



Clean Energy Improvement Program

Qualified Contractor Marketing

Guidelines

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1 Overview

No person shall provide services relating to the installation of a clean energy improvement unless that person is a CEIP Qualified Contractor.

The Clean Energy Improvement Program (“**CEIP**” or “**Program**”) Qualified Contractor Marketing Guidelines (“**Marketing Guidelines**”) were developed to ensure Qualified Contractors convey the Program appropriately and accurately to property owners, and to ensure compliance with the *Clean Energy Improvement Regulation* Alta Reg 212/218.

The Marketing Guidelines are for CEIP Qualified Contractors, and their representatives (employees, graphic designers, marketing agencies, third-party agencies, etc.), and apply across all communications referencing CEIP, or bearing the Alberta Municipal Services Corporation (“**AMSC**”) name or logo.

Adhering to these Marketing Guidelines is a requirement as outlined in the Qualified Contractor Code of Conduct. If a Qualified Contractor is found to be non-compliant with these Marketing Guidelines, the AMSC reserves the option to suspend or terminate participation in the Program in accordance with the process outlined in the CEIP Issue Escalation Framework found in the Qualified Contractor Code of Conduct. In addition, AMSC may pursue any remedies available to it under the Qualified Contractor Terms and Conditions.

Read the **Clean Energy Improvements Regulation** and **Division 6.1 of the Municipal Government Act**.

- *Clean Energy Improvements Regulation:*
https://www.qp.alberta.ca/documents/Regs/2018_212.pdf
- *Municipal Government Act (Division 6.1 can be found on page 240):*
<https://www.qp.alberta.ca/documents/Acts/m26.pdf>

Please find participating municipality information on myceip.ca, which outlines municipal-specific Program details and links to the applicable clean energy improvement bylaw enacted by the participating municipality.

When in doubt, email us at contractor@myceip.ca

1.1 Representing the Public Trust

CEIP is offered at the discretion of municipalities that have passed and enacted a Clean Energy Improvement bylaw. It is essential that municipal interests (providing value, high-quality customer service, acting in good faith) and property owner interests are considered alongside your business goals to ensure that CEIP continues to be supported by participating municipalities. As the sole providers of services relating to the installation of a clean energy improvement, Qualified Contractors must be aware of each municipality’s Program Terms and Conditions; found on each municipality’s CEIP webpage on myCEIP.ca.

1.2 Messaging

Clear, informative, honest, accurate and transparent communications by the Qualified Contractor are essential when marketing the Program. Communications and business practices that mislead or misinform property owners are strictly prohibited.

With every clean energy improvement project installed, CEIP aims to help property owners lower their energy consumption, reduce their carbon footprint, and create a more energy-efficient future.

1.3 Prohibited Practices

There are several practices strictly prohibited by Qualified Contractors, which include:

1. Unfair, false, deceptive, misleading, incomplete, or inaccurate marketing practices that misrepresent CEIP. This includes any practice that violates any applicable federal, provincial, or municipal legislation and regulation.
2. Using language or visual elements that suggest CEIP financing is a rebate or cost-free program, or language that implies the CEIP financing results in no payment or limited payments.
3. Stating that clean energy improvements will “pay for themselves”.
4. Offering tax advice to consumers (for example, stating that CEIP payments are tax-deductible).
5. Any language that implies that, upon the sale of the property, the CEIP financial obligation will transfer to the new property owner with absolute certainty, as there may be situations where the property owner is required to pay off the clean energy improvement charge to close a sale of their property.
6. Marketing of products or services that the Qualified Contractor is not licenced or qualified to perform or cannot fulfill.
7. Misleading promotion of CEIP-eligible upgrades alongside non-eligible improvements (unless accompanied by a disclaimer that informs the customer not all upgrades may be eligible for CEIP financing).
8. The use of false currency or vouchers.
9. Implied endorsement by the AMSC, a municipality, or any other organization of a Qualified Contractor's products or services.
10. The use of municipal seals and logos is not permitted, nor is stating the marketing material is an “important government document”.

