Burn it Smart!

SAFER • EFFICIENT • HEALTHIER

Enjoy the Fire - Not the Smoke!
Canada Wide Standards (CWS)

- CCME: June 2000, the federal, provincial, and territorial governments (except Quebec) signed the CWSs for PM and ozone.

- Commitment to reduction of ambient PM by 2010

- CWS for PM 2.5 is 30 ug/cubic meter (24 hour)

- Residential wood combustion: significant source of PM 2.5 & 10, and VOCs.
Joint Initial Actions for CWS

- Update of the CSA standards for wood burning appliances
- Development of a national regulation for new, cleaner burning residential wood heating appliances
- National public educational program
- An assessment of the option of a national wood stove upgrade or change-out program.
Multi-Stakeholder Effort

Burn it Smart! is a team effort:

• All levels of government: Federal, Provincial, Territorial and Municipal;
• Hearth industry;
• National partners; and
• Local ENGOs
Campaign Contributors 1999-2003

- Alberta Environment Ministry
- Atlantic Wood Energy Technicians Association
- Annapolis Valley Home Builders Association
- Association des professionnels du chauffage
- Canada Mortgage and Housing Corporation
- Canadian Centre for Pollution Prevention
- Canadian Environmental Network
- Canadian Home Builders’ Association
- Canadian Lung Association
- Central Okanagan Regional Air Quality
- City of Montreal
- Clean Air Foundation
- EcoSuperior Environmental Program
- Elora Center for Environmental Excellence
- Environment Canada
- Fire Prevention Canada
- Health Canada
- Hearth, Patio and BBQ Association of Canada
- Meewasin Valley Authority
- Ministry of Environment Quebec
- Ministry of Health Quebec
- New Brunswick Lung Association
- Nova Scotia Ministry of Natural Resources
- Natural Resources Canada
- Nature-Action Québec
- The Environment Network
- Western Hearth Products Association
- Wood Energy Technicians of British Columbia
- Wood Energy Technology Transfer (WETT)
- Wood Heat Organization
- Yukon Conservation Society
- Yukon Development Corporation
Grassroots Campaign

National in 2002-2003

300+ free public workshops in 200+ communities
(total national attendance ~5800)

Some special sessions for:
- fire safety professionals
- municipal inspectors
- insurance inspectors
- chimney sweeps

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www.burnitsmart.org
Some Local Host’s Activities include:

- radio, cable PSAs & interviews
- mall & window displays
- essay and colouring contests
- media events
- draws and door prizes
- offering home inspections
- offering energy audits
- change-out programs
Workshop Objectives

- Introduce and review options in wood heating
- Improve safety
- Get more heat from your appliance
- Introduce new technology EPA appliances
- Raise awareness of the smoke - health link
- Reduce emissions
- Answer “burning” questions
2½ + Hour Workshop: 
Common Presentation Developed

- Introduction
- Heating with Wood
- Firewood
- Health & Environmental Impacts

break

- Planning a Wood Heat System
- Safety
- Review & Wrap-up
- Fill-in Surveys
Logistics

Workshop delivered by multi-expert panel
Examples of experts:

**Safety**
- Fire department staff
- Fire prevention officers
- Fire marshal staff

**WETT certified**
- Chimney sweep
- Hearth retailer
- Hearth distributor
- Home inspector
- Insurance agent

**Health**
- Local lung association staff
- Local health department staff

**Environment**
- NGO themselves
- Environment Canada staff
- Provincial environment ministry staff

WETT = Wood Energy Technical Training program
Example presentation pages:

Advanced EPA Stoves
- Steel Stove
- Cast Iron Stove
- EPA label
  - lower number is better

A cord of wood is 4' x 4' x 8'
- Pictured here are three 16” face cords or one full cord
- Firewood length and diameter should be matched to the stove
- Store wood outside under cover

Wood smoke is...
- unburned fuel / wasted energy
- what leads to dangerous creosote in chimneys
- unhealthy air pollution (more than 100 substances)...

Detection Devices Save Lives!
- Install a smoke alarm and CO detector (as required by the National Fire Code of Canada)
- Keep a fire extinguisher nearby

Location, Location, Location.
- Locate stoves in the main living area
- Install the chimney inside, not up an outside wall
- Open floor plans are good for heat distribution
- Where possible, turn on the furnace fan to distribute heat

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Materials - information sheets

Health Fact sheet

Understanding Health and Heating with Wood

Who Are WETT-Trained Professionals?

WETT Fact sheet

What Is WETT Inc.?

Safety Fact sheet

Burn it Smart!

The Safety Implications of Inefficient Wood Heat

Simple tips to start with
Materials continued ...

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Enjoy the fire, not the smoke.

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Poster

Burn it Smart!
www.burnitsmart.org

Brochure

Soyons responsables!
www.chauffageaudelo.org

Static window
deal

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Materials continued ...

Display for exhibitions

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Core Electronic Presentation
Wood Stove Demonstration Trailer

The “Burn” Trailer showcases EPA approved technologies while comparing smoke from the stacks of both old and new technologies.
Please! Don’t Burn...

- Garbage
- Plastic
- Styrofoam
- Paper/cardboard
- Painted Wood
- Newly cut wood, wet wood
- Wood taken from salt water
- Pressure treated wood, particle board, plywood

Burn it Smart!
www.burnitsmart.org
Resource Centres...

www.burnitsmart.org
www.chauffageaubois.org

Technical Help Line
1-866-838-5661
Benefits to Continuing in 2003-04

- Additional air toxics reductions
- Improved safety and health
- NRCan waiver for communities to use “Burn it Smart” on their own
- Build on momentum - many communities are willing to partner to increase workshop attendance and widen messaging
- Increased engagement with First Nations
Challenges to Continuing in 2003-04

- Lack of resources to maximize campaign potential
  - workshop cost ($)
  - marketing & advertising ($$)
  - Seminar aids, TV show ($$$)
  - pilot of ongoing change-out program ($$$$)
- Limited workshop success without proper marketing
- Consumers respond to monetary incentives
- Without change-outs - limited emission reductions
Plans for 2003-04

- NRCan and WETT toll free line.
- WETT-BC June session (mainland BC)
- EC-On, HPBAC and WETT working toward a FN workshop series
- EC-QC, bringing the BitS display to home shows and environment shows.
- EC-QC and HC web site development including some BitS information
- EC-ON pilot project.