

Turn  
it off.

It's the easiest thing  
you'll do all day.

BC Hydro  powersmart

# TURN IT OFF CAMPAIGN

## Energy and Electricity Demands

Conserve More


Buy More

Build More



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# TURN IT OFF CAMPAIGN

## Conservation



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## Conservation



Nuclear Plant Construction




Hydro Electrical Dam Construction



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## Awareness



## Join Team Power Smart




City Hall, City of Prince George



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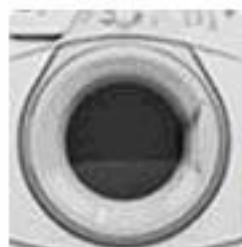
# TURN IT OFF CAMPAIGN

## Power Smart Programs



## Incentives

### For Residential Customers



#### Save on ENERGY STAR® appliances

Rebates from \$25 to \$100 on washers, refrigerators and freezers

[More](#)



#### Set an energy reduction target

Join Team Power Smart by setting a goal for cutting your energy use and track your progress.

[More](#)



#### We'll pay you for your old second fridge

If that old refrigerator still works, BC Hydro will pay you \$30 and haul it away for recycling.

[More](#)



#### Coupons, Rebates and Incentives

Limited time coupons, appliance rebates and other promotions to help you save electricity.

[More](#)



# More Incentives

## Energy Saving Government Grant Programs:



Canada Federal Government

Canada



BC Provincial Government

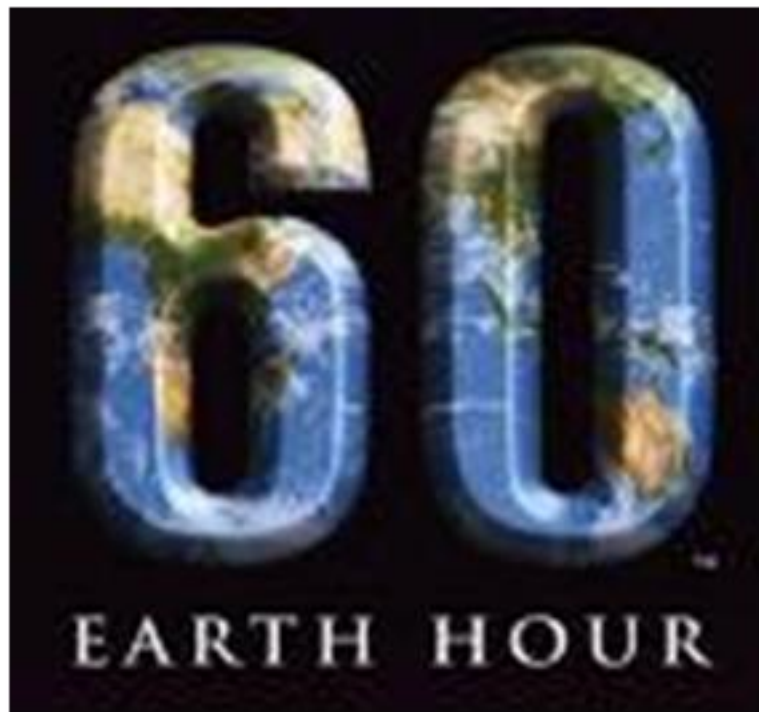




Chicago, USA



Bangkok, Thailand



8pm on March 29, 2008  
turn out your lights



Sydney, Australia

# Global Awareness

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# TURN IT OFF CAMPAIGN

## City of Prince George Results Electricity Use Savings:



### City of Prince George:

Population est. 78,000 and 22,000 homes

Participation in BC Hydro electrical  
energy saving programs

Savings: 502.21GWh or ~45,655 homes  
for a year (mainly from industrial sector)







## Working Level Official Meeting

- **Smart Growth**



smart **growth** on the ground

- **Turn it off Campaign**



# Thank you!

