

Reduce the Juice – W-5

- ⚡ What
- ⚡ Who
- ⚡ How
- ⚡ Why
- ⚡ Where
- ⚡ Progress to date



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"Reduce the Juice" Project - What

This project has three main goals:

- ✚ raise awareness in Shelburne about energy conservation and renewable energy technologies
- ✚ encourage the citizens of Shelburne to reduce their use of energy by 5% or more
- ✚ develop a model of energy education and energy conservation that could be implemented in other rural communities



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“Reduce the Juice” Project - Who

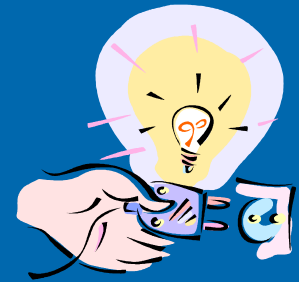
- ⚡ Theresa Sauren, Project Manager
- ⚡ 2 university students, Sarah Fairlie and Sarah Tratt will act as team leaders to students from Centre Dufferin District High School



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"Reduce the Juice" Project - How

- ⚡ will conduct door to door surveys of 500 homes in Shelburne to promote energy conservation
- ⚡ in home energy audits will be offered
- ⚡ students will utilize community events, word of mouth advertising and the local media to promote the project



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"Reduce the Juice" Project - Why

Why Now?

- ⚡ One Tonne Challenge and the Climate Change Plan for Canada
- ⚡ explosion in renewable energy projects in Canada
- ⚡ changing electricity market in Ontario
- ⚡ need for aggressive conservation



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"Reduce the Juice" Project - Where

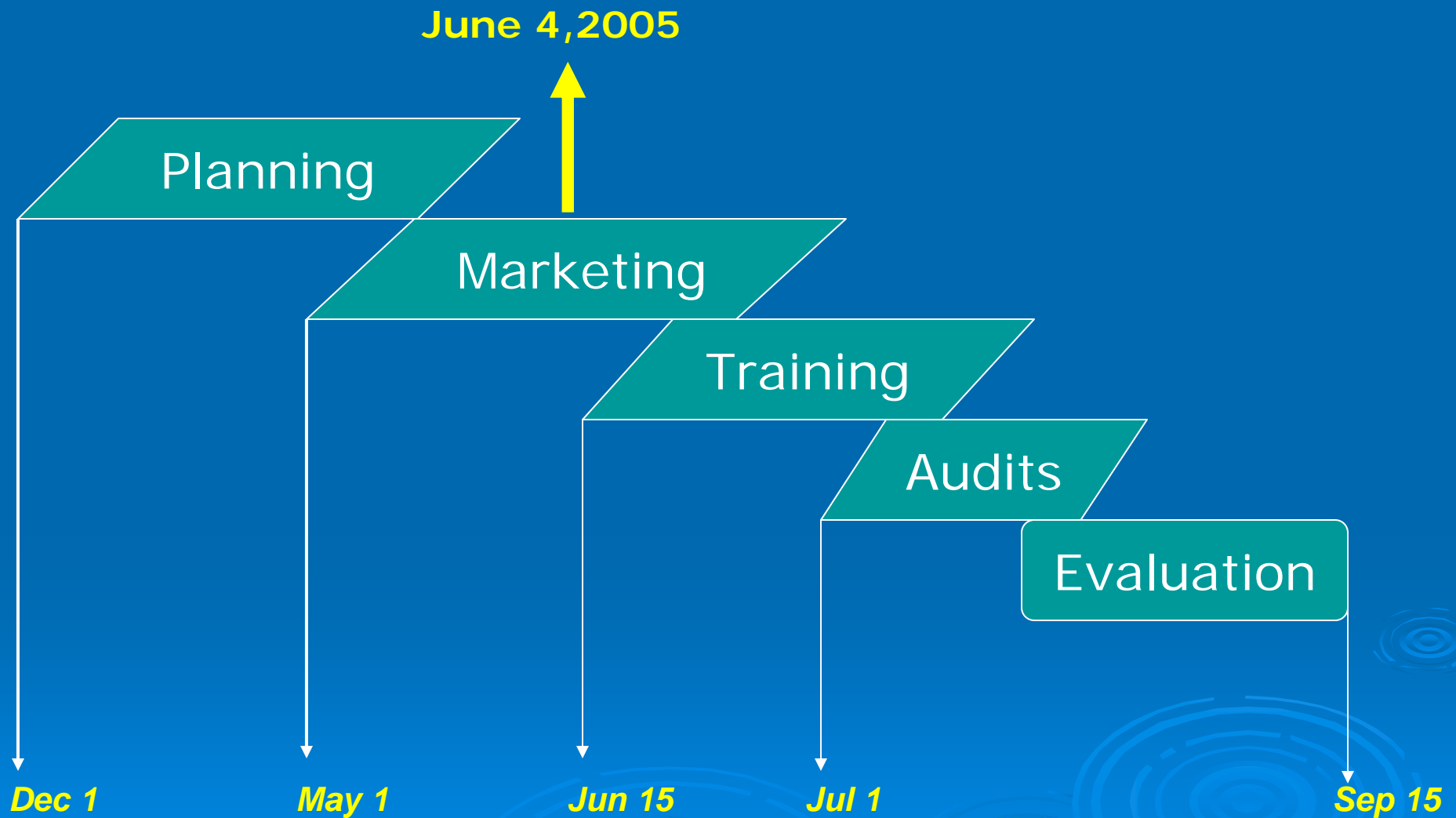
Why Shelburne?

- ⚡ PURE-led project
- ⚡ emerging hub of energy initiatives
- ⚡ unlimited future potential for economic development in the energy sector



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Reduce the Juice Project Progress



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Project Partners:



Fairfield Group

1st Impressions
Sportswear

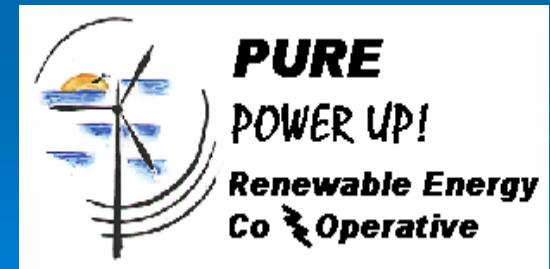


Fines Home
Hardware



Human Resources and
Skills Development
Canada

Crewson Insurance
Brokers



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Thank you



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