

# ENERGY STAR® -- Success Story



Save Energy – Save Money  
Help protect the environment



Économisez énergie et argent  
Contribuez à protéger l'environnement



## Home Energy Efficiency Solutions Found in Grocery Bags

At Safeway stores in British Columbia, there is more than food to be found in grocery bags. The Great Gas and Grocery Give-Away campaign took place between September 1<sup>st</sup> – December 31<sup>st</sup>, 2003 as a way of generating awareness about how choosing ENERGY STAR can help Canadians prevent climate change and promote cleaner air while enhancing the comfort of their homes.

Heating accounts for approximately 50% of household energy use. In British Columbia, the average residential consumption of natural gas for heating amounts to \$1 500 annually. Since heating equipment lasts more than 10 years, the choice made today to add or replace a system will affect a household's utility bills and annual disposal income for years to come. ENERGY STAR designated furnaces, when properly sized and installed, can save consumers 15 per cent or more on heating and cooling bills each year, depending on where you live, and how much you pay for your energy source. Either way, energy savings, will often pay for themselves over the life of the equipment.



Approximately 200 000 people entered the contest from 78 participating Safeway stores across British Columbia.

### About ENERGY STAR

The international ENERGY STAR symbol is a simple way for consumers to identify products that are among the most energy-efficient on the market. Only manufacturers and retailers whose products meet the ENERGY STAR criteria can label their products with this symbol. In Canada, Natural Resources Canada's Office of Energy Efficiency administers and promotes the international ENERGY STAR symbol for a wide range of energy-using products sold in Canada.

Look for the ENERGY STAR symbol on product packaging, in product literature and advertising and, of course, on the products themselves. Ask your local retailer to help you identify products that qualify for the ENERGY STAR mark so you can begin saving energy and money. For more information visit the ENERGY STAR website at: [energystar.gc.ca](http://energystar.gc.ca).

### Partners in the Great Gas & Grocery Give-Away

Canada Safeway Limited, Homeworks Services Inc. and Natural Resources Canada's Office of Energy Efficiency teamed up to promote awareness of residential energy efficiency through the Great Gas and Grocery Give-Away campaign. Homeworks, an affiliate of Terasen Inc. in British Columbia, is a home service company that helps customers increase their overall home appreciation and experience through innovative products, services and information. Homeworks, as part of the campaign, provided two of the contest prizes — free natural gas for one year and an ENERGY STAR qualified furnace and installation for the prize winner, while Safeway provided a \$1500 gift card. Natural Resources Canada's Office of Energy Efficiency covered the printing costs of the contest materials created by Homeworks that were distributed in grocery bags across 78 participating Safeway stores in B.C.

## What's in the Grocery Bag?

Safeway customers were made aware of the Great Gas and Grocery Give-Away through promotional bag stuffers which included contest promotion along with residential home energy efficiency and greenhouse gas reduction information. During the course of the contest approximately 400 000 bag stuffers were distributed. The contest was promoted through local advertisements, flyers, radio, in-store announcements, door hangers, home show and mall displays.

Safeway customers were encouraged to enter the contest by filling out an official entry form at any of the 78 participating Safeway stores across B.C. In total, 200 000 people entered the contest.

Results of The Great Gas and Grocery Give-Away:

- 54 ENERGY STAR furnaces sold, equivalent to 91.8 tonnes of greenhouse gas emission reductions
- Hundreds of thousands of people reached via the media campaign
- Increased consumer awareness of energy savings, green house gas emissions reduction and ENERGY STAR.

## Everyone Wins With ENERGY STAR

Safeway shoppers quickly realized that you don't have to win the Great Gas and Grocery Give-Away to capitalize on home energy efficiency solutions.

ENERGY STAR qualified furnaces have an annual fuel utilization efficiency rating of 90 or higher. An ENERGY STAR qualified furnace can save consumers from 15 percent or more on heating and cooling bills each year, depending on where you live, and how much you pay for your energy source. Either way, energy savings, will often pay for themselves over the life of the equipment making you a winner.

### The Great Gas & Grocery Give-Away

Cheryl Graham  
Sales Manager  
Homeworks Services Inc.  
Phone: 1-877-658-7878



### Before buying a new furnace...

Many older homes were designed with oversized furnaces to compensate for heat loss. Make every effort to improve the energy efficiency of your home. A heating contractor will help you choose a properly sized furnace by running a heat-loss calculation and you could end up with a smaller furnace. A properly sized furnace will also operate most efficiently. When shopping for high-efficiency furnaces, look for dependability, and look for the ENERGY STAR label. Buy a system with a good warranty and a reputable company to back it up.

When looking for a high efficient furnace, also consider an ENERGY STAR programmable thermostat. These thermostats have four daily settings, weekend/day settings, and other energy comfort features. They automatically adjust the temperature to the comfort setting you choose: lowers it while you are away at work, raises it for when you are at home, and provides flexibility for weekend use.



For more information on ENERGY STAR  
contact the Office of Energy Efficiency  
Kathy Deeg 613-947-5001

For tips on energy-efficient products visit the ENERGY STAR website at [energystar.gc.ca](http://energystar.gc.ca) or Natural Resources Canada's Office of Energy Efficiency (OEE) website at <http://oee.nrcan.gc.ca>

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symbol in Canada.