



# ENERGY SAVINGS FOR BUSINESS

*Investing to keep businesses competitive*

**Getting Started:  
Contractor Obligations, Eligibility and Registration  
Overview**

# Presenters



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Moderator  
Program Manager, ERA



Patrick McMahon  
Presenter  
Support Manager, Enerva & Summerhill Team



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# About ERA

## MANDATE

Reduce GHG emissions and grow Alberta's economy by accelerating the development and adoption of innovative technology solutions.

## VISION

Alberta has competitive industries that deliver sustainable environmental outcomes, attract investment, and are building a diversified, lower carbon economy.

## STRATEGIC PRIORITIES



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# ESB program objectives

- Up to \$55 million in incentives
- The Program will offer incentives to small and medium-scale industrial and commercial projects to:
  - Create and preserve jobs
  - Generate energy cost savings
  - Stimulate the economy
  - Reduce GHG emissions

Create skilled  
jobs

Increase business  
competitiveness

Boost economic  
recovery

Lower carbon  
future



# Anticipated benefits



>160,000 small- and medium-sized enterprises



>1,400 local jobs

**5x**

Provincial investment leveraged >5 times with public and private investment



\$300M GDP Impact/  
Economic Activity



1.1M TCo<sub>2</sub> lifetime  
GHG reductions



\$183M Energy  
Savings over lifetime



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# Agenda

- Program Overview
- Measure Categories
- Application Overview
- Contractor Eligibility
- Contractor Code of Conduct
- Contractor Registration & Portal
- Available Resources
- Participant and Project Eligibility
- Q&A



# Program Overview

- Application Window opens February 1<sup>st</sup>, 2021
  - Projects with measures that incurred expenses from November 2, 2020 onwards are eligible to apply retro-actively with submitted not later than March 1, 2021
- Incentives of:
  - **Up to \$250,000** are available per project or site
  - **Up to \$500,000** per parent company
- Contractors must be registered with the Energy Savings for Business program to participate



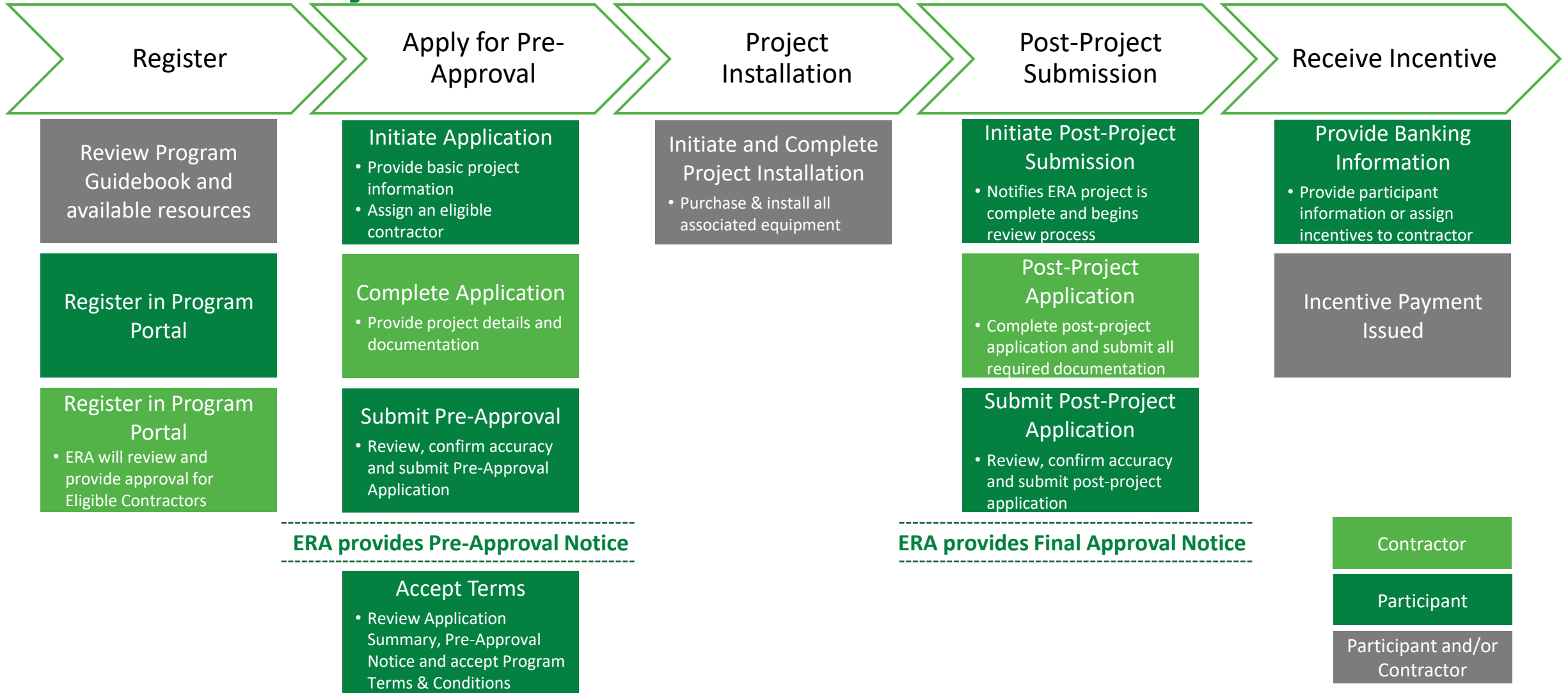
# Measure Categories

- Compressed air
- Process heating
- Geothermal
- Refrigeration
- Food service
- HVAC
- Motors and drives
- Water heating
- Solar PV
- Combined heat and power (CHP)
- Lighting systems
- Building envelope and windows





