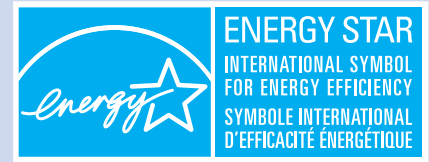


ENERGY STAR® in Canada



When Canadians want to save energy and money and help the environment, they look for the ENERGY STAR symbol to identify energy-efficient products.

What Is ENERGY STAR?

ENERGY STAR is **the** international symbol for energy efficiency. The ENERGY STAR symbol helps consumers identify products that operate at premium levels of energy efficiency without sacrificing the features, versatility and quality expected of high-performing products.

ENERGY STAR is good for consumers, good for the environment and good for business:

▶ The more energy efficient a product is, the less it costs to operate – an important consideration for consumers in these days of rising energy costs. Choosing ENERGY STAR qualified products when replacing old equipment can cut household energy bills by about 30 percent.

▶ In many parts of Canada, fossil fuels are burned to produce electricity. This results in the production of greenhouse gases, which are contributing to the global problem of climate change, and other pollutants that contribute to urban smog and acid rain. Energy-efficient products consume less electricity, thus reducing power demand and associated emissions.

Energy-efficient products also help Canada conserve natural resources.

▶ As an internationally recognized, government-backed symbol of energy efficiency, ENERGY STAR can help manufacturers, distributors and retailers of energy-using equipment increase their sales of qualifying products. Participating in ENERGY STAR is also an opportunity for businesses and others to play a leadership role in Canada's climate change response.

The power of the ENERGY STAR symbol is its simplicity. No special knowledge is needed to select an energy-efficient product – the ENERGY STAR symbol on a product or on its packaging or in its advertising or literature identifies the product as one of the most energy efficient on the market.

ENERGY STAR in Canada

ENERGY STAR is a dynamic government/industry partnership that is expanding around the world. Hundreds of equipment manufacturers worldwide, as well as electric and gas utilities, product distributors/retailers and interest groups, are actively participating in the ENERGY STAR initiative, either by producing equipment that meets high energy efficiency specifications or by promoting the use of such equipment.

DID YOU KNOW?

ENERGY STAR qualified products must meet or exceed strict technical standards for energy efficiency.

ENERGY STAR



In Canada, ENERGY STAR is administered by Natural Resources Canada's (NRCan's) Office of Energy Efficiency (OEE). The OEE enrolls participants in the initiative, promotes the ENERGY STAR symbol and monitors its use across Canada. ENERGY STAR in Canada currently includes the following product categories (others will be added over time):

▶ **Commercial and industrial equipment**

Commercial clothes washers, solid-door refrigerators and freezers, vending machines

▶ **Consumer electronics**

TVs, VCRs, DVD players, combination units, home audio products, cordless telephone/answering machines

▶ **Fenestration products**

Windows, doors and skylights

▶ **Heating, ventilating and air-conditioning equipment**

Room and central air conditioners, residential fossil fuel furnaces, residential boilers, air-to-air and ground-source heat pumps, dehumidifiers, ventilating fans and ceiling fans, programmable thermostats

▶ **Lighting and signage**

Compact fluorescent lights, exit signs, traffic signals

▶ **Major appliances for the home**

Clothes washers, refrigerators, freezers, refrigerator-freezers, dishwashers, bottled-water coolers

▶ **Office equipment**

Computers, monitors, photocopiers, multi-functional devices, printers, fax machines, combination printer/fax machines, scanners, bottled-water coolers, mailing machines

Qualifying for the ENERGY STAR Symbol

To qualify for the ENERGY STAR symbol, products must meet government-endorsed technical specifications designed to ensure that they are among the top energy performers on the market. Manufacturers are responsible for testing and certifying that products meet ENERGY STAR specifications, based on standard test procedures, in order to display the ENERGY STAR symbol on them.

