



Energy Efficiency:

The Green Engine of Economic Growth

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Presentation Outline

- Efficiency NB - who we are
- Energy efficiency: win, win, win
- Impact on generating Green Jobs
- Strategic role in greening NB's traditional industries
- Initiatives to help green our workforce



About Efficiency NB

- Crown Corporation established Oct.'05
- Located in Saint John
- 5 Person Board of Directors
- Staff of 32 FTEs



Our Mission...



Efficiency NB offers sound advice and practical solutions to help New Brunswickers:

- Use energy more efficiently
- Make better energy choices
- Manage energy expenses
- Lessen the impact of energy use on the environment



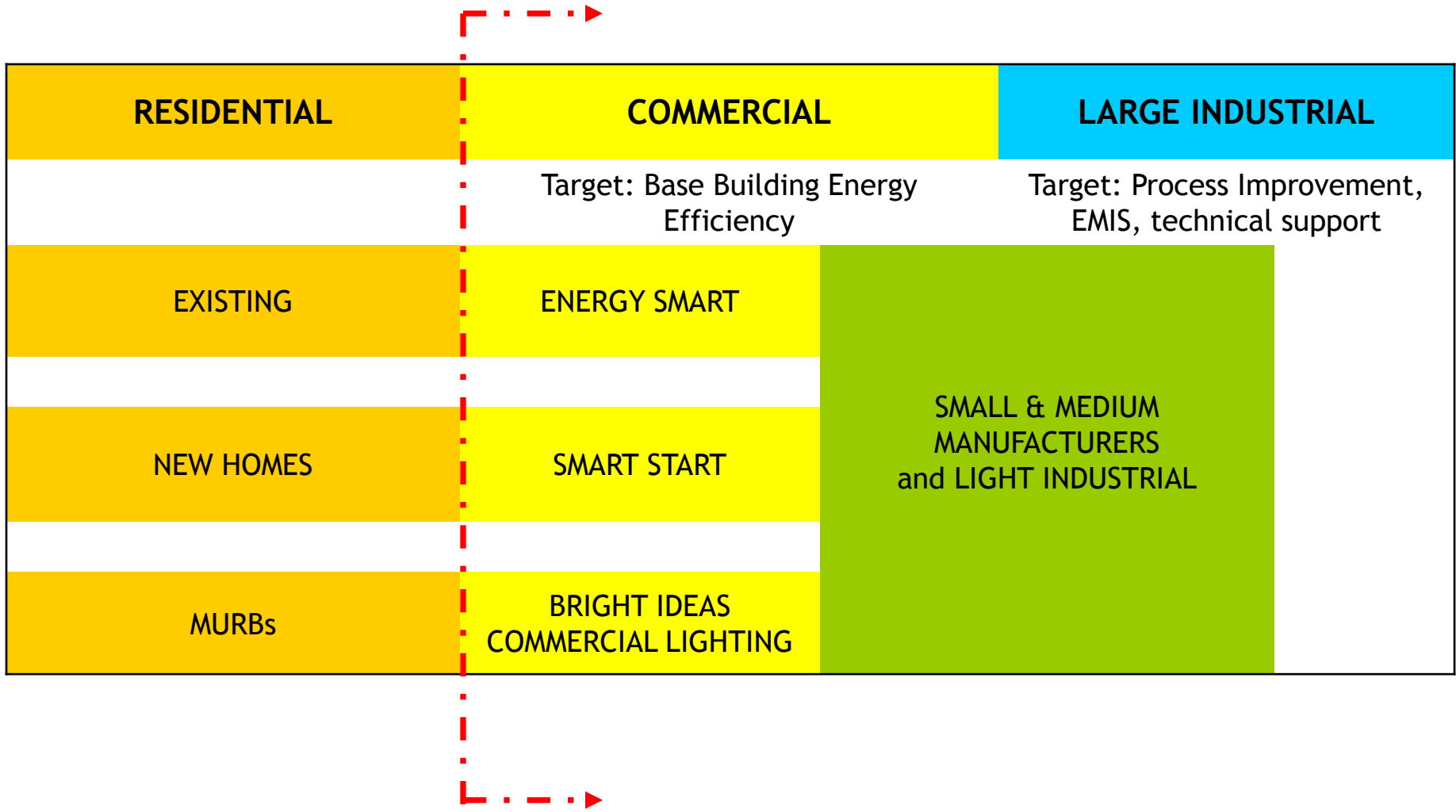
Efficiency NB's Vision

Leading economic and environmental sustainability through efficient energy use in New Brunswick.

