



A L B E R T A

Energy Efficiency Alliance

Members

Industry, municipal and non-profit organizations and associations



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Mission

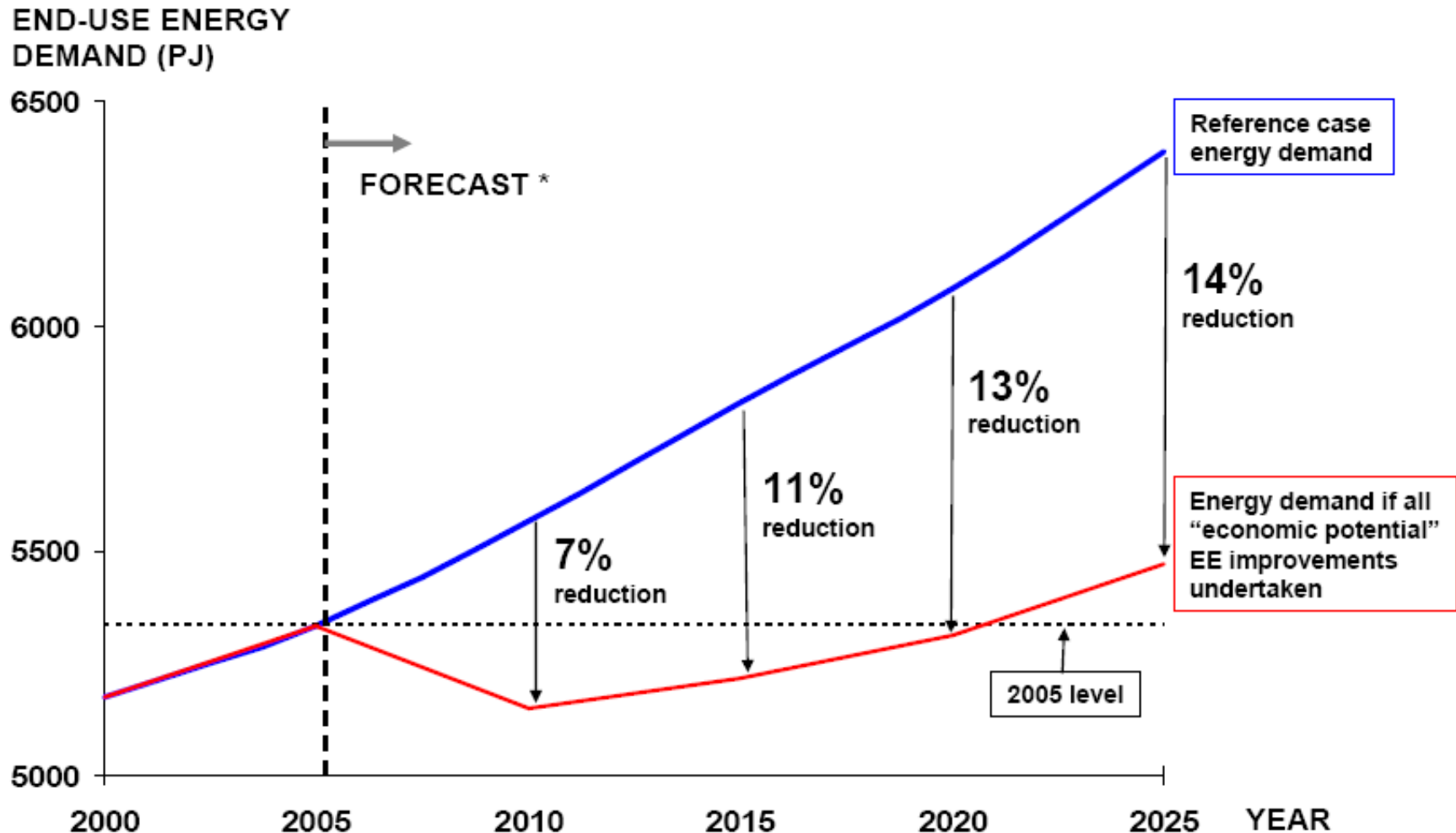
Maximize energy efficiency by being an inclusive and diverse forum for

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

to enhance the economic and environmental success of Alberta.



