

ENERGY STAR® CANADA

2016

ANNUAL REPORT



 ENERGY STAR
HIGH EFFICIENCY
HAUTE EFFICACITÉ

15 YEARS/ANS **CANADA**



Canada 

**ENERGY STAR®
CANADA**

2016

ANNUAL REPORT

Natural Resources Canada's Office of Energy Efficiency

Leading Canadians to Energy Efficiency at Home, at Work and on the Road

This publication is also available at nrcan.gc.ca/energy/products/energystar/about/12531.

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ENERGY STAR® CANADA

ENERGY STAR CANADA – SAVING MONEY YEAR-ROUND

Celebrating 15 years of energy savings

ENERGY STAR Canada marked its 15th anniversary in 2016 with two significant events: the September launch of ENERGY STAR Canada Twitter and Facebook channels; and the creation of the first ENERGY STAR Day in Canada on October 25. In fact, the main celebrations took place on our new social media accounts, including avid support and sharing by ENERGY STAR Participants. Canada's Minister of Natural Resources, the Honourable Jim Carr, championed the event with the release of a [promotional video](#) on YouTube, joined by the Honourable Catherine McKenna, Minister of Environment and Climate Change, promoting the flagship energy efficiency program. The Minister summed up the win-win nature of the program in this simple way:

“Benefit the planet. Benefit your family.”

Over the years, the blue ENERGY STAR symbol has become a trusted icon for Canadian consumers. In 2016, there were more than 70 product types eligible for certification, including the addition of market innovations such as “smart” residential thermostats and electric vehicle chargers. (See ENERGY STAR technical specifications on page 6.)



Canada's Minister of Natural Resources, the Honourable Jim Carr, left, and Minister of Environment and Climate Change, the Honourable Catherine McKenna, right, join ENERGY STAR Canada Chief Dianna Miller on ENERGY STAR Day 2016.



ENERGY STAR®:

The simple choice for energy efficiency. The ENERGY STAR symbol identifies products and new homes that are certified to meet high energy-efficiency standards. The program, a voluntary industry-government partnership with more than 1,500 participating organizations, promotes energy efficiency to help Canadians reduce energy waste and associated greenhouse gas (GHG) emissions.

■ **Keep in touch!**

For up-to-date ENERGY STAR news, consider subscribing to our [products, buildings and industry newsletters](#). Learn more on our [website](#), and follow us on [Twitter](#) and [Facebook](#).

ENERGY STAR is also an important savings tool for Canadian businesses and public institutions such as schools and hospitals, in that it helps them save energy, reduce costs and fight climate change. Some two dozen ENERGY STAR eligible products are specific to commercial or institutional usage. In 2016 alone, four new commercial products joined the ENERGY STAR family: commercial boilers, commercial coffee makers, laboratory-grade refrigerators and freezers, and large network equipment. Making ENERGY STAR part of procurement practices or policies can deliver significant savings for organizations, especially if they have many units of a product such as computers and/or high-usage products such as always-on lighting (see Table 1).

Canadian businesses and institutions are also using ENERGY STAR Portfolio Manager to manage energy performance in their buildings. More than one in five buildings in Canada is registered in the free on-line benchmarking tool. Looking ahead, ENERGY STAR is being expanded to industrial facilities in 2017, including an industry challenge and facility certification. The *Pan-Canadian Framework on Clean Growth and Climate Change*, adopted by First Ministers in December 2016, notes the significant potential for improved energy efficiency in industry, using ENERGY STAR.

Save with ENERGY STAR procurement

Think about your typical day – you and most of your colleagues likely spend much of your time at the computer, copying or printing documents, or in meetings. The following illustration of a typical office retrofit was created with Natural Resource Canada's (NRCan) [ENERGY STAR Summary Calculator](#).

Table 1. Office savings scenario with ENERGY STAR certified products

Product list	Estimated product life	Number of units	Annual cost savings (\$)	Annual GHG savings (kg CO ₂ e)	Lifetime cost savings (\$)	Lifetime GHG savings (kg CO ₂ e)
Desktop computer (excluding separate monitor)	4 years	50	\$831	926	\$2,753	3,705
Displays (LCD)	7 years	50	\$45	51	\$236	354
Multi-functional devices (monochrome laser)	6 years	8	\$267	297	\$1,233	1,783
Colour printers (standard format)	6 years	2	\$41	46	\$191	277
Televisions (32") in meeting rooms	6 years	10	\$26	29	\$120	174
TOTAL		120	\$1,210	1,349	\$4,533	6,293

Assumes no price premium for ENERGY STAR certified products, national average energy price of \$0.1346/kWh and GHG factor of 0.20 kg/kWh.

For more information on any of the stories in this report, go to the [ENERGY STAR website](#).

