

Letter from the CEO

When I joined Energy Efficiency Alberta in April 2017, our Board and colleagues in the Alberta Climate Change Office already had a suite of programs launched. These programs were developed based on industry expertise and input from stakeholders across the province, through a comprehensive consultation process. Together, we hoped these programs would appeal to Albertans and provide real and tangible incentives to become more energy efficient and install solar.

It's not that Alberta didn't have energy efficiency or renewable energy programs before. For many years, there have been pockets of programs across the province, spearheaded by passionate people, utilities, municipalities and organizations. **These people had a vision that saw energy efficiency as not just a "nice to have" but as essential for Alberta – to save money and energy, make homes more comfortable, make businesses more competitive, and reduce greenhouse gas emissions. We are grateful for their perseverance, advice and support.**

But what Alberta didn't have was an organization dedicated to designing and delivering energy efficiency and small-scale renewable energy programs province-wide, to provide benefits for all Albertans, including households, commercial and industrial businesses, non-profits and institutions. Or an organization focused on energy-efficiency education and growing Alberta's energy efficiency sector, to help create jobs, drive economic growth and diversify the economy. In fact, Alberta was the last jurisdiction in North America to have such an organization, so we were due for a change.

Our year-one report demonstrates that Albertans were ready for that change too. **That original suite of programs, and new programs we've launched since,**

have been hugely popular, exceeding expectations for participation, energy savings and greenhouse gas reductions. And Energy Efficiency Alberta is now part of a growing network, together with Emissions Reduction Alberta, Alberta Innovates, the Municipal Climate Change Action Centre and numerous Government of Alberta programs driving real action and real results as part of Alberta's Climate Leadership Plan.

With our programs now in market for a full year, we are able to share our progress, financials and program results. We are currently conducting a potential study that includes engineering and market research. Informed by this data, we intend to include performance targets in our 2019/20 Business Plan, and report against those targets in future Annual Reports.

This report includes big numbers that all Albertans can be proud of. But it's the little stories I hear every day that make this success meaningful. Stories like the home improvement companies that are hiring more people and growing their profits, driven by the incentives they can provide their customers. The businesses that reduced their operating costs through improved energy efficiency, reinvesting those savings in other parts of the business. The home owner who increased their home's insulation, resulting in energy bill savings every month, and no more cold spots. The growing list of nearly 300 installers registered to participate in our solar program. And the students who were recognized for installing a solar greenhouse, learning about energy use in the classroom.

It's clear it's been a big year for energy efficiency, and we're just getting started.

We continue to refine and evolve our programs, recently introducing new incentives to reduce methane emissions,

no-charge installations for people living in affordable housing units, a Home Energy Plan to provide deeper home energy savings, and an expanded program to help non-profits. We are also continuing to support energy efficiency education for youth, newcomers and seniors, and technical training for industry professionals. And we are always seeking input to improve our programs to better meet the needs of Albertans.

We look forward to building on this momentum over the coming year and beyond.



Original Signed

Monica Curtis

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Energy Efficiency Alberta