



Environment

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BC Hydro Goes Green for the Holidays

This holiday season, BC Hydro, one of the largest electric utilities in Canada, used a media advertising campaign to convince British Columbians to decorate energy efficiently with lightemittingdiode (LED) lights. LED lights use up to 95 per cent less energy than incandescent light bulbs.



Developed by DDB Canada, an impressive interactive light installation was strung in downtown Vancouver where passersby could experience the power of LED lights by flicking a switch. A large switch controlled energy between a solitary tree lit with incandescent holiday lights and a stand of trees lit with LED holiday lights. The purpose of the installation was to demonstrate that the power required to light one tree with three strands of 75 bulbs of incandescent lights, can also light a stand of trees with 132 strings of LED holiday lights totaling 9,240 bulbs. Using LED light strings can save both dollars and valuable energy during the holiday season.



“The interactive light installation makes energy tangible and allows people to experience firsthand the energy efficiency of LED lights in comparison to incandescent lights. People will be amazed when they witness the comparison,” Dean Lee, creative director of DDB Canada, Vancouver said.

In addition to the light installation, BC Hydro held a holiday light drive to help take inefficient incandescent holiday lights out of circulation as well as provide a means to recycle them. For every string of incandescent holiday lights dropped off, BC Hydro made a \$5.00 donation to the Food Bank.