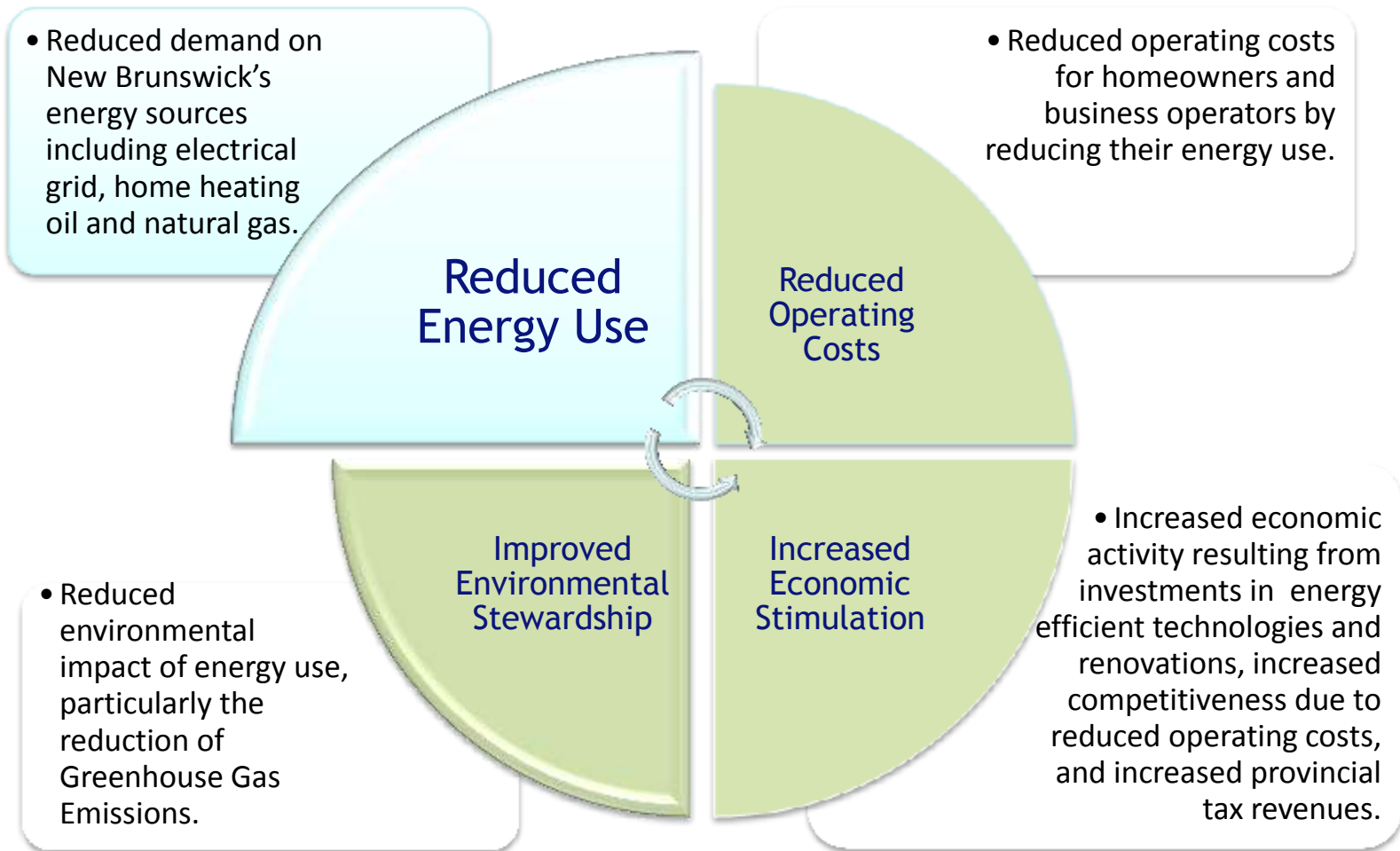
To achieve this, Efficiency New Brunswick will be a recognized leader in public education and information transfer and in the design and delivery of effective energy efficiency programs and services.



