



12TH CANADIAN POLLUTION PREVENTION ROUNDTABLE

June 10-12, 2008
Edmonton, Alberta

Crowne Plaza- Chateau Lacombe





11.1 “Reversing the Trend takes Bold Leadership”

Brenda Osborne, CO2RE Program Manager,
City of Edmonton



Carbon Dioxide Reduction Edmonton (CO₂RE)

“Edmonton’s Community-Wide Greenhouse Gas
Reduction and Energy Strategy”

Developed by Edmontonians for Edmontonians

Presentation Outline

Outline

- Context and Background
- 2004 Program Launch
- Key Programs and Activities
- Results
- 2007 Strategic Review
- Ramping up of CO₂RE

Policy Context



EcoVision
EDMONTON



CO₂RE Carbon Dioxide Reduction Edmonton



Policy Context

City of Edmonton's Environmental Strategic Plan



Clean Air

Climate Protection

Environmental Emergency Response

Natural Areas Systems

Resource Conservation

Solid Waste Management

Sustainable Business Development

Sustainable Urban Planning

Toxics Reduction

Water

City Context

City Operations

- \$30 million Energy Management Revolving Fund
- 900+ traffic signals and fixtures changed to LEDs
- LEED Silver for all new City buildings
- Testing six hybrid buses – three technologies
- Sustainable Fleet Strategy
- Landfill gas captured to generate electricity
- Composting and Gasification of Waste

City Operations/Initiatives

- Corporate-wide Greenhouse Gas Management Committee
- LRT Expansion
- Promotion of active modes of transportation
- Public education campaign to avoid excessive idling

Background

The CO₂RE Strategy

- Developed over a 2 year period by “CO₂RE Team”
- Unanimous City Council support in 2002
- CO₂RE publicly launched Oct 2004
- One Tonne Challenge Community Partner 2004

The CO₂RE Team

Government

- City of Edmonton
- Provincial Government
- Federal Government

Business and Industry

- Natural Gas Utility
- Celanese Canada
- Inland Cement
- Urban Development Institute
- Property Management Company

Non-governmental organizations

- Alberta Environmental Network
- EcoCity
- Environmental Advisory Committee (City)
- Green Communities
- Toxics Watch Society
- Sierra Club

Institutional

- University of Alberta

Background

Goals

- 6% reduction in GHG emissions by 2010
- 20% reduction in GHG emissions by 2020



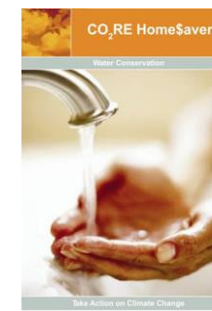
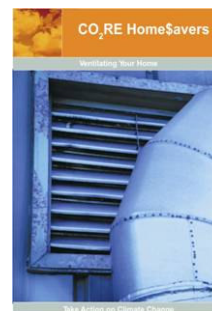
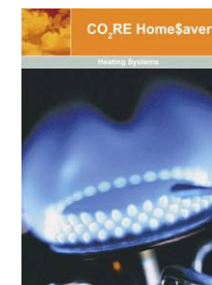
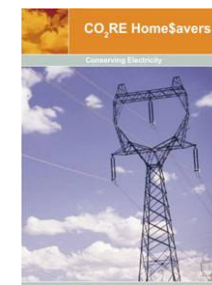
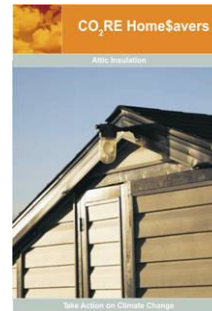
Program Launch

Fall 2004

- 9 “*HomeSavers*” residential how-to booklets
- The Home Depot Partnership & pilot project – special energy efficient sales promotions
- EPCOR Water & Home Depot partnership on a \$50 – 6 litre toilet rebates
- Free Membership drive with six \$1000 Home Depot draws
- CO₂RE flyers, TV, radio, PSA’s, newspapers

“Home\$avers” Booklets

- Attic Insulation
- Basement Insulation
- Caulking & Weatherstripping
- Condensation Concerns
- Conserving Electricity
- Heating Systems
- Ventilating Your Home
- Water Conservation
- Windows



Key Programs & Services

Ongoing Education & Outreach

- 9 “Home\$avers” residential how-to booklets
- CO₂RE Brochure and Newsletters
- Eco-Landscaping brochure
- CO₂RE Website and Hotline
- CO₂RE Membership
- Work with Community Business Partners

Key Programs & Services

Special Promotions

- 10,000 Compact Fluorescent Light bulbs
 - Membership drive



Key Programs & Services

2006 Rebates (\$150,000)

- Linked to federal and provincial programs
- \$500 energy efficiency upgrade rebate
- Soak up the Savings – \$50 clothes washer rebate

2007 Rebates (\$300,000)

- \$500 high efficiency furnace rebate
- \$2,000 high efficiency furnace rebate for low income households
- New Home Builder rebate

