

**Climate Change Action Fund (CCAF P-1180)
and the Yukon Energy Solutions Centre**

**Final Report
August, 2004
Whitehorse, Yukon**



The GreenHoG HandBook Project

CCAF P-1180

Green•HoG (grēn' hôg) *n.* **1.** An alternate way of referring to a greenhouse gas, otherwise abbreviated as GHG. **2.** A term that refers to each of us as producers of greenhouse gases in our daily lives.

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PROJECT DESCRIPTION

The GreenHoG Handbook was produced by the Yukon Energy Solutions Centre with support from the Climate Change Action Fund and the Yukon Development Corporation. The goal of the project was to develop and distribute an attractive and practical handbook linking climate change information to incentives for practical solutions to reduce household greenhouse gas emissions. Climate change facts and figures combined with these practical solutions “connected the dots” between everyday activities in Yukon households and climate change. The target audience included all interested Yukon households.

The 2001 Decima Wave III report “Canadians’ Attitudes Toward Climate Change” stated that public awareness of and opinions about climate change had not improved much in the previous two or three years. Canadians generally aren’t making the connection between their own actions and greenhouse gas production. With the March 26th 2004 announcement of the federal One-Tonne Challenge, more and more people are beginning to recognize that they can make a difference in their own contributions to climate change. This project meets the challenge at both the supply and the demand side of the equation:

- by using the GreenHoG Handbook, a regional response to the One-Tonne Challenge, to **promote public action, in turn leading to an increased demand** for locally available GHG emission-reducing products and services, and
- by concurrently **organizing and stimulating the local supply side** so that retailers and service providers understood the project, anticipated public interest and were ready to respond to the demand.

The GreenHoG Handbook project touches upon the causes and effects of climate change, offers supportive information on reducing household greenhouse gas emissions and provides the “prod” supported by targeted incentives to translate this into deliberate personal action. Discounts and rebates apply to a broad range of locally available products and services, most of which have not previously been locally promoted as climate change solutions.

The Handbook project responds to Canada’s commitment to the Kyoto Accord, a global call to action at the national and international level by offering practical, effective solutions at the regional level.

PROJECT IMPLEMENTATION

Project Timeline

The proposal for this project was submitted in September 2002 for a scheduled start date of April 2003. The project workplan, originally approved in January 2003 was divided into four quarters ending in March 2004. By the time the Contribution Agreement was signed in mid-October 2003, the project was due for completion in half the scheduled time. This made for a very exciting six months!

Initial activities entailed researching and writing the main content of the handbook using existing resources on GHG emissions reduction and energy efficiency from a variety of known and credible sources (see Appendix A). To ensure that the handbook would resonate with northern residents, references were edited and tempered for the Yukon situation.

Concurrent with the development of the information content of the handbook, coordination activities involved researching and confirming details of the coupons and vouchers with local retailers and service providers (introductory letter, Appendix B). In addition to the product and service coupons, local retailers were approached about participating in a time-limited discount to further broaden the savings opportunities. These discussions instigated the inclusion of a “booster card” for discounting eligible products as often as the bearer wishes to use it.

The concept of referring to Greenhouse Gas emissions as GreenHoGs (rather than GHG’s) initiated the birth of the Handbook mascot. A series of GreenHoG characters, developed by graphic artists on the production team, illustrate the body of the text and were also used to promote the finished Handbook.

In late January 2004, the draft Handbook was circulated for peer review among colleagues at the Energy Solutions Centre, Yukon Housing Corporation, Northern Climate Exchange, Natural Resources Canada and Yukon Development Corporation. This was followed by an intense few weeks of revisions and final editing through the month of February. The final product went to press in mid-March. On March 25th, 600 copies of the handbook arrived at the Energy Solutions Centre and distribution shifted into high gear.

