

Built Green Canada

Quarterly Newsletter
Q4 2014



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Increased Performance Regulations and Declining Oil Prices Will Drive Innovation and Competitiveness

Why we should do the “green” thing now

Whether faced with building code changes, New Home Buyer legislation, or other directives, we’re all wondering what the impacts of declining oil prices will be. What we do know is that competitiveness and innovation will be imperative if we want to maintain our share of the market, and it’s this that will demand change and progress. Important considerations for your business:

Increased Performance Regulations

For some folks, building code changes have just come into effect, while others face imminent building code changes. The new section of the code (9.36) deals with energy efficiency. With this increase in green building requirements, builders will now be on a more even playing field. Our programs complement the new energy requirement and go far beyond energy efficiency to include the preservation of natural resources, reduction of pollution, ventilation and air quality, and the improvement of home durability—all of which increases the homeowners comfort and reduces their cost of living. This gives our builders a leading edge: a competitive advantage.

And, ‘green features’ highlighted in the same way granite counter tops or hardwood floors are, allows us to educate on the benefits of green—of which, saving money is a key benefit—something consumers care deeply about.

Others are adjusting to mandatory home warranty requirements. Meanwhile, warranty providers are showing a keen interest in rewarding those participating in sustainability. They’re looking at how warranty claims will be affected by builders who attempt to incorporate building components, which inadvertently may not be integrated properly. Our programs look at the house as a system.

And so, warranty providers are also considering third-party programs such as BUILT GREEN® as assurance of higher quality builders. During the International Housing and Home Warranty Conference last fall, there was discussion and enthusiasm to further explore the idea that BUILT GREEN® builders could qualify for premium reductions.

Innovation and Relevancy

Sustainability is indeed trickling down to the consumer. In June 2014, Nielson released its sustainability report after polling 30,000 consumers in 60 countries, including Canada, to take the pulse on how passionate consumers are about sustainability when it comes to purchase decisions. The report found that 55% will pay extra for these products and services—that is, if they know and understand what green means to their home purchase.

While sustainable building practices are not new, they are still in their infancy, and as such, our programs are considered innovative. With any innovation we know that we cannot rely on the customer to drive the demand. For home buyers who are not asking for green features, this is exactly what we mean about innovation—customers cannot ask for “green” if they haven’t seen it before or don’t understand it.

As the infamous Steve Jobs said on innovation: often, people don’t want it until you show it to them. And, “green features” highlighted in the same way granite counter tops or hardwood floors are, allows us to educate on the benefits of green—of which, saving money is a key benefit—something consumers care deeply about.

A Note on Affordability

Simply, we need to do everything we can to make the dream of homeownership a reality. Did you know a BUILT GREEN® home saves the homeowner money in the short-term and the long-term? Nothing speaks more than the bottom line to your customer and to you as a builder. And as for the affordability of our programs, often our new builders are surprised at just how many of the requirements for BUILT GREEN® certification they’re already doing—affordability for you and affordability for your customer: another way to stand out from your competition.

Competitiveness

We are now operating in a very competitive world that is here to stay, and we need to operate with more intention than ever before¹. As individual builders, or collectively as an industry, we will not be successful with status quo—complacency is dangerous. Why change? Why try harder when you can sit back and enjoy the prosperity that comes from underlying economic growth?

Because what we do in the good times will help us when the economic cycle turns—it’s what you do in the good times that determines how well you perform in the bad times². And, because

¹ Brad Ferguson; ² Frank Spinelli



early indicators are showing minimal growth over the 2015 period. Look at your own organization...and look at yourself. What are you investing in today that will allow you to reap dividends in two to three years and beyond?

Let's do the green thing, and let's enjoy what goes with that—innovation, affordability, potential premium reductions, and a competitive advantage.

The BUILT GREEN® Advantage

Some builders have a head start on the new building code changes

As the industry faces incoming building code changes, for the first time, energy has been directly addressed—and that means escalating costs to build a home. At the same time, builders will move to a more even playing field with the increased regulations, including green building requirements.

That gives builders engaged in an energy-efficient program a leading edge: a competitive advantage. The BUILT GREEN® program, for example, goes far beyond energy efficiency.

BUILT GREEN® programs complement the new energy requirement; specifically, the new section of the code (9.36). Homebuilders will now have a choice as to how they achieve the requirement—either with a prescriptive path or a performance standard, utilizing the federal EnerGuide program.

For builders participating in the BUILT GREEN® program, using the performance path, they know how to take those same dollars that would be used on the prescriptive path and get a better result for the home buyer. The energy efficiency in the BUILT GREEN® program is what requires some investment; many of the rest of the program's measures are cost neutral or even save money. As a result, a builder can spend the same money, be code compliant, and participate in the program. [Read more here.](#)

BUILT GREEN® BUILDER FEATURE

Bedrock Homes: Green is the New Norm

In 2011, Bedrock Homes responded to demand for energy efficiency and green options for homeowners. After researching green building programs, they considered Built Green Canada their best option. When they started going through the checklists, they realized there was a lot they were already doing, but there was still work to do.

