



The ecoENERGY Efficiency Initiative

The **ecoENERGY Efficiency Initiative** is investing more than \$960 million between 2007 and 2011 to promote smarter energy use by Canadians—at home, at work and on the road. These efforts will: reduce emissions that harm our health and the environment; save Canadians money; and make the most of our natural resources—because wasted energy is our biggest source of untapped energy.

The ecoENERGY Efficiency Initiative features the following components:

- **ecoENERGY Retrofit** (\$805 million) offers homeowners, along with smaller businesses and organizations financial support to retrofit their homes, smaller buildings and industrial facilities. This includes a \$300 millions expansion for homeowners in Budget 2009.
- **ecoENERGY for Buildings and Houses** (\$60 million) encourages both the construction and retrofit of more energy-efficient buildings and houses.
- **ecoENERGY for Industry** (\$18 million) aims to accelerate energy-saving investments and the exchange of best-practices information within Canada's industrial sector.
- **ecoENERGY for Fleets** (\$22 million) focuses on reducing fuel use and greenhouse gas missions in commercial and institutional fleets through several methods: training and education; sharing of best practices; anti-idling campaigns; and technical demonstrations to identify opportunities for improvements.
- **ecoENERGY for Personal Vehicles** (\$21 million) provides Canadians with helpful tips and decision-making tools on buying, driving and maintaining their vehicles to reduce fuel consumption and greenhouse gas emissions. This program also manages the voluntary agreement with the auto industry to reduce annual greenhouse gas emissions from passenger cars and light-duty trucks by 5.3 megatonnes by 2010.
- **A regulatory agenda** (\$32 million), under the authority of the *Energy Efficiency Act*, will introduce or raise energy efficiency standards for a wide range of energy-using products. As a result, 80 percent of the energy used in homes and businesses will soon be regulated. Stricter regulations mean that, over time, inefficient products will disappear from the marketplace.
- **The fuel efficiency of road motor vehicles** (\$3 million) will be regulated by establishing stringent standards to progressively tighten limits for greenhouse gas emissions from new cars and light trucks over 2011 to 2016 model years, through the authority of the Canadian Environmental Protection Act, 1999 (CEPA). These standards will align with U.S. national standards for improving fuel economy and reducing GHGs, and will help create a common North American approach to regulating greenhouse gas emissions from new vehicles.

Important related efforts include:

- **ecoENERGY for Biofuels Program** supports the production of renewable alternatives to gasoline and diesel and encourages the development of a competitive domestic industry for renewable fuels. The Program will invest up to \$1.5 billion over nine years, starting April 1, 2008, in support of biofuel production in Canada.
- **Sustainable Development Technology Canada** manages the government's \$500 million **NextGen Biofuels Fund** to invest with the private sector in establishing first-of-kind, large scale demonstration facilities for the production of next-generation biofuels and co-products in Canada.

For more information visit ecoaction.gc.ca