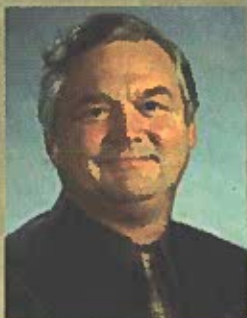


A message from Ontario's Chief Energy Conservation Officer:

The power to conserve energy rests in our hands



With spring just around the corner, the opportunity to renew ourselves in multiple respects begins now.

For Ontarians generally – and in the context of this message for you, the citizens of Greater Sudbury – a renewed dedication to energy conservation and energy efficiency is critical. We have made significant progress towards meeting our aggressive provincial energy savings goals during the last couple of years. And as your Chief Energy Conservation Officer, I can attest that Sudbury has amply demonstrated its commitment to preventing wasteful use of a key resource: Electricity. But there is much more that can be done.

In the Ontario Power Authority's Integrated Power System Plan, now being reviewed by the Ontario Energy Board, conservation is our cornerstone. My challenge is to keep Ontarians focused on conserving this invisible yet essential "commodity" that keeps our schools, hospitals, cities, and society functioning. My mandate is to make electricity conservation visible to everyone across the province. That is why the Ontario Power Authority has developed a simple but memorable three-word "formula" for getting Ontarians engaged with energy conservation: Think. Believe. Act.

I ask people to think about their use of electricity, to believe that conservation is important, and to act so that we reduce our use of electricity. Every institution, business and individual in Ontario must contribute.

Leadership in meeting the conservation challenge is clearly important. My focus is on leadership for the province. At the local level, there are program delivery partners (such as Sudbury Hydro and Hydro One)

who have stepped forward to advance this cause and are getting results. However, in my 2007 annual report issued last fall, I also called for additional leadership at the community level through the appointment of Municipal Energy Conservation Officers (MECOs) across Ontario.

I want to see local champions everywhere, so the advantages of energy conservation are enjoyed by all. I see that local leadership profile growing ever stronger in Greater Sudbury. But there are many communities that could better maximize the benefits of conservation if their efforts gain the focus and momentum that leads to effective results. That is why I would like to see MECOs appointed everywhere – it's not a mandated position (that's beyond my jurisdiction), it's voluntary. And the title doesn't matter so much as a concerted effort by local governments to make energy conservation a primary consideration in the management of community institutions and beyond by having a champion who makes it his or her focus and responsibility.

In the end, however, every Ontarian has a responsibility and an opportunity to contribute to energy conservation and energy efficiency, and has much to gain by doing so. I hope this message will rally you to that purpose and inspire your best energies to make it visible and real.

Sincerely,

Peter Love
Chief Energy Conservation Officer