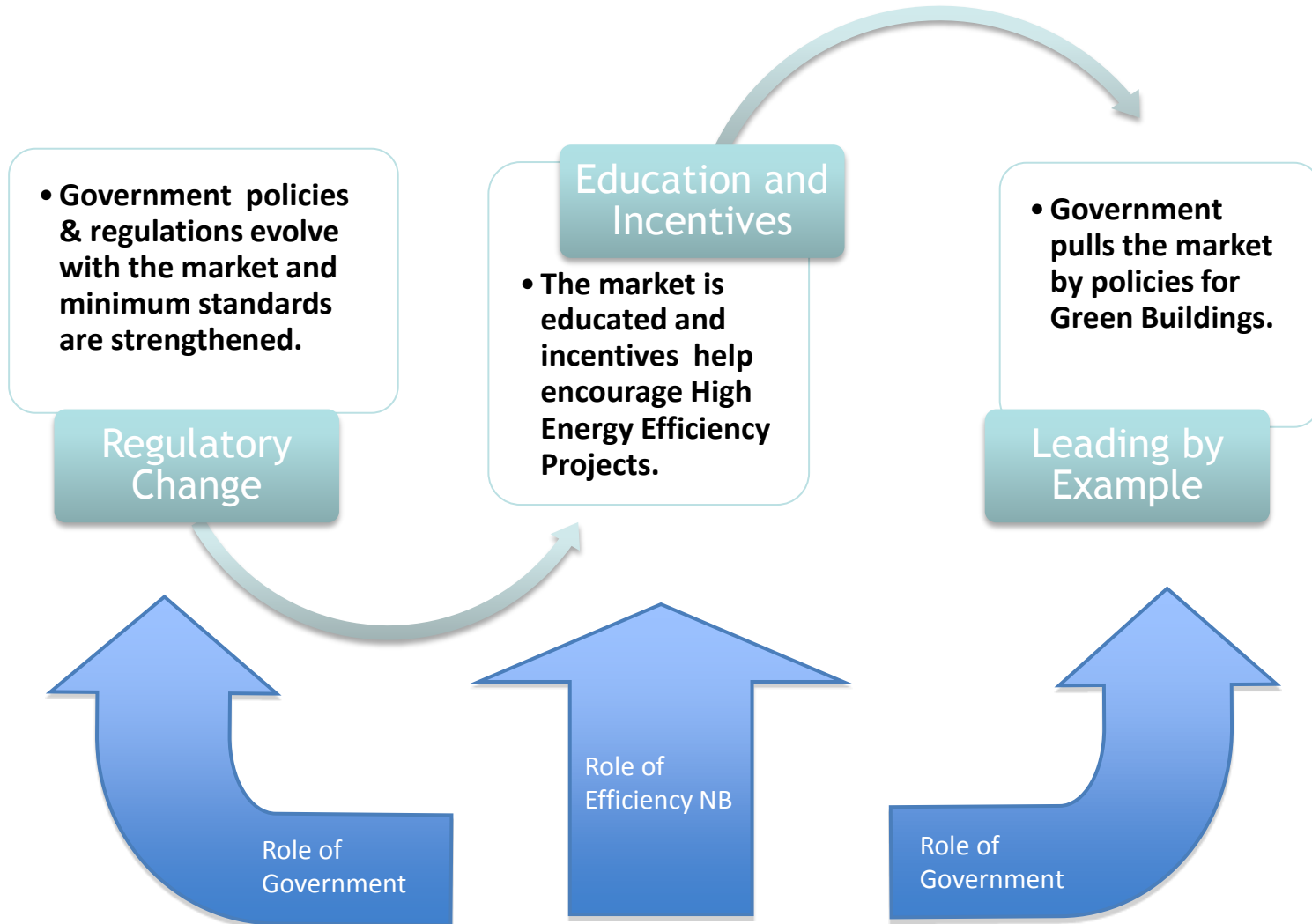
Current Programs



Win, Win, Win



Market Transformation





Results from Efficiency NB Programs - 2005 to date



3,429 TJ in Annual saved energy



\$44.4 M in Annual energy savings



\$301 M of investment in energy efficiency upgrades



292,300 Tonnes Annual GHG Reductions

\$44.1 M Incentives





Success Factors to Date

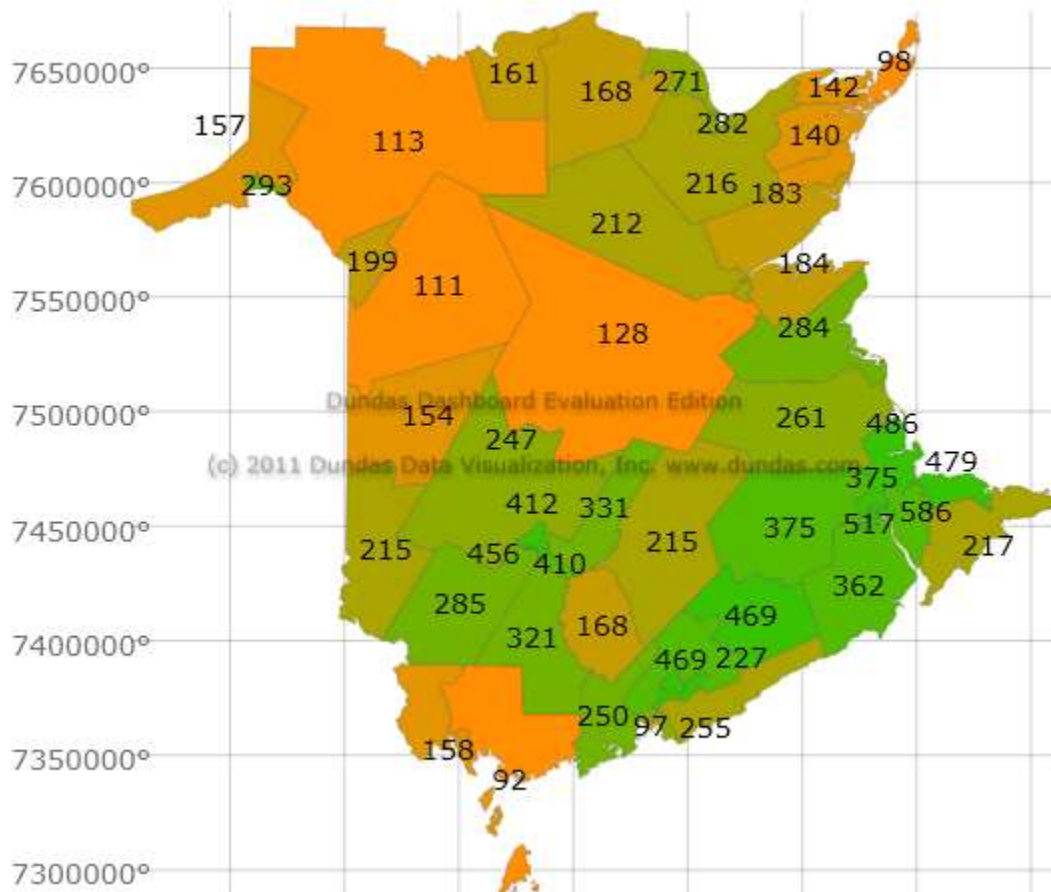
- Client-focused approach to program development in **all** sectors & **all** energy sources
- Focus on **sustained energy savings** through a comprehensive – energy management approach
- Incentives as a tool to help NB do more and do it faster
- Soften the road/prepare the market for EE regulations and standards
- Strategic investment in capacity building in all sectors
- Strong partnerships (e.g. DSM Study with NB Power)

- Cdn and US studies estimate EE investments to have an employment multiplier of between 6-19 jobs per \$1M of investment
- Current total investments in EE in NB are approx. \$300 M - an estimated increase in 3,000 person years of employment over the past 4 years





