



A L B E R T A

Energy Efficiency Alliance

Members

Industry, municipal and non-profit organizations and associations



Ken Hogg, Brian Tyers, Jeff Shen, Daryl Walz, Nick Clark, Madeline Low, Tom Jackman, Jason Grundler, Ken Holtrop, Roger Gagne, Les Hagen, Matthew Sponiar, Paul Chateau



Mission

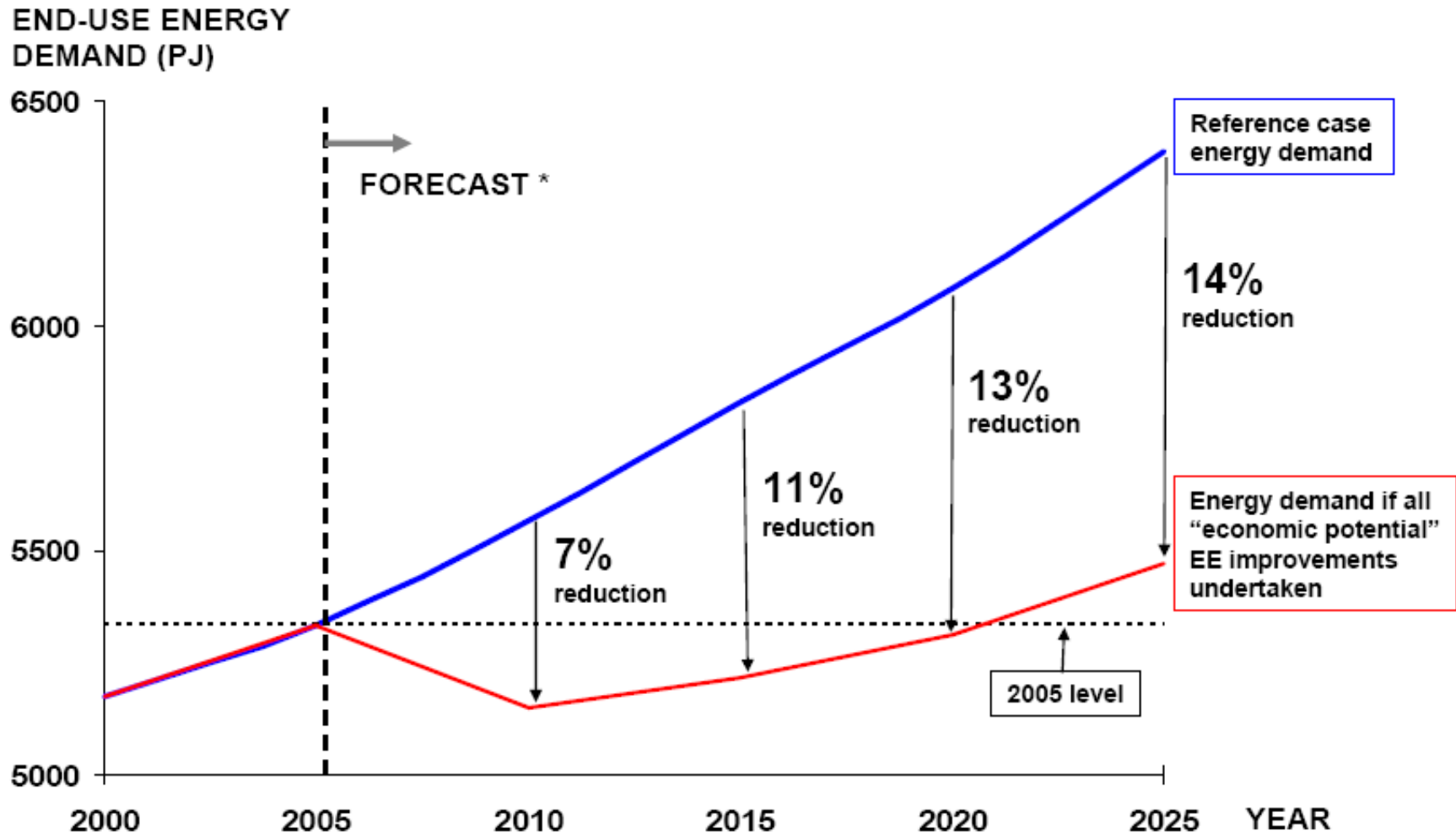
Maximize energy efficiency by being an inclusive and diverse forum for

- communication,
- collaborative problem solving,
- coordinated action and
- a common voice

to enhance the economic and environmental success of Alberta.



