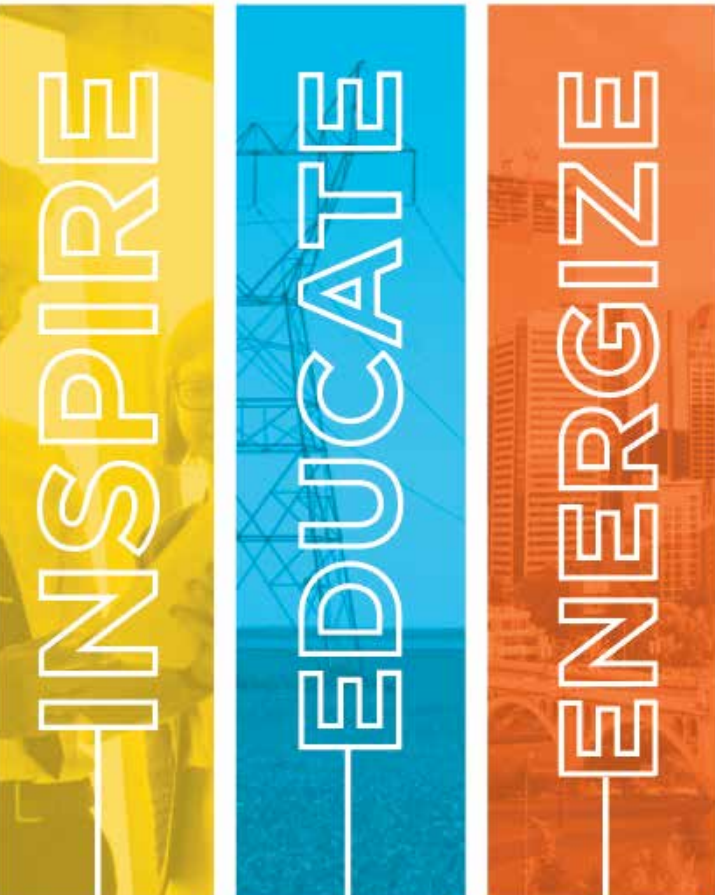




Alberta  
**ENERGY EFFICIENCY**  
ALLIANCE



**20**  
**19**

ALBERTA  
**ENERGY**  
EFFICIENCY  
**SUMMIT**

**February 25-27, 2019**  
Edmonton Convention Centre

# JUSTIFICATION TOOLKIT



# WELCOME LETTER

**RE: Alberta Energy Efficiency Summit 2019**

Dear Delegate,

On behalf of the Alberta Energy Efficiency Alliance (AEEA), thank you for taking this opportunity to consider attending the two-day Alberta Energy Efficiency Summit. Hosted in Edmonton, Alberta this annual event will provide you with the opportunity to participate in meaningful discussion, networking, and professional development in the energy efficiency community.

I have no doubt that the dynamic program, speakers and sessions we have assembled for this event will further your professional and personal goals. Your attendance at this event will support the discussion and mandates around energy efficiency throughout Alberta, and will return value to both you and your organization.

We recognize that employers and organizations have limited training and professional development budgets, particularly at this point in time, and have prepared this package to support your funding request to attend the event. In conjunction with the accompanying “Making the Case” letter template, we hope that you will find all of the required information within this toolkit to present your funding request to your employer or organization.

Should you have any questions or require additional detail, please do not hesitate to contact a member of our conference planning team at [info@energyefficiency.ca](mailto:info@energyefficiency.ca) or 1-800-281-0697.

Thank you again for considering this exciting opportunity to attend and we look forward to hosting you at the Edmonton Convention Centre on February 25-27, 2019.

Sincerely,

**Wayne Morishita, Executive Director**

Alberta Energy Efficiency Alliance



# Alberta **ENERGY EFFICIENCY** ALLIANCE

The Alberta Energy Efficiency Alliance (AEEA) is a member-based organization with a diverse group of stakeholders actively working to maximize energy efficiency in the province of Alberta. Energy efficiency plays an important role in creating a sustainable Alberta, economically and environmentally.

