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The Honourable Steven Guilbeault  
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May 15, 2020

**Re: Energy efficiency and COVID-19 Economic Recovery**

Dear Ministers,

This letter is from a diverse group of Canadians who have one thing in common – we work to keep homes and buildings across our great country running comfortably and efficiently. You have probably spent time in the offices, homes, and factories that we build, service and manage. We are insulators, window installers, and heating and cooling system technicians. We are the energy efficiency sector, and we are here to help.

Like so many sectors, we have been slowed down by the COVID-19 crisis. As Canada begins to re-open, we are excited to get back to work. Together, Canadians have a big job ahead to get our country moving and to get the economy back on track. Our sector is standing by and, though our projects are not always easy to see, they are important and even essential to life in Canada.

The efficiency sector employs more than 436 000 Canadians. That means 436 000 people with jobs to get back to, in 51 000 companies across six sectors prepared to contribute to the economic recovery. Our businesses created an estimated \$82.6 billion in revenue in 2018.<sup>1</sup>

**We are ready to implement energy efficiency policies and programming on the ground, in every corner of this country.**



We are proud of our work because we power the economy to support what really matters: people. A wave of new renovations would make our buildings healthier and safer by improving the indoor environment. New efficiency projects can provide hope and build confidence by bringing people-focused investment to our homes, offices, and businesses.<sup>2</sup> Investing into existing programs that target low- and moderate-income Canadians can ease energy burdens and increase consumer spending. This work happens all across Canada, allowing us to support even the hardest hit regions.<sup>3</sup>

Federal initiatives could start immediately to support online training programs during the COVID-19 slowdown. Once we turn to economic recovery, federal spending could expand existing programs and work to meet efficiency targets, which would give our sector the green light to invest, grow, and prepare to hit the ground running.

Some possible areas for investment include:

1. Expanding on commitments in ministerial mandate letters to provide free energy audits, \$40,000 interest free loans, direct cash incentives and grants, and support for training.<sup>4</sup>
2. Immediately expanding existing provincial energy efficiency programs through funding mechanisms such as the low-carbon fund, with a specific emphasis on deep energy retrofits, low-and-moderate income housing, and zero-carbon heating systems.
3. Creating a long-term building retrofit financing platform through institutions such as the Canada Infrastructure Bank and the Canada Mortgage and Housing Corporation.

We're ready to break the ground on new projects. The efficiency sector is here, and excited to work with you for a stronger Canada.

Sincerely,

**Cindy Gareau**

Executive Director, Canadian Association of Consulting Energy Advisors (CACEA)

**Sandy MacLeod**

President & CEO, Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI)

**Andrew Cole**

Executive Director, Canadian Urethane Foam Contractors Association (CUFCA)

**Jay Nordenstrom**

Executive Director, North American Insulation Manufacturers Association (NAIMA) Canada

**Corey Diamond**

Executive Director, Efficiency Canada

**Jason Neal**

Executive Director, Siding and Window Dealers Association of Canada (SAWDAC)

**Stéphane Labelle**

Executive Director, Fenestration Canada

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<sup>1</sup> ECO Canada, 2019. Energy Efficiency Employment in Canada. 3.

<sup>2</sup> Rapf, Oliver. 2020. Beyond the corona darkness: Bringing light, air and sustainability into people's homes. EURACTIV. April 25. Accessed at: <https://www.euractiv.com/section/energy/opinion/beyond-the-corona-darkness-bringing-light-air-and-sustainability-into-peoples-homes/1446997/>



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<sup>3</sup> Haley, Brendan. 2020. Energy efficiency's role in Canada's economic recovery. Efficiency Canada. Accessed at: <https://www.efficiencycanada.org/covid-19-part-2-energy-efficiency-role-in-canadas-economic-recovery/>

<sup>4</sup> Minister of Natural Resources Mandate Letter, 2019, <https://pm.gc.ca/en/mandate-letters/2019/12/13/minister-natural-resources-mandate-letter>