

POWER DOWN CAMPBELL RIVER

In January 2013, the City of Campbell River partnered with BC Hydro to implement Power Down Campbell River, a community outreach initiative designed to increase residential home energy conservation. The program was a first step in implementing the City's Community Energy and Emissions Plan (CEEP) and reaching a key target for 2020 of having 2% of existing buildings retrofitted annually to become more energy efficient. Power Down Campbell River had three elements: The Energy Challenge, Energy Rebate Program, and Energy Conservation Assistance Program (ECAP).

Power Down Campbell River featured a reality-TV inspired Energy Challenge, where five families competed head to head for 30 days (April to May 2013) to conserve energy and teach the community their tips and tricks. The community followed the progress of the five families as their stories were shared through local media outlets and social media, showing people that energy conservation is both good for the environment and fun. A professionally produced film highlighting each family's journey was made to continue to inspire people in Campbell River and beyond, as well as a short video showcasing the top energy conservation tips. These films were shown at the Earth Week Film Festival, as well as on YouTube and ShawTV. Click [here](#) to meet the five families!



Complementing the Energy Challenge, an Energy Rebate Program was introduced, and 115 local residents received a free home energy audit in exchange for making an energy pledge to commit to a specific retrofit or behavior change action in their home. The final element, BC Hydro's ECAP, was implemented through the City's recreation department to enable people with low incomes to receive a free home energy audit and free energy saving products. Collectively, these initiatives are an important step in reducing Campbell River's greenhouse gas emissions (GHGs), as buildings account for approximately twenty-three percent of all GHGs produced in Campbell River.

WATCH THE ENERGY CHALLENGE FILMS

[Short Version \(Top energy conservation tips\)](#)

[Long Version \(The Energy Challenge\)](#)

Click [here](#) to watch more highlights!

START YOUR OWN CHALLENGE

Interested in inspiring your community to conserve energy? The [Energy Challenge Kit](#) is a tool to assist other municipalities, classrooms, neighbours, and even friends with organizing their own energy conservation initiative.

The [Power Down Campbell River Summary](#) is an in-depth step by step guide on how the Campbell River Energy Challenge, Energy Rebate Program, and Energy Conservation Assistance Program (ECAP) was organized. Check it out if you want to learn more about these energy conservation initiatives.

If you have any questions about Power Down Campbell River or are interested in starting your own Energy Challenge, please call (250)286-5725 or email sustainability@campbellriver.ca