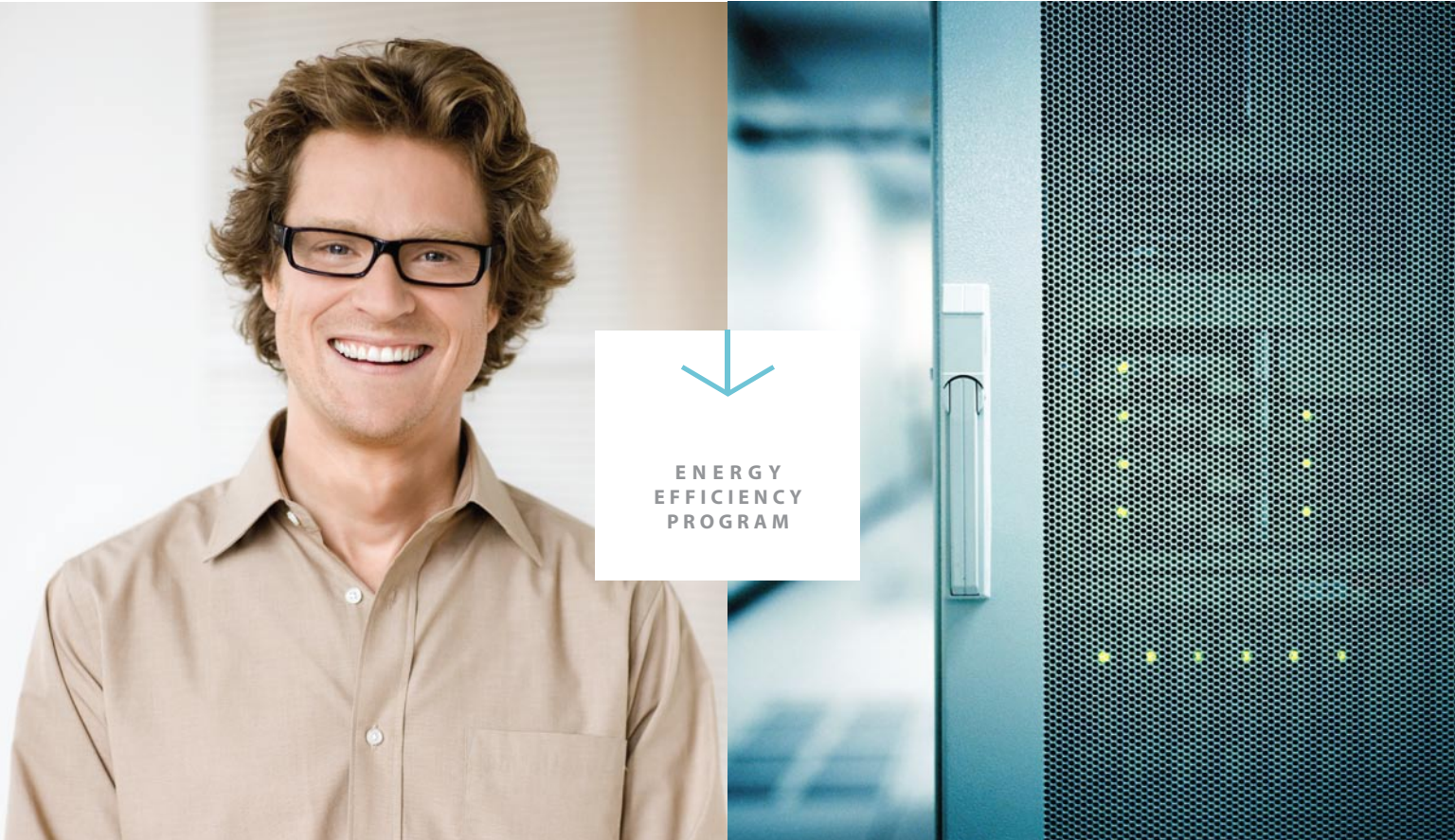




MAKES BUSINESS SENSE



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ENERGY
EFFICIENCY
PROGRAM

TECHNOLOGY DEMONSTRATION
AND EXPERIMENTATION INITIATIVES

IDEAS



A wealth of energy-wise IDEAS

Hydro-Québec encourages all technology demonstration and experimentation initiatives related to energy efficiency. That's why it offers financial assistance to companies that undertake such innovative projects.

