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Financial Assistance for System Optimization and Energy Efficiency

There are an increasing number of opportunities in Canada for building developers and their suppliers to help defray the costs of building control installations - either for new construction or for retrofits.

As the green energy movement continues to gain momentum, governments, hydro authorities and building owner organizations are offering more and more financial incentives, subsidies and technical support to organizations seeking to optimize the performance of their systems.

In the province of Quebec, for example, Hydro Quebec offers generous grants to its business customers for the planning and implementation of energy efficient systems. Their **Empower Program for Building Optimization** will subsidize both feasibility studies and actual implementation. Grants up to \$500,000 are available for energy efficiency system investments in buildings being renovated, expanded or constructed. The greater the electrical energy efficiency gain, the greater the financial assistance. In addition Hydro Quebec has the **Empower Program for Industrial Systems** in which both advice and grants up to \$300,000 are awarded for the implementation of energy-efficient equipment, systems or processes.

These programs, and others like them, are a boom to business owners who are looking to increase their efficiency, their image, and their bottom line. Going green has never looked so good.

Adding Value to Your Customers' Systems

In today's building controls world, optimum energy efficiency usually means converged technology that manages climate control, energy use, lighting, and security in one system.

Given the long-term role that quality cable can play in achieving high efficiencies and optimal performance, Cerco Cable routinely teams up with installers, manufacturers and developers who are pursuing these subsidies.

By providing your customer with the information needed to take advantage of financial subsidy programs, you are effectively adding value to their business. The business proposition of upgrading to premium high performance, energy efficient technology is no longer a fringe element of the market: it's quickly becoming the standard for quality business practice.

To achieve the high performance dictated and measured by these programs, one needs to go beyond the normal building design process. Every building component must be considered during the design phase – especially ones that actually deliver on their promises. It's essential that all controls are fully integrated from the very beginning.

It Helps to Have a Partnering Professional

Some subsidy programs specifically require a "partnering professional" to facilitate the subsidy process. Partnering professionals are generally consulting engineers and there is a directory (http://www.hydroquebec.com/business/moyen/services_conseils/index.html) of them on the Hydro Quebec site. This partnering process coincides with our business philosophy. For over 30 years, Cerco Cable has made a commitment to strategic partnerships with installers and manufacturers – with a goal of maximizing efficiencies and getting a long term return on their systems investments - exactly the type of performance Canadian subsidy granting authorities are looking for. After all, cable is a fundamental link to ensuring peak energy efficiency, despite the fact that it accounts for less than 2.0% of the overall installation costs – before subsidies.



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Some Helpful Links to Subsidy Programs

For the benefit of our customers and their clients, we have assembled a partial list of subsidy programs that exist in Canada.

Quebec

Hydro Québec's EMPOWER programs offer financial assistance up to \$500,000 for projects that either optimize industrial systems and processes or improves the energy efficiency of buildings. Their overall incentives to business are possibly the broadest ranging in Canada.

> <http://www.hydroquebec.com/business/moyen/index.html>

Ontario

What was formerly Ontario Hydro has been cut up into 80+ power agencies throughout the province. However, there are financial assistance programs available through the Ontario Power Authority under their Every Kilowatt Counts program. Also, look for new incentives coming soon to this program related to Fuel Switching and Chiller Plant technology.

> <http://business.everykilowattcounts.com/>

Enbridge is delivering this Ontario program. To learn more about participating in the High-Performance New Construction Program visit:

> <https://www-opa.hpnc.ca/portal/server.pt>

There are also regional incentive programs available. For example, BOMA is a national association of building owners and managers. In Toronto, their regional office has a program developed in conjunction with the Ontario Power Authority where you may be eligible for a cash-back rebate of up to 40% of the cost of your planned energy-saving retrofit. A total of \$60 million in incentives is available through the BOMA Toronto Conservation and Demand Management (CDM) Program.

The rebate reduces the payback period, your project gets the 'green light', and the building benefits from lower utility costs for years to come.

> <http://www.bomacdm.com>

Other programs are offered by the City of Toronto. The Energy Efficiency Office runs the Better Buildings Partnership - Existing Buildings (BBP-EB). The BBP-EB promotes and implements energy efficiency and building-renewal retrofits in industrial, commercial, institutional and multi-residential buildings. The goal is to reduce carbon dioxide (CO2) emissions and help reduce the threat of climate change by renewing the city's building stock.

> <http://www.toronto.ca/bbp/>

The City of Toronto Business Incentive Program encourages and rewards energy-efficient renovations to commercial buildings. Under this program, Toronto Hydro-Electric System offers incentives to owners and operators of buildings 25,000 square feet or less. These include multi-use, commercial, office, retail, restaurant, convenience store, grocery store, hotel properties, and industrial and residential management corporations.

> <https://www.torontohydro.com/electricsystem/business/bip/index.cfm>



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Canada

Natural Resources Canada's (NRCan's) ecoENERGY for Industry and ecoENERGY retrofit initiatives offer incentives up to \$250,000.

Their wide ranging initiatives are delivered through the long-standing and successful Canadian Industry Program for Energy Conservation (CIPEC), a voluntary partnership between the Government of Canada and industry that brings together industry associations and companies representing more than 98 percent of all industrial energy use in Canada. Since 1975, CIPEC has been helping companies cut costs and increase profits by providing information and tools to improve energy efficiency.

> <http://oeec.nrcan.gc.ca/industrial/cipec.cfm>

The following link is where you can subscribe to the Office of Energy Efficiency Heads Up newsletter. It provides a broad base of information.

> <http://www.oeec.nrcan.gc.ca/commercial/technical-info/archives-headsup/spring-2007.cfm?attr=20#a>

British Columbia

The following link will take BC Hydro customers to the Power Smart for Business programs including financial incentives and application guidelines.

> www.bchydro.com/business

Saskatchewan

SaskPower does not currently have any incentive programs for commercial customers. However, they do have an energy performance contracting service, which is delivered in partnership with Honeywell. This program gives large commercial and institutional customers the opportunity to optimize energy consumption and efficiency.

> <http://www.saskpower.com/yourbus/em/doc1.shtml>

New Brunswick

Efficiency NB is a government agency that provides financial incentives for new and retrofit buildings in the province.

> www.energycnb.ca

Nova Scotia

Conserve Nova Scotia is the energy efficiency and conservation agency for the province.

> <http://www.conservens.ca/consumerinfo/business>

Newfoundland

Newfoundland Power offers some basic energy saving information but does not appear to have developed an energy savings subsidy or incentive program for business as yet.

> <http://www.newfoundlandpower.com/ManagingYourEnergy/Default.aspx#onthejob>



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Working Together to Save Your Customers Money

As is the case with many government subsidy programs in Canada, many go unnoticed or are underutilized. At Cerco Cable, we know from experience that these agencies want you to spend their money. In fact, their constituencies are demanding that they act to make workspaces more efficient and more environmentally efficient – as well as more comfortable to work in.

So why not ensure that your customers are taking full advantage of the funding and expertise that is available to them? Work with Cerco to deliver the latest in building system technology while adding value to your installation through available energy efficiency subsidies.

It's a win-win situation for everyone involved.

Should you have any questions or comments regarding this article, please call your Cerco Cable representative at 1-800-361-5961.