



## **CASE STUDY: ECOLIVING PROGRAM**

In 2010, Scotiabank launched the EcoLiving program, the Bank's Canadian flagship environmental program. The objective of EcoLiving is to enrich the lives of our customers and employees by creating opportunities to save money, reduce energy usage and contribute to a healthier home and planet. We know that customers are taking notice of the environmental actions of their financial institutions, and that employees want to work for companies that are environmentally conscientious.

We partnered with Green Living (experts in the environmental consulting field) to launch the program, which includes a new website, a magazine, an awards program and a partnership with Environmental Defence, an environmental nongovernmental organization.

The EcoLiving website ([www.ecoliving.scotiabank.com](http://www.ecoliving.scotiabank.com)) is the centrepiece of the program, providing access to articles on various green-home topics and potential green renovation ideas, as well as a rebate database that brings together available government rebates to help our customers and employees save money and reduce energy usage.

The EcoLiving magazine, a bi-annual publication, features seasonally specific articles on green power options, home decor, renovation inspiration and ecofriendly consumer goods.

We've rolled out the green carpet for Canada's leaders in home energy efficiency with the launch of the Scotiabank EcoLiving awards. Through the Scotiabank EcoLiving awards, we're recognizing Canadian businesses, innovators and students dedicated to improving energy efficiency in the home. With approximately 60 submissions across the three categories, the awards gala will recognize three leaders at an event in June 2011 at the Art Gallery of Ontario.

As part of the EcoLiving relationship with Environmental Defence, Scotiabank sponsors their *I am Green Power campaign*, which focuses on empowering Canadians to find local solutions to climate change and features stories from Canadians on how they are making an environmental difference as part of their every day lives. One of the campaign's public service announcements, *Power*, showcases the recent solar panel installation completed on a Mississauga Scotiabank branch.