ENERGY STAR qualified products that are regulated under Canada's *Energy Efficiency Regulations* must exceed the minimum performance standards in the Regulations to qualify for ENERGY STAR. Products not covered by the Regulations must achieve similar premium levels of energy efficiency to qualify. Although requirements vary from one product category to another, equipment must typically be 10 to 50 percent more efficient than a comparable conventional model to be eligible for the ENERGY STAR symbol.

Information on the specific qualification requirements for each product category is available on the ENERGY STAR Web site at energystar.gc.ca.

Participating in ENERGY STAR in Canada

ENERGY STAR in Canada engages a wide range of stakeholders who are working together to help Canadian businesses and consumers save money and contribute to Canada's climate change objectives through increased energy efficiency.

- ▶ Manufacturers of energy-using equipment in categories supported by Canada can enrol in ENERGY STAR in Canada if at least one of their products meets ENERGY STAR's technical specifications (with the exception of fenestration products, products registered in the U.S. ENERGY STAR

program automatically qualify in product categories supported by Canada). Manufacturers can use the ENERGY STAR symbol only on products that have been verified to meet the specifications.

- ▶ Sellers (distributors and retailers) of products that bear the ENERGY STAR symbol are showcasing products that qualify, educating consumers and promoting ENERGY STAR labelled products.
- ▶ Provincial/territorial and municipal governments are developing programs and informing their constituents about the benefits of buying energy-efficient products.
- ▶ Utilities are encouraging responsible, efficient use of energy by promoting the purchase and use of ENERGY STAR labelled products and developing incentive programs and activities around these products.
- ▶ Industry associations representing appliance and equipment manufacturers, Canadian home builders, environmental organizations and others are promoting ENERGY STAR as a benefit for their members.
- ▶ Procurement officials in public and private organizations are including ENERGY STAR's high energy-performance specifications in their purchasing plans or policies.

To enrol as a Participant in ENERGY STAR in Canada, a business or organization signs an administrative arrangement with NRCan, agreeing to conform to the technical specifications and the symbol and promotional guidelines and/or to promote the sale/purchase of energy-efficient products and equipment. ENERGY STAR Participants enrolled in the United States for product categories supported by Canada should also enrol in Canada in order to benefit from NRCan's marketing and promotional activities.

Why Become an ENERGY STAR Participant?

The benefits of ENERGY STAR participation include:

- ▶ Increased credibility among consumers because ENERGY STAR is a government-backed initiative.
- ▶ Increased sales. As consumers become more aware of the economic and environmental benefits of energy efficiency, they are looking for ENERGY STAR qualified equipment.
- ▶ Opportunities for joint marketing/promotional campaigns (e.g. advertising, bill inserts), incentive programs, networking and information-sharing with other ENERGY STAR Participants.
- ▶ Access to government-sponsored marketing and promotional activities, training workshops, information about consumer attitudes, case studies and other products and services.
- ▶ Qualifying under the Government of Canada's Green Procurement Policy.
- ▶ The chance to show leadership in addressing environmental challenges, such as climate change and air pollution, by making energy-efficient products widely available to consumers or by specifying ENERGY STAR in procurement policies for energy-using equipment.

ENERGY STAR and EnerGuide

ENERGY STAR is being promoted in conjunction with Canada's EnerGuide rating system for appliances, heating and air-conditioning equipment.

While EnerGuide allows consumers to compare energy performance ratings for different models, ENERGY STAR identifies products that meet or exceed premium levels of energy efficiency. This makes it easier for consumers to choose the most energy-efficient products sold in the Canadian marketplace – they simply look for the ENERGY STAR symbol on the product, on its packaging or in the product literature (in some cases, the ENERGY STAR symbol may appear on the EnerGuide label).

For more information on ENERGY STAR in Canada, visit the Web site at energystar.gc.ca. For free publications, call 1 800 387-2000 (toll-free). For information on how to become an ENERGY STAR Participant, call (613) 943-2781.



Natural Resources Canada's Office of Energy Efficiency
Leading Canadians to Energy Efficiency at Home, at Work and on the Road

