



Federal Conservatives and Ontario Green Party recognize the importance of energy efficiency

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(Ottawa, September 16, 2011) NAIMA Canada applauds the Government of Canada's announcement to invest \$78 million over the next two years to increase the energy efficiency of homes across the country.

The ecoENERGY initiatives, announced by Minister of Natural Resources Joe Oliver, support job creation while helping Canadians save money by reducing the amount of energy needed to heat and cool their homes.

Similarly, NAIMA Canada commends the Green Party of Ontario's proposed Green Building Program. Announced recently by Party leader Mike Schreiner, it would allocate \$1.6 billion in refundable tax credits to assist home owners and businesses with energy efficiency and building upgrades. The Program is estimated to create 20,000 jobs.

Increasingly, politicians are becoming aware that energy efficiency is a pocket book issue – enhanced energy efficiency means more savings for consumers. As energy prices rise, the only way to ensure lower utility bills is to consume less energy.

A highlight of the Green Party's Green Building Program is the requirement of home energy audits. Audits allow home buyers, renters or business owners to know the real costs of potential energy bills for their properties. In such large purchases, this type of information will inform consumers so they can choose what is best for their situation.

"Activity in the energy efficiency sector saves money through lower energy bills and creates jobs, including home energy auditors, local contractors and installers, and insulation manufacturers," continued Koch. "These are local, skilled jobs that lead to lower greenhouse gas emissions and stable and strengthened local economies."

"Supporting a plan that creates jobs and saves Canadians money is easy," continued Koch. "Other jurisdictions, including the United States through President Obama, have identified that energy efficiency is the next growth industry. I commend Minister Oliver on his leadership in carrying forward this initiative."

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

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Details about NAIMA Canada are available at: www.naimacanada.ca

NAIMA Canada is the association for North American manufacturers of fibre glass, rock wool, and slag wool insulation products doing business in Canada. Its role is to promote energy efficiency and environmental preservation through the use of fibre glass, rock wool, and slag wool insulation, and to encourage the safe production and use of these materials. NAIMA Canada is a sister organization to the North American Insulation Manufacturers Association (NAIMA).

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