



**Seizing the  
Moment:**

**The State of  
Energy Efficiency  
in 2021**

**Corey Diamond  
Efficiency Canada**

**Presentation to: AEEA**

**May 19, 2021**



# TODAY'S TOPICS

WHO IS EFFICIENCY CANADA?

WHERE ARE WE NOW?

WHERE DO WE NEED TO BE?



**Who are we?**





**Efficiency  
Canada**





**ZERO-CARBON  
BUILDINGS AND  
FACILITIES**



**A NET-ZERO  
PRODUCTIVE  
ECONOMY**



**MEANINGFUL  
CAREERS**





Research



Communications



Engagement



**Where are we now?**



A Canadian flag is shown waving on a white pole against a clear blue sky. In the background, the ornate Gothic architecture of a building is visible. A teal-colored leaf graphic is positioned above the text.

# NET-ZERO EMISSIONS IN CANADA BY 2050



---

Prime Minister's Remarks

---

**CANADIAN  
NET-ZERO EMISSIONS  
ACCOUNTABILITY ACT**



# **A HEALTHY ENVIRONMENT AND A HEALTHY ECONOMY**

**Canada's strengthened climate plan  
to create jobs and support people,  
communities and the planet**

## Recent investments announced:

- Home retrofit program \$2.6 B
- Home retrofit interest-free loan \$4.4 B
- Canada Infrastructure Bank financing \$2.0 B
- Green and inclusive buildings \$1.5 B

\$10.5 B



Recording **LIVE** on YouTube



Des em  
une re  
un ave

Jobs f  
and a

O'Regan and Quattro to talk about

**Total provincial spending per year:**

**\$1.1 billion**



# Increased municipal action:



**HALIFAX**





# Energy Efficiency **Career Hub**

building skills to build back, better



**I have never seen momentum like this,  
but...**



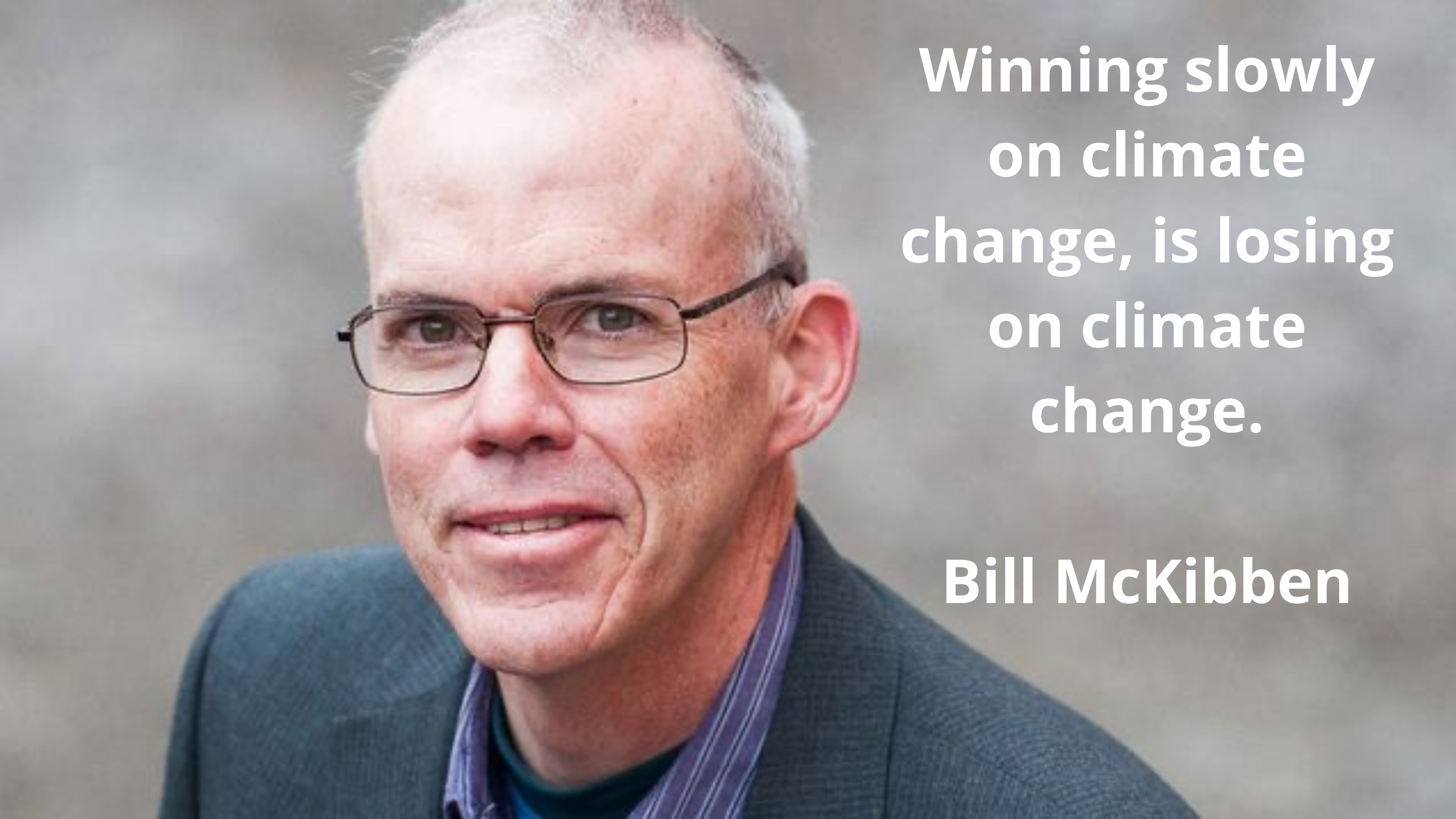


**...it's no where near where  
we need to be.**



# Re-defining Retrofits as a “Mission”



A close-up portrait of Bill McKibben, a man with short, graying hair and glasses, wearing a dark blue jacket over a purple shirt. He is looking slightly to the right of the camera with a neutral expression. The background is a plain, light-colored wall.

**Winning slowly  
on climate  
change, is losing  
on climate  
change.**

**Bill McKibben**

# **The Mission:**

**What would it take to retrofit every  
building in Canada?**



**The size and the pace of the retrofit program necessary for decarbonization of buildings on a timeline relevant to climate change is...**

**<FILL IN THE BLANKS>**



**We need to break the atomized market  
model of retrofits.**



We need to break the **atomized** market  
model of retrofits.



**We currently fit energy efficiency into existing policy priorities, instead of developing a “mission” to achieve climate objectives.**





**What would a mission approach  
look like?**



- 1. A mission that is societally relevant, bold, and inspirational**
- 2. Clear direction and targets**
- 3. Ambitious but realistic**
- 4. Cross-disciplinary, cross-sector, cross-actor involvement**
- 5. Inviting multiple bottom-up solutions**



**Time to seize the moment.**



**None of this happens on  
its own.**



**efficiencycanada.org**

