

Waipa Networks Trust

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Energy Mad Limited
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CHRISTCHURCH

To whom it may concern

Efficient Lighting Project Letter of Endorsement

I write this letter as an endorsement for 'Efficient Lighting Projects' such as the 'Ecobulb Project' that took place in October through to early December 2006. This high profile promotion raised public awareness regarding energy efficiency and provided the local residents with an easy and effective way to save power and reduce their power bills.

The six week project evolved following a series of meetings with Energy Mad and project partners Waipa Networks Trust and the Electricity Commission. The aim of the project was to use a direct mail campaign to encourage Te Awamutu and Cambridge consumers to purchase and install energy saving 'Ecobulbs' in their homes.

The direct mailout consisted of a personalised envelope, letter and voucher and was posted to over 16,000 Waipa Networks consumers. This, along with intensive radio and newspaper advertising and editorial coverage resulted in 30,480 'Ecobulbs' being purchased.

We were very pleased with Energy Mad, particularly in bringing Shell on board. This ensured that all Waipa consumers could easily redeem the '5 Ecobulbs for \$10' offer.

The project reinforced our positive branding with our consumers as the power savings for Te Awamutu and Cambridge consumers will be \$3 million over the life of the 'Ecobulbs'. The project contributed to the goals of all project partners by raising awareness and action towards energy efficiency and reducing pressure on the existing power supply. The power savings for the region from this project, over the life of the 'Ecobulbs', will result in 1.7MW or enough electricity to power 2,240 houses for one year.

An additional community benefit of the project is the reduction of waste going into our limited landfills. The longer life span of the energy saving bulbs will prevent over 270,000 incandescent lightbulbs from going to landfill.

I am thrilled to provide this letter of endorsement for Energy Mad and their 'Ecobulb' projects'. I applaud Energy Mad in their goal of installing five Ecobulbs in half the homes in New Zealand and I strongly encourage project partners in other regions to take the opportunity to be involved.

I am happy to be contacted personally to discuss this further.

Regards

A handwritten signature in black ink, appearing to read "Roger Johnston".

Roger Johnston
Secretary, Waipa Networks Trust
Email: rachael@waipanetworks.co.nz