Handbook Theme and Content

The Handbook theme reflects a northern flavour throughout. Although many of the materials used to develop the content of the handbook are fairly generic, regional relevance guided the selection of topics and graphics were developed to resonate with Yukoners. Wood heating, for example is not a subject that would likely be included in southern urban discussions of the One-Tonne Challenge, however, wood is an important source of space-heating in most northern communities and was therefore important to address in this context.

The practical handbook addresses climate change as a global issue and describes how household and personal energy use contributes to climate change. This introduction is followed by seven topics relating to household sources of carbon-based greenhouse gas emissions, including home heat loss, hot water, appliances, lighting, oil heating systems, transportation and wood heating (the GHG exception!). The seven topics share a common layout:

- “quick facts”: relevant facts and figures relating to the topic
- “energy savers”: actions that can help to reduce that source
- “calculating savings “: emissions saved from the action (\$ and kg CO₂)
- “cash savers”: a list of enclosed coupons and vouchers for relevant products and services
- “for a second opinion”: references and websites that will help tackle these areas

The information portion of the handbook concludes with two chapters “What Else Can I Do?” and “Making a Plan” to assist homeowners in identifying high priority actions and customizing their own One-Tonne Challenge activities. (to view the complete Handbook see Appendix C.)

Coupons and Discounts

The last few pages of the Handbook are where the real savings begin. A “Treasure Coupon” at the front of this section can be redeemed for a hemp shopping bag. Hemp was specifically chosen because it is much stronger than cotton and its production uses far less chemicals and water.

The bag features a GreenHoG carrying a placard with a quote from Mahatma Gandhi “You must be the change you want to see in the world”. This quote was referenced by the Saskatchewan Minister of the Environment on a CBC radio interview during discussions on what to print on the bag. (As soon as the bags arrived, one was mailed to him with a letter of thanks and explanation.)



The bag contains free items including a 1.75 gal per minute showerhead, kitchen faucet aerator, a digital tire pressure gauge, a vehicle plug-in timer, an AutoSmart Guide and the Car Economy Calculator.

The following coupons are included after the Treasure Coupon:

- \$40 toward the purchase of an energy efficient electric hot water tank (R-16 or better). Participating retailers include: Freds Plumbing & Heating, Griffiths Heating, Home Hardware and Sears.
- \$50 toward an oil furnace or boiler servicing and tune-up. Any qualified oil burner mechanic may provide service.
- \$40 toward the purchase of ENERGY STAR® labeled refrigerators, clotheswashers and dishwashers. Participating appliance retailers* include Home Centre Plus, Sears, X-Press Furniture and Yukon Appliances.

* this represents 100% of Yukon appliance retail outlets, all of whom participated in the recent Fridge Exchange Pilot Project (Yukon Development Corporation and Natural Resources Canada) and the Yukon Energy Efficient Appliance Project (CCAF and the Energy Solutions Centre).

- \$50 toward an EnerGuide for Houses audit, available through Yukon Housing Corporation contractors.
- two 10% discount coupons on a wide range of energy efficiency products for use at Home Hardware (Whitehorse and Watson Lake stores only).

- booster card: 5% - 15% discounts from participating retailers for specified energy-efficiency products relating to GHG reduction, including windows, doors, weatherstripping, insulation, vapour barrier, heating system supplies, rechargeable weed-whackers, programmable thermostats, plug and switch gaskets, compact fluorescent lights, push lawnmowers, insulated steering wheel covers and other relevant products. Participating retailers include Builders Supplyland, Bud's Industrial Installations, Canadian Tire, Kilrich Industries and Northerm Windows.

Marketing and Promotion

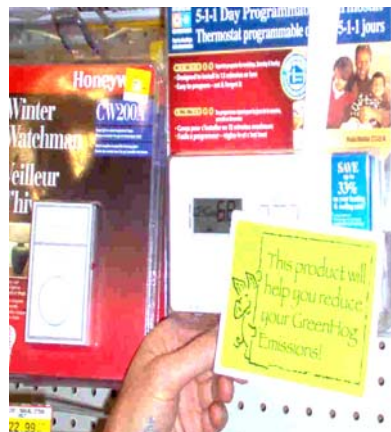
Advance promotion and sign-up for copies the Handbook began in early December 2003 at the annual Yukon Energy Fair. This was a high-profile event, including a guest presentation by Dr. David Suzuki. A prominent display promoting the handbook received considerable attention (Appendix D). A sign-up sheet for copies of the Handbook was available at this event.

