



Watts Up?

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PURE

Newsletter of **PURE - the Power Up Renewable Energy Co-operative**
Renewable Energy and Conservation for Dufferin County and the Headwaters Region

“Reduce The Juice” to Become a Non-Profit Foundation

PURE's popular **Reduce the Juice (RTJ)** project, which included a renewable energy system installed at Shelburne high school and a door-to-door student-led energy conservation program conducted during the summer of 2005 in Shelburne, will continue into the future as a non-profit foundation, independent of PURE. The new **Reduce The Juice Foundation** is being established to attract new funding sources and to design and deliver community energy conservation beyond PURE's geographic region, i.e. throughout Ontario and perhaps further.

*“We celebrate the launch of the new **Reduce the Juice Foundation**”* said Richard Procter, Chair of the PURE Board of Directors *“and we look forward to the type of success **RTJ** has achieved here in Shelburne”*

In late 2004 PURE launched the **Green Power Project (GPP)** at Centre Dufferin District High School (CDDHS) mainly thanks to a donation of equipment by PURE Director Matthew Fairlie. The installation of the system, which included a one-Kw wind turbine and 500 Watts of photo-voltaic solar panels, was formally commissioned on Earth Day 2005. Its success was due to the efforts of Matthew Fairlie, Randy Dryburgh, David Lutka and others together with the willing support from a number of local businesses. By the close of the school year the **GPP** was supplying energy to the school and to the Ontario grid. *“The system is a valuable research and learning tool for a number of classes in the school”* said Jeff Wellman, physics teacher and one of the Coordinators of the project. *“It will continue to be studied and enhanced by staff and students in the future”*.

The **Reduce the Juice** energy conservation project which followed last summer, hired local university students and students from CDDHS to help Shelburne residents reduce their energy use. The campaign, involved door-to-door outreach, community events, and in-home energy audits. It was designed and managed by **RTJ** Team members Theresa Sauren, Randy Dryburgh and Matthew Fairlie, as well as the students themselves, and was an overwhelming success. The 5% energy reduction target was exceeded - earning the project a citation by Peter Love, conservation chief at the Ontario Ministry of Energy.

These successes have led the RTJ Team to plan an Ontario-wide expansion of the project. *“By forming a **Reduce the Juice Foundation** we can take the model developed in Shelburne to communities all across the province”* said Theresa Sauren. *“PURE members can be very proud of the support and encouragement they have contributed to this exciting new venture”*. ☺



Energy EXP

Home Energy Lifestyle Exhibition a Huge Success

Now an Annual Event

The first annual **Home Energy Lifestyle Exhibition** organized jointly by PURE and the Amaranth Lions Club was by all accounts a smash hit. The two day event held in late September 2005 at the Orangeville Fairgrounds attracted over 50 exhibitors and almost 4000 visitors interested in energy alternatives.

People came from all over SW Ontario to talk to exhibitors about geo-thermal heating and cooling, wind and solar systems, energy efficient construction and retro-fits, hybrid and alternative fuel vehicles and much more. Popular presentations were offered on topics as diverse as straw-bale construction and the McMaster Solar Race Car, with **Bill Kemp** the author of the book "**Smart Power**" being the most popular.

Evaluations of the show were overwhelmingly positive. Visitors complimented the organizers on the extent, depth and quality of the information available and most of the exhibitors planned to be at the 2006 show which is being organized now. (continued...page 2)



Energy Expo - Show Floor

HEY! IT'S A CO-OP... Get in on the Action...


PURE has many exciting projects such as the popular **Energy Expo** on the go! Others include community wind power, micro-hydro development, community conservation and education programs and more. Call us, visit our website or join us at a meeting and get involved!

PURE Moving Forward - into 2006 and Beyond

Building on the successful accomplishments of the previous two years, PURE has ambitions to move forward in a number of areas related to renewable energy and conservation **provided there is adequate member interest, support and participation**. We shall be looking for a **'Champion'** for each activity we undertake. Proposed projects and interest areas include:

Education and Awareness	Continuing the excellent work of Aurora Hayward and Theresa Sauren - prepare awareness and education packages that address energy conservation, the effect of climate change, and green power
Conservation	Building on the successful Reduce the Juice initiative and project - pursue other viable quests to support the Province's Conservation Culture objectives
Knowledge Services	Provide a broad spectrum knowledge and information database about energy for Co-op Members
Renewable Energy Systems for homeowners and businesses – e.g.	Geo-thermal heating/cooling systems Solar hot water systems: <ul style="list-style-type: none"> - Identify 2 or 3 popular, practical and effective systems - Facilitate a demonstration project for a practical/effective system - Secure favourable purchasing or financing terms for PURE Members
Energy Efficient / Sustainable Architecture	By partnering and collaborating with the appropriate agencies - advocate and become involved with the design, marketing and construction of energy efficient sustainable structures that foster innovations in conservation and small-scale power generation
Personal Power	Building on the High School 'Green Power Project' , facilitate home-owners to participate in the power generation business and take advantage of incentives the Province may be offering for such initiatives
Small Power Generation	Facilitate the installation of local small power generation capability i.e. less than 10 Kw, e.g. wind or micro-hydro
Medium Power Generation	Participate in all aspects of medium power generation, i.e. circa 10 Mw. We believe this could represent a significant investment opportunity for PURE Members
Events	Building on the success of the now-annual Orangeville 'Energy Expo' event - organize and host more renewable energy-related events and perhaps partner with other organizations on such events
Opportunities for investment and benefits within the co-operative	PURE continues to aggressively seek tangible benefits for members within the co-operative structure. Examples of these are: <ul style="list-style-type: none"> - A community based distributed power generation system - Discount purchasing for members for hardware, equipment and services - Opportunity to invest in technology development

Of course, very little of the above will occur or be achieved without a large, vibrant, energetic and participatory co-operative Membership - so please take a moment to fill in the Membership Application/Renewal form and indicate your interests and any support you can offer. Mail in that form using the supplied envelope, and become part of the renewable energy team that will change the way Dufferin County and environs makes a step towards a clean, sustainable energy future! ☺

 **PURE-Tel** -long distance service for Co-op Members
* Saves you money and fundraises for PURE - call for details!

Energy Expo (from page 1): The Energy Show concept was brought to the PURE Board by Director Rick Dewsbury after a brainstorming session with the Amaranth Lions Club of which he is also a member. The scope of the project seemed daunting, and not without risk, due to the short timelines. However, the desire to make the show a success won the day.

The PURE organizing team led by Rick Dewsbury and supported by Richard Procter, Tony Howard, Terry Williams, Phil Bonnick and several others working in collaboration with the Amaranth Lions showed that there was a real interest and thirst for knowledge of alternative energy, energy conservation and sustainability in Dufferin County and beyond. Our second **Home Energy Lifestyle Exhibition** will take place September 16 & 17, 2006, at the Orangeville Fairgrounds. Please mark your calendars now and plan to attend! ☺

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Our Mission Power Up Renewable Energy Co-operative is a non-profit, mostly-volunteer group with a mission to create a "community based energy strategy" in the Dufferin County / Headwaters region, by encouraging sustainable and responsible energy generation and use.