ENERGY STAR CANADA RESULTS

Table 2. ENERGY STAR key program indicators

Products	2016
Annual reduction in energy use (savings in petajoules – PJ)	9.4*
Annual reduction in GHG emissions (metric tonnes of carbon dioxide equivalents – MTCO ₂ e)	1.1*
Annual units of certified products sold (ENERGY STAR shipments)	>47 million*
Number of eligible product types	>70
Number of program Participants (manufacturers, retailers, utilities, municipalities, government departments, non-government organizations)	>900



New homes

Annual number of certified homes built	>7,500
Cumulative number of certified homes built	>69,000
Number of program Participants (builders, energy advisors, service organizations)	650

Benchmarking for commercial and institutional buildings

Number of buildings registered in ENERGY STAR Portfolio Manager	16,400
Number of building types eligible for a 1–100 ENERGY STAR score in Portfolio Manager	6
Amount of floor space (square metres) covered	185 million
Percent of total commercial floor space captured, based on the <i>Survey of Commercial and Institutional Energy Use – Buildings 2009</i> , excluding multiple-unit residential buildings	22

*Most recent data available, capturing the impact of all units of ENERGY STAR certified products sold in Canada in 2015.

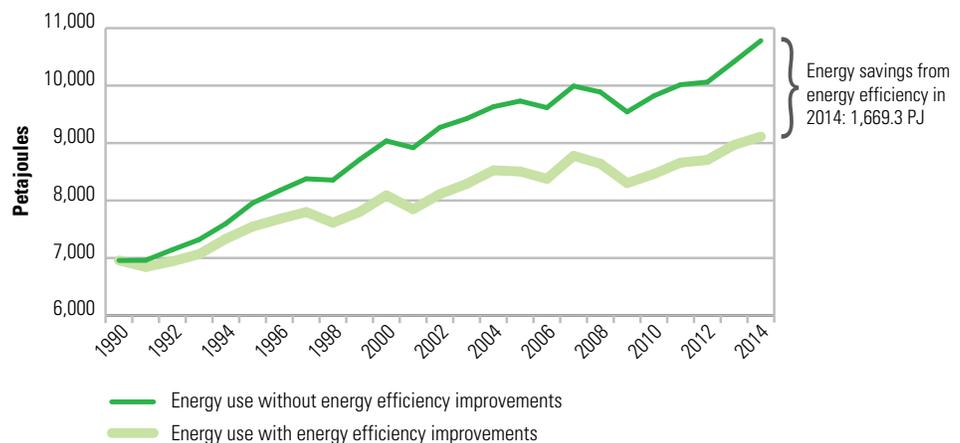
ENERGY EFFICIENCY TRENDS 1990–2014

Improving energy efficiency is a national movement in Canada with continuing success recorded in every sector of the economy. This collective effort helps Canadians use less energy, save money and reduce associated GHG emissions that are causing climate change. ENERGY STAR initiatives are on the leading edge of this transformation in the way Canadians use energy.

Energy savings in Canada's total economy

Energy efficiency in Canada improved 25 percent between 1990 and 2014 (the most recent year for which complete data is available). This improvement reduced energy use by 1,669.3 PJ, decreased GHG emissions by 90.5 Mt and saved Canadians \$38.5 billion in 2014. Total secondary energy use in Canada increased by 31 percent. It would have increased 55 percent without energy efficiency improvements.

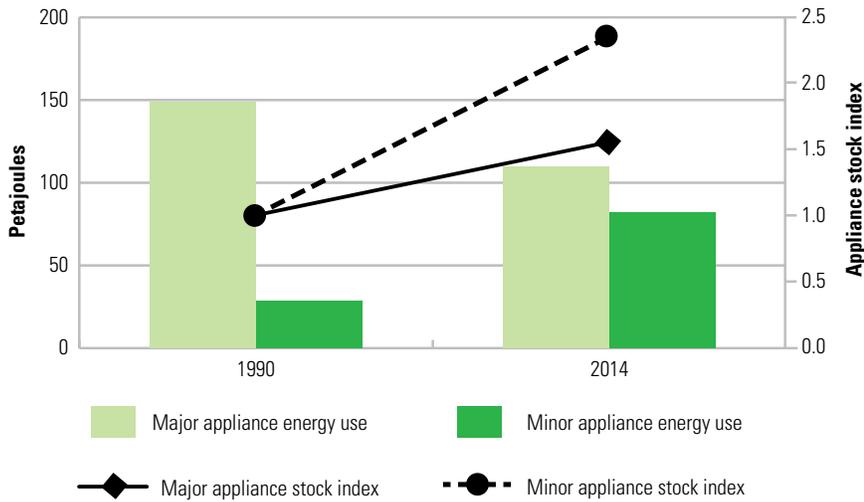
Figure 1. Secondary energy use, with and without energy efficiency improvement, 1990–2014



Residential sector

Energy efficiency in the residential sector has improved 47 percent since 1990, saving Canadians 672 PJ of energy and \$12.0 billion in energy costs in 2014. Energy efficiency gains in major appliances (kitchen and laundry) has been significant; on average, a new dishwasher purchased in 2014 was three times more efficient than a unit produced in 1990, while a new refrigerator sold in 2014 used only half of the energy of a 1990 model. However, to a large extent, the increased number of minor appliances (consumer electronics such as televisions and computers) offset the benefits of the energy efficiency gains of major appliances.