From early February to mid-March 2004, the Yukon Conservation Society ran the “Whitehorse Greenhouse Challenge” (CCAF P-1438), a program that engaged five prominent Whitehorse families in six weeks of activities to reduce their household greenhouse gas emissions. This project received exceptional media coverage and concluded immediately prior to the launch of the handbook. Collaborative newspaper advertizing linked the handbook to the wrap-up of the YCS Challenge project (see Appendix E), showing other Yukoners how they could benefit from conducting their own One-Tonne Challenge.

The final week of March 2004 included a press release to officially launch the GreenHoG Handbook (Appendix F) followed by an energetic round of newspaper (Appendix G) and radio advertizing (script, Appendix H) describing features and benefits of the handbook and details about where to obtain a copy.

A targeted promotional effort was undertaken to encourage uptake of the handbook in Yukon diesel-electric communities (Watson Lake, Beaver Creek, Burwash, Destruction Bay, Pelly Crossing and Old Crow). A letter introducing the handbook along with a high quality 23 watt compact fluorescent light was sent through the post office to each household in these communities with the exception of Watson Lake, where high school students were commissioned to deliver the letters and bulbs to every doorstep. Residents were encouraged to pick up their handbook at the local Home Hardware store or the municipal office (see Appendix I).

GreenHog “shelf-wobblers”, identifying products eligible for discounts, were distributed to participating retailers and appear adjacent to everything from thermostats to steering wheel covers.



Another opportunity for promoting the handbook coupons lies in the hands of local businesses and agencies offering discounts on their products. For example, Yukon Housing auditors can promote their EnerGuide for Houses audit as a \$49 special (normally \$99) with the use of the EGH coupon in the handbook. Local appliance retailers can offer their customers the chance to get a \$40 rebate on the purchase of ENERGY STAR® labeled refrigerators, clothes washers and dishwashers.

Distribution

Distribution planning positioned the handbook as a limited quantity “sought-after” item including valuable coupons that can be used for trade or barter. In addition to the venues in Watson Lake, copies of the handbook were available by request from the Energy Solutions Centre in Whitehorse. Distribution tracking was accomplished electronically and includes the name and community of everyone who obtains a copy.

Handbook requests were accepted in person, by telephone, fax or e-mail. Handbooks were mailed immediately upon receipt of the request. Contacts with First Nations, Yukon community groups and individual households established through previous projects were also used to promote handbook uptake.

Coupon Redemption

The Treasure Coupon and all other coupons of \$40 or \$50 value can only be redeemed through the Energy Solutions Centre, in person or by mail. The reverse of the coupons require minimal information from the consumer including their name, address and phone number, with the exception of the heating system coupon, which requires a copy of the receipt from the service company plus detailed furnace efficiency information completed by the furnace technician.

Redemption of the Treasure Coupon requires additional information from the recipient about their impressions of the handbook and the coupons that they plan to use. As well as providing anecdotal information about consumer perception of the handbook, it also identifies the distribution of the handbook around Yukon communities.

While everyone who receives a GreenHog Handbook will use some of the coupons and vouchers, not all recipients will want to or be able to take advantage of all of the coupons and vouchers included. Recipients of the Handbook are encouraged to share, trade and accumulate coupons to maximize their overall use, up to a limit of three per household. Where timeframes or quantities are limited, coupons and vouchers specify the expiry date and include a “first-come first-served” caveat.

