

FOR IMMEDIATE RELEASE

ENERGY STAR® Health Care Energy Leadership Program to assist hospitals and long-term care homes reduce energy cost

Toronto, Ontario April 22, 2012 –My Sustainable Canada (MSC) and the Canadian Coalition for Green Health Care (the Coalition) are pleased to launch a new energy efficiency initiative to assist Canada’s health services sector realize energy savings and reduction opportunities.

The “ENERGY STAR Health Care Energy Leadership Program,” or “*HELP*,” was developed with the support of Natural Resources Canada’s Office of Energy Efficiency.

“The ENERGY STAR *HELP* initiative will assist Canada’s health services sector in identifying energy savings that can be used for important health services for Canadians,” said the Honourable Joe Oliver, Minister of Natural Resources.

HELP will build awareness and understanding among health care professionals regarding the energy saving and environmental benefits of ENERGY STAR, in order to engage the health care community in taking action to reduce energy consumption.

As ENERGY STAR program advocates for the sector, MSC and the Coalition, will work with forward-thinking and committed executives, facility operators, food and laundry service managers, and other green health care champions to help them better understand the potential their operations have to reduce their energy consumption, educate their staff, clients and volunteers, and turn their energy dollars into health care dollars for improved care delivery.

Participants in the voluntary *HELP* initiative will be able to take advantage of a number of free learning experiences. These include webinars and onsite ENERGY STAR training; ‘*Spot the ENERGY STAR Opportunities*’ walkthroughs at the Coalition’s “Getting to Green” workshops; access to samples of ENERGY STAR procurement language for inclusion in Request for Proposal (RFP) documents; training on the online ENERGY STAR Savings Calculators; and help in building their business case for the purchase and deployment of ENERGY STAR qualified appliances and equipment. Access to a national peer-to-peer network is also planned.

Any health care organization wishing to take their energy efficiency commitment to the next level will be eligible to become a formal *ENERGY STAR Participant*. Benefits of being an ENERGY STAR Participant include: the ability to use the internationally recognized ENERGY STAR Participant symbol to promote your commitment; opportunities for joint marketing and promotional campaigns; having your organization profiled on the Canadian ENERGY STAR web site; heightened public image by showing leadership in addressing environmental challenges such as climate change and air pollution; support for implementing energy efficiency initiatives that save money and reduce GHG emissions; and access to additional training, and print-ready promotional materials.

The Ottawa Hospital (TOH) recently became the first health care facility in Canada to sign on as an ENERGY STAR Participant. According to Jessica Heiss, Coordinator, Sustainability &

Building Integration at TOH, *“We recognized that by joining we would have an incentive to better embrace energy efficiency throughout our sites and make it a much bigger element in our overall corporate planning and redevelopment strategy. In practical terms, we are working to increase the awareness of ENERGY STAR savings opportunities among members of our purchasing teams and engineering consultants as we plan for new purchases and upgrade projects. ENERGY STAR offers a framework to better embrace energy efficient appliances, energy awareness training, and NRCan gives you an opportunity to be recognized for your accomplishments.”*

Further details can be found at: <http://energystar.greenhealthcare.ca>.

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