EE Potential



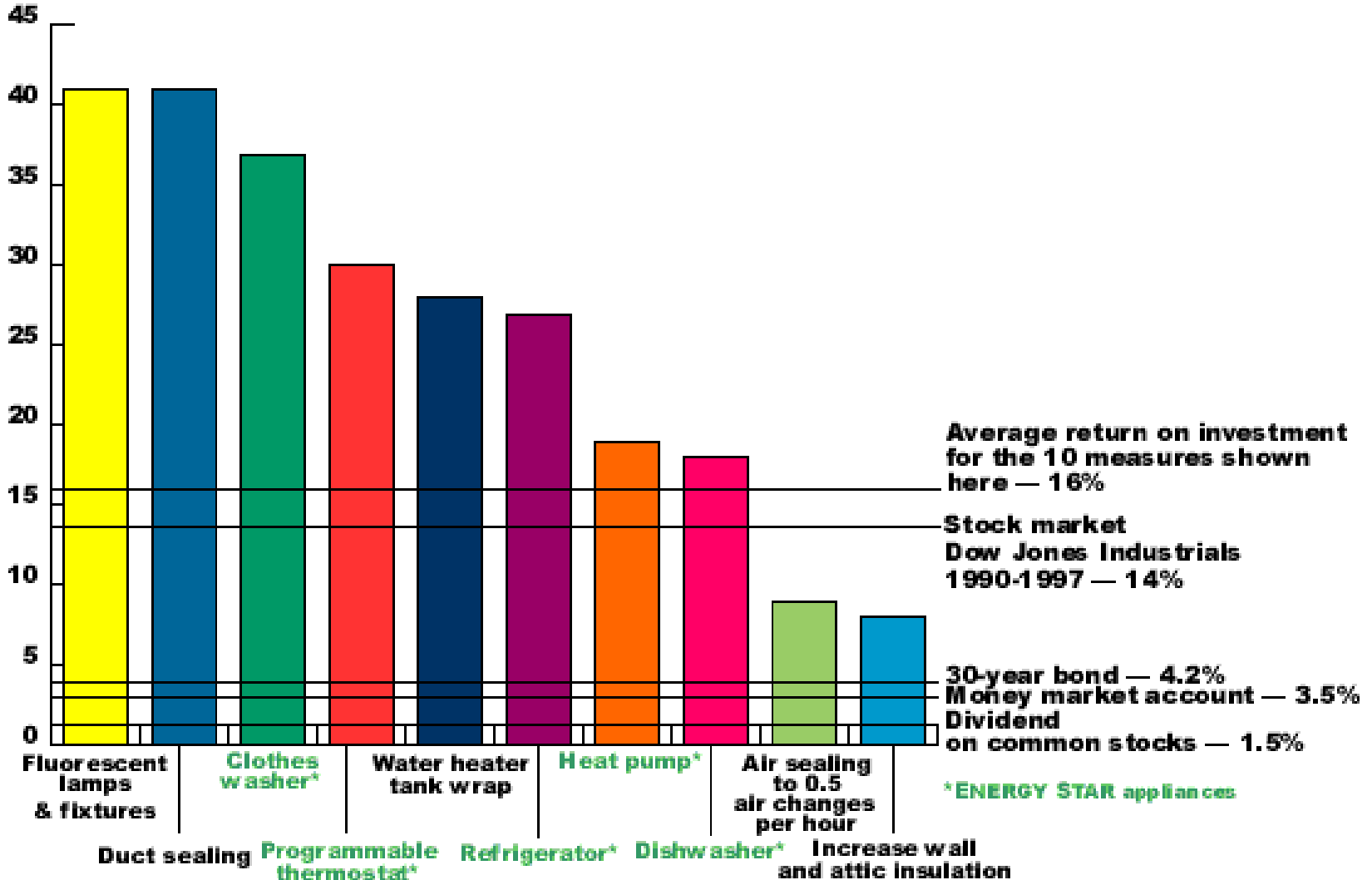
Source: Marbek Resource Consultants and MK Jaccard and Associates Ltd (2006). *Demand Side Management Potential in Canada – Energy Efficiency Study*.

* data for both the reference and "economic potential" scenarios incorporate projected economic and population growth