Retailer Involvement and Incentives

Promoting local retailer participation in the handbook discounts offered an opportunity to inform and prepare retailers local retailers for increased public interest in energy efficiency products. From a preliminary list of ideas, retailers agreed to discount products that could be justifiably linked to greenhouse gas emission reduction. The onus was on the retailers to expand the list of eligible items as they saw fit. Each participating retailer was provided with a collection of shelf-wobblers to identify eligible products.

Incentives of \$10 per unit were offered to retailers for the sale of ENERGY STAR® labeled refrigerators, washers, dishwashers, and high efficiency hot water tanks. As a result of logistical complexity and time constraints, retailer spiffs were not necessarily linked to handbook coupons. Most retailers who carry these appliances also participated in the Yukon Fridge Exchange, and were familiar with the concept and the procedure. Retailers were required to complete a spiff redemption form and submit with proof of purchase for each appliance in order to claim their spiffs (see Appendix J).

The additional incentive for appliances encourages retailers to remain active in promoting high-efficiency appliances, supporting the market transformation objectives toward energy efficiency throughout the Yukon. Other retailers are also supportive and have even sent customers to the Energy Solutions Centre to obtain an handbook.

INDICATORS OF SUCCESS

Direct indicators of the success of the pilot project can be determined by demand for handbooks, as well as redemption of the vouchers and coupons. Indirect indicators include feedback on the handbook and coupons, and ease of the program from an administrative perspective both by retailers and by pilot project organizers.

Direct Indicators

As of August 31st, there were only 3 out of 600 copies of the handbook left. About eight times as many handbooks are in hydro communities as in diesel communities. Thirty handbooks were requested for internal distribution by the Council for Yukon First Nations. Twenty five handbooks were distributed to non-Yukon residents who cannot use the coupons.

It is traditional for Yukoners to start thinking about energy efficiency when the cooler weather begins to bring them indoors. Handbook distribution began at the very end of March. It is likely that consumers will wait until fall before redeeming coupons in earnest. Coupons, vouchers and booster cards all have a fall or winter expiry. In retrospect, had the Handbook had the benefit of a somewhat longer shelf life, it would have allowed more time for consumers to maximize their use of incentives. This was not possible due to the start date of mid-October when the Contribution Agreement was finalized.

Coupon and voucher use is tracked through participating retailers and service providers who honour booster cards and coupons at the store. Other coupon redemption is quantified through tracking at the Energy Solutions Centre for ENERGY STAR® labeled appliances, hot water tanks, EnerGuide for Houses audits and furnace servicing. Handbook recipients are required to provide their name and phone number to allow the option of a survey follow-up.

Indirect Indicators

Feedback on the handbook and coupons to date indicates that recipients are finding the GreenHoG Handbook very informative and useful. Responses include comments on the reverse of the Treasure Coupon as well as by phone and in-person when people come in to pick up their handbook. From an administrative perspective, the project is fairly simple and straightforward to manage and retailers seem quite enthusiastic about the project.

