



**TURNING ON THE LIGHT:** Energy Minister David Parker paid tribute to LineTrust South Canterbury and Energy Mad for the Ecobulb. Pictured, from left, are Tom Mackenzie and Natalie Cutler-Welsh from Energy Mad, Mr Parker, Rick Ramsay holding the ECO Award, Janya Lobb and Grant Eames from LineTrust, and Chris Mardon from Energy Mad.

## Ecobulbs win award for Energy Mad

Energy Mad, the company which trialled the Ecobulb project in South Canterbury, won the special award for energy efficiency, conservation and renewable energy at the Canterbury resource management awards in Christchurch on Wednesday.

The company made sure people were aware of the big role LineTrust South Canterbury played in forging the way for Ecobulb projects which are now running nationwide.

Household Efficient Lighting Projects (Help) are currently under way in Auckland, Tauranga, Southland, Christchurch, Hawkes Bay, Waipa, Northland and Eastland.

When added to those already carried out, Energy Mad will have sold 2.5 million bulbs.

LineTrust chairman Rick Ramsey said the social and environmental benefits from the projects were enormous.

The electricity saved was enough to power 184,000 households in one year, and over the life of the bulbs, consumers would save more than \$250 million on their power accounts.

For the environment, the 2.5 million bulbs will help lessen climate change by saving 980,000 tonnes of carbon dioxide entering the atmosphere — the equivalent of taking all the cars in

Christchurch off the road for one year.

None of the projects so far have achieved the uptake rate which resulted from the LineTrust South Canterbury project and it has set a benchmark for all lightbulb replacement projects in New Zealand and overseas, Mr Ramsay said.

LineTrust South Canterbury was also a finalist in the awards, run by Environment Canterbury, with its healthy homes project, with this category being won by Orana Wildlife Trust in Christchurch.

■ Herald Staff