Return on Investment of Energy Efficiency

Annual return on investment (%) after-tax

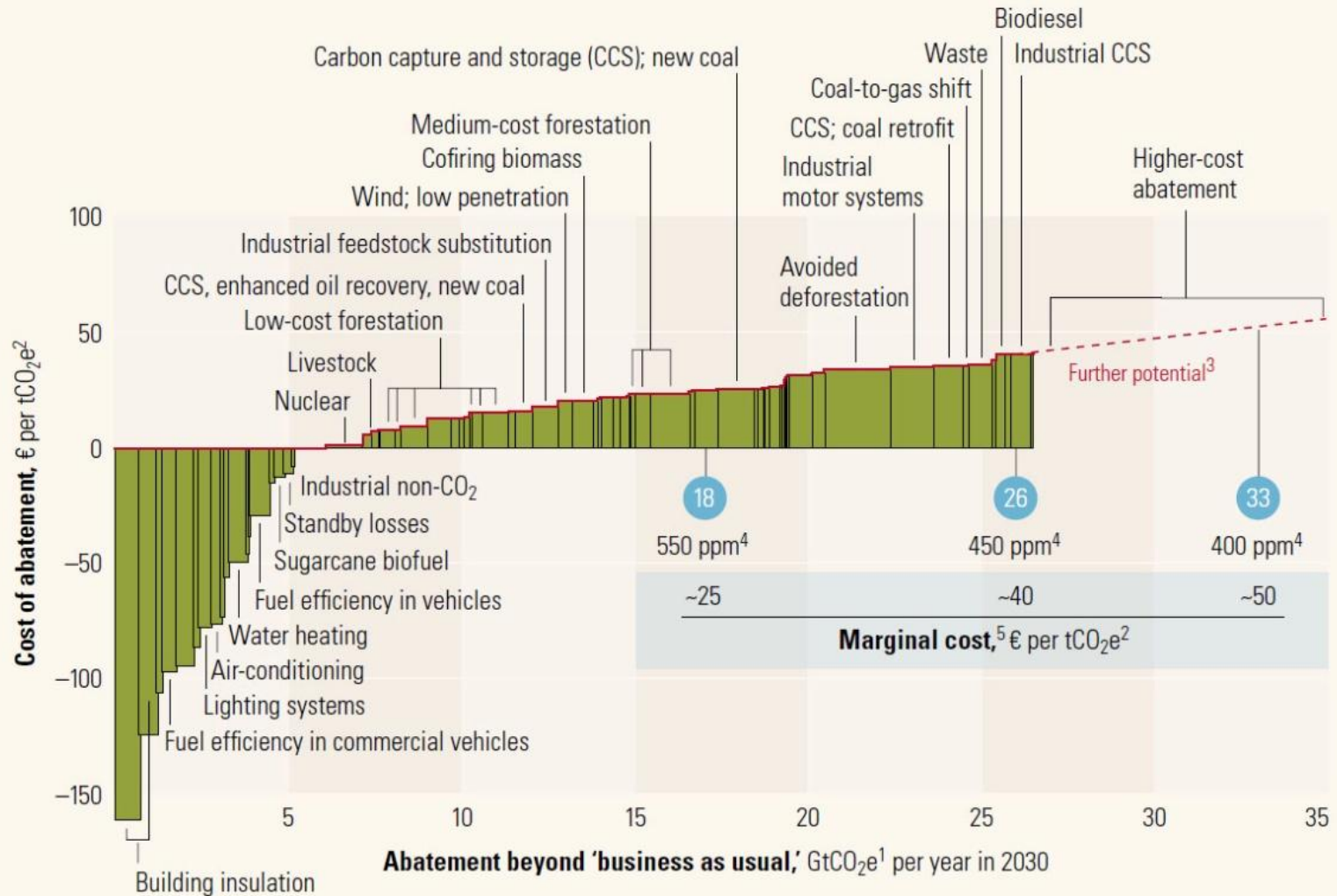




\$ 0 / tonne CO₂eq.

Global cost curve for greenhouse gas abatement measures beyond 'business as usual'; greenhouse gases measured in GtCO₂e¹

● Approximate abatement required beyond 'business as usual,' 2030





US Southwestern States

Shifting expenditures away from new generation in favour of energy efficiency measures would have a positive effect on state and regional economies and employment. In other words, by maximizing investment in cost-effective DSM programs, these southwestern states would simultaneously maximize economic growth and employment.



BC Hydro Study

- \$2 billion investment by utility

Leads to...

- \$1.9 billion investment by customers

Leads to...

- \$6.6 billion increase in GDP

Leads to...

- \$1.2 billion in increased tax revenue

Employment

- Energy Efficiency
 - 34.4 direct full-time jobs per \$million spent
 - 38.8 direct full-time jobs per \$million spent
- Electricity generation
 - 4 to 5 direct full-time jobs per \$million spent
- Coal mining
 - 5 to 8 direct full-time jobs per \$million spent



A Common Perspective

(Developed collaboratively with the founding organizations)

1. Energy efficiency plays an important role in creating a sustainable Alberta, economically and environmentally.
2. There are non-economic barriers to the adoption of economic energy efficiency technology and activities.
3. There is a role for all orders of government, all businesses (commercial, institutional, retail, industrial, and utilities), non-profit organisations and individuals in maximizing the benefits of energy efficiency.
4. By working together we all achieve more.

Activity Areas

- Events
 - Raise the profile of EE in the province
 - Networking opportunities
- Discussion papers
 - Building Code
 - EE Act
 - EE Action Plan
- Participation in government initiatives
 - Building Code
 - Innovation Alberta
- Quarterly board meetings

Successes to Date

- Significant profile with provincial government
 - Minister Renner attended February 2010 board meeting at his request
 - Invited to participate in government consultations and initiatives
 - Positive feedback on discussion papers
- Size of network continually increasing
- Balanced budget and meeting business plan objectives



A L B E R T A

Energy Efficiency Alliance

The AEEA:

- Brings People Together
- Collects and Shares Ideas and News
- Advances Energy Efficiency in Alberta

By Working Together, We All Achieve More