

Built Green Canada

Quarterly Newsletter
Q3 2014



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BUILT GREEN IS AFFORDABLE

5 Cost-Effective Ways to Build a BUILT GREEN® Home

In order of effect on the home...

1. Tighten up your building envelope by air sealing - \$200

This is your least expensive option with \$200 worth of caulking, plus a couple hours of your insulator's time. For best results seal all air gaps while doing your pre-drywall Blower Door Test (\$150)

2. Add a Heat Recovery Ventilator - \$1,000 or less

If you're going to tighten your envelope, you have to mechanically ventilate the home. HRV is the best way to do it because you both ventilate the home and recover energy from the expelled air.

3. Add a tankless water heater - \$1,000

Most "high efficiency" hot water heaters are a maximum 70% efficient. Tankless hot water heaters can be as much as 96%—plus there's the benefit of endless hot water (great for teenagers)!

4. Add Drain Water Heat Recovery Unit - \$800

This unit is attached onto your drain stack and recovers heat energy from simultaneous water usage (showers). It requires nothing but purchase and installation—cost cover purchase and installation. No maintenance, lasts 50+ years.

5. Upgrade Windows - \$1,000 - \$1,200

Upgrade to triple-pane, low thermal emissivity, argon-filled windows. Triple-paned windows offer reduced heat loss and noise pollution and increased air tightness of the home. Based on an average house, this is about 14-20% is costs over normal window-related fees. Total: \$4,000 - \$4,500

What else do you need to do?

If you do these things, you'll have the energy side of BUILT GREEN® certification—similar costs to those required to be compliant with the prescriptive side of the incoming code. Take this route, and you can pursue the performance side with confidence. The rest: by working with your suppliers, the remainder of Built Green's requirements should be cost neutral.

Tip: talk to your customers about the benefits of a BUILT GREEN® home—educate them so they understand the value. And talk to them about the "green" features they can choose from—just as you talk about granite counter tops and hardwood floors.

Reducing the Cost with Windows and Doors

Homeowners and Environment Benefit

Like Built Green Canada, All Weather Windows is a company that got its start in Alberta. And like Built Green Canada, All Weather Windows has a strong commitment to the environment—which makes the two companies natural partners. All Weather is a returning sponsor of the organization.

They started with a manufacturing facility of 10,000 square feet in Edmonton. Since then, they've expanded from coast to coast, with nine branches nationwide. Today, they operate out of two manufacturing plants, one in Edmonton and one in Mississauga, with a combined capacity of nearly 400,000 square feet—and over 1000 dealers across Canada.

The company has done well for itself, not only with award-winning products that allowed for nation-wide expansion, but also with superior management. All Weather Windows has been awarded a variety of accolades, among them, Alberta Venture's "Best Overall Workplace (750 Plus Employees)" and under one of Canada's leading business award programs, named one of Canada's 50 Best Managed Companies Gold Standard for five years running.

But what Built Green Canada is most impressed with is their dedication to green building. All Weather products are known to be energy efficient, reducing the cost to the homeowner and the environment. Their products are designed to suit Canada's distinct climate zones and accommodate different styles and tastes. As of 2014, they're also a four-time ENERGY STAR® winner.

Companies truly invested in sustainability go further than producing energy-efficient products; they make sure that the way they manufacture those items and the materials they put into them are also sustainable. All Weather believes in lean manufacturing processes, which increase operational efficiency and reduce overall energy consumption. Most of their scrap and by-products, like glass, cardboard, plastics, aluminum, and PVC are recycled. In fact, each day, more than 2,000 pounds of PVC are recycled in their facilities; they recover 100% of the PVC waste created during manufacturing. [Read more here](#)



Sponsorship

Built Green Canada is committed to doing our part to build a sustainable, healthy future for generations to come. We invite you to become a sponsor and join us in inspiring sustainable building practices. We're asking you to invest in the preservation of natural resources within the residential building sector. For more information and to review the associated benefits, click [here](#).

Thank you to Christenson Developments and to All Weather Windows for their sponsorships.



Green Homes Save Money

New national president of the Canadian Home Builders' Association, Bard Golightly, is increasingly concerned about the affordability of owning a home and its impact on homeownership prospects for younger Canadians. Golightly also serves as past chair for Built Green Canada, another national organization, working with builders interested in responsible sustainability practices in the residential building sector.

By day, Golightly works for the Christenson Group of Companies, a BUILT GREEN® builder, who recently announced the redevelopment of Southwoods. Construction is underway and will include innovative geothermal and a gas-fired power company generation system for its five buildings, with approximately 264 suites—all BUILT GREEN® certified. Occupancy for first building is expected for spring 2015.

