

Emissions Reduction Alberta's (ERA) Energy Savings for Business (ESB) program will help eligible Alberta businesses decrease operating costs, grow operations, become more competitive, and reduce emissions.

The program offers incentives to eligible Alberta businesses and non-profits to choose commercially available high-efficiency products and onsite energy generation technologies that meet their needs.

- ▶ Incentives of up to \$250,000 are available per project
- ▶ Up to \$500,000 per parent company
- ▶ Minimum project incentive amount of \$500
- ▶ Funding will be awarded on a first-come, first-served basis
- ▶ This is a short-term economic stimulus program.

Recognizing that time is money to Alberta's businesses, the ESB program will give businesses fast access to cost-effective incentives. The readymade menu of incentives will save companies time and money in developing their projects. A detailed listing of incentive amounts can be found on [eralberta.ca/esb](http://eralberta.ca/esb).

*"The Electrical Contractors Association of Alberta, a member of the Alberta Trade Contractors Coalition, supports initiatives that reduce emissions. ERA's Energy Savings for Business program will achieve this through fiscally responsible retrofit projects that rely on locally-skilled trades, contractors, and suppliers. This is a benefit to all Albertans."*

— Tim Brundage, President, Electrical Contractors Association of Alberta

## PRODUCTS ELIGIBLE FOR INCENTIVES

A wide range of cost-effective, high-efficiency products and onsite energy generation technology are eligible for incentives through the program.

### The list includes:

- ▶ Compressed air
- ▶ Process heating
- ▶ Refrigeration
- ▶ Food service
- ▶ HVAC
- ▶ Motors and drives
- ▶ Water heating
- ▶ Agricultural lighting
- ▶ Waste energy recovery
- ▶ Geothermal
- ▶ Combined heat and power (CHP)
- ▶ Lighting systems
- ▶ Building envelope and windows.

## BUSINESSES ELIGIBLE TO PARTICIPATE

The program is designed to support the more than 160,000 small- and medium-sized enterprises in Alberta. All businesses and non-profits serviced by an Alberta electric utility are eligible, except for residences; municipally, federally, and provincially owned buildings; publicly funded institutions; and large emitters—as defined under Alberta's Technology Innovation and Emissions Reduction (TIER) regulation. Some measures are eligible for new construction projects.

### Eligible organizations include, but are not limited to:

- ▶ Individual businesses
- ▶ Non-profit organizations
- ▶ Co-operatives
- ▶ Private schools not eligible for government funding
- ▶ Common spaces and equipment in multi-unit residential buildings
- ▶ Farms registered as a business.

For projects to be eligible, they must occur at facilities located within Alberta, meet project timeline requirements, and follow the criteria outlined in the Participant Terms and Conditions located on [eralberta.ca/esb](http://eralberta.ca/esb).

# APPLICATION PROCESS

## 1 REGISTER

- **Review Program Guidebook and available resources on [eralberta.ca/esb](http://eralberta.ca/esb)**
- **Participants and contractors register in program portal**
  - ▶ ERA will review and provide approval for eligible contractors

## 2 APPLY FOR PRE-APPROVAL

- **Participants initiate application**
  - ▶ Provide basic project information
  - ▶ Assign an eligible contractor
- **Contractors complete application**
  - ▶ Provide project details and documentation
- **Participants submit pre-approval**
  - ▶ Review, confirm accuracy and submit pre-approval application
- ▶ **ERA PROVIDES PRE-APPROVAL NOTICE**
- **Participants accept terms**
  - ▶ Review application summary, pre-approval notice and accept Participant Terms & Conditions

## 3 PROJECT INSTALLATION

- **Participants and contractors initiate and complete project installation**
  - ▶ Purchase and install all associated equipment

## 4 POST-PROJECT SUBMISSION

- **Participants initiate post-project submission**
  - ▶ Notifies ERA project is complete and begins review process
- **Contractors complete post-project application**
  - ▶ Submit all required documentation
- **Participants submit post-project application**
  - ▶ Review, confirm accuracy and submit post-project application

## ERA PROVIDES FINAL APPROVAL NOTICE

## 5 RECEIVE INCENTIVE

- **Participants provide banking information**
  - ▶ Provide participant information or assign incentives to contractor
- ▶ **INCENTIVE PAYMENT ISSUED**

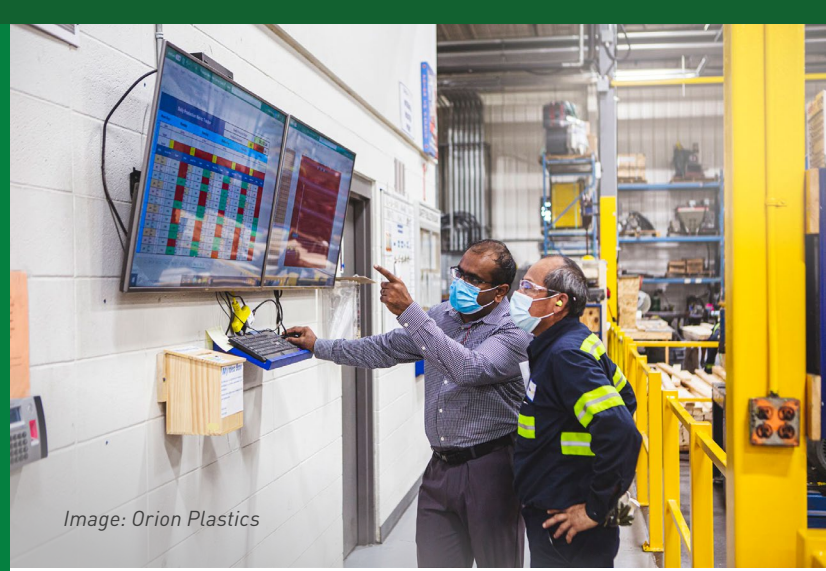


Image: Orion Plastics

## HOW TO APPLY FOR INCENTIVES

Apply now with ESB's streamlined intake and fully virtual approach. Please review the Program Guidebook and all available resources to learn more about requirements, how to apply, and more.

## WHERE TO GO FOR QUESTIONS OR SUPPORT

Our website has program information, including program requirements, training videos, application checklists, and more.

[www.eralberta.ca/esb](http://www.eralberta.ca/esb)

[support@esbprogram.ca](mailto:support@esbprogram.ca) | 1-844-407-0025

 @ERALberta\_  Emissions Reduction Alberta (ERA)

We're happy to help you with any questions about the program or how to apply. Our dedicated contact centre is open Monday to Friday from 9 a.m. to 5 p.m.

*"The Alberta Trade Contractors Coalition members are united in their support of achieving emissions reductions through industrial and building retrofit projects. As a coalition representing all the primary trade associations, the ATCC membership has the expertise required to ensure the emissions reductions achieved through ERA's Energy Savings for Business program are fiscally responsible, realistic and quantifiable, maximizing benefits for all Albertans."*

— Terry Milot, Chairman, Alberta Trade Contractors Coalition