The BUILT GREEN® programs are set up in two ways. The first allows builders to use pre-fabricated checklists towards bronze, silver, gold or platinum certification. The second allows builders to pick and choose points from within each of the seven areas of the program's focus: energy efficiency, materials and methods, indoor air quality, ventilation, waste management, water management and business practices. As such, builders can produce sustainable homes through the program, whether they want to dive in and research each item to tailor their build or use checklists set up to put them at a certain certification.



Kyle Beatty, Purchasing Manager at Bedrock Homes, was of the former mentality. Prior to enrolling homes in the program, Beatty went through the checklist point by point, met with tradespeople, and researched items

that had the greatest green benefits for the lowest cost to clients. Since then, Bedrock Homes has completed 275 homes in the BUILT GREEN® program with the majority being Gold or Silver certification. [Read more here](#)

Alberta Green Homes Summit

Focused on residential construction, this summit is geared towards building at above-code standards and will include sessions on many regional energy and green building standards.

The keynote is presented by Sean Pander, Green Building Program Manager, *City of Vancouver: Greenest City Approaches to Buildings: Creating Opportunities for People and Business*. Learn how green buildings form a key element of *Vancouver's Greenest City Action Plan*, the tools and approaches the city is using to achieve its targets, and how this creates opportunities for both people and business.

The agenda includes a full day of sessions and expert presenters:

- Let it Rain! Let it Rain!
- Residential Rainwater Harvesting Opportunities in Alberta;
- Development of Simple Protocols to Conduct Post Occupancy Evaluation (POE) of LEED Residential Homes in Manitoba;
- Green Homes – 20 Tough Questions, 20 Real Answers;
- ENERGY PROGRAMS IN CANADA
- Beautiful, Sustainable, Uncertified. A case-study look at 3 high performance sustainable homes that remain uncertified & why;
- How to: Net-zero & Passive House;
- Mattamy Homes Calgary: the Path to Affordable Net Zero Housing Communities;
- Where are the Alberta energy efficiency programs?

Member: \$195, Non-member: \$250. To register: www.eventbrite.ca/e/green-homes-summit-tickets-12569966107. When: January 29, 2015; Time: 7:30 a.m. to 4:30 p.m.; Royal Glenora Club - Edmonton, Alberta.

*Use the BUILT GREEN® promo code to receive a \$55 discount. Registrants will be entered into a draw to win their registration free.

This is presented by Canada Green Building Council.

THE ESSENTIAL ROLE OF A CERTIFIED ENERGY ADVISOR



With the building code changes and the increased emphasis on energy efficiency, the role of a Certified Energy Advisor (CEA) becomes ever more essential. Experts in energy efficiency, they're certified by Natural Resources Canada to deliver the EnerGuide Rating Service for new homes.

These folks have honed strong energy advising skills through years of related practice, and their role is invaluable in sustainable building practices. Built Green Canada, and those builders involved in our programs, is lucky to work with some very knowledgeable, experienced Certified Energy Advisors. We encourage you to fully utilize these folks in your builds; they have so much to offer you and your customers. Read "Why Building Green Matters to Your Health" and learn more about Matt Grace with Mission Green Buildings, one of the terrific CEAs we work with, and member of our Technical Standards Committee. [Read more here.](#)

For a list of Certified Energy Advisors in your area, please contact the Built Green Canada office.

Why Building Green Matters to Your Health

When you hear the term 'Green Buildings' the first thought that comes to mind most likely pertains to the environment. And while green buildings are absolutely concerned with the preservation and health of the environment, there's more to it. One of the most important reasons for building green is actually your health.

Did you know that the average North American spends 90% of their life indoors?

Most days, the majority of us go from home to work and back home again. Our meetings are in buildings, as are our yoga classes. With so much time spent indoors, it's crucial to consider how a building impacts our health, our wellness, and our sense of community and connection.

Buildings have the single largest impact on our lives of any one sector. First and foremost, they impact the quality of the air we breathe, which has a direct impact on our health.

Buildings and the built environment are also responsible for about half of all the energy we consume and a large proportion of our water use, materials and waste. The International Panel on Climate Change has repeatedly reported the construction industry as the sector that contributes most to climate change. Luckily, it also happens to have the most widespread and cost effective opportunities for improvement.

In Calgary, our buildings are made to work particularly hard. We have tough winters, warm summers, all forms of precipitation—sometimes all in the same day—and huge temperature swings.