IIDEAS provides assistance between the R&D and commercialization stages, a crucial point in the development cycle of energy efficiency technology, when the cost-effectiveness or viability of emerging technologies has not yet been proven.

IDEAS accepts projects at any time, but also occasionally issues requests for proposals.



DEVELOPING A NEW APPROACH OR TECHNOLOGY?
JOIN THE IDEAS PROGRAM.

Projects covered

Experimentation projects

Laboratory projects to determine technical performance and energy efficiency.

Demonstration projects or technology showcases

On-site projects—in a commercial building, residence, plant, or other facility—to show the technical and energy performance, benefits, cost-effectiveness and viability of new technologies.

Eligibility criteria

IDEAS covers demonstration or experimentation initiatives involving electrical energy efficiency technologies whose cost-effectiveness or viability has not yet been proven in Québec.

Only experimentation and demonstration projects that meet the following criteria will be considered:

- New technology, new approach or new application of an existing technology
- Potential for considerable energy savings
- Potential to penetrate the market

Electricity generation and self-generation projects are excluded, because they are covered by other programs.

Target customers

IDEAS is intended for individuals, businesses, government agencies and other organizations with a place of business in Québec and operating in one of the following sectors:

- Residential
- Commercial
- Institutional
- Small and medium-sized industrial companies

Large-power customers are ineligible under IDEAS, but they are eligible for other programs designed for them.

Selection process

An expert selection committee with a majority of members from outside Hydro-Québec reviews every eligible project with reference to the following criteria:

- Energy impact and real energy efficiency gains compared with conventional or currently available technology (25%)
- Commercial potential for reproducibility (25%)
- Innovativeness, originality (15%)
- Quality of applicant's technical and financial partnerships (20%)
- Applicant's, customer's or team members' qualifications (10%)
- Quality of proposal itself and aptness of documentation and technical data sheets submitted (5%)

The committee members rate projects on each of the criteria, then determine the overall average of the individual scores. To qualify for financial or technical assistance, a project needs an overall average score of at least 60%.

Networking opportunities

IDEAS offers great opportunities for companies carrying out projects to network with engineers, manufacturers, educational institutions, research centres, equipment distributors and others, creating synergy between all those involved.

Financial and technical assistance

1

75% of the total cost of an experimentation project, up to a ceiling of **\$75,000**

2

75% of the additional costs of a demonstration project, up to a ceiling of **\$250,000**¹

1. Additional costs are the difference between the total cost of the proposed project and its industry standard equivalent. They include salaries, materials, monitoring expenses, and equipment lease or purchase costs. Hydro-Québec must confirm additional costs in all cases.

However, you must assume at least 25% of the total cost of the project yourself, and the total value of the financial or technical assistance provided by Hydro-Québec cannot exceed 75% of eligible project costs.

Hydro-Québec also offers technical assistance in the form of expertise or testing at its energy technologies laboratory (LTE).



Act now!

Submit an unsolicited project

- Read the Applicant's Guide.¹
- Submit the duly completed and signed application for project assessment (in French).¹
- Wait for Hydro-Québec's decision.
- Sign a contractual agreement with Hydro-Québec if your project is accepted.
- Start up your project.

Don't delay! You have everything to gain

- Confirmation of the cost-effectiveness and commercial viability of your technology
- Payback of your investment
- Electricity savings

1. Downloadable from www.hydroquebec.com/ideas.



ENERGY EFFICIENCY PROGRAMS

To learn more about our energy efficiency programs
and consulting services, please contact
the Hydro-Québec representative in your area
or visit our Web site.

Sustainable development: A collective commitment

Electricity is a resource that needs to be managed carefully. With a view to sustainable development, companies must make wise use of this valuable commodity so as not to jeopardize the energy supply of future generations.

Hydro-Québec reminds you that you must comply with the laws and regulations concerning the disposal of all equipment or materials replaced under an energy efficiency program. Furthermore, it encourages the implementation of a residual material management plan promoting reduction, reuse, recovery, recycling and reclamation with a view to conserving resources.

Energy efficiency:
A cost-effective, socially responsible business decision.
www.hydroquebec.com/ideas

Hydro-Québec

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