



A L B E R T A

Energy Efficiency Alliance

ENERGY EFFICIENCY SUMMIT

ALBERTA'S ENERGY EFFICIENCY PROGRAMS

January 17, 2017



DUNSKY OVERVIEW



EXPERTISE

- ▶ **Energy Efficiency** & Demand Management
- ▶ **Renewable Energy** & Distributed Resources
- ▶ **Sustainable Mobility**

SERVICES

- ▶ **Assess** clean energy opportunities
- ▶ **Design** policies, plans, programs and strategies
- ▶ **Evaluate** performance

CLIENTELE

- ▶ Governments
- ▶ Utilities
- ▶ Private firms
- ▶ Non-profits



FIRST Three Programs

1. Residential No-Cost Energy Savings
2. Residential Retail Products
3. Business, Non-Profit & Institutional Energy Savings



Residential No-Cost Energy Savings

RESIDENTIAL NO-COST ENERGY SAVINGS



Complete, turnkey installation of low-cost energy saving products:

- Single-family homes
- Semi-detached homes
- Townhouses
- Mini homes
- Row houses
- Apartments
- Condominiums

Privately-owned and rented properties

RESIDENTIAL NO-COST ENERGY SAVINGS





First step to “getting in the door” for energy efficiency improvements

- Conversations (new opportunities)
- Education (maximizing savings)
- Promotion (additional programs)



Residential Retail Products

RESIDENTIAL RETAIL PRODUCTS



Point-of-sale and/or mail-in rebates for the purchase of energy-efficient products:

- Annual spring and fall campaigns
- Year-round offerings for time-sensitive, larger purchases such as appliances

Provides a range of options for Albertans:

- Lighting and water-saving options
- Windows
- Appliances
- Insulation*

RESIDENTIAL RETAIL PRODUCTS





Business, Non-Profit & Institutional Energy Savings

BNI ENERGY SAVINGS



Offers incentives to BNI energy users to encourage them to choose high-efficiency products from a comprehensive list:

- Prescriptive approach (fixed per-unit rebates specific to each product)
- Designed to minimize "lost opportunities"

Serves a broad range of business, nonprofit and institutional customers:

- Institutions (e.g. schools, hospitals, universities, colleges;
- Office buildings;
- Shopping malls;)
- Individual small or medium businesses (e.g. tenants within the above types of buildings, or standalone businesses);
- Big box stores;
- Car dealerships;
- Hotels; and
- Industries such as agri-food, manufacturing, resource extraction

BNI ENERGY SAVINGS



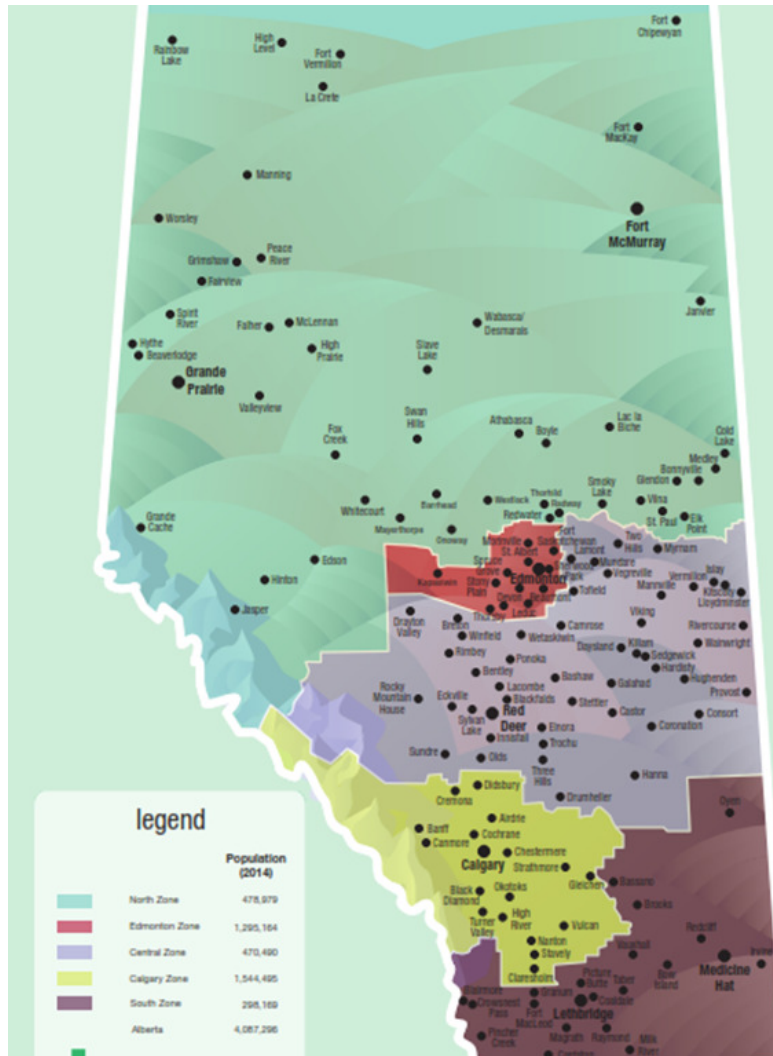


Offerings will expand significantly

Specialized target markets will be introduced over time:

- Agriculture
- Restaurants
- Small industrial
- Etc.

PROVINCIAL ZONES



North Zone

Edmonton Zone

Central Zone

Calgary Zone

South Zone

ENERGY EFFICIENCY ALBERTA'S INITIAL OFFERINGS



- **“Starter Kit”**

- **Foundation on which to build a comprehensive portfolio:**
 - ▶ Home retrofits
 - ▶ Custom
 - ▶ Transportation
 - ▶ Solar
 - ▶ Etc.

- **Starting with the tried and true:**
 - ▶ Get something into market
 - ▶ Provide opportunities for Albertans to save
 - ▶ Launch new innovations as EEA moves forward



dunsky
ENERGY CONSULTING

JULIE-ANN VINCENT

Senior Consultant

julie-ann.vincent@dunsky.com

(514) 504-9030, ext. 35

dunsky.com