Appendix A

List of publications used for GreenHog Handbook

1. Yukon Government. Fact Sheets on Climate Change: A Primer. Yukon Territory, February 1999
2. Yukon Government. Fact Sheets on Climate Change: The Yukon. Yukon Territory, February 1999
3. Yukon Government. Fact Sheets on Climate Change: Home Energy Use. Yukon Territory, February 1999
4. Yukon Government. Fact Sheets on Climate Change: Transportation. Yukon Territory, February 1999
5. Yukon Government. Fact Sheets on Climate Change: Yukon Research. Yukon Territory, February 1999
6. The Clean Air Partnership. Clean Air Consumer Guide. www.cleanairconsumerguide.org. September 2002.
7. Enbridge Consumers Gas, Bringing Energy to Life. www.cgc.enbridge.com.
8. Yukon Development Corporation, The Lure and Lore of Wood, A look at the Yukon's natural fuel. Yukon Territory, November 2002.
9. Government of Ontario. 10 Tips for driving clean, www.driveclean.com.
10. U.S. Military. Sample Cold Weather Supplement to unit Maintenance SOP, www.adtdl.army.mil. 2004.
11. The Consumer Aid Services. My Eco Max Kit. Quebec: 2000.
12. Office of Energy Efficiency, Natural Resources Canada, The Auto Smart Guide, 2003.
13. Ontario Government. Energy Report, Report to Ontarians. Ontario Summer 2003.
14. BCHydro. Home Energy Tips for Renters, ways to save energy and increase comfort at home. www.bchydro.com.
15. BCGas. Don't let winter set your heating bill adrift. BCGas Winter Bill Saver Offer. September 2001.
16. The Ottawa Citizen. "Energy: Turning items off a good idea". The Ottawa Citizen, August 20, 2003: B3.
17. Natural Resources Canada. Air Leakage Control. <http://oeo.nrcan.gc.ca/publications/infosource>, 2004.
18. Canada Mortgage and Housing Corporation. Replacing Your Furnace, About Your House Fact Sheet. Canada, 2000.
19. Canada Mortgage and Housing Corporation. Before You Start Assessing the Comfort and Safety of your Home's Mechanical Systems, About Your House Fact Sheet. Canada, 2000.
20. BC Hydro. Energy Star Success Story. BC Hydro ENERGY STAR Appliance Program, 2001.

Appendix B

Introductory letter to retailers



energy solutions centre

Lisa Schellenberg, Manager
Sears Canada
4105 – 4th Avenue
Whitehorse, Yukon
Y1A 1H6

December 11th, 2003

Greetings,

RE: POWERSMART HOT WATER TANKS

Starting this winter, the Energy Solutions Centre with the support of the Climate Change Action Fund is launching a new project to help Yukoners meet the “**One Tonne Challenge**” a federal initiative to reduce individual greenhouse gas emissions that are contributing to climate change.

To meet this goal, this project will support energy efficiency in many aspects of residential living, from appliances to lightbulbs, from home energy audits to tire pressure. One part of the project is to offer Yukon consumers a choice of energy efficiency when they are shopping for a new hot water tank.

In British Columbia, BC Hydro’s PowerSmart Program has identified a selection of hot water tanks that are the most energy efficient on the market. We are trying to determine availability of these tanks through Yukon retailers so that we can help to promote them through this project. We are asking Yukon retailers who normally sell hot water tanks the following question. **Do you carry, or do you have access to any of the hot water tanks listed on the attached page?**

If you do (or could) carry one or more of these tanks, we have a proposal that will increase your sales over the coming months. Our plan is to develop and distribute (across the territory) 600 copies of a booklet containing information, solutions and coupons about several simple effective action that Yukoners can take to reduce their greenhouse gas emissions. We want to provide up to 100 coupons to Yukoners (on a first come first served basis) worth \$25 toward the purchase price for any PowerSmart approved hot water tank. These coupons would be valid only until the end of March 2004.

Here is the proposal. Would you be able to match this and offer an additional \$25 toward the sale of each tank? In exchange for your contribution, we will showcase your store as a leader in helping Yukoners save money and address greenhouse gas emissions. The project will also advertize your participation and commitment. In exchange for your participation in the project, we will showcase your store as a leader in helping Yukoners save money and address greenhouse gas emissions. The project will also advertize your involvement and commitment.

My colleague Craig Olsen and I are working on this project. One of us will contact you in early January to discuss your interest in this exciting project. We look forward to working with you!

