



*Advice and
financial incentives
to become more
Energy Efficient*

Energy Efficiency Champion – Retailer

Canadian Tire has 17 stores in New Brunswick and is embedded into the fabric of local communities. The company has made energy efficiency and conservation a priority. In 2008 its advocacy for energy efficiency was demonstrated through the launch of its consumer environmental program 'A Greener Tomorrow Starts Today'; the creation of an environmental marketing team; and, a priority for corporate social responsibility.

The 'A Greener Tomorrow Starts today' program ensures both environmentally preferable products and energy efficient products are easily accessible, identifiable and that the benefits are understood by consumers. Canadian Tire's environmental marketing team has allowed participation in more energy efficient and environmental programs, such as the Efficiency NB CFL rebate program in the spring of 2008. Involvement in such programs has increased the consumer uptake of energy efficient products and helped to make the switch to energy saving options easier for consumers.

Through its website, online marketing, flyers, merchandising, point-of-purchase information and packaging, Canadian Tire helps customers identify energy efficient products and better understand their benefits. It has also incorporated energy efficiency rebates across various categories for consumers. Canadian Tire was the leading partner in the 2008 Efficiency New Brunswick CFL rebate program with all its New Brunswick stores participating. This contribution resulted in 450,000 KWh saved and 3,600 tons of greenhouse gas emissions (GHG) offset annually.

In the fall of 2008, Canadian Tire launched the Blue Planet brand and revamped product packaging to help consumers identify energy efficient products. The company also provides stores with signage to highlight energy efficient products and training for staff on energy efficient and environmentally preferable products through E-learning lessons.

Canadian Tire's building network team has a number of initiatives underway to reduce energy costs and increase the energy efficiencies of existing buildings and future prototypes, including the testing of renewable energy sources such as wind, solar and geothermal energy.

Canadian Tire is also completing a massive lighting retrofit program to introduce energy efficient lighting into 361 Canadian Tire stores by June 2009. Results include 8,245 tonnes in carbon emission savings in 2008 and a forecast of 9,480 tonnes for 2009, and a substantial decrease in energy usage.

Canadian Tire has just completed an unprecedented assessment of the energy it uses and the amount of greenhouse gases its activities generate. The company will use this information as the basis for developing a focused energy and climate strategy for Canadian Tire.

Canadian Tire also supports local communities through its Jumpstart program, a community based charitable program that helps children in financial need participate in organized sports and recreation. Through participation in the various sports programs children develop important life skills, self esteem and confidence. In 2008, 1,616 children in New Brunswick were helped through this program.