

Summary of the 2003 Great Okanagan Wood Stove Exchange Program

Note: based on “The 2003 Great Okanagan Wood Stove Exchange Program Synopsis” May 15, 2003. Submitted by the Central Okanagan Regional District Air Quality Program.

- built on success of programs run in 2001 and 2002
- partners include
 - Regional Districts
 - North Okanagan
 - Okanagan Similkameen
 - Hearth products industry
 - 16 retailers
 - 9 manufacturers
 - 6 distributors
- 15% discount offered to customers shared by Hearth products industry partners
- sponsors and allies
 - Wood Energy Technicians of BC (WETBC)
 - The Hearth Patio and Barbecue Association of Canada
 - The Western Hearth Patio and Barbecue Association of Canada
 - Interior Health Authority
 - BC Lung Association
 - BC Gas Utility
- retailers displayed program banner, poster and brochure
- in 2003, 138 stoves were “changed out”
 - 109 for wood burning appliances
 - 2 for pellet stoves
 - 26 for gas appliances
 - 1 for an electric insert
- efficiency and environment were most common reasons for customers to participate
- promotion of program included
 - radio and print ads
 - in Kelowna alone, news releases resulted in 9 print articles, multiple radio talk shows and 2 tv segments
 - ad in City of Kelowna 2003 Living Greener Calendar (distributed to all Central Okanagan homes)
 - retailers had posters, banners, brochures and publications
 - retailers also placed ads in local papers
 - phone in hotline
 - website
- promotion summary (how people found out)
 - 64% through poster or newspaper ad
 - 27% through radio or tv