



PRESS RELEASE

## HOME ENERGY SAVINGS PROGRAM FOR RESIDENTS OF PRINCE RUPERT

**APRIL 9, 2024, X<sup>w</sup>məθk<sup>w</sup>əyəm (Musqueam), Sk̓wx̓wú7mesh (Squamish) and səilwətał (Tsleil-Waututh)/Vancouver, BC** – For households in Prince Rupert facing exorbitant heating expenses and discomfort due to temperature fluctuations and drafts, relief is on the horizon. Ecotrust Canada, a non-profit organization, is rolling out a no-cost service designed to assist residents in addressing these challenges head-on. This initiative addresses the pressing issue of high heating costs, discomfort, and energy inefficiency prevalent in homes throughout the region.

The Home Energy Savings Program acknowledges the hurdles households encounter when attempting energy-efficient upgrades. Through this program, residents receive personalized guidance throughout the renovation journey, including:

- A project manager who helps residents get started and offers advice based on their situation
- Sourcing and working with contractors
- How to take advantage of available home renovation rebates and loans
- Public information and learning opportunities on upgrade types (e.g., insulation, windows/doors, heat pumps)

Individuals are encouraged to [sign up for the program](#) now to begin their renovation journey and stay informed about updates. Support for Ecotrust Canada's program comes from Natural Resources Canada, which is contributing \$431,080 through its Toward Net-Zero Homes and Communities Program.

The Honourable Jonathan Wilkinson, Minister of Energy and Natural Resources, Government of Canada: *"Many Canadians want to make their homes more energy-efficient, but the reality is that making these changes is not equally accessible to everyone. There are homeowners in under-resourced, rural, and Indigenous communities facing barriers that require creative solutions. Natural Resources Canada's contribution through the Toward Net-Zero Homes and Communities Program will help accelerate energy efficiency upgrades in multiple communities in British Columbia, bringing us one step closer to meeting our shared climate goals of reaching Net-Zero by 2050."*

Mayor Herb Pond, City of Prince Rupert: *"The City was proud to partner with Ecotrust Canada in the Home Energy Retrofit feasibility study that was completed last year. We are excited to see that there is more coming out of that work to support Rupertites in saving both money and emissions through retrofits. Navigating the realm of energy rebates and analyzing what retrofits will work best for your home is complex stuff, and we are pleased this support program will help our residents through that process."*

Michael-Anthony Lutfy, Regional Retrofits Project Manager, Ecotrust Canada: *"I'm excited to bring this energy upgrade program to communities that have been long underserved. As a rural resident myself, I'm well acquainted with the challenges of sourcing the right information, contractors, and financing for a home*



*retrofit. Because our program is a personalized service targeting a specific region, we're able to provide an adaptive retrofit process tailored to the barriers faced by residents in the Prince Rupert area."*

The Home Energy Savings Program underscores Ecotrust Canada's commitment to building sustainable, just, and vibrant communities supported by thriving, place-based economies. By reducing energy costs, energy insecurity, air pollution, and safety hazards, the initiative will create lasting positive impacts for residents and the environment.

For more information on the Home Energy Savings Program, including participation details, publicly available resources, and frequently asked questions, please visit [HomeEnergySavingsProgram.ca](https://www.ecotrust.ca/HomeEnergySavingsProgram)

### **About Ecotrust Canada**

Ecotrust Canada is an enterprising charity that works with rural, remote, and Indigenous communities toward building an economy that provides for a healthy and resilient natural environment; sustainable and abundant energy, food, and housing; prosperous and meaningful livelihoods; and vibrant and inclusive cultures. We call this approach [building an economy that provides for life](#). Our on-the-ground work and systems approach is entrepreneurial, partnership-based, and relentlessly practical. [ecotrust.ca](https://www.ecotrust.ca)

### **For more information:**

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