It is for these reasons (the health and environmental impacts of buildings, and the particular challenges of Calgary), that Matt Grace founded Mission Green Buildings in 2012. [Read more here.](#)

Better Building Exteriors: Pheasant Hill Homes New Video

Out of many questions on what makes up a quality built home, RE/MAX realtor out of Nanaimo, Derek Gillette, started a building series to help answer the public's questions. Huge kudos for their work on this! Check out this new video as Derek Gillette showcases Pheasant Hill Homes' BUILT GREEN® Platinum home and learns more about [Better Building Exteriors: What's Behind Your Siding](#). Plus check out [Inside Framing: What to Look for on the Inside](#).



PROGRAM UPDATES

Renovations Program: Seeking Industry Input

Built Green Canada is reviewing our Renovations Program. As such, a provisional Renovations Advisory Group has been assembled, comprised of renovators and industry professionals who are actually doing renovations—this in keeping with Built Green's underlying belief in engaging with industry and being "by builders" (or in this case "by renovators"). The group is reviewing the BUILT GREEN® Renovations Checklist, with input from industry, alongside the Technical Standards Committee for recommendations on revisions to ensure relevancy, rigour, and program integrity are maintained. Should you be interested in participating or providing feedback, please contact Built Green Canada.

2015 Checklists

The BUILT GREEN® Single Family and High Density Checklists and Guides were released prior to Christmas. A reminder that these came into effect on January 1, 2015; however, the 2014 Single Family Checklist will be accepted through the first quarter of 2015 (ending March 31, 2015). If you have questions or require further information or support, do let us know.

New: Small Builder Fee - \$250

Small builders are those who are under five million (asking price totals) with less than 10 homes per year. To note, this is not less than 10 BUILT GREEN® homes per year; rather, this is less than 10 homes total.

For verification of small builder status, you will be required to provide documentation that supports your eligibility; accepted documents will include warranty forms, permits applications, or other related documentation, such as a non-notarized statutory declaration acknowledging any related companies and that their volume is under five million per year.

New Delivery Contact for BC Market

Beginning in January, the BUILT GREEN® programs continue to be overseen by the Built Green Canada office, with administrative support now provided by Enervision (transferred from CHBA BC). The Canadian Home Builders' Association British Columbia will remain as a service organization.

Program changes and direction, policy, and so forth will continue to be directed through the Built Green Canada office. We look forward to working with you more closely and will continue to be a resource, committed to working alongside those involved with our programs—we're always keen to hear from you, and if you have ideas you'd like to share, do let us know.

We're here to support you, and, as always, should you require in-person support, please contact the Built Green Canada office. Additionally, if you have questions, please call the office:

For Program Information:

- Jenifer Christenson, 780.485.0920, jchristenson@builtgreencanada.ca
- Karen Podolski, 780.485.0920, kpodolski@builtgreencanada.ca

For Administrative Support:

- Chantal Turcotte, Enervision
780.482.1771, chantal@enervision.ca
- Steve Jackson, Enervision
780.482.1771, steve@enervision.ca

As our administrative support, Enervision will perform checklist quality assurance, print BUILT GREEN® seals, provide BUILT GREEN® portal support (a mirror of the system you currently work on), and respond to process-related questions.

Built Green in the News

Over the last quarter of 2014, media coverage has focused on builders (including Ace Lange Homes, Aquarian Renovations, Homes by Avi Group of Companies, Bedrock Homes, and Landmark Homes), updates at Built Green Canada, as well as those companies involved within the BUILT GREEN® ecosystem. Some of the outlets include: Calgary Herald, Edmonton Sun, NEW Homes & Condos Edmonton magazine (x3), British Columbia Building Info (x2), Kelowna Capital News, Montreal Gazette, HouseHunting.ca, Ottawa Citizen, EcoHome.net, the Home Builder Magazine, and more.

It should be noted that we're seeing more and more inclusion of "Built Green" as a key selling feature in real estate listings. Thank you to all for their continued support in spreading the word. *Integrating key messages about the benefits of a BUILT GREEN® certified home into your sales and marketing efforts goes a long way in raising the profile for your builds, for sustainable building, and for the industry.*

BUILT GREEN® Fulfillment Package

In February, members will receive their confirmation letter, complete with a 2015 membership decal and tools for a successful year with Built Green Canada. We want to identify opportunities for further involvement and promotion, and we'll be including an engagement checklist to assist with this.

Sponsorship: Increase your visibility as a leader & true supporter of sustainability

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.



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 contributor is listed with its BUILT GREEN® approved product. If used in your BUILT GREEN® projects, this products will earn checklist points; note that the below product shows where and how it earns you points.

Watercycles Energy Recovery Inc.

Earning checklist points in Envelope & Energy Systems

- The Watercycle is one of the single most cost effective ways to increase the energy efficiency of new homes under most building programs like Built Green Canada and R-2000. The Watercycle reduces the cost of hot water heating and double the output of a hot water heater. (1-30)

Built Green Canada: Address Change

Just a reminder that Built Green Canada moved last spring to accommodate the current growth and anticipated future growth of the organization. If you haven't already, would you please have your accounting department note our address change:

8615 - 104 Street, Edmonton, AB T6E 4G6