Economic Benefits to NB



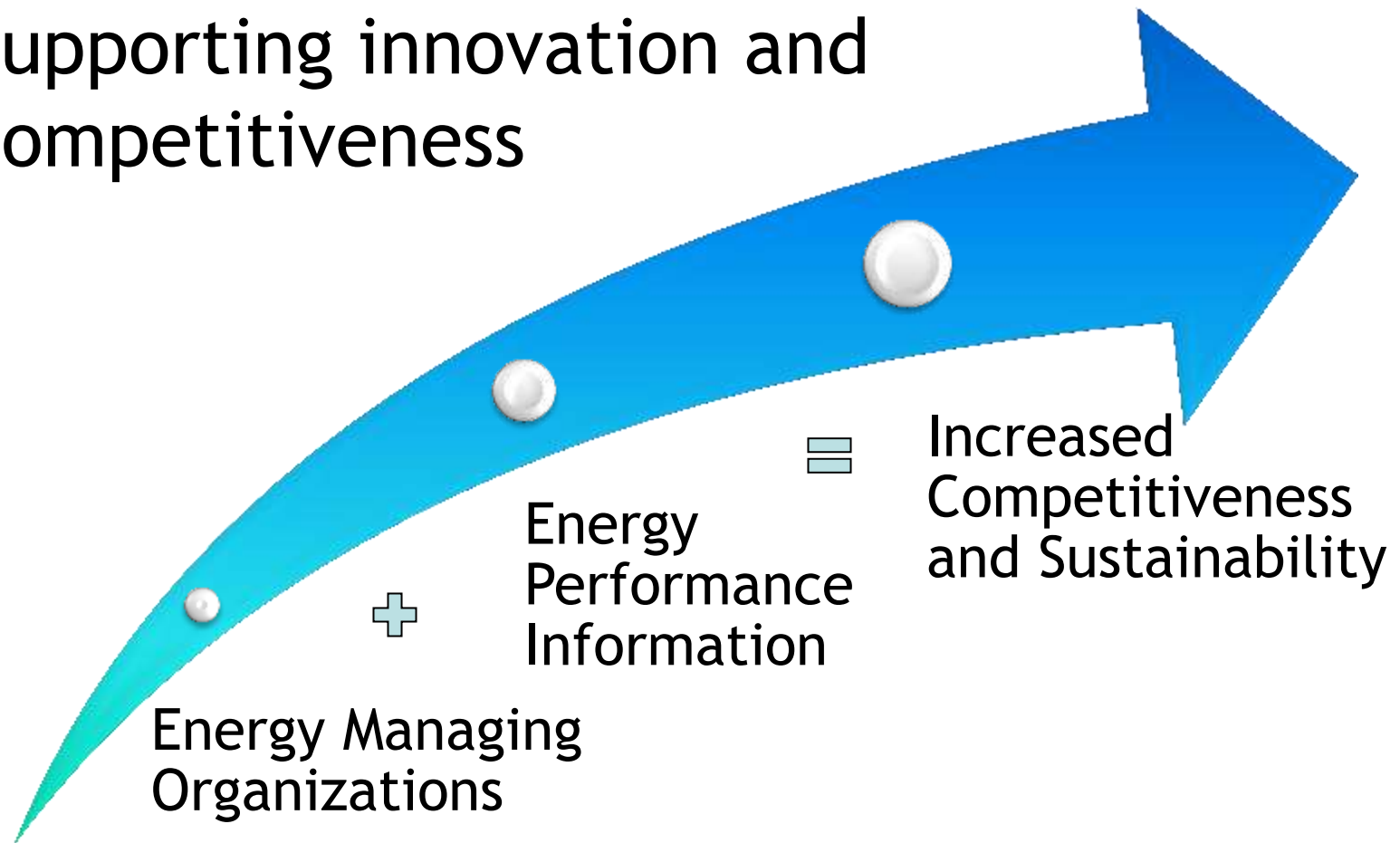
Since 2005, over 17,000 homeowners have spent \$180 M on supplies and services purchased in their local economy.

This represents a leverage of \$5 for each \$1 paid in incentives.



