

Program Name: Save on Energy for your Home -- Instant Discount Program

1. Program Description

The “Save on Energy for your Home – Coupon Instant Discount Program” (or ID Program) encourages households to reduce their energy use by offering Participants discounts on energy efficient products.

The Participants in the ID Program are individual shoppers in brick-and-mortar stores located in Ontario and online shoppers that buy eligible products through e-commerce platforms. Online shoppers will be eligible only if the products are shipped to them to an Ontario address.

This Program is offered under, and is subject to the terms of, the Energy Conservation Agreement.

All capitalized terms not defined in these ID Program Rules have the definitions given to them in the Energy Conservation Agreement between the LDC and the IESO.

2. Program Offer / Participant Incentives

2.1 Standard (Provincially-Consistent) Incentives

The IESO enters into arrangements with Participating Retailers to honour Instant Discounts. Participants may redeem the Instant Discount at a Participating Retailer (in-person in brick-and-mortar stores or online) on purchases of Discounted Products.

Instant Discounts may be offered by Participating Retailers in connection with:

- (a) Spring Bi-Annual Retailer Events (Spring Events), with Instant Discounts being available only during a four-week period that extends through the last Sunday in April of the current year; and
- (b) Fall Bi-Annual Retailer Events (Fall Events), with Instant Discounts being available only during a four-week period that extends through the last Sunday in October of the current year.

Table 1 summarizes the discounts that will be offered on various products by way of Instant Discount.

Table 1. ID Program Qualified Product List

Measure Category	Product		Discounts
	Product	Additional Requirements	
ENERGY STAR® certified Specialty LEDs	Single or double-packs	Decorative (B, CA, BA, F, P, G), Reflector(R) , Parabolic Aluminized Reflector (PAR), Multifaceted Reflector (MR)	\$2 per lamp
ENERGY STAR® certified General Purpose LEDs	Single or double-packs, Multipacks containing 3 or more bulbs	A-Lamps – General Purpose Lighting	\$1 per lamp
ENERGY STAR® certified Light Fixtures	ENERGY STAR® certified light fixtures (indoor hard wired)	Indoor, hardwired; fans may be those with or without light sockets; must be ENERGY STAR® certified	\$8/fixture
	ENERGY STAR® certified ceiling fans		\$10
Lighting Control Products	Indoor motion sensors (hard wired)	Indoor, hardwired dimmers, timers and motion sensors	\$4 per sensor or timer
	Dimmer switches (hard wired)		
	Indoor timers (hard wired)		
Weather-stripping	Weather-stripping (foam or V-strip packages)	Does not include window sealing kits (shrink wrap)	\$1.5
	Weather-stripping (door frame kits)		\$2

Measure Category	Product		Discounts
	Product	Additional Requirements	
Electric Water Heater Blanket	Insulation blankets for electric water heaters	For electric water heaters only	\$3
Heavy Duty Plug In Timers	Heavy-duty outdoor timers	All heavy duty outdoor plug in timers	\$3
Advanced Power bars	Power bars with integrated timer or auto-shutoff	Must have integrated timer or auto-shutoff (smart power bar)	\$3
Clotheslines	Outdoor clothesline umbrella stands or clothesline kits	Outdoor units only; must be complete kits and not replacement parts	\$8
Baseboard Programmable Thermostats	Programmable Thermostats for electric baseboard heaters	For electric baseboards	\$10 per thermostat

2.2 Total Incentive Budget Cap

A budgetary cap for incentives will be implemented for the program. The budgetary cap will be added to the program in order to mitigate the risk of oversubscription in the program.

2.3 Exceptions

Not applicable.

3. Program Eligibility Criteria

3.1 Participant Eligibility

Any shopper in a brick and mortar store of a Participating Retailer located in Ontario will be eligible for the Instant Discount for up to twenty five (25) eligible products (by Stock-Keeping Unit number – SKU) per checkout during the two eligible time periods (i.e. the Spring and the Fall event) and from a Participating Retailer. Similarly, any online shopper in the e-commerce platform of a Participating Retailer will be eligible for the Instant Discount for products shipped inside of Ontario for up to twenty five (25) eligible products (by SKU number) per shipment per day during the two eligible time periods and from a Participating Retailer.

3.2 Retailer Eligibility

A Retailer becomes an eligible Participating Retailer for the ID Program upon signing a Retailer Participation Agreement with the IESO or designated Retail Specialist.

3.3 Facility Eligibility

Not applicable.

3.4 Project and Measures Eligibility

Product eligibility is determined by the Qualified Product List (QPL). For lighting products, the QPL relies on the ENERGY STAR® product certification.

Prior to starting to offer the discount, following the signing of the Retailer Participation Agreement, Participating Retailers will present product model numbers along with their respective SKUs for inclusion in the program. As a result, each Retailer will have the Retailer's own Discounted Product List (DPL).

3.5 Eligible Costs

Not applicable.

4. Participant Agreements

There is no participation agreement with shoppers.

5. QA/QC and Project M&V – Minimum Requirements

Not applicable.

6. Minimum Record-Keeping Requirements

Not applicable.

7. Other

The IESO will:

- (a) Enter into Retailer Participation Agreement with Participating Retailers to honour Instant Discounts;

- (b) Reimburse Retailers for redeemed Instant Discount during the Events (i.e. fall and spring event) within the Retailers' budgetary cap;
- (c) Respond to consumer inquiries and complaints regarding Instant Discounts; and
- (d) Make available to the LDC, a list of the Participating Retailers and participating locations and Uniform Resource Locators (URLs) of the eligible e-commerce platforms, as updated from time to time.

The IESO may also distribute Coupons through other channels as may be determined by the IESO.

8. Program Specific Definitions

The following terms have the meaning stated below when used in these Coupon Program Rules:

“Instant Discount” means, in respect of the Instant Discount Program, the incentive amount to be received by a Participant and applied as a discount to the price of certain products, as such amounts are set out in the Qualified Products List.

“Discount” means, in respect of the ID program, the incentive amount to be received by a Participant and applied as a discount to the price of certain products, as such amounts are set out in the Qualified Products List.

“Discounted Product” means a product listed on the Qualified Products List under the heading “Discounted Products”.

“Discounted Products List” (DPL) means a list managed by the IESO for each one Participating Retailer setting out the Stock-Keeping Unit Number of Eligible, Discounted Products sold by this particular Retailer.

“Participating Retailer” means a Retailer that has entered into a Retailer Participation Agreement with the IESO.

“Qualified Product List” (QPL) means a list published by the IESO setting out eligible Discounted Products, as set out in these ID Program Rules.

“Stock-Keeping Unit” (SKU) is a code identifying one specific product sold by a Retailer.

“Uniform Resource Locator” (URL) is a reference (an address) to a resource on the Internet.

9. Pay-for-Performance

The pay-for-performance rate for this Coupon Program is \$0.