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The Media Room

Natural Resources Canada
2011/81
September 7, 2011

Harper Government Invests in New Energy Efficiency Initiatives

OTTAWA — The Honourable Joe Oliver, Minister of Natural Resources, announced today that the Government of Canada is investing \$78 million over the next two years to create jobs in the energy sector and save Canadian homeowners money while improving energy efficiency. Today's announcement will also improve energy efficiency in buildings, industries, vehicles and consumer appliances.

"Canadians gave our Government a strong mandate to complete our economic recovery and focus on continued job growth," said Minister Oliver, speaking in Ottawa. "Support for energy efficiency is an effective way to both create high-quality jobs for Canadians and save homeowners money."

The Next Phase of Canada's Economic Action Plan promotes job creation through investments in energy efficiency and clean energy technology. The ecoENERGY Efficiency initiatives will help improve energy efficiency, reduce greenhouse gas emissions, improve air quality and save money for Canadians and Canadian businesses. These initiatives are expected to reduce greenhouse gas emissions by approximately four megatonnes, which is the equivalent of removing over one million cars from the road.

The ecoENERGY Efficiency initiatives will implement additional standards, regulations and other cost-effective measures to help Canadians use energy more efficiently. New labelling, benchmarking, training and information sharing tools will help Canadians improve energy performance in all sectors of the economy.

These initiatives will achieve a number of objectives, such as establishing a more stringent National Energy Code for Buildings with provinces and territories, the implementation of new energy management system standards for industrial facilities and upgrade new home energy rating systems to adapt the latest technologies

FOR BROADCAST USE:

Natural Resources Minister Joe Oliver announced today that the Government of Canada is investing \$78 million over the next two years to improve energy efficiency in Canada's buildings, homes, industries, vehicles and consumer appliances. The new set of ecoENERGY Efficiency initiatives will help improve energy efficiency, reduce greenhouse gas emissions and save money for Canadians and Canadian businesses.

Media may contact:

Julie Di Mambro
Press Secretary
Office of the Minister
Natural Resources Canada
Ottawa
613-996-2007

or

Media Relations
Natural Resources Canada
Ottawa
613-992-4447

The general public may contact:

Mon.–Fri., 8:30 a.m.–4:30 p.m. EDT
Telephone: 613-995-0947
TTY: 613-996-4397
(teletype for the hearing-impaired)
E-mail: questions@nrcan.gc.ca

The following media backgrounder is available at www.nrcan.gc.ca/media/index-eng.php:

- a. [ecoENERGY Efficiency Initiatives](#)

NRCan's news releases and backgrounders are available at www.nrcan.gc.ca/media/index-eng.php.

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Backgrounder

ecoENERGY Efficiency Initiatives

The ecoENERGY Efficiency initiatives are investing \$78 million over two years to maintain the Government of Canada's momentum to improve energy use in Canada — at home, at work and on the road. Improving energy efficiency and diversifying the energy used in the transportation sector will contribute to a cleaner environment by reducing greenhouse gas emissions and will save Canadians money.

The initiatives include:

- **ecoENERGY Efficiency for Vehicles** provides both individual Canadians and Canada's commercial/institutional fleet sector with decision-making tools for buying and operating their vehicles to reduce fuel consumption. It also promotes vehicle efficiency by introducing improved vehicle fuel consumption labels and a light-duty tire information system.
- **ecoENERGY Efficiency for Housing** encourages the construction and retrofit of low-rise residential housing, making the new and existing stock more energy-efficient.
- **ecoENERGY Efficiency for Buildings** provides information and benchmarking tools to improve building energy performance of new and existing buildings.
- **ecoENERGY Efficiency for Equipment Standards and Labelling** introduces or raises energy efficiency standards for a wide range of products, and promotes energy-efficient products through the ENERGY STAR program.
- **ecoENERGY Efficiency for Industry** aids the adoption of an Energy Management Standard, accelerates energy-saving investments in factories and supports the exchange of best-practices information within Canada's industrial sector.

For more information, visit ecoaction.gc.ca.

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