

ENERGY STAR® -- Fact Sheet



Save Energy – Save Money
Help protect the environment



Économisez énergie et argent
Contribuez à protéger l'environnement

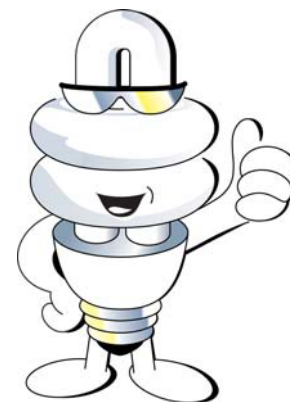


“Switch and Save” National Advertising Campaign -- Compact Fluorescent Lamps (CFLs)

Lighting for Everyone

Innovative compact fluorescent lamp (CFL) technology provides a spectrum of options to meet all of your lighting needs. In the fall of 2004, Natural Resources Canada partnered with lighting retailers, distributors, manufacturers and energy providers to launch the national *Switch and Save* advertising campaign. The campaign was designed to ensure individuals across the country would learn about the range of options and benefits provided by ENERGY STAR qualified energy-efficient compact fluorescent lighting alternatives now available.

Switch
and
Save
*Change a light;
change your world*



Incentive to Switch . . .

The *Switch and Save* campaign partners all across the country promoted the benefits and savings of CFLs in traditional and not so traditional ways. The utilities promoted Switch and Save through bill stuffers and newsletters. Natural Resources Canada produced information cards, posters and brochures to distribute to manufacturers, retailers and the public. Retailers used *Switch* the CFL Mascot, to attract attention to the prominent in-store product and literature displays. Manufacturers, retailers and some utilities increased promotions by offering CFL giveaways, in-store rebates and/or mail-in coupons for money back on CFL products. All partners participated in attracting widespread media coverage of the *Switch and Save* campaign activities both nationally and locally.

. . . and Save

ENERGY STAR qualified compact fluorescent lamps have significant savings over their lifetime. Each bulb lasts at least 6000 hours, which in most instances is equivalent to five years. They use 75 percent less energy, which is savings on every energy bill. If every household in Canada replaced one incandescent bulb

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 pro-motes the international ENERGY STAR symbol for a wide range of energy-using products sold in Canada.

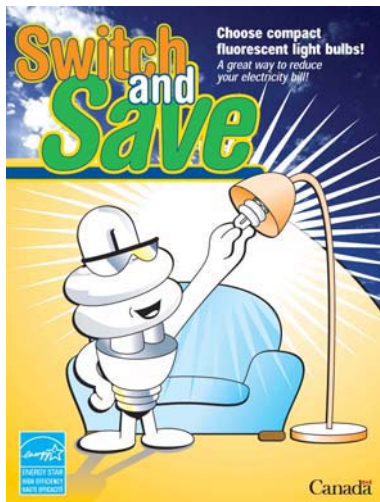
Look for the ENERGY STAR symbol on product packaging, in product literature and advertising and, of course, on the products themselves. Ask your local retailer to help you identify products that qualify for the ENERGY STAR mark so you can begin saving energy and money. For more information, visit the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



Natural Resources
Canada

Ressources naturelles
Canada

Canada



with a CFL, the combined savings would reach over \$73 million in energy costs each year. That would also reduce greenhouse gas emissions by close to 397 000 tonnes, or the equivalent of taking 66 000 cars off the road. An individual household that switches to five ENERGY STAR qualified CFLs in high-use areas such as the kitchen and living room can save up to \$30 a year in energy. The Honourable R. John Efford, Minister of Natural Resources Canada, at the launch of the *Switch and Save* Campaign in St. John's, Newfoundland and Labrador, summed it up: "This campaign proves that simple changes in our everyday lives can add up to substantial savings – both in costs and energy."

In the Spotlight

Increasing awareness and availability of CFLs is the perfect combination to enhance consumer acceptance of ENERGY STAR qualified compact fluorescent lamps. Customers will find access to CFLs has improved across the

country, as retail stores continue to offer more sizes, shapes, wattages and varieties of the bulbs to suit more of their customers' needs.

Improving lighting efficiency with ENERGY STAR qualified CFLs is an easy way to take the national One-Tonne Challenge on climate change, a personal commitment to reduce greenhouse gas (GHG) emissions by one tonne, or about 20 percent, per year.

Sending Out the Message


Over 5 million Canadians have seen copies of the *Switch and Save* promotional materials and news stories during the fall 2004 campaign. The tremendous response to this campaign was marked with the sale of hundreds of thousands of ENERGY STAR qualified CFLs across the country.



In Manitoba alone, over 16 000 participants purchased over 100 000 bulbs. The consistency of activities across the country by all campaign partners – retailers, manufacturers, distributors, utilities and Natural Resources Canada – has improved awareness about the energy and dollar savings achieved with CFLs. The awareness and incentives have encouraged Canadians to make the switch.

Efforts to make ENERGY STAR qualified CFLs a household norm will continue for the next several years. Retailers are being asked to track percentage of CFL sales compared to incandescent lamp sales, in order to better estimate the sales increase of CFLs. Surveys will help utilities and households determine the savings per year in kilowatt hours (kWh) and greenhouse gases (GHGs) from switching to CFL from incandescent.

Partners from across the country made the *Switch and Save* campaign a tremendous success. Manufacturers such as Panasonic Canada Inc., Osram Sylvania, Ltd., Philips Lighting Canada, Conglom, Inc., GE lighting, Gen2 Lighting, Ltd. and Toprio Electronics supplied ENERGY STAR qualified CFLs to stores, including The Home Depot, Home Hardware, Rona, Réno-Dépôt, Canadian Tire, Costco, Kent Building Supplies, Loblaws, Zellers and many others.



**For more information on ENERGY STAR
contact the Office of Energy Efficiency
Isabelle Guimont 613 996-5281**

For free publications write or call:
 Energy Publications
 Office of Energy Efficiency
 Natural Resources Canada c/o S.J.D.S.
 Ottawa ON K1A 1L3.
 Fax: 819 779-2833 or call toll-free 1 800 387-2000
 In the National Capital Region, call 995-2943

**Natural Resources Canada's Office of Energy Efficiency
administers and promotes the international ENERGY
STAR symbol in Canada.**

Watch this web site for more success stories