Alberta, where there is a commonality of interests.
- To communicate the merits of a competitive wholesale electricity market to government and public audiences.

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