

CASE STUDY: EcoLiving

EcoLiving is Scotiabank's Canadian flagship environmental program. Its purpose is to help consumers save energy while going green at home and save money at the same time.

Launched in 2010, EcoLiving has become a resource for Canadians looking to be more environmentally aware at home. With the aid of an expert agency, Green Living Enterprises, EcoLiving provides Canadians with free, relevant advice all while reducing environmental impact.

During its introduction, the EcoLiving program was information-based and geared strongly toward helping customers take advantage of government rebates. The website and the magazine were the key tools for consumers. In just three years, the program has grown substantially, mostly through effective partnerships and is now a full-service decision making resource. EcoLiving helps customers determine what home improvement has the biggest environmental and financial impact, and then helps them find the financial resources to make it happen.

The newest tool on the EcoLiving website is a free calculator which helps Canadians create customized plans to make environmentally friendly renovations. The interactive site was created in partnership with The Sustainable Housing Foundation, a non-profit dedicated to increasing energy efficient homes in Canada. The Calculator (<http://ecoliving.scotiabank.com/calculate>) provides users with a customized water and energy savings plan that outlines the cost and savings potential of various options like installing energy-efficient light bulbs, adding insulation or replacing heating and cooling systems.

Launched this year, the EcoLiving Auto Loan encourages the purchase of environmentally friendly vehicles. Available at Canadian Scotiabank affiliated auto dealerships, the program provides discounted financing for the purchase of hybrid, clean diesel and electric vehicles. Canada is the third largest hybrid market in the world, after the United States and Japan, so the Auto Loan program is very much of interest to Canadian auto buyers.

The program also supports an organization that is dedicated to protecting areas of natural diversity. EcoLiving Auto Loan was launched with a donation of \$25,000 to the Nature Conservancy of Canada (<http://www.natureconservancy.ca>). For every loan booked, Scotiabank makes an additional donation of \$10 to the Nature Conservancy of Canada.