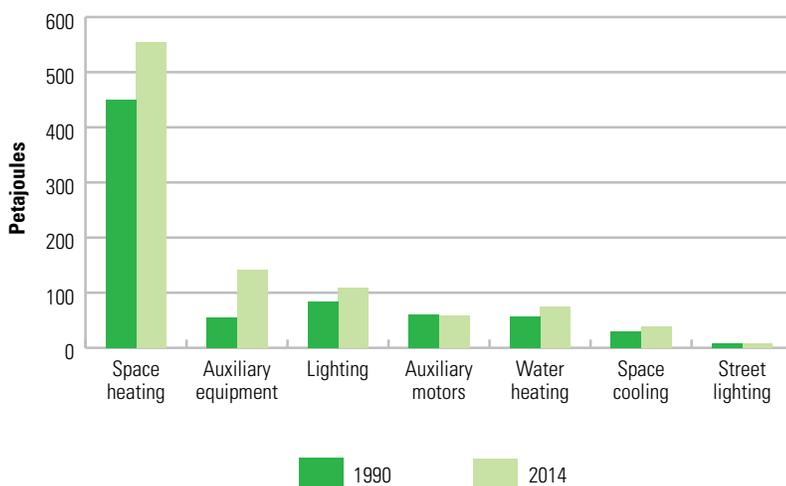
Figure 2. Residential energy use and appliance stock index by appliance type, 1990 and 2014



Commercial/institutional sector

Between 1990 and 2014, energy efficiency in the commercial/institutional sector had improved 29 percent, saving 213.6 PJ and \$4.4 billion in energy costs in 2014. Space heating continued to be the primary end use in the sector, driving 44 percent of the total increase in energy use. Auxiliary equipment showed the largest increase in energy requirement (159 percent) resulting, in part, from increasing computerization of all work spaces related to commercial/institutional activities. Auxiliary equipment energy requirement drove 36 percent of the sector's energy increase.

Figure 3. Commercial/institutional energy use by end use, 1990 and 2014





ENERGY STAR® FOR PRODUCTS

ENERGY STAR TECHNICAL SPECIFICATIONS

ENERGY STAR Canada and our Participants are involved in the ongoing work of developing technical specifications for ENERGY STAR certification so that they reflect the marketplace: new products may be introduced; revisions may be made to existing requirements; or, sometimes, products and specifications are “sunset” or retired. In 2016, for example, Canadian hospitals made a substantial contribution to the development of the first ENERGY STAR specification for medical imaging equipment.

Specifications set the certification criteria, performance levels and test methods that products must meet to earn the ENERGY STAR symbol.

There were six new product types added to the ENERGY STAR slate in 2016, and specifications were revised for five products (see Table 3).

Connected thermostats innovation



The ENERGY STAR program keeps pace with the market when it comes to innovation. For example, the growth in “connected” products – devices that can exchange data over a network and, therefore, can be operated at a distance – has resulted in a new specification for residential connected thermostats. It is the first time that ENERGY STAR has granted recognition to a product that incorporates both hardware and service elements. It is also the first recognition that relies on analysis and aggregation of field data, rather than a laboratory test, to demonstrate that products save energy. There was very active stakeholder engagement in the development of this Version 1.0 specification.

An ENERGY STAR certified connected thermostat can save the average home more than 8 percent of its annual heating and cooling bill.

Electric vehicle supply equipment

As projections for sales of electric vehicles (EV) ramp up, ENERGY STAR Canada introduced its first technical specification for EV chargers in 2016. **On average, ENERGY STAR certified models use 40 percent less energy in standby mode than standard ones.** Moreover, chargers are typically in standby mode 85 percent of the time, that is, not actively charging a vehicle.



Electric vehicle supply equipment (EVSE) can charge both all-electric vehicles and plug-in hybrid EVs. It can be installed in indoor and outdoor settings at various locations including home garages and the parking lots of apartment residences, retail stores and offices. In addition, there are more than 2,200 publicly accessible Level 1 and Level 2 EV chargers in Canada. Some ENERGY STAR certified models have Wi-Fi technology to allow for remote power monitoring and control of the vehicle's charging status. With these "smart" models, households and property managers can take advantage of special energy bill savings programs offered by some local electric utilities.

