

Energy Efficiency Choices

A citizens' discussion on Alberta's energy efficiency policies and programs

BE PART OF THE CONVERSATION
NOVEMBER 2013



ALBERTA
Energy Efficiency Alliance

Join us for Energy Efficiency Choices

You have been contacted as part of a research panel for a unique province-wide public discussion planned this fall on energy efficiency in Alberta.

The Alberta government is currently researching energy efficiency programs that it could potentially offer within the province. The government's 2013 budget included their desire to "*Build initiatives to make Alberta the national leader in energy efficiency and sustainability.*"

This is your opportunity to tell the provincial government what you, as Albertans, want them to do when it comes to energy efficiency.

This information package explains the purpose of the discussion, how people will be chosen to participate, and how the process will work.

Goals of the Energy Efficiency Choices project

This project is working to:

- Hear citizens' feedback on the available approaches and tools for increasing energy efficiency in Alberta
- Increase citizen understanding about the benefits of energy efficiency: both in reducing costs, and in addressing environmental impacts including climate change
- Communicate to the Alberta government — and hear back from them — about participants' energy efficiency recommendations

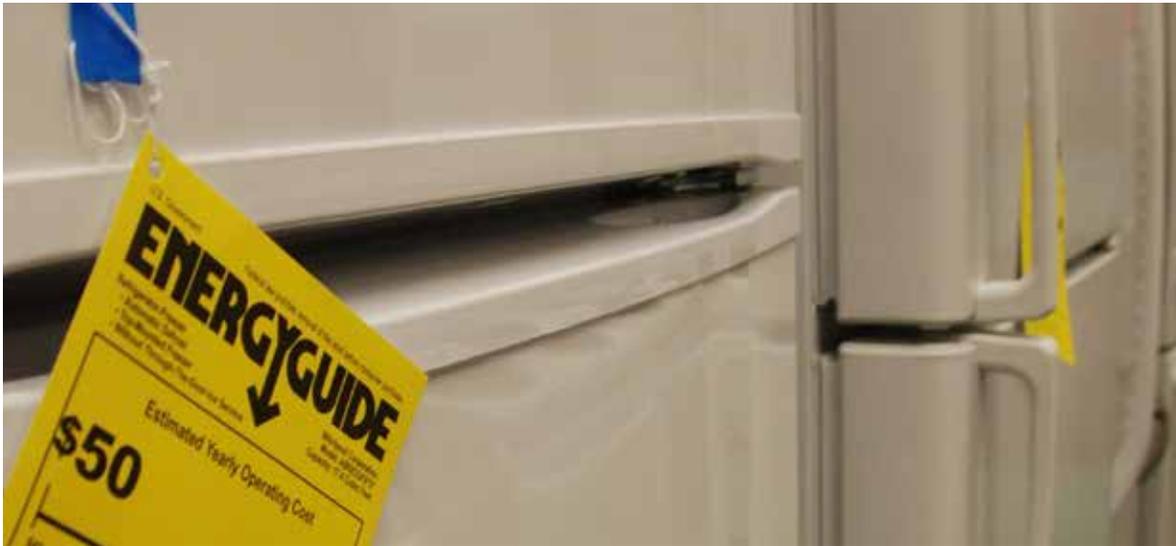
What will participants do?

Participants will take part in a **two-hour discussion session** that will take place between November 5 and 13, 2013 on a weeknight or weekend day or evening. The discussion will use an innovative phone-based conference call technology that allows us to meet as a large group and in small discussion groups as well.

The discussion will be followed by another **brief survey.**

The **results of the discussion** will be summarized and circulated to participants for review. Your comments along with those from all the other participants will help shape the final report.

The final report will be shared with the provincial government, energy industry representatives, energy efficiency advocates and the media. It will also be available to the public at the Alberta Energy Efficiency Alliance website. We hope you'll share it with your networks too!



How will participants be chosen?

Your views and ideas are essential to the success of this discussion about Alberta's energy efficiency choices.

We will be contacting everyone who has expressed interest in participating, to ask them to fill in a brief survey. From the data collected in this survey we will select four hundred participants from across Alberta to join in the discussion.

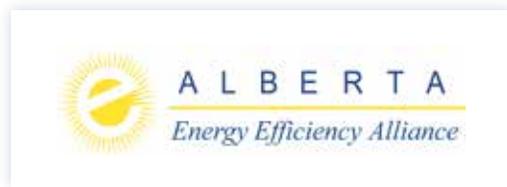
Please note that not all people who provide data will be selected for the sessions — we are trying to recruit as diverse a group possible. Your input is always valued.

Your participation will make a difference

The government has made the development of new energy efficiency initiatives a high priority. If the province listens to the input of citizens, industry, environmental groups and other organizations, the new energy efficiency programs and policies it is designing will be better and more successful.

Alberta Energy Efficiency Alliance is collecting input from participants of this discussion, our members and other organizations from across Alberta on how the government should move forward on energy efficiency. Your input and recommendations will be a key piece of this communication to the provincial government.

Who we are



The **Alberta Energy Efficiency Alliance** is a multi-sector organization that collects and provides input on energy efficiency issues to the provincial government. Our members include energy utilities, municipalities, oil and gas companies, consulting firms, product and service providers and non-profits. All of these organizations recognize the important role energy efficiency has in responsible energy production and consumption. You can find out more about us at www.aeea.ca.



Funding for this project comes from **Alberta Climate Dialogue**, a community–university research alliance that aims to make a positive difference in how Albertans understand and respond to climate change, and to transform how Alberta municipalities and the provincial government engage citizens to solve tough environmental issues. For more information, go to www.albertaclimatedialogue.ca.



By working together,
we all achieve more.

Contact us

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