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ENERGY STAR® Canada

Annual Report 2021

20 YEARS/ANS CANADA



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ENERGY STAR[®] **Canada**

Annual Report 2021

Canada[®]

Natural Resources Canada's Office of Energy Efficiency

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Energy Efficiency in Canada



ENERGY STAR® Canada – An Important Tool in Meeting Canada’s Environmental Goals

To minimize the impacts of climate change, Canada has set a course to achieve net-zero emissions by 2050. The [Canadian Net-Zero Emissions Accountability Act](#) demonstrates the Government of Canada’s commitment to achieving net-zero greenhouse gas emissions by 2050 and confirms Canada’s target to reduce greenhouse gas emissions by 40 to 45% below 2005 levels by 2030.

Improving energy efficiency contributes first-hand to reducing greenhouse gas emissions and is an important part of Canada’s national approach to addressing climate change. The ENERGY STAR® Canada program is managed and delivered by the Office of Energy Efficiency within Natural Resources Canada. The program supports Canadians in reducing energy consumption, improves energy efficiency in multiple sectors of the economy, and contributes to Canada’s transition to a low-carbon, clean growth economy with a net-zero emissions future. ENERGY STAR Canada assumes a multi-pronged approach to advancing Canada’s environmental objectives:

- ◆ ENERGY STAR Canada encourages and promotes the manufacturing, distribution and purchase of ENERGY STAR certified high-efficiency products.
- ◆ ENERGY STAR Canada makes the new housing market more energy-efficient by certifying new homes that have been built to a higher energy efficiency standard.
- ◆ ENERGY STAR Canada promotes high-efficiency performance in commercial and institutional buildings through energy benchmarking.
- ◆ ENERGY STAR Canada makes industry more energy-efficient by certifying energy-efficient industrial facilities and challenging industry to reduce energy consumption in their facilities.

Net-zero emissions means that our economy either emits no greenhouse gas emissions or offsets its emissions either through measures that will capture carbon before it is released into the air or measures that will work to absorb carbon dioxide. Tree planting is a method of absorbing carbon dioxide.





| ENERGY STAR Canada Turns 20!

We are proud of our efforts and impact over the past 20 years in promoting energy efficiency and helping Canadians save money and protect the environment. This report puts a spotlight on some of our tremendous successes in 2021 and gives you an idea of what we have been up to in recent years. Rest assured; we are only getting started! Be sure to [follow us](#) to see what comes next.

| What is ENERGY STAR Canada?

The ENERGY STAR® program was introduced in Canada in 2001 as an international partnership with the United States Environmental Protection Agency. ENERGY STAR Canada is a voluntary partnership between the Government of Canada and program participants to make high efficiency products, homes and buildings available and visible.



The ENERGY STAR symbol is the internationally recognized and trusted mark of high energy efficiency performance. A product, new home, building or industrial facility bearing this label is certified to be more energy-efficient and produce fewer emissions.

Canadians have come to rely on the ENERGY STAR symbol in conducting their day-to-day business. It is well understood that products bearing this label have been tested and certified to meet stringent specifications and are generally in the top 25% of their class for energy performance. ENERGY STAR certified new homes are at least 20% more energy-efficient than those built to provincial codes. It is becoming common knowledge that buildings and facilities bearing the ENERGY STAR logo are tracking, monitoring and improving their energy performance through the ENERGY STAR® Portfolio Manager® benchmarking tool.

**Committed to Building
100% ENERGY STAR**



Using the ENERGY STAR Canada Logo

Natural Resources Canada has undertaken to protect the integrity of the ENERGY STAR symbol with the creation of the [ENERGY STAR® Canada Brand Book](#) in 2018. The Brand Book provides clear instructions and specifications for how the ENERGY STAR logo can and should be used in Canada by program participants including retailers, manufacturers, home builders, commercial and institutional building owners, and service organizations, to name a few. The Brand Book also cautions against improper use of the logo and provides a mechanism to report the inappropriate use of the logo.

Meet the ENERGY STAR® Canada Family



The ENERGY STAR® for Products program was the first member of the ENERGY STAR Canada family. This program encourages Canadians to purchase high-efficiency products ranging from clothes washers and furnaces to light bulbs and computers. ENERGY STAR certified products are tested and certified to meet strict specifications for energy performance to ensure they are the same as or better than standard products in terms of energy efficiency. There are almost 1,000 [participants](#) in the program, including retailers, manufacturers and utilities promoting the most energy-efficient products on the market

In 2005, ENERGY STAR for New Homes was introduced. This program offers ENERGY STAR certification to new homes that have been built to a higher energy efficiency standard. Owners of an ENERGY STAR certified home enjoy a home that is approximately 20% more energy-efficient than a typical home, which translates into savings in the form of utility costs and reduced greenhouse gas emissions.

