

Becoming an Ally



Efficiency
Canada

Welcome to the voice for an energy efficient economy.

Efficiency Canada is the national voice for an energy efficient economy. Efficiency is a low-cost and abundant energy resource that must become top of mind amongst policymakers and consumers for Canada to move to a low carbon economy.

Housed at Carleton University, part advocacy organization, part think-tank, part data-driven start-up, Efficiency Canada advocates to make our country a global leader in energy efficiency. We convene people from across Canada's economy to work together to advance policies required to take full advantage of energy efficiency. And we communicate the best research out there to build a more productive economy, sustainable environment, and better life for Canadians.

Through targeted campaigns and advocacy activities, Efficiency Canada will help policymakers and influencers move the needle on energy efficiency across Canada, every step of the way.

Now is the time to build on the momentum driven by utilities, governments, agencies, consultants and NGOs, who have been working tirelessly to engage Canadians on the critical issue of how we use energy.

Our goal is to make energy efficiency – through an economic lens – top of mind for policymakers. To do that, we aim to make the complex, simple; the story, compelling; the stakeholders, heroes; the mundane, exciting.

Together, our voice can be amplified even louder.

Will you join us?



Corey Diamond
Executive Director, Efficiency Canada



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Supporting Efficiency Canada

By supporting Efficiency Canada, you'll be helping to put efficiency on the map. Your financial contribution will directly aid in moving our nation towards a more robust energy efficient economy. Specifically, you'll be contributing towards the following efforts:



**Ongoing advocacy work
at the federal and
provincial level**



**National, regional & local
convening to advance
energy efficiency as a
sound public policy**



**Research to support the
creation of a national
scorecard and other
best-practices**



**National communication
campaigns on the benefits of
energy efficiency**



**Media relations that
support the case for an
energy efficient economy**

Efficiency Canada Ally Benefits

As an Ally, you'll receive the best information available on energy efficiency trends, technology, and policy. You'll receive up-to-date communications on energy efficiency in Canada, as well as invitations to roundtables, webinars, receptions and other networking opportunities. In addition, you'll receive strategic calls to action to improve energy efficiency policies at the national and sub-national level, along with helping to set the agenda for energy efficiency advocacy in Canada.

Benefits include:



**Access to information
on key policy debates
and advocacy work**



**Ability to participate in
issue-specific roundtables
and task forces**



**Action alerts for key
public policy decisions,
processes, and events
occurring in your area**



**Advance notice of
publications and updates**



**Public recognition on
website and listing in our
energy efficiency
economy database**

Participation Levels

Friend

Open to non-profits and individuals who wish to support the efforts of Efficiency Canada to move towards an energy efficient economy.

\$500

Partner

For organizations and businesses that wish to support the efforts of Efficiency Canada to move towards an energy efficient economy.

\$2,000

Leader

Ideal for organizations and businesses that are leaders in the energy efficiency industry and would like advanced knowledge of industry trends, including the national scorecard.

\$5,000

Champion

Champions are organizations that are leaders in the energy efficiency industry. They prefer extensive recognition for their support, along with the ability to participate at exclusive Efficiency Canada events.

\$10,000

Game Changer

The highest level is for organizations that want to make a game-changing contribution for an energy efficient economy, as well as increased recognition and tailored support.

\$15,000

Participation Level Highlights

	Friend	Partner	Leader	Champion	Game Changer
Opportunity to add logo as supporting member to policy proposals	✓	✓	✓	✓	✓
Participation in webinars	✓	✓	✓	✓	✓
Advance notice of publications and research results	✓	✓	✓	✓	✓
Listed on Efficiency Canada website		✓	✓	✓	✓
Logo at Efficiency Canada public events (when possible)		✓	✓	✓	✓
Invitations to special briefings on key regulatory and policy landscape and issues			✓	✓	✓
Participation in quarterly marketing and communications calls			✓	✓	✓
Participation in annual Day on the Hill & Dinner with senior management				✓	✓
Customized full-day, on-site policy review and strategy session with Efficiency Canada's senior staff					✓

To learn more about our Ally Program and how it might be a good fit for your organization, contact Natalie Irwin, Director of Stakeholder Engagement at natalie.irwin@efficiencycanada.org