

● (2020)

I am sure right now that there will be problems in carrying out these changes within government. We are setting out to change the habits of a lifetime, and what will be required is an adjustment that presents a personal challenge to all of us. I do, however, invite the public to monitor our attempts, to point out legitimate examples of energy waste where we are not living up to our commitment, to propose new methods of conservation and, above all, to join us by conserving energy themselves at home and at work.

Phase 2 is with regard to consultation. Since conservation represents a far reaching new element in energy policy it is essential that we undertake the necessary consultation with provincial governments, industry and labour. This is even more important since a considerable degree of jurisdiction over conservation matters rests with the provinces, and much of the actual action on conservation must be undertaken by business, industry and labour.

Officials of the Office of Energy Conservation have been engaged in a series of meetings with many of their provincial counterparts and with representatives from industry. We are planning two comprehensive consultative sessions for the near future.

On February 18 representatives from the provincial governments will meet in Ottawa to discuss conservation with my department. They will be briefed on the details of our plans, and asked for their responses. Furthermore, we will be seeking their co-operation in supporting federal measures and in enacting conservation programs of their own. We shall be urging two specific measures for the consideration of all provinces: first, reduced highway speed limits, and second, a revision of electric and gas utility rate structures that currently favour higher consumption.

**Mr. Hnatyshyn:** That will be great for the long underwear business.

**Mr. Macdonald (Rosedale):** In late April a major conference of industrial and business leaders will be convened jointly by the Department of Energy, Mines and Resources and the Department of Industry, Trade and Commerce, at which we will discuss the need and benefits of conservation, present several proposed government programs which impact on industry, and attempt to have each industry advise in specific terms as to how it will seek to reduce energy consumption. We shall also be entering a program of consultation with, and seeking the support of, industry and trade associations.

[Translation]

**Mr. Speaker,** it is the government's intention that industry, which is the largest consumer of energy in Canada, shoulder its full share of the conservation challenge. We are convinced that industry can accomplish tremendous savings without serious disruption—and in fact efforts at energy efficiency can improve the financial position of an industry in today's climate of increasing costs, costs amongst which energy is no longer unimportant.

We will, in the near future, as well, sit down with labour representatives to discuss our plans as they would affect the working man, both from the point of view of how

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labour can contribute to the program and how we propose to ameliorate any possible dislocations caused by conservation initiatives. On the whole, we believe that a comprehensive program of energy conservation will ultimately provide a net benefit in jobs; however, there will undoubtedly be some dislocations and adjustments in energy intensive industries.

[English]

Phase 3 of the program will be public information and advertising. This month the Office of Energy Conservation will launch an extensive information and advertising program on energy conservation that will run for at least the remainder of this year. The objectives of the program are threefold: first, to inform Canadians of the needs for energy conservation; second, to provide them with useful information on how to conserve energy and how this conservation may naturally assist in offsetting higher costs; and third, to change attitudes about the use of energy—in short—to encourage a conservation ethic.

This campaign, which has been under formulation in my department for a number of months, has been approved by both cabinet and treasury board.

While it will evolve as needs and opportunities arise, the program will include: six to eight full-page informational advertisements in every daily newspaper in Canada covering such topics as energy conservation policy, government programs, insulation and heat retention, transportation and automobiles, furnaces, recycling and industry; some advertisements will also be carried in weekly papers; supportive radio and television advertising; a booklet for students in grades 7 to 11 entitled "The DeEnergizer" which, at first printing, will involve one million copies; a pocket book called "100 Ways to Save Energy and Money in the Home"; industrial conferences plus specific industrial workshops; the production of a continuously updated manual and bibliography covering technical information on energy conservation.

The total allocated budget for this program—until April, 1976, is about \$1.3 million, or approximately 20 cents per household in Canada. If the suggested measures are followed each household can realize savings of \$50 to \$100 per annum.

**An hon. Member:** And spend that on sweaters and underwear.

**Mr. Macdonald (Rosedale):** Mr. Speaker, another way of looking at these benefits is that for every 1 per cent that the communications program lowers energy demand, there is a resource saving in unnecessary supply development of at least \$½ billion. A reasonable target for the informational ad campaign would be a 2 per cent reduction this year, thus producing a future saving of about \$1 billion. That is not a bad return on a \$1 million investment.

Phase 4 is the central core of the new energy conservation measures with concentration on a number of government guidelines, regulations, standards, incentives and investment programs designed to achieve energy conservation by eliminating waste and promoting energy efficiency throughout our economic system, without creating major structural changes in the nature of the economy. A great many of the regulations, financial incentives and