EE Potential

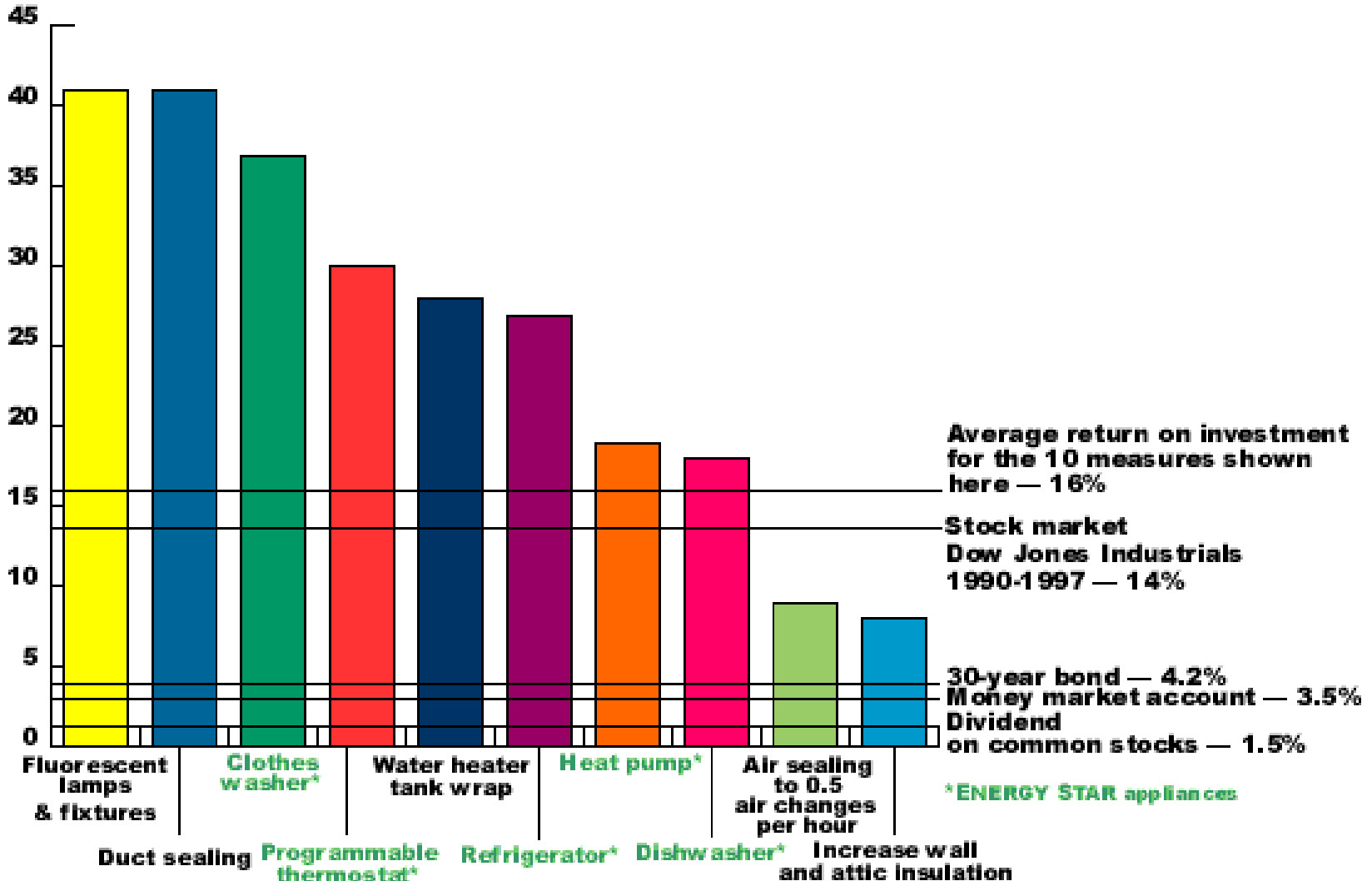


Source: Marbek Resource Consultants and MK Jaccard and Associates Ltd (2006). *Demand Side Management Potential in Canada – Energy Efficiency Study*.