In 2017 the ENERGY STAR for Industry program was launched. This program offers ENERGY STAR certification to Canada's most energy-efficient industrial facilities including commercial bakeries and automobile assembly facilities. This program helps industrial facilities measure, track, analyze and reduce their energy consumption. Industrial facilities can also pursue the ENERGY STAR Challenge for Industry, which recognizes a minimum 10% reduction in a facility's energy within a five-year period.

In 2018, ENERGY STAR certification became available to commercial and institutional buildings based on their ENERGY STAR® Portfolio Manager® score. Portfolio Manager is a web-based benchmarking tool that allows building owners and managers to measure the energy performance of their buildings and compare against similar building types in Canada. A large range of [building types](#) including commercial offices, hospitals, retail stores and more can earn the ENERGY STAR certification and proudly display the symbol.

2020 ENERGY STAR Awareness Survey Results

78% of Canadians understand that their household energy consumption contributes to climate change.

75% of Canadians are aware of the ENERGY STAR brand, up **50%** from 2018.

75% of respondents indicate that the ENERGY STAR symbol reflects more efficient products and influences their purchasing decisions.

Over **two thirds** of Canadians are willing to pay more for ENERGY STAR certified products.

ENERGY STAR®

Canada 2016–2021

We Kept Moving Even When the World Slowed Down

You may have noticed our last annual report was published in [2016](#) – there are many reasons for this, not the least of which is the impact of the global COVID-19 pandemic. We are ready to continue to annually showcase and celebrate our energy-efficiency accomplishments and results. Read on for a snapshot of how we have kept our eye on energy savings since 2016.

ENERGY STAR for Products

- ◆ Expanded our social media presence with the launch of ENERGY STAR® Canada Pinterest and LinkedIn channels in 2020
- ◆ Launched several social media campaigns including ENERGY STAR Day and the 12 Days of ENERGY STAR giveaway in addition to several campaigns focused on advertising specific ENERGY STAR certified products
- ◆ Commissioned public opinion research in 2018 and 2020 to assess Canadian public awareness and attitudes toward ENERGY STAR including influences affecting Canadians' purchasing decisions
- ◆ Launched an update to the fenestration specification to maximize energy savings for windows and doors

ENERGY STAR for New Homes

- ◆ In 2017, Natural Resources Canada updated the ENERGY STAR for New Homes Standard requirements in the province of Ontario to exceed their newly released building code.
- ◆ In 2020, the ENERGY STAR for New Homes Standard was updated across the country to include the EnerGuide Rating System gigajoule per year scale versus the previous 1–100 EnerGuide Rating System scale.
- ◆ Released the updated ENERGY STAR for New Homes Energy Advisor Exam that incorporates the new EnerGuide Rating System to ensure a robust network of qualified and informed energy advisors support a trend toward maximized energy efficiency in the new housing market

Did You Know?

Whether you're working from your home office, kitchen or basement, an ENERGY STAR certified smart thermostat can help you manage your at-home energy use and keep you comfortable.

These handy devices give you the flexibility to control your home heating and cooling system from a smartphone, computer, or tablet, so you can get back to business.



ENERGY STAR for Industry

- ◆ Launched the ENERGY STAR for Industry certification program in Canada alongside the ENERGY STAR Challenge for Industry in 2017
- ◆ Grew the sectors qualified to participate in ENERGY STAR for Industry from one (Integrated Steel sector) in 2017, to five (added Auto Assembly, Auto Engine, Auto Transmission and Commercial Bakeries) in 2018, to six (added Cement sector) in 2019 to seven (added Frozen Fried Potato sector) in 2020
- ◆ Awarded the first ENERGY STAR Challenge for Industry Achiever award in 2019 to Fiat Chrysler's Windsor Assembly Plant that achieved a greater than 27% reduction in energy consumption from baseline numbers in a four-year period

ENERGY STAR for Buildings

- ◆ Launched the ENERGY STAR certification for Buildings in 2018 including the "Who Will be the First Challenge," which awarded 80 buildings special recognition
- ◆ Expanded the building types eligible for ENERGY STAR certification, which originally included K-12 schools, commercial offices, hospitals, supermarkets, medical offices and senior care communities and residential care facilities, to include, by 2020, ice rinks and curling rinks, warehouses, hotels, and non-food retail establishments
- ◆ Launched the ENERGY STAR Multifamily High Rise (New Construction) pilot project in Ontario in 2018

Did You Know?