Sincerely,

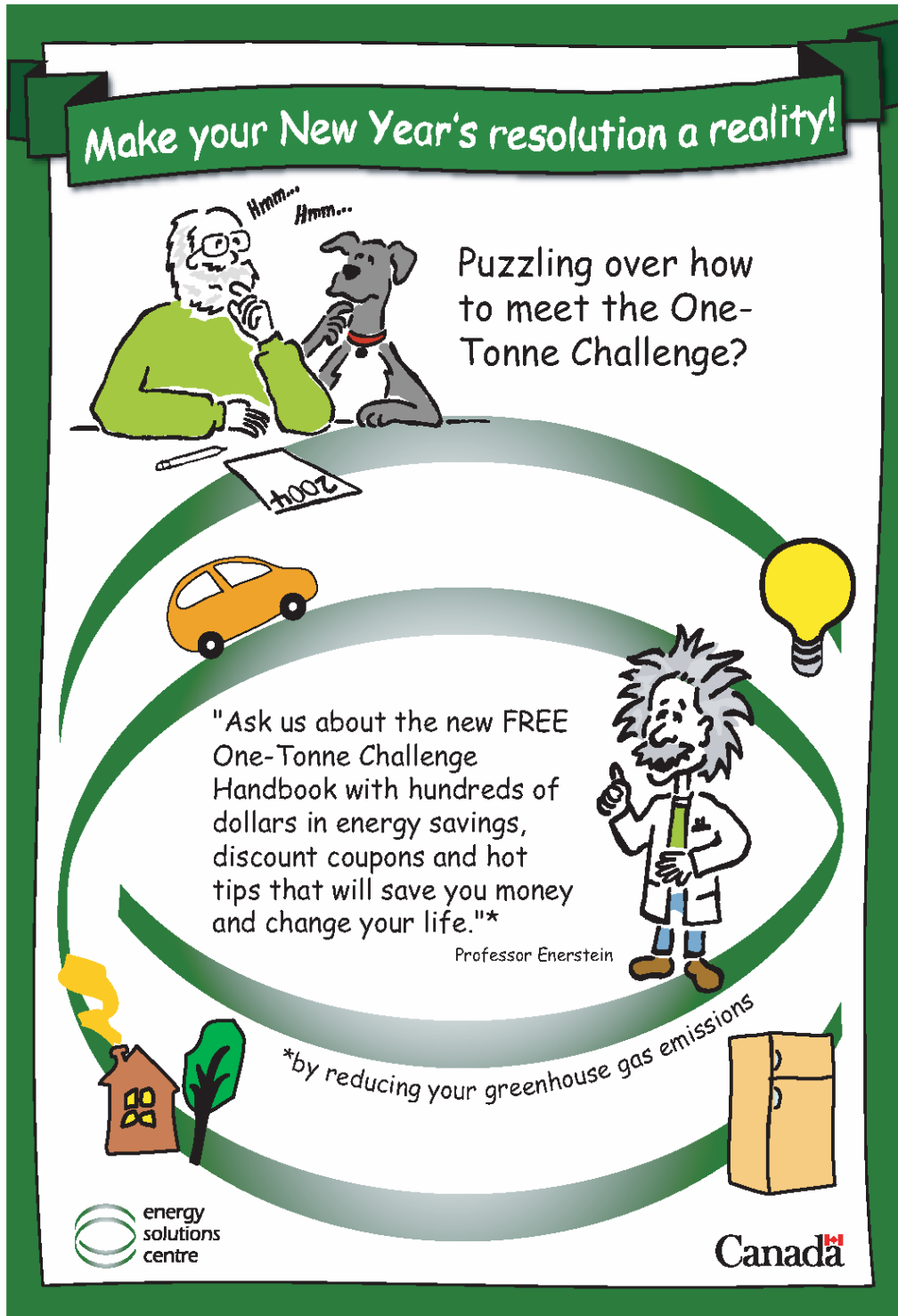
Janne Hicklin
Energy Efficiency Program

Appendix C

The GreenHoG Handbook (.pdf)

Appendix D

Energy Fair Poster

The poster features a green ribbon banner at the top with the text "Make your New Year's resolution a reality!". Below the banner, an elderly man with glasses and a beard sits at a desk with a dog, both looking thoughtful with "Hmm..." above them. A notepad on the desk shows the year "2004". To the right, text asks "Puzzling over how to meet the One-Tonne Challenge?". A large green circular arrow loops around the center. On the left side of the arrow is an orange car. On the right side is a glowing yellow lightbulb. In the center of the arrow, a quote from Professor Enerstein reads: "Ask us about the new FREE One-Tonne Challenge Handbook with hundreds of dollars in energy savings, discount coupons and hot tips that will save you money and change your life."*. Below the quote is the name "Professor Enerstein" and a cartoon scientist character. At the bottom of the arrow, text says "*by reducing your greenhouse gas emissions". On the left side of the bottom of the arrow is a house with a tree, and on the right side is a refrigerator. The bottom left corner has the "energy solutions centre" logo, and the bottom right corner has the "Canada" logo with a small Canadian flag.

