



# **Clean Energy Improvement Program Qualified Contractor Marketing Guidelines**

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# 1 Overview

## Only contractors approved to participate in CEIP are permitted to quote on and install clean energy improvement upgrades.

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 in 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.

The Alberta Municipalities logo and design elements remain the property of the Association of Alberta Municipalities. The application of our logo or design elements requires a licensing agreement. Any marketing or promotional materials bearing the Alberta Municipalities logo or design elements will be provided by Alberta Municipalities upon request.

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, Alberta Municipalities 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, Alberta Municipalities 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:  
[www.qp.alberta.ca/documents/Regs/2018\\_212.pdf](http://www.qp.alberta.ca/documents/Regs/2018_212.pdf)
- Municipal Government Act (Division 6.1 can be found on page 240):  
[www.qp.alberta.ca/documents/Acts/m26.pdf](http://www.qp.alberta.ca/documents/Acts/m26.pdf)

Please find participating municipality information on [myCEIP.ca](http://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](mailto: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. These can be found on each respective participating municipality's webpage at [www.myCEIP.ca](http://www.myCEIP.ca).

## 1.2 Messaging

Your company's behavior reflects on the CEIP program and Alberta Municipalities. As a CEIP Qualified Contractor, we expect you will engage in ethical business practices. Clear, informative, honest, accurate, and transparent communications by the Qualified Contractor are essential when marketing the CEIP program to avoid misrepresentation or misleading consumers.

**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 Defining Inappropriate Behaviors

These are examples of inappropriate behaviors that can cause significant issues for consumers and represent a reputational risk for CEIP and Alberta Municipalities:

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 licensed 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 Alberta Municipalities, 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 Supplied Marketing Collateral

As a Qualified Contractor, you will be permitted to display the CEIP-approved Qualified Contractor stamp on your company's vehicles and your own marketing materials and online marketing assets (e.g. website, social media, videos, etc.). The CEIP-approved Qualified Contractor stamp package is available in the Resources section of the CEIP contractor portal (you can access the portal from [CEIP Contractor website](#)).

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CEIP Qualified Contractor Stamp example:



Figure 1



Figure 2



Figure 3

### Stamp Titles:

Fig 1. CEIP Qualified Contractor Stamp – Color

Fig 2. CEIP Qualified Contractor Stamp – Monochrome – Black

Fig 3. CEIP Qualified Contractor Stamp – Monochrome – Blue

Fig 4. CEIP Qualified Contractor Stamp – Monochrome – White (see below)

Fig 5. CEIP Qualified Contractor Stamp – White on Blue (see below)

**Stamp Placement Considerations:**

If placing the stamp on a website or other marketing material, please consider which stamp version might be more suitable depending on the background it will be placed on, for example:

