



# ENERGY MATTERS

3rd ANNUAL SUMMIT ON  
MUNICIPAL ENERGY MANAGEMENT

# 407



Energy Matters 2007  
POST CONFERENCE  
**REPORT**



# Energy Matters 2007

## SETTING DIRECTION FOR SUSTAINABLE MUNICIPAL ENERGY STRATEGIES

### 3<sup>rd</sup> Annual Summit on Municipal Energy Management

In 2005, Energy Matters began as an effort to raise public sector awareness of the changing energy sector. Today, the conference exemplifies the sector's leadership on energy and environmental sustainability, bringing together hundreds of agencies from across Canada, the United States and Europe for Ontario's largest public sector energy and environmental management conference.

In just three years, Energy Matters has welcomed over 700 delegates from more than 175 different municipalities and businesses, hosted over 80 incredible speakers, and partnered with more than 65 dynamic sponsors and exhibitors. Energy Matters has helped shape a community of public and private organizations who return year after year to work collectively to *rethink energy*.

Energy Matters 2007 builds on this inspiring reputation. Hosted by Ontario's Conservation Bureau, Ministry of Energy, Ministry of Transportation and the Regional Municipality of Peel, the conference brought together over 350 delegates from over 54 different municipalities from across Canada, over 50 businesses, various provincial school boards, universities, non-governmental organizations and several local distribution companies from across the province. As a whole, Energy Matters 2007 had representation from over 160 different public

and private sector organizations from across North America and Europe – the conference's largest and most diverse audience to date.

Energy Matters 2007 offered delegates two exceptional days to learn how Regional and local governments, industry leaders and non-governmental organizations from around the world are revolutionizing their approaches to energy management and sustainable development.



## Conference Themes and Speakers

In 2007, Energy Matters explored questions that remain perennial challenges in the effort to build robust energy and environmental strategies. Key conference themes included:

### Corporate Social Responsibility

*Green and Competitive: Building the Business Case for Energy Planning*

Exploring how past views that may have pitted ecology versus economics are now being replaced by a growing movement underlying the profitable links between energy, the environment and corporate competitiveness.

### Energy and the Environment

*Climate and Energy Challenges from a Municipal Perspective*

Showcasing how public sector concerns over fossil fuel supplies and costs are creating organizations where decarbonization and less reliance on non-renewable resources is quickly becoming the new mantra.

### Markets & Financial Drivers

*Innovative Market Opportunities to Fund Energy Management*

Delving into how the face of energy financing is changing with new funding partners, private expertise and revenue from clean power generation.

### Greening Town Hall

*Setting Direction for Sustainable Municipalities*

Exploring how the ongoing effort to build cleaner, more energy efficient cities is helping tomorrow's sustainable municipalities curb energy demand, reshape communities and increase their environmental performance.

**350** DELEGATES

**160** DIFFERENT PUBLIC AND PRIVATE ORGANIZATIONS IN ATTENDANCE

**27** SPONSORS AND EXHIBITORS

**33** SPEAKERS

## Summit Speakers



*Keynote speaker, the Honourable Donna Cansfield, Ontario's Minister of Transportation, has worked to create a culture of conservation throughout her career.*

To help explore these themes, Energy Matters 2007 showcased a panel of over 30 vibrant speakers. Featured speakers included Canadian Research Chair in Organizational Sustainability, Sanjay Sharma; Ontario's Chief Conservation Officer, Peter Love; GE Canada Government and External Relations Vice President, Bob Weese; Manager of Planning and Development City of Växjö, Sweden, Anders Franzén; Chief Strategy Officer for SustainLane Government, Warren Karlenzig; and President of the Canadian Green Building Council, Thomas Mueller.

MORE THAN 70% INDICATE THAT ENERGY MATTERS OUTPERFORMS OTHER CONFERENCES ATTENDED

Energy Matters 2007 was Chaired by Louise Comeau, who currently leads the Climate Change Project at the Sage Centre where she has contributed to the work of Fuel Cells Canada and to the International Council on Local Environmental Initiatives. Prior to joining Sage, Ms. Comeau was Director General of Policy, Advocacy and Communications and the Director of the Centre for Sustainable Community Development at the Federation of Canadian Municipalities, where she established the \$250 million Green Municipal Fund and expanded the Partners for Climate Protection program.

