



## **WELCOME BACK TO THE CONSERVATION ZONE**

**Peter Love**

*Chief Energy Conservation*

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**Ontarians are changing the culture  
of electricity conservation**

Soon after I was appointed Ontario's Chief Energy Conservation Officer, Metroland papers across Ontario ran a series of articles on electricity conservation. Coincident with the release of my 2008 Annual Report, and over the next few weeks, I will revisit some topics and update you on the progress we are all making toward reaching our target of saving 6,300 megawatts from peak usage periods by the end of 2025.

The Annual Report takes stock of progress and is a platform for making recommendations that advance Ontario's electricity conservation agenda. Released earlier this week, the 2008 Annual Report (available at: [www.conservationbureau.on.ca](http://www.conservationbureau.on.ca)) contains nine recommendations. While some are technical in nature, others are straightforward such as calling for leading businesses, health care and academic institutions to appoint an "energy conservation officer." But all speak to building and supporting a "culture of conservation."

Earlier Annual Report recommendations include: enhancements to the Ontario Building Code, making it arguably the toughest building standards in North America; the call for energy plans for public agencies; and measures to assist low income households.

What is being done? Ontario achieved its interim goal of saving 1,350 MW from peak by the end of 2007. In May 2008, the first province-wide Energy Conservation Week was held; there are now 15 Municipal Energy Conservation Officers and in August, Ontario received an "A" grade from the Canadian Energy Efficiency Alliance for its commitment to energy conservation. The Ontario Power Authority's conservation programs for homes, farms, businesses and industry continue to gain traction— for example, tens of thousands of old, inefficient refrigerators have been retrieved and properly disposed of. And there's more to come.

The full range of electricity saving incentives for consumers and businesses can be found at [www.everykilowattcounts.com](http://www.everykilowattcounts.com). Please don't leave the site without trying the online Electricity Personality Test.

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