Built Green Canada offers programs for single family and high density, with a renovations and a communities program under development. These programs contribute positively to affordability—beyond offering a healthier, more durable home with a lower environmental impact and choices on which “green” features a homeowner wants, BUILT GREEN® certified homes are also affordable.

Homeowners enjoy costs savings in monthly operating costs, mortgage insurance rebates, lower maintenance costs, and increased resale value...

Read more [here](#).

Driving Change in the East Kootenays

Tyee Homes, Leading by Example

Over 12 years ago, after completing a commercial LEED project at UBC in Vancouver, Carl Lauren was ready for a change—a change that would include starting his own residential construction company where green building would be a primary aspect. After settling on the name Tyee Homes, “tyee” meaning leader, Carl embarked on the journey of establishing a home builder company which today has lived up to its name.

Carl was focused on becoming involved with a “practical green building program”, so, in 2009, he approached the city of Kimberley to put on a BUILT GREEN® training course. Before he was even registered with the organization, he had begun building his first BUILT GREEN® home.

Built Green Canada is an organization working with builders interested in sustainable practices in the residential building sector. While energy efficiency is a fundamental component of these programs, it also includes the preservation of natural resources, reduction of pollution, ventilation and air quality, and the improvement of home durability. Built Green has representation in Alberta, British Columbia, and Ontario, and has recently expanded into Saskatchewan and Manitoba.

Read more [here](#)

LOW COST PROMOTIONAL IDEAS

10 MORE Simple Ways to Promote Built Green & You

1. Ask BUILT GREEN® homeowners for testimonials on the benefits they enjoy in their “green” home—then share!
2. Keep Built Green Canada informed of your activity, so we may help promote you through social media platforms.
3. Showcase your environmental stewardship by affixing your BUILT GREEN® membership decal to your vehicle window.
4. Run a BUILT GREEN® contest to draw attention to your company and your commitment to sustainable building.
5. Network to expand your customer base: build alliances with like-minded businesses—beyond builder friends—also supporting sustainability. Their networks include folks looking for sustainably-built homes.
6. Cross-promote with other like-minded businesses through website links, newsletters, magazines, and all other media you incorporate into your marketing.
7. Become involved in volunteer events in your community that focus on environmental sustainability—this will further increase your credibility and influence.
8. Become a sustainability subject-matter expert: give a speech on the benefits of a BUILT GREEN® home; let organizations in your community know you'll volunteer to present. This will raise awareness, drive demand, and position you as a credible authority in your field, further reinforcing your leadership.
9. Ask for referrals—create BUILT GREEN® / green building spokespeople in your community
10. Share your BUILT GREEN® Find a Builder listing on your social media platforms. Remember to include the BUILT GREEN® handle @BuiltGreenCan.

**Note: if you let the Built Green Canada office know when you do any of the above, we can help promote your efforts!*

For more simple ways to promote BUILT GREEN® homes, visit the Canada Green Homes landing page / your portal.

Let Us Tweet About You

Over the last year, Built Green Canada has increased its social media presence with Twitter. We're following over 1500 accounts, and we have over 1400 following us—many of these being our builders. If you haven't yet connected with us, our handle is [@BuiltGreenCan](#); be sure to stop by and let us know what's happening in your world. We want to help promote your BUILT GREEN® successes!

Help Us Feature You: Your Website Presence

We continue to update the “[Find a Builder](#)” portion of our website. This area is used to showcase our members who have built at least one BUILT GREEN® certified home. These builders are listed by province, by region, and by the price range they build within; please visit your listing to be sure your information is up-to-date.

Built Green in the News

Over the last quarter, media coverage has focused on builders (including Ace Lang Homes, BCM Developments, Christenson Group of Companies, Excel Homes, and Tye Homes), happenings at Built Green Canada, as well as those companies involved with Built Green Canada. Some of these outlets include: Canadian Business Network, CHBA Calgary Region's Profile Magazine – September issue, Calgary Herald, Kimberley Daily Bulletin, CHBA BC's Provincial Update x 3, Calgary Sun, CBC Radio, British Columbia Building Info, Green Building Elements, DigitalJournal.com, AZOBuild, Nanaimo Daily News, Guelph Mercury, Exchange Morning Post, South Whidbey Record, Nassau News Live, and NEW Homes & Condos Edmonton magazine x 3.**

***For the Greater Edmonton Builders: NEW Homes and Condos Edmonton Magazine*

Just a reminder that we're working closely, in partnership, with NEW Homes & Condos Edmonton Magazine and is published by Homes & Land Edmonton Magazine—a well-established and a trusted brand within the market. In each issues, they're including an article on Built Green, as well as including Built Green recognition on the magazine cover. NEW Homes & Condos Edmonton magazine showcases New Homes and New Condos in Edmonton, Spruce Grove, Stony Plain, Devon, Fort Saskatchewan, St. Albert, Sherwood Park, Leduc and surrounding areas.

