

DISCOVER THE POWER OF EFFICIENCY

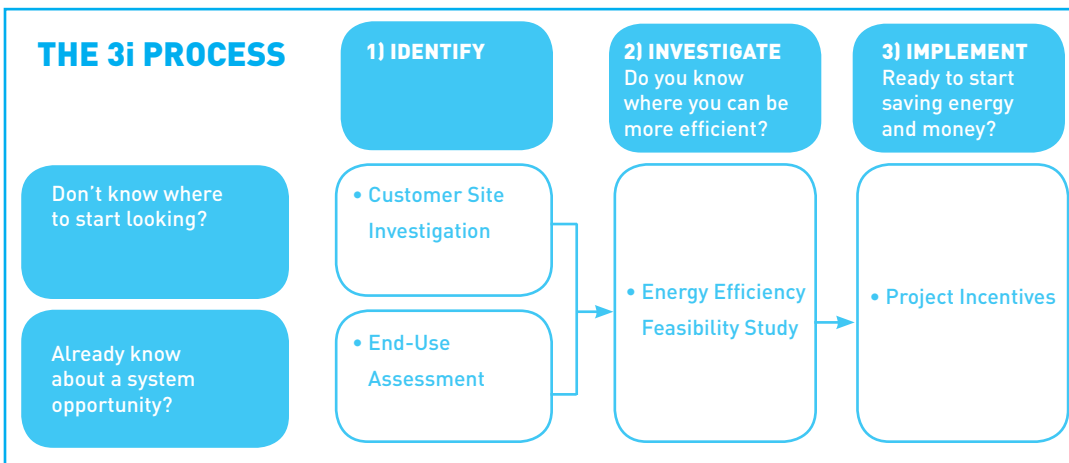
ENERGY EFFICIENCY PROJECTS FOR INDUSTRIAL DISTRIBUTION CUSTOMERS

It's true that energy efficiency is its own incredible reward. Still, despite the cost savings, the productivity boost, the reduced waste, and the environmental benefits, Power Smart knows that sometimes we all need a little helping hand to start conserving energy.

That's exactly why we created our industrial incentives for energy efficiency projects. Under the banner of what we call our "3i Process," we can help you overcome just about any barrier to saving energy in your facility—whether it's not knowing where to begin or being unable to secure the budget. Best of all, our programs give you the unique chance to experience efficiency with minimum risk and maximum returns.

THREE LITTLE LETTERS, ONE SMART PROCESS

Power Smart's 3i Process is all about saving you energy—not just today and tomorrow, but for many years to come. Our key account managers, engineers, and pre-qualified consultants will all work together to guide you through every stage of the process, from identifying and investigating efficiency opportunities, to implementing successful projects. And with the help of our compelling project incentives, you'll be able to do it all with minimum risk and maximum returns.



KNOW THE SCORE

Get a snapshot of how much your systems can improve and where your best opportunities lie.

WORK WITH THE EXPERTS

Guarantee your success by working alongside the experts in energy efficiency.

SAVE NOW, SAVE FOR YEARS

You'll save immediately thanks to our generous incentives, and you'll continue to save on energy costs for years to come.

BECOME AN ENERGY LEADER

Your commitment to cutting-edge performance and environmental stewardship won't go unnoticed by customers and business peers.

STEP ONE: IDENTIFY

Most of our customers know very well that they're surrounded by opportunities to save energy. They're just not sure where to begin. That's where we can help. We offer full funding for two types of identification audits—one that looks at your whole facility, and another that looks at a specific system. Both will serve to identify both low-cost and more intensive efficiency opportunities, providing exactly the kind of snapshot that you need to prioritize your projects and move forward with confidence.

Customer Site Investigation: When you don't know where to start

- A one-day walkthrough of your facility to analyze current energy use and find opportunities—particularly low-cost opportunities—to be more energy efficient.

Who it's for: Customers with sites that use \$50,000 to \$1,000,000 of electricity annually.

Offer: 100 per cent funding guaranteed.

End-Use Assessment: When you know about a system opportunity

- A high-level, low-cost look at a specific system to help you decide if further investigation is worthwhile.

Who it's for: Customers with systems with more than 200 horsepower.

Offer: 100 per cent funding to a maximum of \$5,000.

STEP TWO: INVESTIGATE

Whether you've taken part in one of our identification studies, or you've already identified a candidate system on your own, your next step will be to build a solid business case for efficiency. We offer as much as 100 per cent funding to go ahead with a detailed analysis of an individual system, providing you with a comprehensive look at all of the options available to you, including how much each improvement will save you and how long it will take to pay back the initial costs.

Energy Efficiency Feasibility Study

- This study will closely analyze a single system for potential energy solutions, helping you to build your business case by outlining energy savings estimates, implementation costs and other benefits.

Who it's for: Customers with systems with more than 200 horsepower.

Offer: 75 per cent funding, with potential for full funding if you follow through with an energy-saving project within 18 months.

STEP THREE: IMPLEMENT

Thanks to reduced operational and maintenance costs, as well as improved reliability and performance, energy efficiency projects usually have no trouble paying for themselves. Still, we understand that your budgets don't often set aside a great deal of capital for improvement projects. That's why we offer funds to give you a boost over your internal budget hurdles and make energy efficiency a reality at your facility.

Project Incentive Funds

- Capital incentives designed to help you reduce the up-front cost of energy efficiency projects and minimize the payback period.

Who it's for: Customers with energy efficiency projects that are hard-wired (meaning permanent) and that will save a minimum of \$2,500 annually (e.g. 50,000 kWh at the \$0.05/kWh blended rate).

Offer: Up to 75 per cent of the project cost, or buy down your payback period to as little as one year.

WE'LL HELP YOU TAKE CHARGE OF YOUR ENERGY

From high-level surveys, to in-depth investigations, to individual project incentives, our funding offers are designed to cover the diverse needs of all of our customers. The table below provides an overview of the funding available to you. Although they are listed in the order in which many of our customers perform them, you should feel free to choose whichever path best suits your situation and facility.

| | SCOPE | PURPOSE | ELIGIBILITY | FUNDING |
|--|--------------------|---|--|---|
| CUSTOMER SITE INVESTIGATION | Plant-wide | Identify low-cost opportunities and prioritize further study | Sites spending between \$50,000 and \$1,000,000 of electricity annually | 100% funding |
| END-USE ASSESSMENT | Single system | Identify opportunities within a single system | Systems with more than 200 horsepower | 100% up to \$5,000 |
| ENERGY EFFICIENCY FEASIBILITY STUDY | Single system | Investigate a single system to build a detailed business case | Systems with more than 200 horsepower | 75% or higher ¹ |
| PROJECT INCENTIVE FUNDS | Efficiency project | Implement your efficiency improvements at minimal cost | Any hard-wired (permanent) project that will save at least \$2,500 annually. | Up to 75% of the cost, or buy down your payback period to as little as one year |

¹ Potential for full funding if you follow through with an energy-saving project within 18 months.



FOR MORE ABOUT MAKING ENERGY EFFICIENCY A REALITY AT YOUR FACILITY

Contact your Key Account Manager, or give our Customer Care people a call.
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