

Cool Shops Backgrounder, 2006



Clean Air
FOUNDATION

The Clean Air Foundation is a not-for-profit organization dedicated to developing, implementing, and managing public engagement programs and other strategic approaches that lead to measurable emission reductions to improve air quality and protect the climate.

As part of its public engagement mandate, the Clean Air Foundation manages the Cool Shops program – a program targeting small commercial businesses in neighbourhoods across Ontario to provide education and outreach on energy conservation and to identify and implement in-store energy management measures to reduce energy use and save on utility costs.

Collectively, the under-targeted small commercial sector can yield significant reductions in energy use, through simple cost-effective behavioural and technological changes. It is estimated that there are approximately 30,000 such businesses in Ontario, and over 125,000 across Canada. With many businesses residing in older buildings, and using out-of-date lighting and heating/cooling technology, this under-targeted sector possesses significant potential for energy conservation, generating community action through cross-sectoral partnership, and linking environmental, social and economic issues.

Cool Shops is the only low-cost, high visibility program of its kind in Canada that promotes energy efficiency and conservation measures to small businesses. The goal is to help owners and operators of small commercial businesses to reduce energy consumption, strengthen their bottom line, and improve air quality. The broader goal is to encourage market transformation whereby the small commercial sector has adopted energy efficient practices in all its business decisions. For new participating cities, the Cool Shops offer to small businesses in 2006 will include some or all of the following:

- A **free** on-site Palm Pilot assisted energy audit (includes market research survey questions)
- Instant energy savings through the installation of 2 **free** compact fluorescent light bulbs (CFLs), and LED exit light bulb replacements
- Immediate short-, medium-, and long-term recommendations on how to save money resulting from Palm Pilot audits
- Energy conservation tips and advice
- education on Time-Of-Use electricity rates and Smart Meters
- direct access to discounts off energy efficient products (CFLs, T8s, LED exit sign lights, pre-rinse spray nozzles, etc)
- free marketing through window/door branding decal, exposure through Cool Shops website, and through local and national newspapers and magazines

In 2005, the Clean Air Foundation began to expand the Cool Shops initiative across Ontario in hopes of raising awareness of the program's potential. In addition to the flagship program in Toronto, the Cool Shops program operated in Ottawa, London, Peterborough, Markham, and Milton in 2005. New participating cities for 2006 include Kitchener, Cambridge, Waterloo, Sarnia, Hamilton, St. Catherine's, and various Hydro One serviced rural areas across Ontario. In years to come, the Clean Air Foundation aims to take Cool Shops to different provinces throughout the country.

The Clean Air Foundation is proud to be working with the Ontario Ministry of the Environment, Union Gas, Enbridge Gas Distribution, Toronto Hydro, Hydro One, Hydro Ottawa, PowerStream Distribution, Milton Hydro, Kitchener-Wilmot Hydro, Cambridge North Dumfries Hydro, Waterloo North Hydro, and Bluewater Power to deliver the Cool Shops program in cities across Ontario for the summer of 2006.

For more information, contact:

Cara Sweeny, Cool Shops Program Manager (416) 922-9038 x257 or csweeny@cleanairfoundation.org