Table 3. New and revised ENERGY STAR technical specifications effective in 2016

Product type	Version	Effective date
New specifications		
Commercial boilers	1.0	December 20, 2016
Commercial coffee brewers	1.0	July 8, 2016
Connected thermostats	1.0	December 23, 2016
EV supply equipment	1.0	December 27, 2016
Laboratory-grade refrigerators and freezers	1.0	December 21, 2016
Large network equipment	1.0	March 1, 2016
Revised specifications		
Dehumidifiers	4.0	October 25, 2016
Dishwashers	6.0	January 29, 2016
Displays	7.0	July 1, 2016
Enterprise servers	2.1	April 20, 2016
Light fixtures (luminaires)	2.0	June 1, 2016

Note: An increase in the whole number indicates a significant change in the specification; an increase in the decimal place indicates a minor change.

ENERGY STAR MOST EFFICIENT 2016

The ENERGY STAR Most Efficient designation recognizes the “best of the best” in selected product categories for the current calendar year. The program identifies and advances highly efficient products in the marketplace.



The following product categories were eligible for Most Efficient 2016 designation. Product brand owners can submit models that meet the recognition criteria for the designation:

- air-source heat pumps
- boilers
- ceiling fans
- central air conditioners
- clothes washers, large – larger than 2.5 cubic feet (70.8 litres)
- computer monitors
- dishwashers, residential
- gas furnaces
- geothermal heat pumps
- refrigerator-freezers
- televisions
- ventilating fans
- windows, residential



ENERGY STAR® FOR NEW HOMES



This ENERGY STAR certified home in Prince George, B.C., was built as a fundraiser for the Spruce Kings hockey team.

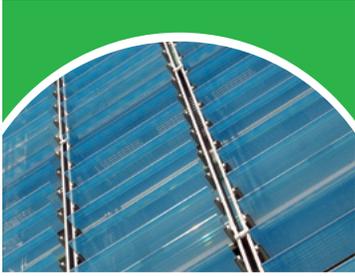
NEW TOOLS FOR ENERGY STAR BUILDERS

In 2016, the ENERGY STAR for New Homes program continued to play a key role in moving the housing sector in Canada toward increased energy efficiency. ENERGY STAR certified homes are on average 20 percent more energy-efficient than a typical new home. Today, more than 69,000 families across Canada enjoy the comfort and energy savings of an ENERGY STAR certified home.

In addition, in Manitoba, it is now easier for builders to opt for ENERGY STAR with the publication of a builder option package within the Version 12 Standard. This development means Manitoba builders can use a prescriptive path to comply with the *National Energy Code of Canada for Buildings* when building ENERGY STAR certified homes, providing increased flexibility for their participation in the program.

The following new information products were added to the promotion tool kit for Participants:

- *ENERGY STAR for New Homes* slide presentation – an effective high-level presentation designed to encourage participation in the program, and to assist in aligning promotional prospects and campaigns.
- *ENERGY STAR for New Homes FAQs* – answers to 10 of the most common questions that homebuilders have about the program.
- *ENERGY STAR for New Homes Benefits* (fact sheet) – describes the key benefits to builders of joining the program; can be used in conjunction with FAQs.



ENERGY STAR® PORTFOLIO MANAGER



BETTER BENCHMARKING FOR BUILDINGS

ENERGY STAR Canada's benchmarking tool for commercial and institutional buildings – Portfolio Manager – continued to grow and build on the success it has enjoyed since the Canadian adaptation was launched in August 2013. At the end of 2016, more than one in five buildings in Canada was registered in the energy performance management tool. This covers some 16,400 individual buildings, totalling 185 million square metres of floor space.

The free on-line tool allows building owners and operators to input energy use data for their buildings and receive an energy use intensity number. For a growing number of building types, the user will also get an ENERGY STAR score that marks them in comparison with similar building types. A score of 75 or higher makes the building eligible for ENERGY STAR certification.

In 2016, senior care communities and residential care facilities became the sixth building type to be eligible for a 1–100 ENERGY STAR score in Canada. The new score applies to facilities that provide permanent rehabilitative, restorative and/or ongoing nursing care to patients or residents in need of assistance with the activities of daily living. There are close to 6,500 of these facilities in Canada, accounting for about 39.1 million GJ of energy every year.

ENERGY STAR Canada also worked with key stakeholders on new initiatives involving Portfolio Manager.



- The 2016 version of BOMA Canada's building certification program includes an on-line platform that integrates with ENERGY STAR Portfolio Manager, making it easier for building owners and administrators to manage their Portfolio Manager and BOMA BEST accounts.
- The Canada Green Building Council (CaGBC) supports energy benchmarking and includes ENERGY STAR scores in its LEED certification criteria for eligible building types. In 2016, CaGBC released a white paper proposing a national framework to support the development of benchmarking policies throughout the country.
- The Government of Ontario was set to enact mandatory energy benchmarking and reporting legislation in 2017. The *Large Building Energy and Water Reporting and Benchmarking (EWRB) Requirement* will require buildings larger than 50,000 square feet to benchmark using Portfolio Manager and report the results to the Ontario government on an annual basis.



ENERGY STAR® WORKS!

