

# Greater Sudbury Hydro Program to Achieve



The Great Refrigerator Roundup removes older, inefficient refrigerators, freezers and window air conditioners, and then fully decommissions them in an environmentally friendly manner - the appliances are picked up from customer homes free of charge.

The *Great Refrigerator Roundup* conservation program was launched in the summer of 2007 by the Ontario Power Authority (OPA) in cooperation with Ontario's electricity distributors. It has proved to be a popular program with residential customers, and was delivered last year by seventy-five utilities in communities across the province. As a result, close to 47,000 inefficient appliances have been removed and de-commissioned, realizing an annual energy savings of 50.5 GWh province-wide.

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With a little creative thinking and a sound marketing approach, Greater Sudbury Hydro (GSH) has taken a popular province-wide program and combined it with a community-based coupon initiative that encourages consumers not only to get rid of their old fridges, but provides them with an incentive to purchase an ENERGY STAR® high-efficiency appliance replacement. The concurrent discount coupon program is entitled *Waste Not, Watt Not™* and is being run by the utility to complement and enhance the *Great Refrigerator Roundup*.

Once an old refrigerator is collected from a customer, they can exchange their 'pick-up' receipt at the GSH office with discount coupons that can be applied against the purchase of an ENERGY STAR® refrigerator at local participating retailers. Until August 31, 2009, this discount could be combined with a provincial retail sales tax exemption on the purchase of ENERGY STAR® appliances. Afterwards, the bill of sale, listing the make and model number of the ENERGY STAR® refrigerator,



can be returned to the utility's office where it is entered for a chance to win the equivalent value of their purchase (up to a maximum of \$2,500) and which will be applied against future electricity bills. The draw is held in mid-December each year. GSH set out certain goals when the Roundup

# Augments Great Refrigerator Roundup Maximum Outreach and Education

program was introduced. They wanted to ensure that residents who participated in the program would understand they were supporting a healthier ecosystem, and that they would not only get rid of their inefficient refrigerators, but would also consider replacing the appliance with nothing less than the most energy efficient models on the market.

The promotion is allowing Greater Sudbury Hydro to hone in on some key 'green' messages, including the serious and damaging effects improper disposal of refrigerators has on the environment:

"Wondering what will happen to that old fridge after the round-up? The decommissioning process is designed to be environmentally

responsible. All CFCs will be captured, mercury from thermostats and PCBs from transformers will be disposed of safely, and nearly all of the remaining material will be completely recycled. Only a shopping bag-sized amount of material finds its way to the landfill. So you'll feel warm all over."

An important aspect of the campaign has been the educational component aimed at ensuring that Sudbury's electricity customers gain a greater understanding of the environmental advantages of disposing of and replacing old refrigerators with high efficiency models.

The combined programs are having a positive impact. In 2007, Greater Sudbury Hydro had 385 inefficient refrigerators removed from

residences across the City. These numbers are expected to increase in 2008 as interest builds and the program garners wider exposure in the community. Although numbers are important, Greater Sudbury Hydro is equally focused on sustaining and deepening cultural change as it relates to electricity conservation and the environment in the City of Sudbury. ■

*Greater Sudbury Hydro services the needs of 44,000 customers within the City of Greater Sudbury and within the Municipality of West Nipissing.*

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