ENERGY STAR certified electronics have special power-saving features to help you reduce your energy consumption.

Equip your home with the most energy-efficient entertainment products so you can enjoy every movie night and game day without worrying about your energy bill.



2021 ENERGY STAR® Canada Accomplishments

Here are the Highlights...

ENERGY STAR for Products

ENERGY STAR® Canada has recently expanded its social media reach beyond Twitter and Facebook to include Pinterest and LinkedIn. What's more, ENERGY STAR Canada now has a Brand Management team dedicated to enhancing and expanding awareness and knowledge of the ENERGY STAR brand in Canada.

In December 2021, the ENERGY STAR for Products team launched the most successful 12 Days of ENERGY STAR campaign on Twitter and Facebook to date. This year's campaign was focussed squarely on ENERGY STAR educational awareness. Like previous years, the campaign involved giveaways of ENERGY STAR certified products including smart thermostats, a clothes washer-dryer set, and an air purifier generously donated by program participants. The campaign reached thousands of Canadians eager to maximize energy efficiency and savings in their homes. The numbers tell the real story:

- ◆ **12%** engagement rate on Twitter and **29%** engagement rate on Facebook (both are exceeding industry standards)
- ◆ **50%** more visits to the ENERGY STAR Canada website during the campaign
- ◆ **1,000** new ENERGY STAR Canada followers across social media platforms

Sales of the following ENERGY STAR product categories account for the largest share of energy savings associated with all ENERGY STAR products sold in 2021:

- ◆ natural gas and propane gas furnaces
- ◆ imaging equipment
- ◆ smart thermostats
- ◆ residential light fixtures
- ◆ room air cleaners



Most Efficient
2021
Les plus
écoénergétiques

The ENERGY STAR Most Efficient designation recognizes ENERGY STAR certified products in select categories that demonstrate superior efficiency performance and cost savings as compared to regular ENERGY STAR models. Check out [the current list](#) of ENERGY STAR Most Efficient products.

By the numbers:

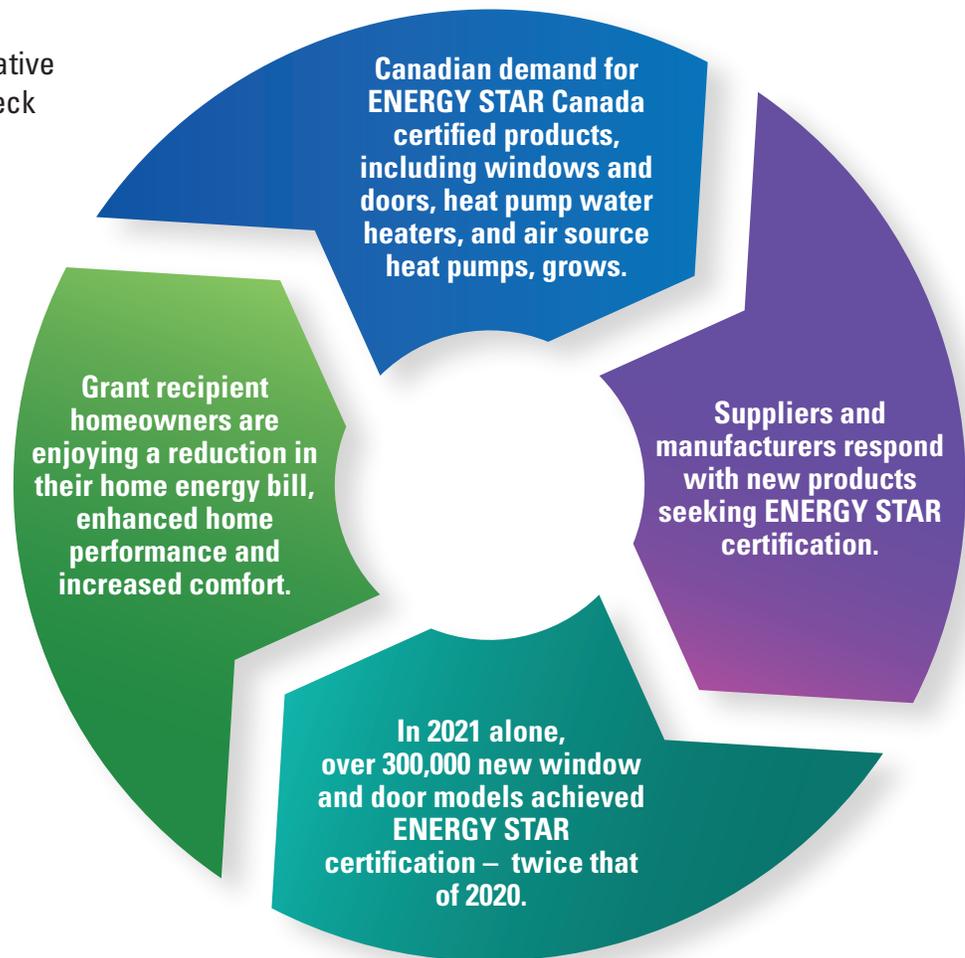
- ◆ More than 1,000 Canadian businesses and organizations have a formal arrangement with Natural Resources Canada to promote ENERGY STAR products.
- ◆ 75 types of products are available for ENERGY STAR certification in Canada.