ENERGY STAR Participants and Portfolio Manager Users are the key to the program’s enduring success. Together, the businesses, manufacturers and retailers; the health care and education systems; the energy utilities and telecom services; and the governments and non-government organizations all make this voluntary program real, delivering energy savings results for Canadians. Take a look at what they’re doing.

ENERGY STAR CERTIFIED LED SWAP IN THE NORTHWEST TERRITORIES

The Arctic Energy Alliance (AEA), in partnership with the Government of the Northwest Territories, targeted communities that use thermal power (diesel or gas) to generate electricity in a swap-out campaign for ENERGY STAR certified LED light bulbs. The new bulbs use up to 90 percent less electricity.

The one-time, six-month promotion invited residents of 25 communities to turn in their old light bulbs for up to seven LED bulbs per household. The government invested in about 11,000 ENERGY STAR certified screw-in LEDs installed in homes; in addition, more than 50 larger buildings upgraded to LEDs.

The AEA estimated the annual cost savings for all involved homeowners to be about \$180,000 and for the larger building owners about \$200,000 combined. The swap-out was projected to save 500 MWh in electricity every year, but actual savings will be greater as the retrofits to the larger buildings alone save about 180 MWh annually. The project will also help reduce GHG emissions in the Northwest Territories by about 540 tonnes annually.

The Arctic Energy Alliance is a not-for-profit society with a mandate to help communities, consumers, producers, regulators and policymakers to work together to reduce the costs and environmental impacts of energy and utility services in the Northwest Territories.



ENERGY STAR PRESCRIBED FOR HEALTH CARE FACILITIES



Toronto's University Health Network (UHN), with more than 11,000 staff members on nine major campuses, has made the purchase of ENERGY STAR certified products part of its comprehensive and integrated energy management program branded *Operation TLC-Care to Conserve*.

According to Ed Rubinstein, UHN's Director, Environmental Compliance, Energy and Sustainability, "Through various methods, including our 'Talkin' Trash' blog and other awareness initiatives, we encourage staff to take simple steps such as turning off lights and unnecessary equipment, but we also promote the energy savings and GHG reductions of ENERGY STAR certified items whether they are making purchases for the hospital or their own homes. Results confirm that increased awareness leads to more favourable green purchasing habits and reduced energy use. ENERGY STAR is also integrated in our Green Procurement Policy as are other third-party eco-labelling initiatives to capture even wider ecological benefits."



Environmental Team, Toronto's University Health Network, from left: Edward Rubinstein, Chad Berndt, Songyang Hu, Lisa Vanlint, Adeline Cohen, Michael Kurz

Island Health, which serves more than 765,000 people on Vancouver Island and beyond, has made ENERGY STAR an integral component of its energy management strategy.

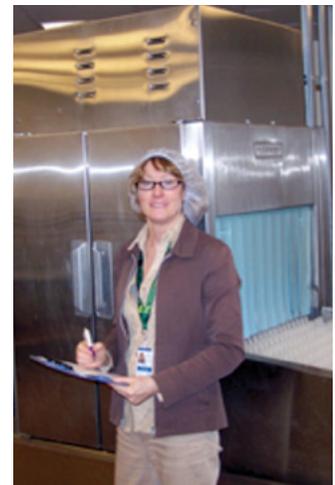
Energy Specialist Claudette Poirier: “Our Energy Team works closely with Facilities, Maintenance and Operations (FMO) to choose high-efficiency products whenever possible, such as ENERGY STAR LED certified light bulbs, commercial dishwashers and other equipment. Since 2007–08, our energy per square metre has declined by 8.8 percent, thanks in part to the energy conservation characteristics of our ENERGY STAR purchases.”



Energy Team, Vancouver Island Health Authority, from left: Albert Boulet, Deanna Fourt (Director), Joe Ciarniello, Kevin Ramlu, Bjorn Richt and Claudette Poirier (Absent: Wendy Furlan-Morgan.)

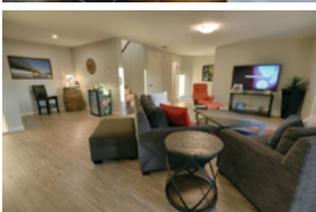
Island Health also ensures all new buildings are designed with energy efficiency in mind. For example, the Summit at Quadra Village, located in Victoria, British Columbia (B.C.), is a residential and dementia care facility that is currently on the drawing board. The early planning stage includes using the ENERGY STAR Portfolio Manager energy benchmarking tool.

The hospital also promotes the benefits of ENERGY STAR certified products to its 18,000 employees through the employee “Green” website.



Claudette Poirier checks out one of six new ENERGY STAR certified commercial dishwashers installed in Island Health kitchens.

ENERGY STAR SCORES WITH NEW LOTTERY HOME



B.C. is a growing market for ENERGY STAR for New Homes, thanks to actively engaged service organizations, utility and government partners, and builders. This commitment to ENERGY STAR was evident in spring 2016 when the Prince George Spruce Kings, a junior hockey team in the B.C. Hockey League, and Scheck Construction Ltd. set out to design and build their 35th anniversary show home lottery prize.