Industry - A partnership that works

Supporting innovation and
competitiveness



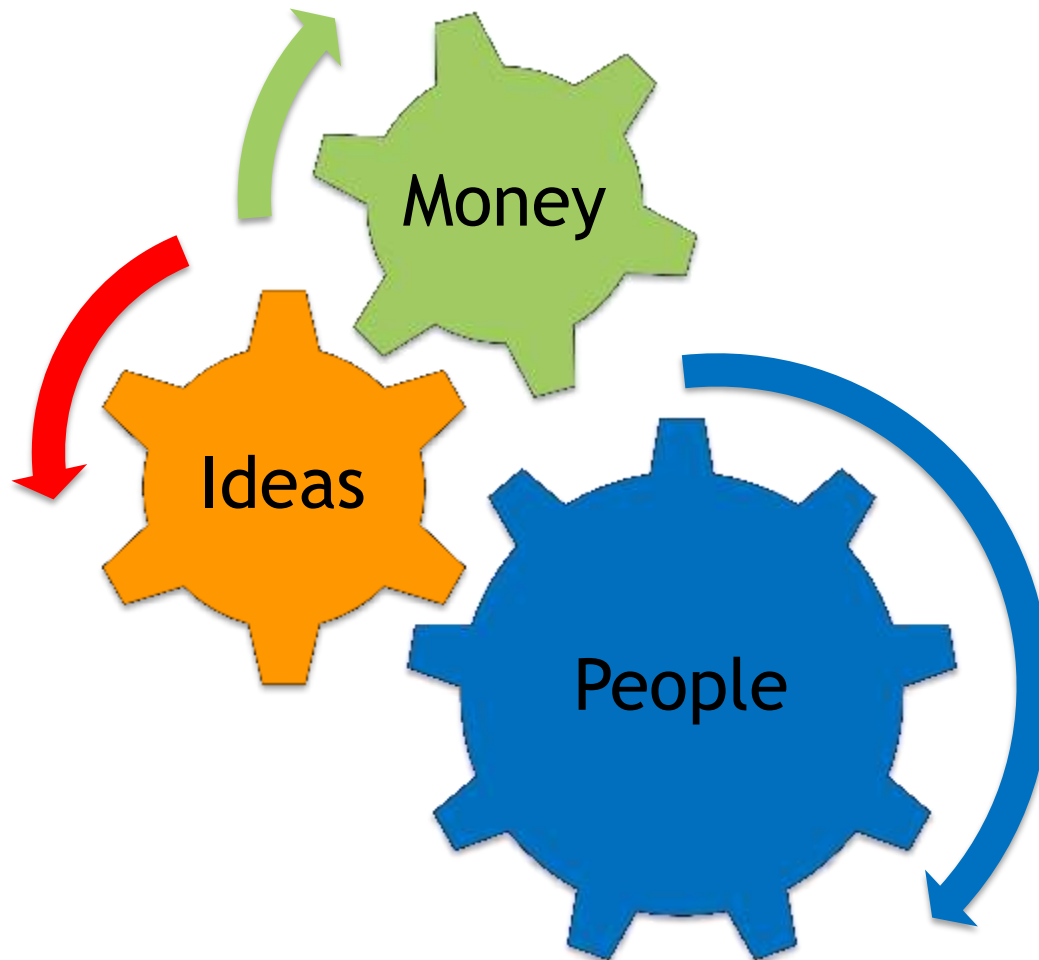


Competitiveness and Sustainability in Industry

- In mid 2011, the ISO 50,001 standard will be released focusing on energy management
- Supply chain economics are already demanding it (aka the WalMart effect) - IKEA
- **New Brunswick Industry is ahead of the curve in meeting this challenge - 75 % of participants are active in EMIS investments**



Energy Efficiency is all about:





Investing in People

Building Capacity:

Contractor training in EE techniques

Home building retailers

Advanced green building design workshops
(CGBAC, BOMA)

Energy management certifications

Technical opportunities (boilers, fans, kilns,
pumps)

Employee engagement strategies



Efficiency NB

For more information about our programs,

call Efficiency NB at

1-866-643-8833

or

visit our website at

www.energycynb.ca