



Media Release

Ontario Re-invents the meaning of Energy Efficiency

(February 23, 2009 – Toronto) “Today’s introduction of a Green Energy Act is about to launch Ontario into a leadership position in the race to be the most Energy Efficient economy in Canada. Perhaps the world,” said Ken Elsey, President of the Canadian Energy Efficiency Alliance (CEEA).

When George Smitherman accepted the challenge as Minister of Energy and Infrastructure he knew there would be challenges – but before he jumped to any conclusions, he took his time to first understand the issues and learn from those who were consider leaders in the world. The learning he gained from his visits to California (one of the most progressive jurisdictions in the world of Energy Efficiency) and Europe – as well as listening to experts here at home, has resulted in a comprehensive piece of legislation that has the potential to create jobs and give Ontario the power to compete in the years to come.

The Act is structured in three broad categories - expanding renewable energy, creating a conservation culture and expanding and supporting a green economy – and manages to address some very important issues. From streamlining the environmental assessment process for renewable energy projects to an over-riding legislation that gives the province the ability to ensure local by-laws do not act as road blocks to making Ontario a leader in renewable energy.

Incentive programs, assistance for low income Ontarians and a commitment to demonstrating leadership in all provincial building projects are just some of the highlights of Premier McGuinty’s Green Energy Act. One very proud individual has to be Mr. Phil McNeely, MPP Ottawa-Orléans, whose private member’s Bill 101 introduced the requirement to label the Energy Efficiency of a home at time of sale is also in this legislation. This will ensure that consumers better understand the operating costs associated with their new purchase – “the second price tag”.

CEEA commends Mr. McGuinty, Mr. Smitherman and their colleagues for taking the initiative on this crucial issue.

‘CEEA awarded Ontario an ‘A’ in its last report card,’ Elsey concluded. “That grade has been more than earned, and it looks like the province is on track to do even better next time.”

For more information about CEEA, please visit: www.energyefficiency.org.

For further information, or to arrange interviews, please contact:

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The Canadian Energy Efficiency Alliance (CEEA), a broad-based, not-for-profit organization, was established (1995) to respond to the lack of a coordinated multi-stakeholder effort to promote energy efficiency in Canada, leading to enhanced competitiveness and improved environmental protection. The Alliance works in partnership with manufacturers, utilities, governments, builders, labour, consumer groups, and environmental organizations to facilitate the adoption of energy efficiency measures in Canada. The Alliance is supported through fees and project contributions from members.