1.4 The CEIP Identifier Usage

Qualified Contractors may display the CEIP identifier (noted below) on their business website, collateral, traditional and digital advertising, social media, blog posts and other marketing tactics. Refer to Sections 4 and 5 for usage details. Inappropriate or incorrect use of the AMSC identifier is prohibited. **The CEIP identifier will be provided to CEIP Qualified Contractors upon completion of Program onboarding.**



2 Third-Party Agencies & Subcontractors

Any third-party agencies or subcontractors used by a Qualified Contractor must comply with these Marketing Guidelines and a municipality's Program Terms and Conditions.

Qualified Contractors are responsible for all materials and communications made by any third-party agencies or subcontractors, including any misrepresentations or misleading tactics. Qualified Contractors who engage in misleading communications (either directly or through third parties) regarding CEIP, or if the AMSC receives complaints from property owners about misleading advertising or marketing, may be subject to suspension and/or termination (as outlined in the CEIP Issue Escalation Framework found in the Qualified Contractor Code of Conduct).

3 Program Messaging

In any Program communication, website or marketing material, a Qualified Contractor shall describe CEIP using the approved copy listed here:

- *The Clean Energy Improvement Program (CEIP) makes it easier for property owners to improve their home's energy performance with eligible energy efficiency or renewable energy upgrades with financing repaid through their property taxes.*
- *As a CEIP Qualified Contractor, we help you choose eligible energy-efficient and/or renewable energy upgrades that help you save energy.*
- *Access flexible financing with CEIP to invest in eligible [product] upgrades that save energy.*
- *As a CEIP Qualified Contractor, we can help you choose CEIP-eligible upgrades such as [contractor's product/service]. As a CEIP Qualified Contractor, we can help you apply for CEIP financing for eligible upgrades. With CEIP, you can finance up to 100% of your project costs, conveniently repaid through your property taxes. This is an alternative to traditional financing, with approval based primarily on your property assessment and tax payment history, subject to your municipality's Program Terms and Conditions. Rates are competitive with flexible terms.*

In communication (written or verbal) you MUST do say/write:

- CEIP **may** save you money.
- CEIP is a financing option that is paid back as a separate charge on your property tax bill.
- CEIP payments may be transferrable to a new owner if you sell your property, but in certain circumstances (e.g. condition of sale) you may need to pay off the balance owing.
- CEIP interest rates are competitive with other financing options.
- CEIP is a clean energy improvement charge on your property tax bill.
- The clean energy improvement charge can be repaid in full at any time.

In any Program communication or marketing material, you **MUST NOT** use the following messaging:

You MUST NOT Say/Write:

- CEIP **will** save you money.
- Your monthly energy savings from your CEIP project **will** cover your monthly clean energy improvement charge.
- CEIP provides “free government money” that does not need to be repaid.
- CEIP payments are always transferable to a new owner if you sell.
- CEIP interest rates are “affordable”.
- CEIP is tax-deductible.
- CEIP is a government sponsored program, a government incentive program, a government rebate program, rebate program, or that the government can help you pay for the clean energy project.
- CEIP is the best borrowing option for property owners.
- CEIP is a local improvement charge, or CEIP is a property tax.

Do you have questions? Connect with marketing@myceip.ca.

4 Websites

It is not mandatory that CEIP be mentioned on your website, however if Program information is included on your company website, you **MUST** abide by the following:

- Qualified Contractors must only use the CEIP identifier below their website's header.
- Qualified Contractor's website must be presented in a way such that a reasonable person could not interpret it as belonging to CEIP or endorsed by the AMSC or a municipality.
- Qualified Contractor's website should include a link to the CEIP website (myCEIP.ca).

5 Advertising Materials

5.1 Website, Print, Collateral & Email Marketing

The CEIP identifier is only permitted to be used on a CEIP Qualified Contractor's website, on newspaper or magazine ads, collateral materials (excluding business cards) and email marketing campaigns (excluding email signatures). The CEIP identifier must be positioned secondary to the Qualified Contractor's company logo and placed lower on the webpage or advertisement to avoid brand confusion. Use only approved Program messaging (see Section 3).