Their vision was to build a high-performance home that would be comfortable and adaptable to the needs of its new homeowner. They found this in the ENERGY STAR for New Homes program.

The home included the following key energy efficiency features:

- a heat recovery ventilator
- triple-glazed windows
- a P9-certified combination system for space and water heating
- a high-velocity zoned system with smaller flexible ducting for space heating
- insulating concrete form (ICF) from the foundation to the roof.

These features mean that the winner will enjoy increased comfort, balanced temperatures, fewer cold spots and drafts, and better indoor air quality.

The lottery and the home have exceeded expectations in both ticket sales and energy performance. That makes this year's lottery one of the most successful in 35 years!



BC Hydro, an ENERGY STAR Participant, supported the project. The utility featured the home on its [website](#) and in its newsletter that is sent out to some 300,000 residential customers. BC Hydro also captured the build experience on video, creating a tool to promote the ENERGY STAR project – encouraging innovation, collaboration and engagement within the housing industry.

UNION GAS *SUPER*-MARKETS ENERGY STAR CERTIFIED NEW HOMES



In Ontario, the Union Gas Optimum Home Program (2012–2016) was designed to enable builders to transform the new home construction market in the utility company’s franchise area by building homes to meet the 2012 ENERGY STAR for New Homes Standard. Union Gas realized that for market transformation to be successful, it would be important to build demand for ENERGY STAR certified homes among new homebuyers by providing information on the value of investing in these homes.

In 2016, this resulted in the development of an informative web-based marketing campaign that creatively highlighted these values by translating them into benefits that homeowners could experience when living in an ENERGY STAR certified home.

The campaign drove home the key message that all new homes are not created equal, so, before making one of their most important purchasing decisions, customers should discover the hidden features offered in an ENERGY STAR certified home. This helped customers understand that it is often the things that are not seen but experienced every day – lower energy costs, better indoor air quality and a comfortable living environment – that can benefit them in the end. This was demonstrated in the *features* section of the website and through a video, in which homebuyers could virtually connect with key features that set ENERGY STAR certified homes apart.

The web campaign was further enhanced through both traditional and on-line ads. Union Gas saw a huge increase in website hits during the campaign (March–June); more than 40 percent of its traffic was driven by the on-line ads. The ENERGY STAR “features” page got the most hits.



ENERGY BENCHMARKING SUCCESS STORIES



Building energy challenge

The City of Richmond, B.C. has been active in energy benchmarking through its Building Energy Challenge, which is designed to help building owners, managers and operators reduce energy use in their facilities. The program, now in its third year, uses Portfolio Manager to track energy use in participating buildings, and recognizes the buildings with the greatest savings.

Bank goes carbon-neutral

Toronto Dominion (TD) was the first North American bank to go carbon-neutral and to track the energy use of all its corporate and retail buildings in North America. TD implemented Portfolio Manager across its entire North American real estate portfolio and since then has used the tool to identify underperforming buildings to determine the impact of energy efficiency measures and to compare the company's performance with the industry at large.

University retrofits yield big savings



Cape Breton University (CBU) is a leading academic institution in its focus on energy. Since 2013, CBU has undertaken many measures, including a retrofit of the university's ice rink with low-emissivity ceilings, compressor heat-recovery systems and an energy-efficient water treatment system for estimated annual savings of 182,700 kWh. LED high-bay lighting with occupancy sensors replaced less efficient lighting fixtures in the field house for annual savings of 174,000 kWh. Exterior lighting was also converted to LED with daylight harvesting to save 117,000 kWh per year.

Furthermore, the university replaced 55 old refrigerators in its residences with ENERGY STAR models for 36,000 kWh in yearly savings. CBU uses a cloud-based Building Operating System as its energy management software, which immediately updates information in CBU's ENERGY STAR Portfolio Manager account.

The Government of Ontario was set to enact mandatory energy benchmarking and reporting legislation in 2017. The *Large Building Energy and Water Reporting and Benchmarking (EWRB) Requirement* will require buildings larger than 50,000 square feet to benchmark using Portfolio Manager and report the results to the Ontario government on an annual basis.



ENERGY STAR® AWARD WINNERS 2016

Participants in ENERGY STAR Canada are committed to promoting a culture of energy efficiency among Canadians. Every year, the program recognizes those who demonstrate excellence in the manufacture, marketing and promotion of ENERGY STAR certified products and ENERGY STAR certified new homes.

Note: The awards recognize activities in the previous calendar year.



Canada's Natural Resources Minister, the Honourable Jim Carr, was happy to present 2016 ENERGY STAR Awards to winning program participants in Winnipeg.