Since 2007, the AEEA has brought people together to collaboratively solve problems, coordinate action and be a common voice, by delivering speaking engagements, and sharing resources and ideas.

The goal of AEEA is to reduce the barriers to the adoption of energy efficiency technology and activities, recognizing that there is a need for all orders of government, businesses, non-profit organizations and individuals to realize the benefits of energy efficiency.

### Vision

Alberta will become a world leader in energy efficiency, as it is a world leader in energy production.

### Mission

Drive to maximize energy efficiency by being an inclusive and diverse forum for communication, collaborative problem solving, coordinated action and a common voice to enhance the economic and environmental success of Alberta.

### AEEA Beliefs

- Energy efficiency plays an important role in creating a sustainable Alberta, economically and environmentally.
- There are non-economic barriers to the adoption of economic energy efficiency technology and activities.
- There is a role for all orders of government, all businesses (commercial, institutional, retail, industrial, and utilities), non-profit organizations and individuals in maximizing the benefits of energy efficiency.
- By working together we all achieve more.

**20**  
**19**

# ALBERTA ENERGY EFFICIENCY SUMMIT

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As an organization, the AEEA engages with its members and other stakeholders to help increase the uptake of energy efficiency in the province. In 2018, the AEEA hosted our first multi-day summit and tradeshow event, the Alberta Energy Efficiency Summit in Calgary, Alberta. This event offered delegates a forum to collaborate, learn, network, and receive insight into the latest trends in energy efficiency.

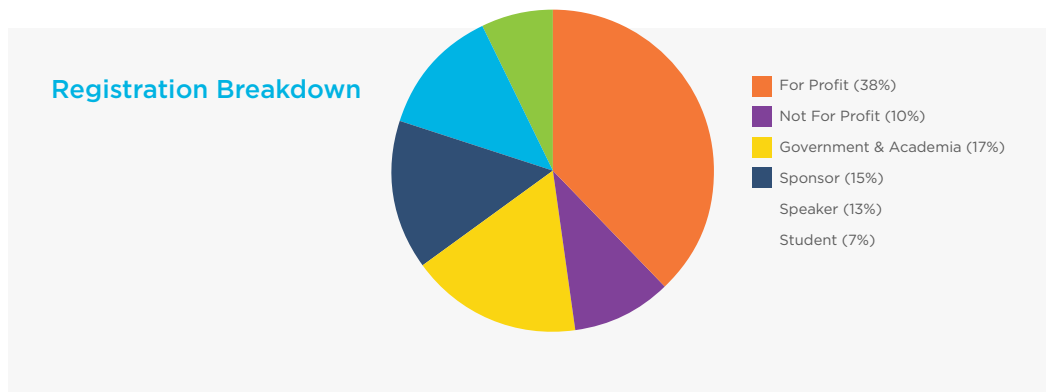
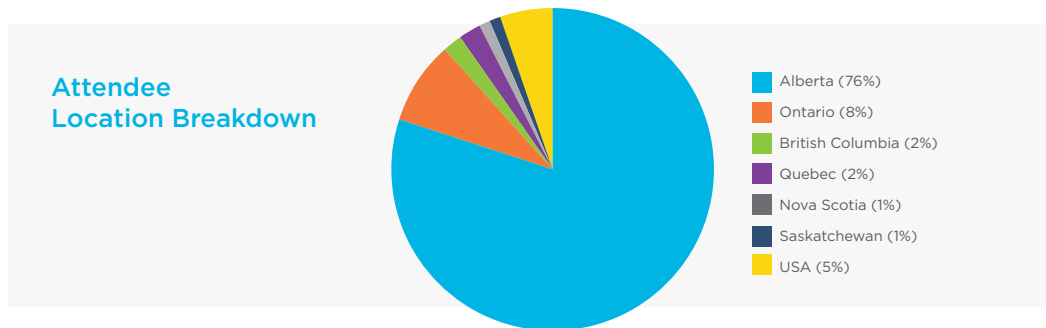
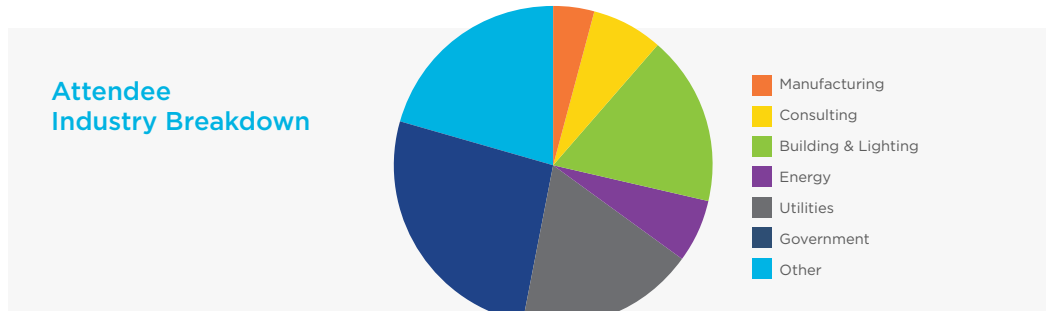
Featuring world class speakers and industry experts, the event brought together nearly 300 energy efficiency leaders to showcase the important discussions taking place around energy efficiency in Alberta. A variety of speaker presentations, panels, and breakout sessions presented a valuable range of perspectives on energy efficiency, drawing on real solutions and case studies from around the world. Complementing the plenary sessions were 12 concurrent sessions with 16 speakers. Programming for the summit was divided into four tracks: Residential Programming, Business & Commercial Programming, Industrial Programming, and Energy Efficiency Innovation. The variety of sessions allowed attendees to individualize their learning program and fully engage in the conversations taking place around energy efficiency in the province.

