



The Conservation Council of Ontario

Doors Closed Ontario

www.weconserve.ca/doorsclosed.html

Contact: Allegra Newman, campaign coordinator
(416) 533-1635 ext 2
research@greenontario.org



2005 Reach: 4.2 million via earned media, up to 5,000 stores and restaurants via direct contact

Issues addressed: Peak electricity conservation; retail sector

“Doors Closed” is a campaign to promote energy conservation in the retail sector. Its primary focus is to get stores and restaurants to adopt the practice of closing the door while running air-conditioning. The campaign uses a positive message to support those stores and restaurants that adopt conservation practices.

Secondary goals include:

- to use the campaign as a stepping stone to promoting a deeper conservation commitment on the part of stores and restaurants
- to raise public support and sales for stores and restaurants that practice conservation
- to co-promote conservation services for commercial enterprises
- to strengthen Ontario’s conservation movement

The campaign was launched with a one-week blitz in August 2005, leading up to the second anniversary of the eastern North American blackout of August 14, 2003. Over 5,000 posters were distributed by 24 organizations in 15 communities. Five municipalities signed up, as did two chambers of commerce. The poster was translated into French, Mandarin and Cantonese, and Portuguese. A full report is available on the website

For 2006, the campaign will be expanding to a summer-long campaign with a goal of making “doors closed” standard practice, and “doors closed” a socially (and hence commercially) undesirable practice. We are asking retail chains to adopt a “doors closed” policy for temperatures above 25 degrees and below 5 degrees.

The campaign uses various strategies to spread the message, including:

- a positive “pro-cott” message
- in-store signage (co-branded with our distribution partners)
- earned media
- volunteer canvassing in partnerships with NGOs and community groups
- outreach partnerships with business associations and municipalities

Looking further down the road, we anticipate that Doors Closed will allow us to develop a more multi-faceted conservation partnership with the retail sector, where Ontario’s stores and restaurants will become leaders and ambassadors for conservation.