* 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

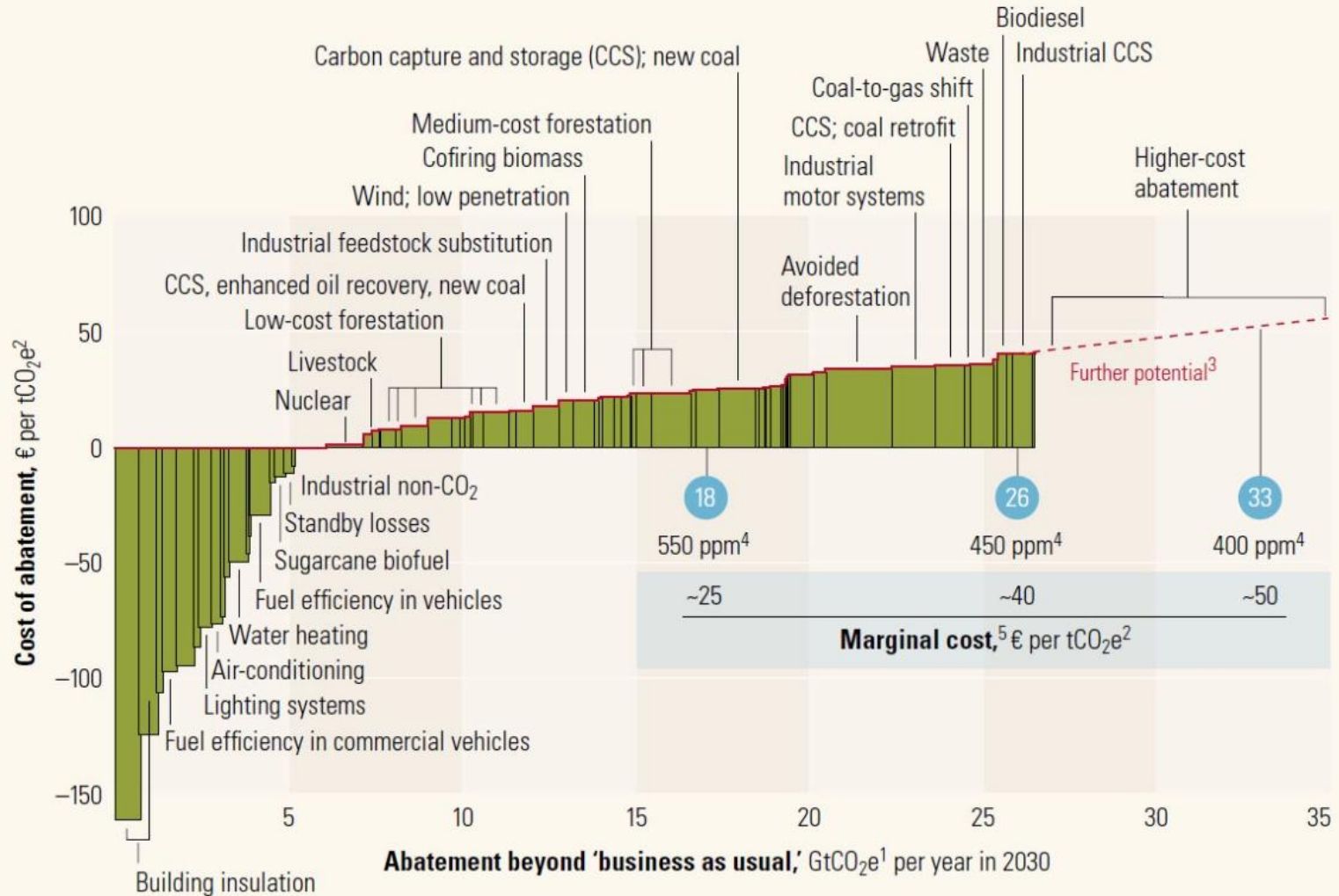




\$ 0 / tonne CO₂eq.

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