

Bridging policy and industry



ENERGY STAR® for New Homes

ENERGY STAR is administered and promoted in Canada by Natural Resources Canada





EnerQuality

- A unique partnership between advocacy (Canadian Energy Efficiency Alliance) and industry (Ontario Home Builders Association)
- Our mission is to transform Ontario's new housing into the most energy efficient and sustainable in the world.
- Our market transformation approach has three pillars:
 - Capacity building
 - Social marketing
 - Stakeholder engagement



Building the industry's capacity

- EnerQuality's role is to design and deliver voluntary programs for Ontario's homebuilders
- Training
- Consulting (Building Canada)
- Certification (labelling)





Industry & government collaboration



Natural Resources
Canada

Ressources naturelles
Canada



uniongas
A Spectra Energy Company



The Icynene Insulation System®
Healthier, Quieter, More Energy Efficient®



INNOVATIONS FOR LIVING™

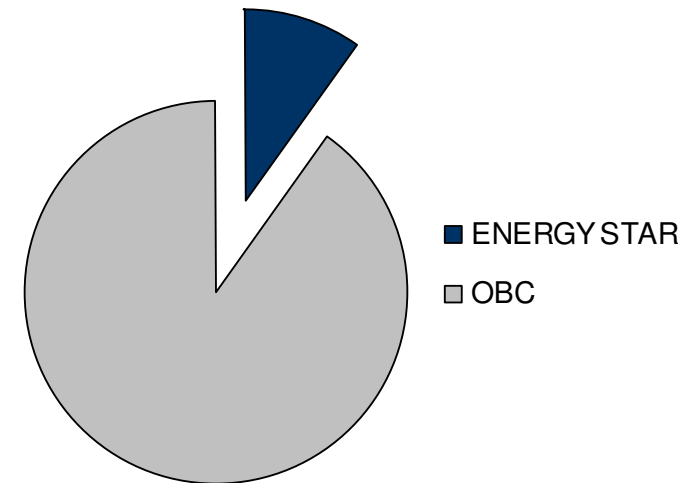


better built homes



Designed for the mass market

- Energy efficiency for mainstream new housing
- Not an advanced housing program
- Results since 2005 launch:
 - 450 participating builders
 - 22,000 homes enrolled
 - 8,700 homes labelled
 - 11% of 2008 housing starts*
 - ~ 28% better than OBC 2006
 - 2-3 tonnes/house GHG reductions



*45,450 Part 9 starts; 4,866 ES qualified homes



A model of industry leadership

- Home builders not buyers drive the market for energy efficiency/green in new housing
- Geared towards the production builder
- The vision: practical, affordable and marketable
- The model: “keep it simple”
 - Marketing not technical
 - Achievable target (EnerGuide 80 +/-)
 - Prescriptive compliance path



Two compliance paths

1. Prescriptive Path: Builder Option Package (BOP) w/wo trade-offs + + +

2. Performance path: EGNH 80 + + +

+ electrical savings credits (600 – 1,200kWh)

+ ventilation requirements

+ all builder-supplied appliances and equipment to be ENERGY STAR®



Core prescriptive spec (≤ 5000 DD)

- Ceilings: R40
- Walls: R19+5 (trade-offs available in BOP's)
- Windows: ENERGY STAR qualified windows
- Exposed floors: R31
- Basement: Full height R-12 blanket, R-13 batts
- Air leakage: ~ 2.5 ACH50 (NLA = $2 \text{ In}^2/100 \text{ ft}^2$)
- Heating: ENERGY STAR qualified furnace (90% AFUE)
- Cooling: ENERGY STAR qualified A/C (SEER 14+)
- Hot water: More than 0.60 EF
- Ductwork: Sealed ductwork (unfinished basements)
- Ventilation: HRV (min 60%) must be interlocked with furnace (trade-offs available in BOP's)
- Electrical credits: Depending upon the finished floor area



The challenge: 100% 80 in 2012

Significant barriers stand in the way of converting the remaining 90% of starts

Structural

- Piece-work trades
- Lowest-cost contracts
- Poor scopes of work
- New product / practice pricing and risk

Cultural

- No perceived market value
- Entrenched practices (“always done it this way”)
- Fear of change “Not in my job description”



Needed: a greater role for government

- To pave the way to EnerGuide 80 in 2012 government should employ 3 primary levers:
 - A provincial-scale social marketing campaign to increase awareness and stimulate demand
 - Strategic incentives that encourage builder participation like development charge rebates and fast-tracking the permit approvals process
 - Support the industry's efforts to build its capacity to by developing resources, skills and tools



Find out more...

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