

**Update on Energy Efficiency Initiatives**  
**Office of Climate Change and Energy Efficiency (CCEE)**  
**Government of Newfoundland and Labrador**

**CACEE Meeting**  
**June 17, 2014**

**Moving Forward: Energy Efficiency Action Plan 2011**

- The Office of Climate Change and Energy efficiency led the development of *Moving Forward: Energy Efficiency Action Plan 2011* which was released in 2011. The Action Plan set out government's vision and goals for the next five years on generating a major shift in the uptake of energy conservation and efficiency.
- *Moving Forward* set out 40 commitments to action covering all sectors of the economy and it reaffirmed the province's commitment to generate a major shift in the uptake of energy efficiency and a target to reduce energy demand by 20% below business-as-usual projections by 2020.

**Public Awareness**

- In fulfillment of one of the commitments in the 2011 Energy Efficiency Action Plan, CCEE developed *Turn Back The Tide*, a province-wide public awareness campaign which was launched in September 2012.
- *Turn Back the Tide* is an integrated campaign with television, print and online components. At the heart of the campaign is website [www.turnbackthetide.ca](http://www.turnbackthetide.ca) that was designed to provide a comprehensive, user-friendly and authoritative 'one-stop shop' information, advice and tips.
- The site is targeted at homeowners, businesses, and communities regarding ways to conserve energy, improve energy efficiency and tackle climate change.
- It also features innovative, custom-designed interactive tools, including an Interactive House that enables users to navigate areas in and around the home and receive tips on ways to improve energy efficiency.

**Tools and Resources**

- In 2013, CCEE released a 'Guide to Building Energy Efficient Homes' designed to help builders, designers, supply companies and municipalities understand how to comply with the new legal requirements to build energy efficient homes.
- Also in 2013, CCEE released a 'Guide to the Build Better Buildings' policy to assist internal and external stakeholders to better understand what is required under the policy. Through the Build Better Buildings policy, government is helping to transform local markets for sustainable buildings increasing greater capacity and knowledge among designers and engineers.

- In partnership with the Department of Municipal and Intergovernmental Affairs, CCEE launched a Municipal Government Carbon Calculator, a web-based tool developed specifically for Newfoundland and Labrador. It estimates the greenhouse gas emissions from municipal operations and provides tips on how to save energy, reduce greenhouse gas emissions and lower operating costs.

### **New Initiatives**

- CCEE is working on a two-year pilot project to provide real-time energy display monitors to 500 households. This pilot will seek to determine if households would conserve energy if they used a feedback device that provides them with real-time electricity consumption information.
- CCEE is also working with the Department of Education on a pilot project to raise awareness of energy conservation in schools, including the development of promotional material to support energy conservation behaviors.