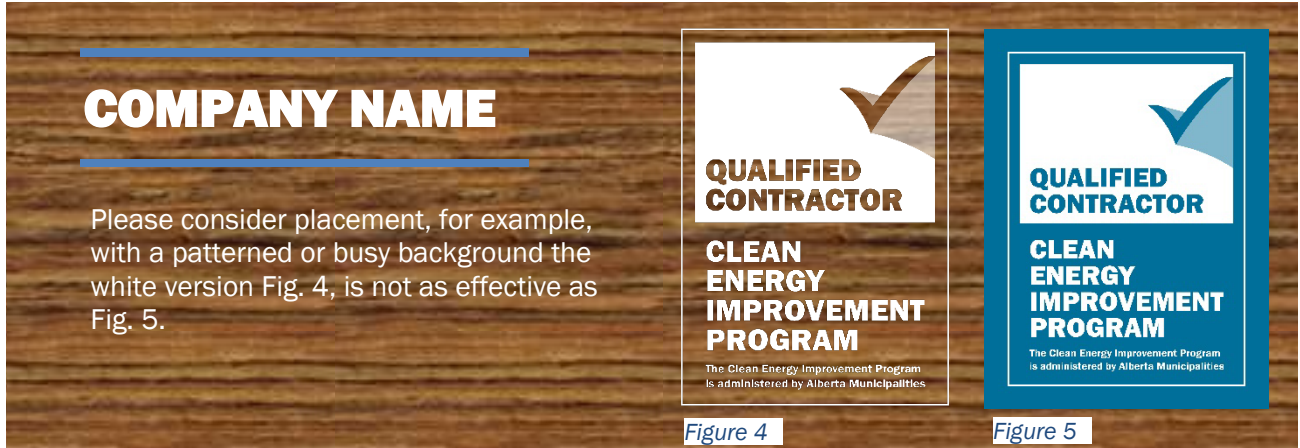


Figure 4

Figure 5

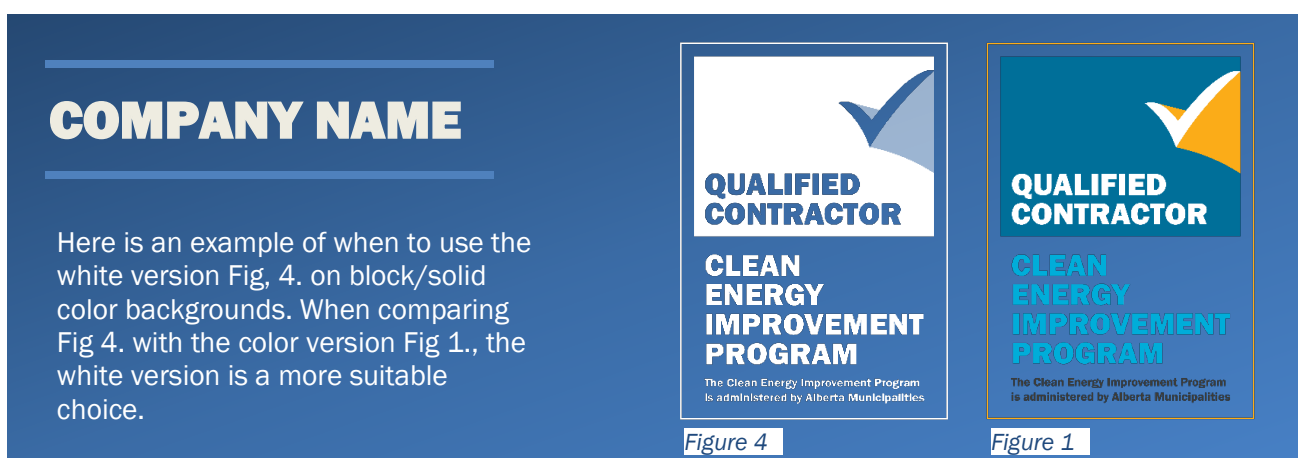


Figure 4

Figure 1

Here is an example of when to use the white version Fig. 4. on block/solid color backgrounds. When comparing Fig 4. with the color version Fig 1., the white version is a more suitable choice.

Please e-mail [marketing@myCEIP.ca](mailto:marketing@myCEIP.ca) should you wish to verify the correct application of the Clean Energy Improvement Qualified Contractor Stamp. The CEIP Qualified Contractor stamp will be provided via the contractor portal to the contractors who have been onboarded to the program and their company is listed in the [CEIP Contractor Directory](#).

Refer to Sections 4 and 5 for usage details.

## 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, misleading tactics, or unauthorized use of the Alberta Municipalities logo or CEIP-owned design elements.

Qualified Contractors who engage in misleading communications (either directly or through third parties) regarding CEIP, or if Alberta Municipalities 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 Contractors 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.

**Verbal and written communications should use these approved phrases when explaining CEIP:**

- 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 accordance with our expectation of you clearly representing CEIP, we ask that you refrain from using statements communicating the following:

- 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, a rebate program, or 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.

We are always ready to assist you. Please connect with us at [marketing@myceip.ca](mailto:marketing@myceip.ca) if you have any questions or wish to clarify something.

## 4 Websites

It is not mandatory that CEIP be mentioned on your website, however, if Program information is included on your company website, please be aware of the following requirements:

- Qualified Contractor’s website must be presented in a way such that a reasonable person could not interpret it as belonging to CEIP or being endorsed by Alberta Municipalities or a municipality.
- Qualified Contractor’s website should include a link to the CEIP website at [myCEIP.ca](http://myCEIP.ca).



## 5 Advertising Materials

### 5.1 Website, Print, Collateral & Email Marketing

Qualified Contractors are free to use the CEIP-approved Qualified Contractor stamp on their company's vehicles, website, advertisements, marketing and promotional materials, and digital assets such as e-mail signatures and social media posts.

When used in online applications, the CEIP-approved Qualified Contractor stamp should link to the CEIP website at [myCEIP.ca](https://myCEIP.ca)

Use only approved Program messaging (see Section 3).

### 5.2 Email Addresses, Signatures and URLs

Qualified Contractors cannot use Alberta Municipalities, CEIP, Qualified Contractor or any derivative of these names in company email addresses or URLs.

### 5.3 Canvassing

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

### 5.4 Events

All event signage and content are required to be consistent with these Qualified Contractor Marketing Guidelines. You must clearly state 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 its administration, should be referred to [marketing@myceip.ca](mailto:marketing@myceip.ca).

**Since Alberta Municipalities is responsible for promoting the CEIP program through the news media, please do not:**

- Proactively contact reporters about CEIP. Participating municipalities and Program staff manage media relations for Program launches and other related activities in municipalities.
- Describe how CEIP financing works to members of the media.
- Refer to CEIP as a free government program.
- Claim your company is the only company offering CEIP in the area.
- Reference yourself, or your employees, as employees or partners of Alberta Municipalities or a participating municipality.

If you are contacted by the press or media, please direct them to [marketing@myceip.ca](mailto: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 Alberta Municipalities or a participating municipality. Posts must clearly state your only affiliation is that your organization is a CEIP Qualified Contractor, which can be achieved by using the CEIP-approved Qualified Contractor stamp.

**When posting on social media, we ask that you abide by these requirements:**

- 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.

**In accordance with our expectation of clear representation of your company's participation in CEIP, please do not:**

- Use Alberta Municipalities, the Clean Energy Improvement Program, or a derivative of the name in the title of any social media account.
- Use the Alberta Municipalities logo.

## **5.7 Telemarketing**

Alberta Municipalities does not authorize Qualified Contractors to conduct telemarketing that 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

As a Qualified contractor, you agree to:

- ensure all your marketing, communications, and consumer engagement will comply with these Qualified Contractor Marketing Guidelines.
- describe CEIP using the approved copy listed in Section 3.
- always represent yourself as your own company and be clear that your affiliation with CEIP is as a CEIP Qualified Contractor.

## 6 Accessing CEIP Marketing Resources

The CEIP-approved Qualified Contractor stamp package is available in the Resources section of the CEIP contractor portal, along with other Program material (you can access the portal from [CEIP Contractor website](#)).

## 7 Violation of Marketing Guidelines

We trust this document provides clear guidance for CEIP's Qualified Contractors. 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, please contact us at [marketing@myceip.ca](mailto:marketing@myceip.ca).