Canada Greener Homes Initiative → Increased Demand for ENERGY STAR Canada Products

In May 2021, the Canada Greener Homes Initiative was launched to help homeowners improve the energy efficiency of their existing homes through, amongst other measures, the purchase of ENERGY STAR certified products.

This initiative will provide as many as 700,000 grants of up to \$5,000 to incentivize homeowners to invest in energy-efficient home improvements including purchasing and installing eligible ENERGY STAR certified products.

The response to this initiative has been staggering. Check out the chain of events following the launch of the initiative.



Fast Facts About the Canada Greener Homes Initiative in 2021:

- ◆ 152,000 grant applications submitted
- ◆ >51,000 Canadian homes evaluated
- ◆ \$9 million in grants distributed to 2,400 Canadian homeowners
- ◆ >31,000 Canadian homes retrofitted using ENERGY STAR certified products

ENERGY STAR for New Homes



Homes Built to a Higher Energy Efficiency Standard

The ENERGY STAR for New Homes program remains hard at work encouraging the construction of energy-efficient housing and in so doing is helping change the composition of Canada's housing sector. Since 2005, more than 110,000 ENERGY STAR® certified homes have been built – meaning almost 110,000 families across Canada are enjoying the comfort and savings of an ENERGY STAR certified home. During 2021 alone more than 6,400 certified homes were built – impressive given that the COVID-19 pandemic was in full swing.

ENERGY STAR certified new homes are built to a higher energy efficiency standard, achieving on average 20% more energy efficiency than a typical home.

Owners of ENERGY STAR certified new homes enjoy savings in annual utility costs, enhanced performance and comfort, and improved indoor air quality, all while contributing to a reduction in greenhouse gas emissions.

Features common to an ENERGY STAR certified new home include higher insulation levels, efficient heating and cooling systems, additional air-sealing, high-performing windows and doors, a whole home ventilation system, and ENERGY STAR certified products.

The ENERGY STAR for New Homes program is on a path to continual improvement:

- ◆ In 2021, a strategic review of the program was undertaken to ensure the program keeps pace with changes to the National Building Code introduced in 2020.
- ◆ Also in 2021, the New Homes Certification Review Process was launched to provide Canadian homeowners with a formal and accessible review process to address any concerns about their new ENERGY STAR certified home.



EnerQuality – A Champion for ENERGY STAR for New Homes

The ENERGY STAR for New Homes (ESNH) program relies on industry partners such as EnerQuality to make the program so successful. As a licensed service organization with Natural Resources Canada, EnerQuality facilitates the process of certifying new homes that meet the ESNH standard prior to earning the ENERGY STAR certification.

EnerQuality originally joined forces with Natural Resources Canada in 2005 to develop the ESNH program and for almost two decades has remained a champion in promoting and delivering the ESNH program in Canada. EnerQuality has demonstrated sustained commitment to the ENERGY STAR program and holds the distinction of labelling the most ENERGY STAR certified homes to date. Let the statistics speak for themselves:

- ◆ EnerQuality was responsible for labelling over 100,000 ESNH homes to date.
- ◆ EnerQuality was responsible for over 120,000 ENERGY STAR enrollments to date.
- ◆ EnerQuality registered over 100 energy advisors with Natural Resources Canada to date, with 40 currently active.
- ◆ EnerQuality licensed over 500 ESNH builders with Natural Resources Canada to date.
- ◆ EnerQuality trained approximately 1,000 participants under the ESNH program to date.

In 2018, EnerQuality teamed up again with Natural Resources Canada to develop the ENERGY STAR Multifamily High Rise (New Construction) program in Ontario with an eye to transforming the Canadian housing market further. In early 2023 EnerQuality facilitated the review and ENERGY STAR certification of the first multi-family high-rise building in Ontario.

This partnership has been a win-win for EnerQuality and Natural Resources Canada with the major beneficiaries being the homeowners and now occupants of multi-family high-rise buildings.