5.2 Email Addresses, Signatures and URLs

Qualified Contractors cannot use AMSC, CEIP, Qualified Contractor or any derivative of these names in company email addresses or URLs. CEIP Qualified Contractors cannot use the CEIP identifier in their email signatures or business cards.

5.3 Canvassing

Please refer to the *Direct Selling Act* (and related laws) for guidance on door-to-door activity. Any print material left with a property owner, and all oral representations to a property owner regarding CEIP financing, must comply the CEIP Marketing Guidelines. Qualified Contractors and their representatives (employees, temporary staff, subcontractors, affiliates) shall not represent themselves as agents, representatives, or employees of the AMSC or a municipality.

5.4 Events

All event signage must use only the approved CEIP identifier and content consistent with these Qualified Contractor Marketing Guidelines. You must clearly state that your affiliation with CEIP, specifically that you are a CEIP Qualified Contractor eligible to complete Program-approved upgrades through CEIP.

5.5 Press and Media

If communicating with members of the press or media, you should abide by the following:

- Discuss the positive impact of CEIP on your business.
- Discuss your experience with CEIP.
- Talk about the CEIP-eligible upgrades and services that you provide.

Members of the media with specific questions about the Program, its design and administration, are to be referred to marketing@myceip.ca.

You must refrain from:

- Proactively contacting reporters about CEIP. Participating municipalities and Program staff manage media relations for Program launches and other related activities in municipalities.
- Describing how CEIP financing works to members of the media.
- Referring to CEIP as a free government program.
- Claiming your company is the only company offering CEIP in the area.
- Referencing yourself, or your employees, as employees or partners of AMSC or a participating municipality.

If you are contacted by the press or media, you are to direct them to marketing@myceip.ca

5.6 Social Media & Blogs

When posting on social media or blogging about your experience with CEIP, it is important that Qualified Contractors represent themselves as their own company and not as an affiliate or representative of the AMSC or a participating municipality. Posts must clearly state your only affiliation is that your organization is a CEIP Qualified Contractor.

When posting on social media, you must abide by the following:

- When featuring content showcasing projects financed through CEIP, include how the program benefited your customer.
- Clearly state that CEIP offers property owners access to an innovative financing mechanism and serves as an alternative to traditional financing, but it is not a free government program.
- You may share videos produced and distributed by AMSC on your social media channels with the AMSC's permission ([email: marketing@myceip.ca](mailto:marketing@myceip.ca)). AMSC may require that videos be updated or removed at any time.

You must refrain from:

- Using Alberta Municipal Services Corporation, the Clean Energy Improvement Program, or a derivative of the name in the title of any social media channel.
- Using the CEIP identifier as your profile picture.

5.7 Telemarketing

The AMSC does not authorize Qualified Contractors to conduct telemarketing which references CEIP or the features or benefits of the Program. If a Qualified Contractor, or any of its subcontractors, is promoting any other aspects of their business through telemarketing, they should comply with all applicable federal, provincial, and municipal laws.

5.8 Miscellaneous

All other forms of marketing, communications and engagement must comply with these Qualified Contractor Marketing Guidelines. Qualified Contractors shall describe CEIP using the approved copy listed in Section 3. A Qualified Contractor must always represent themselves as their own company and be clear that their affiliation with CEIP is as a CEIP Qualified Contractor.

6 Accessing CEIP Marketing Resources

Request the CEIP identifier and other CEIP-related marketing materials by contacting marketing@myceip.ca.

7 Violation of Marketing Guidelines

Qualified Contractors who do not follow these Marketing Guidelines may be suspended and/or removed from the Program, using the process outlined in the CEIP Issue Escalation Framework found in the Qualified Contractor Code of Conduct.

For assistance, or if you have any questions about the Qualified Contractor Marketing Guidelines, contact us at marketing@myceip.ca.