The magazine has a circulation of 22,000 copies 13 times per year with distribution at over 1,450 locations in the Greater Edmonton Area. In addition to their comprehensive distribution network, the magazine in its entirety is also promoted online through the Homes & Land syndicated network reaching over 30 million unique visitors per month throughout Canada and the United States.

We believe this is a great vehicle to raise awareness of Built Green Canada and its programs, as well as feature our builders. Members are encouraged to participate. NEW Homes & Condos Edmonton Magazine will discount BUILT GREEN® members 10 percent on ads purchased and those will be identified as a BUILT GREEN® member at the bottom of their advertisement. For those interested in more information please contact Debora Hill: 780-953-9620 or debora@hledmonton.ca

PROGRAM UPDATES

2015 Single Family Checklist Public Consultation Process

Phase Two of the consultation process, focused on trials, was extended to October 15, which means we need to hear from builders as soon as possible. The new checklist, reflecting industry input, was distributed, and builders are encouraged to work with Built Green Canada during this trial phase. We are watching for ease of implementation as well as impact on builders' processes and procedures. If you have questions or would like additional information, please let us know.

Note: The 2014 Single Family Checklist will be accepted through the first quarter of 2015.

BUILT GREEN® Training

Built Green Canada believes training is essential. New builders are required to take BUILT GREEN® Program Fundamentals, Module 1; the module focuses on the fundamental aspects of the program to orient participants on how to work with Built Green. Every two years, members are required to take additional training. Builders already in the program may choose to take either Program Fundamentals or Building Science for New Homes (or building science update). If your training has expired, please contact the Built Green Canada office to arrange training registration.

Single Family for New Homes Verification

The “visibly inspectible” verifications continued during this quarter and are a component of our quality assurance process; its implementation is increasing the rigour of the BUILT GREEN® certification process and adds another level of credibility to the program. Should you have any questions on this process please contact your Delivery Agent.

Product Catalogue Connection

The BUILT GREEN® Product Catalogue provides builders and renovators access to products for use in sustainable residential construction. It is based on the BUILT GREEN® Checklists and therefore is organized by the same categories. Only products and services that have been accepted by Built Green Canada are listed in the Product Catalogue, and they are selected based on a list of criteria.

Below, our featured Product Catalogue contributors are listed with their BUILT GREEN® approved products. If used in your BUILT GREEN® projects, these products will earn checklist points; note that each product below shows where and how they earn you points.

Air-King Ventilation Products

Earning points in Envelope and Energy Systems; Materials and Methods; and Waste Management

- Air King offers one of the most complete lines of ENERGY STAR® qualified solutions in ventilation products on the market today. Products include Bathroom Exhaust Fans, Whole House Continuous Operation Exhaust Fans, Under Cabinet Range Hoods, Professional Range Hoods and more. All Air King products are engineered to exceed your expectations for style, performance, and quality while enhancing the indoor air quality (IAQ) of the home. (1-43, 4-2, 4-3, 4-6, 4-8, 5-8, 1-27a, 1-36, 4-6a)

With 24 products, **Air-King Ventilation** is our largest Product Catalogue contributor.

IKO Industries

Earning points in Water Conservation

- Biltmore™ combines beauty with contemporary strength. Manufactured in a larger size to offer more exposure and create a high definition “shake” look for your roof. These popular shingles are versatile and easy to maintain and come in a myriad of colours that can suit any home. Biltmore carries a limited lifetime warranty. (2-44)

Floodsill

Although this product does not earn checklist points, it has been recognized and deemed both useful and beneficial for the sustainable builder

- Floodsill™ is a revolutionary product that protects basement finishes from water and mold. This product replaces the old 2 x 4 wooden plate on the underside of basement partitions. Made from lightweight but tough polystyrene plastic, Floodsill™ is a vertical water barrier that elevates partitions including drywall insulation and framing 2” above the basement floor, protecting them from both internal and external flooding.

EPS Molders Inc.

Earning points in Envelope and Energy Systems; Materials and Methods; and Waste Management

- Invented and developed in Edmonton Alberta, Canada, the Polycore Building System is an insulated and structural component building product that is revolutionizing the building industry. Sections are made from two materials: EPS (expanded polystyrene) as the insulating wall core, and integrated galvanized steel construction studs for strength. (1-6, 1-10, 1-11, 2-2, 2-3, 2-13, 5-3)