# User Journey



# Contractor Eligibility

- Any member of the supply chain can be an “Eligible Contractor” provided the company meets the requirements in the Contractor Code of Conduct and accepts the conditions.
  - Installers (Traditional meaning of the word Contractor)
  - Manufacturers
  - Distributors
  - Design, Engineering Firm, Architectural Firms and Other Firms



# Contractor Code of Conduct

- Our expectations:
  - complete documentation
  - adherence to the measure list
  - set reasonable expectations
  - promote the program and its benefits

The Code of Conduct is designed to establish minimum performance expectations and business requirements that any reputable Product and Service Provider will already have in place. There will be a need to ensure adherence to the Measures List and provide the required documentation.



# Contractor Registration Demonstration



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Welcome, John

Your profile is incomplete. Click on [Complete Details](#) below to complete your profile and become eligible as a Contractor under Energy Savings for Business program.

### VERIFICATION EMAIL SENT TO YOUR EMAIL ID!

Please visit your email inbox and **click on the verification link** to access your account page.

If you haven't received the email in your primary inbox, please check your spam and promotions folders.

Did not receive the verification email?

[RE-SEND EMAIL](#)

[LOG OUT](#)

Applications Overview | Pre-Project Applications

There are no applications in progress. Once a customer adds you to an application, you can view the progress and make changes to the application before submission here.

Delete Archive Move Flag Mark Unread Sync ...

Verify Email ID | Energy Savings for Business

← ↶ →



ESB Program <noreply@mail.esbprogram.ca>

Today at 9:48 PM



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Hello John,

Thank you for signing up for Emissions Reduction Alberta's Energy Savings for Business (ESB) Program.

Please confirm your email ID by clicking the link below.

We may need to send you critical information about the ESB Program and your applications and it is important that we have an accurate email address.

[CONFIRM EMAIL ID](#)

If you would like to get in touch with us, reach out to our support team via email at [support@esbprogram.ca](mailto:support@esbprogram.ca).

Thanks,  
ESB Program Support



Do not wish to receive emails? [Unsubscribe](#)



## Welcome, John

Your account is currently under review to be registered as an **Eligible Contractor** under Energy Savings for Business program. You will receive an email once the review is complete.

### Account Overview | Contractor

**Company Name:** Retrofit Calgary

**Contractor ID:** CON-1003

**Contact Name:** John Smith

**Phone Number:** 14035555555

**Email ID:** pbaladad@summerhill.com

**Address:** 520 3 Avenue Southwest  
Calgary, Alberta  
T2P 0R3

 [Change Password](#)

 [Edit Details](#)

### Applications Overview | Pre-Project Applications ▾

There are no applications in progress. Once a customer adds you to an application, you can view the progress and make changes to the applications before submission here.



## Welcome, John

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# Resources

- Program Website
  - General information, webinar recordings, FAQs
- Support
  - By phone and email (chat coming soon)
- Documents and References
  - Contractor Code of Conduct
  - Participant Terms and Conditions
  - Program guidebook (coming soon)
  - Measures list (coming soon)
  - Application checklists & guides (coming soon)



# General Eligibility Guidelines: Participants and Facilities

All businesses and non-profits serviced by an Alberta electric utility are eligible, except for residences, new construction projects, municipally, federal and provincially owned buildings, publicly funded institutions and Large Emitters.

## Eligible organizations include, but are not limited to:

- Individual businesses
- Non-profit organizations
- Co-operatives
- Private schools that are not eligible for government funding
- The common spaces / building envelope of multi-unit residential buildings
- Farms registered as a business



# Measures & Projects

To be an “Eligible Measure,” a Measure must meet all the requirements outlined in the Terms and Conditions, including:

- The Measure meets all specifications in the Eligible Measures List.
- The Measure was designed, sold and/or installed by an Eligible Contractor.
- The components of the Measure are not used, refurbished or rebuilt.
- No part of the Measure is associated with routine maintenance.
- The Measure meets applicable Canadian Certification Standards.
- The Participant has obtained all required permits, licenses, approvals and authorizations that may be required (including any development, electrical or building permits) to install the Measure.





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# Support Team

Website: [eralberta.ca/esb](http://eralberta.ca/esb)

Email: [support@esbprogram.ca](mailto:support@esbprogram.ca)

Phone: 1-844-407-0025

Coming Soon:

Chat support on the ERA website and program portal

# Launch Webinar: Open for Applications

- February 2, 2021 at 1 p.m.
- The ESB team will introduce the full details of the program, including eligible measures and incentive levels
- Steve MacDonald, the CEO of ERA, will deliver opening remarks

**Thank you. See you next time.**



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