Energy Matters 2007 was honoured to welcome a distinguished panel of keynote speakers from a wide spectrum of energy and environmental topics. Keynote speakers included Tony Rockingham, Assistant Deputy Minister, Ontario Ministry of Energy who underscored the importance of municipalities incorporating conservation into their long-term strategies and corporate plans. Drawing emphasis on such significant challenges as climate change, Mr. Rockingham detailed how the provincial government's task of rebuilding large portions of Ontario's electrical generation will place great emphasis on clean technologies and significantly reducing greenhouse gas emissions.

Delivering remarks on Sweden's national energy policies and robust leadership on sustainability, Magnus Schönning detailed how the European country has successfully built an environmentally responsible energy mix while continuing to grow the national economy. Detailing the different policy and

economic instruments used to develop Sweden's sustainable objectives, Mr. Schönning described how the country has effectively reduced greenhouse gas emissions by 40 per cent while growing the national GDP by 105 per cent in the past three decades.



*Peter Love was one of 33 speakers who addressed delegates at Energy Matters 2007.*

A continuous champion of Ontario's conservation culture, the Honourable Donna Cansfield, Minister of Transportation, offered delegates an important look into the province's investments in sustainable transportation. Detailing provincial efforts to reinvest in transportation planning that looks beyond roads to include marine, air, rail and greater public transit, Minister Cansfield explored how Ontario is building a world class transportation system that better supports the needs of today while protecting natural resources and improving the quality of life for all Ontarians.

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## Summit Announcements and Initiatives

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Energy Matters 2007 helped launch key energy and environmental initiatives for Canada's public sector agencies. During SustainLane's presentation on their recent U.S. City Rankings, which benchmarked the largest 50 U.S. cities across sustainable development areas including



*Thomas Mueller announced the first Green Building Education program for municipal leaders and public sector personnel.*

energy, climate change, and how prepared U.S. cities are for an oil crisis, the organization announced that its online best practice network is now available to Canadian local governments. As a result, municipalities across Canada can now submit their sustainability best practices to SustainLane's network and in return gain exclusive access to the organization's research containing more than 65 best management practices and ordinances from over 80 U.S. cities, counties and states.

Thomas Mueller, President of the Canadian Green Building Council (CaGBC), combined with Energy Matters 2007 to announce that the CaGBC is furthering the reach of the LEED green building certification system specifically to municipalities. Effective immediately, the CaGBC will administer resources and training for the first Green Building Education program for municipal leaders and public sector personnel. This tool will support the design and construction of municipal green buildings and explore the most current information on green building costs, policies, programs and practices for the public sector.

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## Key Conference Findings

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Energy Matters 2007 offers public sector agencies the unique opportunity to express the key drivers and barriers to advancing sustainable development in their institutions. Surveys conducted during the conference provide a unique and exclusive view into the opinions and attitudes of those organizations committed to energy and environmental progress.

### **Delegates Reveal More Staff Now Dedicated to Energy Management**

While the overwhelming majority of organizations at Energy Matters 2007 appear to have some full-time staff dedicated to energy management, survey numbers show a large variation between the size of public sector energy management teams currently in place.

Survey results show that roughly nine out of ten respondents were either part of relatively small energy teams (between one and three individuals) or relatively large (greater than seven individuals) energy teams. In a similar fashion, a notable 60 per cent of survey respondents indicated that staff roles within their organization have stretched to include energy conservation responsibilities.

### **Energy Management Plans Grow in Importance, but Less than Half Have a Strategy in Place**

When asked whether their organization had an overarching energy management/conservation plan, only 40 per cent of respondents indicated that such plans currently existed.

Although 54 per cent of respondents indicated that their organization was considering a plan to oversee conservation activities, over half of

OVER 90% OF DELEGATES  
PLAN TO ATTEND THE  
ENERGY MATTERS AGAIN

the conference delegates still operate without documented strategies. The absence of energy management plans correlate with information revealing that roughly 60 per cent of survey respondents indicated that energy conservation measures are only incorporated in some of their organization's projects.