Appendix E

Collaborative advertizing

Appendix F

Press release

News Release

For immediate release
29 March, 2004

New “GreenHoG” Handbook now available

Whitehorse: The Energy Solutions Centre released the new “GreenHoG Handbook” today for Yukon households that want to take action to reduce their greenhouse gas emissions and save money. The “GreenHoG” title of the publication plays on the term GHGs, a short form for climate changing greenhouse gases.

“All of us are GreenHoGs,” explains Janne Hicklin, project coordinator. “We all produce greenhouse gas emissions that are contributing to climate change. This Handbook is filled with hundreds of dollars worth of coupons, a booster card and great ideas that will help people immediately make a difference.”

The small, sturdy, easy to read GreenHoG handbook includes fifty pages of information on climate change, practical tips and solutions for lowering greenhouse gas emissions, coupons for free and discount items, and a booster card for discounts on locally available products and services.

“It's kind of a fun thing, but the savings are serious! We've incorporated discounts for things like home energy audits, high-efficiency windows, hot water tanks, Energy Star appliances, furnace tune-ups, weather stripping, and even push lawnmowers and insulated steering wheel covers!” says Hicklin. “The GreenHoG handbook is a great chance for Yukoners to cash in on incentives that will help them reduce their personal contribution to climate change. If it has anything to do with reducing your emissions, you can probably find a discount for it in this handbook.”

“Participating businesses are very supportive of this project and so is everyone involved in its creation. This reflects a growing awareness and concern that climate change is affecting the north much more than other regions,” says Hicklin.

Copies of the handbook are available free at the Energy Solutions Centre (call 667-5062) and in Watson Lake at the municipal office and the Home Hardware store. The Handbook is a project of the Energy Solutions Centre and the federal Climate Change Action Fund.

-30-

Contact:

Janne Hicklin
393-7064

Craig Olsen
667-5062

Appendix G

Advertising

Go HoG wild & whole-HoG on climate change!

What's a GreenHoG?

Producing GreenHouse Gases that contribute to climate change makes every one of us a GreenHoG.

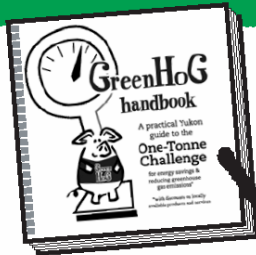
Pick up your copy of the **GreenHoG Handbook** today and take up the One-Tonne Challenge!

Quantities are limited.

How to get one:

in Whitehorse
Energy Solutions Centre
206A Lowe Street
867-667-5062

in Watson Lake
Home Hardware or
the municipal office



What's in the GreenHoG Handbook?

- hundreds of dollars' worth of coupons for free products and great savings on appliances and services
- a booster card offering discounts on energy-saving products
- practical ideas to help you reduce your personal and household greenhouse gas emissions.



GreenHoG Tip:

Hot water use accounts for about 40% of electrical energy use in the home.



Canada

Go whole-HoG! Pick up your copy of the GreenHoG Handbook today



- Free energy saving products
- \$100s in discount coupons
- Tips on reducing your greenhouse gas emissions

Act fast. Quantities are limited.