AWARD
WINNERS



2016 ENERGY STAR AWARDS FOR PRODUCTS

- Sustained Excellence: Toronto Community Housing Corporation
- Advocate of the Year: Efficiency Nova Scotia
- Promotional Campaign of the Year and Campaign of the Year – Social Media: Énergie NB Power
- Utility of the Year – Provincial: Manitoba Hydro
- Utility of the Year – Regional: Hydro Ottawa Ltd.
- Recruit of the Year: Independent Electricity System Operator
- Manufacturer of the Year – Appliances: Whirlpool Canada LP
- Manufacturer of the Year – Electronics and Promoter of the Year – ENERGY STAR Most Efficient: Samsung Electronics Canada
- Manufacturer of the Year – Windows and Doors: JELD-WEN of Canada
- Manufacturer of the Year – Heating and Cooling Equipment: LG Electronics Canada, Inc.
- Manufacturer of the Year – Lighting: L'Image Home Products Inc.
- Retailer of the Year – National: The Home Depot Canada
- Retailer of the Year – Regional: Corbeil Appliances

2016 ENERGY STAR CANADA AWARDS FOR NEW HOMES

- Sustained Excellence and Participant of the Year – Program Delivery: EnerQuality
- Partner of the Year: Enbridge Gas Distribution
- Builder Recruit of the Year: Shakespeare Homes

WINNERS' PROFILES – 2016

2016 ENERGY STAR® Canada Awards for Products

Sustained Excellence

Toronto Community Housing Corporation (TCH), Canada's largest social housing provider, has demonstrated its commitment to energy efficiency since it joined the ENERGY STAR program in 2006. In 2011, for example, TCH replaced the air conditioners and light bulbs in its units with ENERGY STAR certified products, saving over \$850,000 in annual utility costs and enough energy to power 214 homes. Since 2012, it has partnered with Toronto Hydro in the Home Assistance Program installing ENERGY STAR certified refrigerators and LEDs. In 2015, TCH ran Community Conservation fairs in three communities, educating over 450 residents about ENERGY STAR certified products.

Advocate of the Year

The non-profit **Efficiency Nova Scotia** is dedicated to promoting energy efficiency. In 2015, it issued "Instant Savings" rebates on more than 270,000 units of ENERGY STAR certified products and saw 9,315 certified windows and doors installed through its Home Energy Assessment program, more than 280,000 certified LED and CFL bulbs as part of its Residential Direct Install, and over 55,000 certified units with its Business Energy Rebates.

Promotional Campaign of the Year Campaign of the Year – Social Media

In 2015, **Énergie NB Power** launched the Smart Habits campaign with the tagline Why pay for electricity you don't need? Results included large increases in the numbers of rebates claimed for ENERGY STAR certified products: 26 percent for LED bulbs, 680 percent for refrigerators, and 48 percent for Most Efficient clothes washers and point-of-sale promotions involving 40 appliance retailers and 170 home improvement and general merchandise retailers. The social media campaign reached more than 400,000 people through Facebook and Twitter; a four-week contest on Facebook had more than 660,000 views and attracted more than 5,000 contest entries.

Utility of the Year – Provincial

Manitoba Hydro serves more than 561,000 electricity and 274,000 natural gas customers. In 2015, incentives supported sales of 690,658 units of ENERGY STAR certified products, more than double the number sold in 2014; the "Power Smart" education campaign delivered 683,000 LEDs through rebates and giveaways, resulting in an increase from 9 percent to 19 percent of the market; and the utility collaborated with 14 retailers (138 individual stores) on LED rebates. The New Buildings Program provided financial incentives for 1.1 million square feet, up 83 percent from 2014.

Utility of the Year – Regional

In 2015, **Hydro Ottawa Ltd.** ran a year-long savings promotion for ENERGY STAR certified furnaces, air conditioners, LED bulbs and light fixtures; adding digital media to the marketing campaign resulted in a dramatic increase in both coupon downloads and redemption rates. The “Is Your Furnace Old Enough?” campaign included a bill insert as well as radio, magazine, newspaper and billboard ads; and, digitally, an e-bill banner, home page banner, take-over on The Weather Network, animated on-line ad campaign including tablet and smartphone platforms, an auto-loading animated GIF on Twitter, and a vanity URL – NewFurnace.

Recruit of the Year

The **Independent Electricity System Operator (IESO)** operates the electricity system in Ontario. In 2015, IESO’s Save on Energy programs promoted ENERGY STAR using incentives: for example, coupon promotions and marketing efforts with a focus on heating and cooling systems and lighting for small businesses. IESO engaged stakeholders and partnered with non-profit and for-profit entities. More than 70 local electricity distribution companies engaged in conservation programs.

Manufacturer of the Year – Appliances

Whirlpool Canada LP reported sales of more than half a million units of ENERGY STAR certified Whirlpool products in 2015. Innovations included the first ENERGY STAR certified dryer, the launch of certified gas dryers, a HybridCare heat pump dryer, linear compressor technology refrigerators and a partnership with Nest, the home automation company. Whirlpool, an official sponsor of the 2015 Pan Am Games in Toronto, installed 200 pairs of certified Maytag washers and dryers in the Athletes’ Village.