Building on the tremendous success and momentum of the 2018 event, the AEEA is excited to continue growing this important forum for debate and dialogue as we begin planning and development of the **2019 Alberta Energy Efficiency Summit, scheduled to take place February 25-27, 2019 in Edmonton, AB.**



## WHO ATTENDS?

The Alberta Energy Efficiency Summit attracts a wide range of companies, retailers, and professionals who have a vested interest in the energy efficiency industry. The AEEA works closely with other industry associations year-round to actively engage the energy efficiency community. Nearly every role in every industry can benefit from energy efficient practices. As such, we strive to create a diverse, well-rounded program that speaks to professionals from diverse backgrounds. If your organization is involved or interested in energy efficiency in any way, we guarantee that you will gain value from joining us at the 2019 Summit.







# 2018 CONFERENCE HIGHLIGHTS



## 81%

When asked to rate the overall quality of the 2018 Alberta Energy Efficiency Summit, 81% said that the 2018 Summit was “Excellent” or “Above Average”.



## 69%

When asked to rate the overall value the 2018 Alberta Energy Efficiency Summit provided, relative to the price paid, 69% said that the value of the 2018 Summit was “Excellent” or “Above Average”.



## 84%

When asked if they had visited the sponsor display booths at the 2018 Alberta Energy Efficiency Summit, 84% of respondents indicated that they visited the sponsor display booths throughout the duration of the summit.