ENERGY STAR for Industry



Since its launch in 2017, the ENERGY STAR for Industry program has enjoyed continued expansion and popularity. In 2021, access to ENERGY STAR® certification was expanded to include an eighth Canadian industrial sector – the fertilizer sector.

The eight industrial sectors currently eligible to apply for ENERGY STAR certification are:

- ◆ Auto assembly
- ◆ Auto engine
- ◆ Auto transmission
- ◆ Commercial bakeries
- ◆ Cement
- ◆ Frozen fried potatoes
- ◆ Fertilizer
- ◆ Steel and fertilizer



The ENERGY STAR Challenge for Industry encourages Canadian industrial facilities to reduce energy use and related costs and to be more competitive while reducing greenhouse gas emissions. More specifically, the Challenge is awarded to those facilities that improve their energy efficiency by 10% within five years. In 2021, there were 30 facilities participating in the ENERGY STAR Challenge for Industry, up from 25 facilities the previous year. There were also seven industrial plants that earned the ENERGY STAR certification in 2021, bringing the total to 45 industrial facilities certified since 2017. Let's take a closer look at these recently certified facilities.



Spotlight on Honda and Bimbo Canada – Top Energy Performers

In 2019, Honda earned the distinction of being the first facility in the auto engine sector to achieve ENERGY STAR certification. Since that time, two Honda facilities (auto assembly and auto engine plants) have renewed their ENERGY STAR certification three years in a row!

A commercial bakery, Bimbo Canada, is also enjoying energy efficiency success. In 2021, five Bimbo facilities achieved ENERGY STAR certification, up from one in 2020. Bimbo Canada remains committed to energy efficiency and is moving forward to have additional facilities certified while at the same time registering all their facilities in the ENERGY STAR Challenge for Industry.

Kudos to both companies that have achieved the status of being in the top 25% of energy performers in their respective sectors.

HONDA



ENERGY STAR for Buildings



The ENERGY STAR for Buildings program continues to expand the reach of the ENERGY STAR® Portfolio Manager® – a free online energy-benchmarking tool for commercial and institutional buildings to measure and manage a building’s energy use. During 2021, there were 3,000 new buildings registered with this tool, bringing the total to more than 29,000 buildings. What’s more, a new feature to track greenhouse gas emission intensity in buildings was added to ENERGY STAR Portfolio Manager in 2021.

In 2021, multifamily residential buildings became eligible for ENERGY STAR certification, bringing a total of 11 building types eligible for ENERGY STAR certification – up from only 6 in 2016. Most significantly, 183 buildings earned ENERGY STAR certification in 2021.

| Multifamily High Rise Pilot Program

In 2021, the five-year ENERGY STAR Multifamily High Rise (New Construction) pilot program launched in Ontario in 2018 was expanded to British Columbia. This pilot program offers ENERGY STAR certification to new multi-family mid- and high-rise buildings that are designed to be at least 15% more energy-efficient than those built to the provincial building code, along with other program requirements. Building owners can then register certified buildings with the ENERGY STAR Portfolio Manager benchmarking tool to monitor and manage energy performance. An ENERGY STAR score tailored to multi-family residential buildings was released in 2021.

The past year has seen notable growth and maturity with this pilot. At the end of 2020, there was only 1 licensed builder and 9 buildings enrolled in the pilot program, and by the end of 2021, these numbers rose to 12 and 16, respectively – a positive indicator by all accounts. Building occupants live comfortably while enjoying better energy efficiency and helping to protect the environment.

- ★ An ENERGY STAR certified building is recognized to be a top energy performer and certified in energy efficiency.
- ★ An ENERGY STAR certified building means energy savings, cost savings, a reduction in greenhouse gas emissions and of course, bragging rights!

ENERGY STAR Canada Awards

Each year, ENERGY STAR® Canada showcases businesses and organizations that have made outstanding contributions to protecting the environment through superior energy achievements in Canada with the ENERGY STAR Canada Awards. In 2022, 17 organizations and 10 buildings received awards for advancing energy efficiency. *Note: The awards recognize activities in the previous calendar year.*

[Award categories](#) are available for ENERGY STAR products, new homes, and existing commercial and institutional buildings. ENERGY STAR awards categories are frequently changing to keep pace with program changes and events. Check out the Natural Resources Canada website to view the full list of [2022 ENERGY STAR Canada Award winners](#) and to view [previous winners](#).

Did You Know?

You can upgrade your work-from-home routine with an ENERGY STAR certified printer. It uses up to 35% less energy than standard models, and it keeps you on track for work and for energy savings!



Keep in touch with ENERGY STAR

Follow ENERGY STAR Canada on any of our social media channels for energy-efficiency tips, rebates, giveaways and much more.

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