Manufacturer of the Year – Electronics

Promoter of the Year – ENERGY STAR Most Efficient

Samsung Electronics Canada, one of the world’s leading electronics companies, sees ENERGY STAR as a key partner in advancing energy efficiency. In 2015, Samsung endorsed the new ENERGY STAR technical specification for clothes dryers and integrated innovations into its 2015 R&D planning. Samsung also committed to certifying products to Most Efficient specifications, exceeding standard ENERGY STAR levels for clothes washers, refrigerators, televisions and displays. Samsung marketed ENERGY STAR certified products with BC Hydro through rebates, social media, traditional media and promotional activities including more than 25 retail events.

Manufacturer of the Year – Windows and Doors

JELD-WEN of Canada has four manufacturing facilities, five distribution centres and three design centres across Canada, with sales in every province. In 2015, it increased its number of ENERGY STAR certified models by 89 percent, from 281,427 to 534,591; ENERGY STAR Most Efficient units grew by 5 percent. JELD-WEN partnered with EnerQuality in Ontario, the leading certification body for energy-efficient homes in Canada, to fund builder training for the ENERGY STAR for New Homes program.

Manufacturer of the Year – Heating and Cooling Equipment

LG Electronics Canada, a global manufacturer of consumer products, says its commitment to ENERGY STAR “runs deep.” In 2015, LG’s Art Cool Mirror air conditioner was designated 2015 ENERGY STAR Most Efficient. LG also trained more than 750 partners in new HVAC products, with a focus on ENERGY STAR attributes, and featured ENERGY STAR in all product presentations, including to the contracting community. The ENERGY STAR symbol was prominent in the LG product catalogue and website, which received 8.4 million visits last year.

Manufacturer of the Year – Lighting

L’Image Home Products Inc. develops, manufactures and distributes home hardware, including indoor and outdoor lighting. L’Image is committed to the mass adoption of LED lighting, particularly ENERGY STAR certified LEDs. In 2015, L’Image partnered with Costco Wholesale to sell a significant number of certified LEDs and lighting fixtures. Its A19 LED and retrofit downlight kit were covered by BC Hydro, FortisBC and Manitoba Hydro rebate programs. Point-of-purchase displays and the company’s website raised the visibility of the ENERGY STAR brand.

Retailer of the Year – National

In 2015, **The Home Depot Canada** (THD) increased sales of ENERGY STAR certified products significantly, including light bulbs, light fixtures, appliances, and windows and doors. In partnership with utilities, THD issued millions of dollars in rebates, the vast majority on certified products – 22 percent more than in 2014. Its “Switch now and save” marketing campaign promoted whole-home LED lighting, and it hosted more than 1,100 retail events promoting ENERGY STAR, double the number in 2014. THD also debuted the first certified clothes dryers.

Retailer of the Year – Regional

Corbeil Appliances has 33 franchised stores in almost every region of Quebec and in parts of Ontario. The company promotes ENERGY STAR as one of its “Corbeil Advantages.” In 2015, Corbeil distributed more than 2.3 million flyers featuring ENERGY STAR certified appliances four times throughout the year; advertised in newspapers on average five times a month, and on television; and sent promotions to more than 15,000 newsletter subscribers nine times throughout the year. Web ads generated 117 million views.

2016 ENERGY STAR Canada Awards for New Homes

Sustained Excellence

Participant of the Year – Program Delivery

EnerQuality Corporation has championed the ENERGY STAR for New Homes program in Canada for more than 10 years. It has certified more than 55,000 new homes since the program began in 2005, and more than 7,000 in 2015 alone. The same year, EnerQuality trained 300 builders, energy advisors and stakeholders and delivered two key market transformation programs with Enbridge Gas and Union Gas. EnerQuality led a variety of promotional and engagement activities, including marketing and outreach campaigns, sponsoring industry awards and working closely with stakeholders on technical issues.

Partner of the Year

Enbridge Gas Distribution promotes energy efficiency in its own operations and to its customers. In 2015, its Savings by Design program provided \$1.1 million in incentives to builders for new homes that are 25 percent more energy-efficient than the *Ontario Building Code*; through the program 604 ENERGY STAR certified homes were labelled. It supported vital ENERGY STAR program initiatives through a funding partnership with EnerQuality for activities such as managing incentives, builder training and workshops, events and stakeholder engagement.

Builder Recruit of the Year

Shakespeare Homes of North Vancouver maintains a strong set of corporate values, including understanding and respecting environmental issues. In 2015, it started building its first ENERGY STAR certified new home in North Vancouver. Shakespeare successfully engaged the community in the building science process by supporting a local school's Trades Discovery program; students visited the home regularly while it was under construction to build awareness and educate themselves as future tradespersons and consumers. The builder also worked with municipal officials in North Vancouver to educate them about energy efficiency building practices.

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