## PARTICIPATING COMPANIES AND ORGANIZATIONS AT THE 2018 SUMMIT

3 Point Environmental  
 3D Energy Limited  
 717 Project Solutions Ltd  
 Acacia Engineering Ltd.  
 Aenergy Capital  
 Alberta Agriculture and Forestry  
 Alberta Climate Change Office  
 Alberta Council for Environmental Education (ACEE)  
 Alberta Council of Disability Services  
 Alberta Electric System Operator  
 Alberta Government Indigenous Relations  
 Alberta Health Services  
 All One Sky Foundation  
 AltaGas Utilities Inc.  
 Alternative Energy - NAIT  
 ARDN Energy Consulting Inc.  
 Association of Energy Engineers of Alberta (AEEAC)  
 ATB FINANCIAL  
 ATCO  
 ATCO Electric  
 ATCO Energy  
 ATCO Innovation Team  
 ATCO Pipelines and Liquids GBU  
 Attainable Homes Calgary Corporation  
 AUMA  
 BC Insulators  
 BCIT  
 Bidgely, Inc.  
 BILD Alberta  
 Biosphere Institute of the Bow Valley  
 Boardwalk REIT  
 Bourgeois Construction  
 British Columbia Institute of Technology  
 British Consulate  
 Brookfield Residential  
 Burman Energy Consultants Group Inc.  
 Calgary Lighting Products  
 Canada Green Building Council  
 Canadian Institute for Energy Training (CIET)  
 Canadian Solar Conference Limited Partnership  
 capp  
 Carbon Conversations  
 Centre of Energy Management Expertise (via SD23)  
 City of Calgary  
 City of Edmonton  
 City of Grande Prairie  
 City of Medicine Hat  
 City of Red Deer  
 CLEAResult  
 CMHC  
 Colliers project Leaders

Community Power  
 Connecticut Green Bank  
 CoPower  
 County of St. Paul  
 Direct Energy  
 Direct Energy Business  
 Dunsky Energy Consulting  
 ecobee  
 Ecofitt  
 Econoler  
 Edmonton Airports  
 Efficiency Canada  
 Efficiency Capital  
 EfficiencyOne  
 Electrical Contractors Association of Alberta  
 Emissions Reduction Alberta  
 Empower Me  
 Energy Efficiency Alberta  
 Energy Saving Trust  
 Enervee  
 Enmax Corporation  
 ENMAX Energy Corp.  
 ENMAX Power Corporation  
 Enviromatics Group Ltd.  
 Environment and Parks  
 EPCOR  
 EQUUS  
 EQUUS REA LTD.  
 Evans Hunt  
 Fortis Alberta  
 Franklin Energy  
 FRESco  
 Globe Electric  
 Google  
 Government of Alberta  
 Green Learning Canada Foundation  
 Greengate Power Corporation  
 Greenplanet Energy Analytics  
 GreyJay Energy  
 Heat and Frost Insulators Local 110  
 Hestia Group  
 ICF Consulting Canada Inc.  
 Independent Electricity System Operator  
 Internat Energy Solutions Canada Inc. (IESC)  
 International Association of Heat and Frost Insulators  
 Kambo Energy Solutions  
 Lumican  
 MacEwan University  
 MCN Solutions  
 Metis Nation of Alberta  
 Municipal Climate Change Action Centre  
 MyHEAT Inc.  
 NAIT

National Energy Board  
 National Research Council - IRAP  
 Natural Resources Canada  
 Navigant  
 Nest Labs  
 New York Institute of Technology  
 NorQuest College  
 OMIK Energy Advisors Services  
 Oracle Utilities  
 Owens Corning Canada LP  
 PACE Alberta Co-op Ltd.  
 Pacific Northwest Economic Region (PNWER)  
 Pembina Institute  
 PerformEnergy Inc.  
 Prism Engineering Ltd  
 Pulse Energy  
 PureSphera  
 Quantum Lighting, Inc.  
 Queen's University  
 Reinbold Engineering Group  
 Rodan Energy Solutions  
 Sacre-Davey Engineering  
 SAIT  
 SAIT Polytechnic - Construction Project Management  
 Schneider  
 Scott Builders Inc  
 Shell Scotford  
 Sky Solar  
 Smarter Growth Initiative  
 Solar Energy Society of Alberta  
 Stantec Consulting Ltd.  
 Strategic Group  
 Summerhill  
 Sunrise Sustainable  
 Sustainable Buildings Canada  
 Sustainable Projects Group  
 SysEne Consulting Inc.  
 TELUS Spark  
 The Delphi Group  
 Thermal Insulation Association of Canada  
 Transition énergétique Québec  
 UFA Co-operative Limited  
 University of Alberta  
 University of British Columbia  
 University of Calgary  
 University of North Carolina  
 Vital Engineering Corporation  
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