Results

Successes

- 30% program recognition
- Approximately 12,000 CO₂RE members
- Over 100,000 booklets distributed

Results

Community Leadership Successes

- FCM-CH2M Hill Sustainable Community Award
- Milestone 5 awarded in FCM's Partners for Climate Change Protection
- Community Business Partners from the retail sector, local utilities, trades and local businesses

Results

Current Trend

- Difficult to quantify actual GHG reduction
- Emissions will far exceed the goal to reduce community greenhouse gas emissions by 6% from 1990 levels by 2010
- Conducted Strategic Review on how to significantly increase effectiveness in assisting all sectors reduce GHGs

CO₂RE Strategic Review

Key Components

1. Ramping up - programs for all sectors
2. Education, incentives and regulation
3. Collective effort by all City departments, orders of government, business, industry & citizens
4. Bolder City leadership - policies, planning, programs, advocacy and operations

Three-Year Plan

New for Residential Sector

- School program
- Volunteer Program
- More and new rebates
- Home Energy Efficiency certification
- Renewable energy pilot projects



Three-Year Plan

New for Commercial Sector

- Training and Education
- Subsidized Energy Audits
- Promote enhanced energy efficient building design
- Partner to finance high profile energy efficiency projects



Three-Year Plan

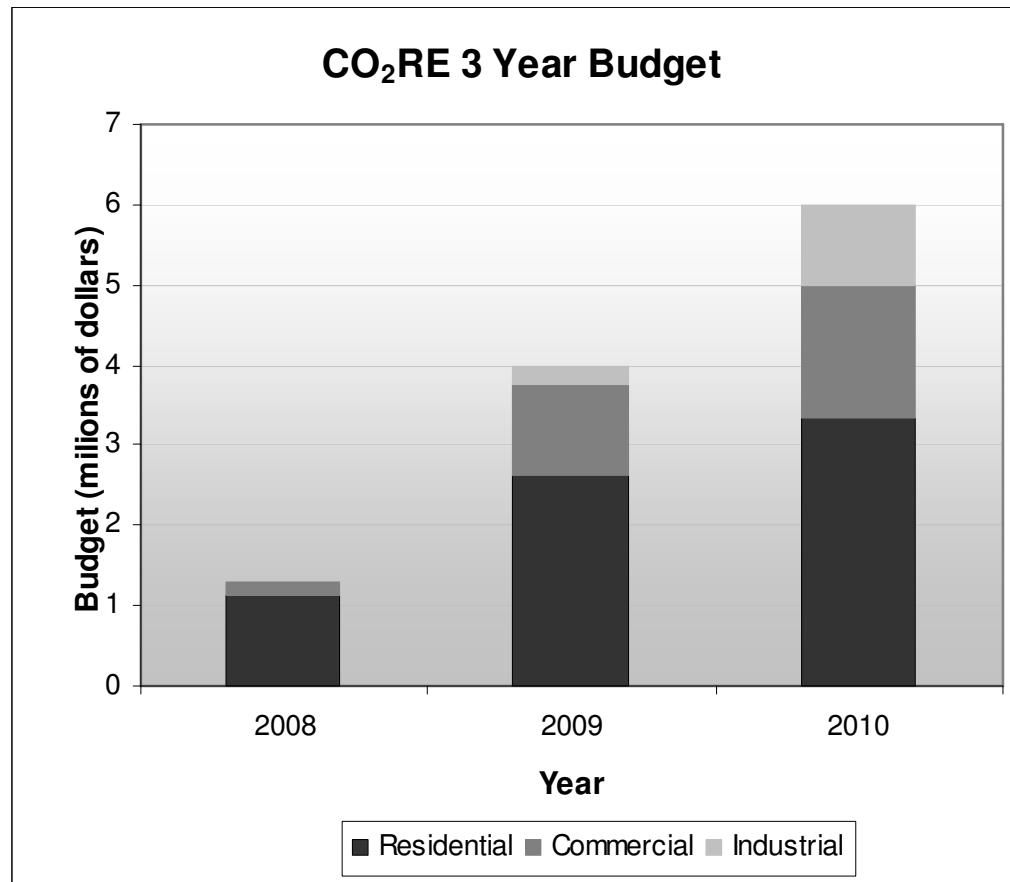
New for Industrial Sector

- Training & Education
 - Boiler and facility operators
 - Energy intense industries
 - Network forums, publications
- Partner to finance high profile energy efficiency projects



Three-Year Plan

Shift in Resources



Three-Year Plan

Deliverables

- Increased community awareness and action
- Increased measurable GHG emissions
- Increased citizen and community involvement
- Increased access to energy efficiency housing
- Increased business opportunities
- Reduced energy cost for citizens through efficiency
- Expanded and new services to residents
- New services to business sector

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Questions?

Brenda Osborne
City of Edmonton
brenda.osborne@edmonton.ca

www.co2re.ca
780-944-CORE (2673)



CO₂RE Carbon Dioxide Reduction Edmonton