**Delegates Point to Economic Incentives and Government Legislation as Biggest Drivers to Greater Energy Conservation**

Survey responses clearly suggest that both economic incentives and government legislation are the leading motivations for public sector energy conservation efforts. Considerably leading all other options, nearly 75 per cent of all delegates selected economic incentives and government legislation mandating conservation as their leading preference for stimulating the development of conservation programs in their organization.

When combined with delegate knowledge of Ontario's *Energy Conservation Leadership Act (ECLA)*, survey responses suggest that only 22

“IT WAS ONE OF THE BEST CONFERENCES I’VE BEEN TO IN A WHILE – THE PROGRAM WAS OBVIOUSLY WELL THOUGHT OUT AND AS A RESULT THE PRESENTATIONS WERE ENGAGING AND INFORMATIVE.”

AMY SEABROOKE, PROGRAM OFFICER  
FEDERATION OF CANADIAN MUNICIPALITIES

per cent of delegates are “strongly aware” of the legislation. In large part, 55 per cent had some awareness of the *Act* while an additional 22 per cent had no awareness of the *ECLA*.

**Local Distribution Companies Have Helpful Effect on Conservation Programs**

Roughly 60 per cent of delegates indicated that their local distribution company (LDC) has been “helpful” in supporting their respective conservation and demand management programs. On the opposite end of the spectrum, roughly seven per cent of survey respondents indicated that their LDC was “very helpful” and a further 33 per cent indicated that the LDC had “not been helpful”.

**Delegates Point to Wide Range of Factors that Discourage Energy**



*Energy Matters 2007 gave delegates the opportunity to tour exhibits and network with other energy-minded professionals.*

## Conservation Measures

When asked to assess the extent to which certain factors impede energy conservation efforts, delegates expressed broad concern over lack of training, absence of senior management support, poor cost recovery of projects and time/budget constraints.

Among the four options given, delegate responses were well distributed, suggesting that each factor plays a perceptible role in impeding corporate attempts to implement energy saving initiatives.

## Financial Savings Represents Key Driver Behind Conservation Efforts

When asked to identify the key driver behind their organization's conservation efforts, 41 per cent of respondents indicated that saving money/reducing utility costs was a chief priority. As global energy costs continue to increase, emphasis on cost savings appears to be at the forefront for most conservation efforts. The importance of financial savings is followed closely by reducing energy use/improving efficiency at 29 per cent.

Other options for motivating energy savings included reducing greenhouse gas emissions at 19 per cent, and preparing for future energy costs at 10 per cent.

## Energy Matters 2008: April 1-2

Preparations are already underway for Energy Matters 2008, the fourth annual conference on public sector energy management. After four engaging years following public institutions in their effort to improve energy use and reduce utility costs, Energy Matters 2008 will provide an opportunity to evaluate our collective efforts.

Information for the Energy Matters 2008 can be found on the summit website, [energymatterssummit.ca](http://energymatterssummit.ca). Conference themes, speakers and topics will be announced in the coming months and be sure to take advantage of next year's early bird registration.



“CONGRATULATIONS ON ORGANIZING A TERRIFIC EVENT. IT OFFERED A VERY REFRESHING OUTLOOK AND AN INTERESTING RANGE OF TOPICS”

ELEANOR MCATEER, SENIOR ENGINEER  
TORONTO ENERGY EFFICIENCY OFFICE

As usual, expect another great event focusing on topics including green building standards, crafting energy management plans, renewable technologies plus a host of memorable speakers and exhibitors.

Thank you again to all our conference partners, delegates, speakers, sponsors, and exhibitors.

# ENERGY MATTERS | 2007



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- Federation of Canadian Municipalities
- MCW Custom Energy Solution Ltd.
- Viessmann Manufacturing Co. Inc.
- Social Housing Services Corporation



Green Energy Matters 2007 is Bullfrogpowered™ with 100% green electricity