Visit the Energy Solutions Centre on Low Street or phone 667-5062.



energy
solutions
centre

Canada

Appendix H

Script for radio ads

ANNCR #1	(Sound of a pig call) "Sooooooo- ieeeeeeeee"
ANNCR #3	What was THAT? sounds like somebody's gettin' hog-tied!
ANNCR #2	It's time to go hog-wild and whole-hog! The Greenhog Handbooks are out!
ANNCR #3	What's a Greenhog?
ANNCR #2	You are! I am! We're all greenhogs, because we all produce greenhouse gases that contribute to climate change.
ANNCR #3	OK, but what's the Greenhog Handbook?
ANNCR #2	It's a free how-to guide for reducing greenhouse gases, and it's loaded with hundreds of dollars' worth of coupons and tips to help Yukoners save money and save the planet!
ANNCR #3	So where can I get one of these handbooks?
ANNCR #1	Just call the Energy Solutions Centre at 393-7063. It's a fun thing, but the savings are serious!
ANNCR #2	And that's no hogwash!

Appendix I
Letter to Watson Lake households

April 10, 2004

Greetings!

Hall-o!
It's time for another
energy solutions bulletin!
You are about to save
big buck\$\$\$\$.
I'll run by, you...keep reading!



The GreenHoG HandBook – A Yukon Guide to the One-Tonne Challenge

The energy solutions centre and the Climate Change Action Fund are proud to announce the arrival of the GreenHoG Handbook, a little book offering big solutions to reduce Green House Gas (GHG) emissions in the Yukon.

You can order your copy of this FREE very valuable little handbook filled with facts, hot tips, more FREE stuff, coupons and discounts on locally available products and services that will help you save money, save energy and save the planet. Exploring the GreenHog Handbook is like going on a treasure hunt – every page you turn points you toward more FREE ways to save!

You'll have to act fast, because they won't last long (only 600 copies available)! If you live in any Yukon community, phone the energy solutions centre in Whitehorse (667-5062), or toll free 1-800 661-0408, fax your request to 393-7061, with your name and full mailing address. We will mail you a copy... If you happen to be in Whitehorse you can pick one up at 206 Lowe St too!...until they run out.

Free Compact Fluorescent Light - a bright energy-saving idea!

To kick-start the project in Yukon communities where electricity is produced with diesel generators, we are sending you this FREE low-energy light bulb. In diesel communities (Watson Lake, Upper Liard, Beaver Creek, Burwash, Destruction Bay, Pelly Crossing and Old Crow), it's even more important, because every kilowatt contributes to climate change.

This Panasonic bulb is one of a new generation of compact fluorescent lights. It works even at -30 C. It uses a quarter of the electricity of a "regular" bulb, producing a similar amount of light. If you replace a 100 watt bulb with this, you will save about \$5.50 on your power bill every year (and it lasts 10,000 hours!), plus the cost of replacing "regular" light bulbs! The trick is, you have to install it, or it won't save you a penny. To accumulate savings faster, install it where the fixture is hard to reach, or where the light is left on for hours at a time (range hood light).

The other good news is that this counts as your first step toward meeting the One-Tonne Challenge. Replacing this one light bulb will save 77 kg per year of carbon dioxide, the biggest, meanest greenhouse gas around. Please install your new light bulb today! And don't forget to order your GreenHoG Handbook now!



Appendix J

Retailer Spiff Redemption Form

MEMORANDUM



To: ENERGY SOLUTIONS CENTRE
206A Lowe Street
Whitehorse, Yukon
Y1A 1W6
Attention Craig Olsen

From : _____ (name of salesperson)
_____ (mailing address for cheque)
Whitehorse, Yukon
_____ (postal code)

Date: _____

RE: GreenHoG Initiative - Retailer spiff program for Energy Star Appliances

As per the above program, please pay the total amount of \$_____ for the sale of the following appliances. The following information is enclosed for each claim:

- 1. Proof of sale (including date of sale) for each appliance
2. Proof of Energy Star qualification for each appliance

I am claiming the above amount on the basis of the following number of units sold:

____ Refrigerators @ \$10 per unit \$_____
____ Dishwashers @ \$10 per unit \$_____
____ Washing Machine @ \$10 per unit \$_____

Please issue cheque to _____, address above

Thank you

(Signature)