

CANADIAN HOME PERFORMANCE 2020

Issues for Discussion

April 4th, 2008

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Introduction

This document has been prepared at the request of the ZERODRAFT Division of Canam Building Envelope Specialists Inc. and Building Performance Institute, co-sponsors of the initial Workshop held in Mississauga, Ontario on 9th January 2008.

Its purpose is to raise issues for discussion at the follow-up Strategic Planning Meeting to be held on April 4th 2008, also in Mississauga. It is intended as a draft framework. All suggestions and additions are welcome.

Proposed Mission Statement

Any mission statement will depend on the definitions, scope and context agreed in the Strategic Meeting. The following is offered as a starting point:

“To raise the performance of existing Canadian housing stock in the areas of energy efficiency, sustainability, health and safety with a co-coordinated program of third party training, certification, accreditation, quality assurance and warranty.

Mandated requirement of these five elements as a condition of approval of funding, subsidy, sponsorship and support from the majority of government, utility and other programs will drive success of this mission.”

State of the Art

Can we test the proposed mission statement against where we are now?

Should we do a SWOT analysis of the potential for achieving the mission statement?

How do we use the assets, knowledge, experience, successes and failures of the past to create a head start for our new mission?

What about RenoQuality, SAWDAC, ONHWP, Energy Star, BPI, home builder associations, or any and all programs and initiatives proposed, created or attempted, to move towards similar goals?

How does the proposed mission fit with current Government policies and programs? Are there provincial agencies that can help the mission more in the early stages than the Federal Government?

Where are the obstacles and conflicts? Where are the synergies?

Where does our mission fit on the public agenda? Can we or should we connect our mission with emissions reduction and the climate change issue?

Defining the Industry Sector, Scope and Context of Discussion

Who?

- Homeowners
- Contractors
 - Renovation
 - True whole house contractors
 - Vertical trades
 - Insulation and Weatherization
 - Basement
 - Waterproofing
 - Roofing
 - Mechanical,
 - Plumbing
 - Electrical
 - Windows, Doors and Siding
 - Renovators and Decorators
- Equipment and material
 - Manufacturers
 - Distributors
 - Retailers
- Home Inspectors
- Codes and Standards Committees
- Providers of training services
- Certification and accreditation agencies
- Quality assurance services
- Warranty services
- Providers of programs
 - Governments
 - Utilities
- Career development
 - Schools, colleges, universities

Doing what?

- Whole House as a System Performance?
- Structural and Aesthetic Renovation
- Fixing problems?

Where?

- Is it all-Canada from the start?
- Is there a case for a regional pilot?
- Where would this be?
- What is the plan to move towards all-Canada?

Stakeholders and their desired outcomes

Stakeholders	Desired Outcomes
Home owners	Healthy, safe, durable, comfortable, affordable home
Contractors	
Renovation	Economic success, better product
True whole house contractors	“, recognition
Vertical trades	Line extension, economic success
Equipment and material	
Manufacturers	New products
Distributors	Line extensions, differentiation
Retailers	“
Home inspection services	A potential role?
Codes and Standards committees	?
Providers of training services	Expanding market
Certification and accreditation agencies	“
Quality assurance services	“
Warranty services	“
Providers of programs	
Governments	Increased achievement of goals
Utilities	“
Career development	New, quality, opportunities
Schools, colleges, universities	New curricula, recruitment opportunities

Do the stakeholders listed add up to a group that is definable, either easily or at all? If they do, or if some of them do, is there a legal, corporate structure that is applicable?

What would it be? How would it support success of the mission? Who would administer, who would protect the mission and the interests of all stakeholders?

What is home performance and how do we define it? Are health, safety, durability, comfort, energy efficiency and minimum harm to the environment ingredients of this definition?

What is the role of House as a System and Whole House Assessment?

What is the business model? How does money flow between the various stakeholders, for what and how much?

Marketing

What benchmark studies are available of the attitudes, preference and buying actions of the Canadian homeowner in the 'home improvement' sector?

What are the awareness and understanding levels re Whole House Performance?

Who is the customer?

Homeowners

Existing contractors who want to change/improve their own performance

New recruits to the contracting business

Is every Canadian home in the target audience, and why or why not?

Is there a social goal that prioritizes one part of the audience over another? What if this reduced the overall percentage of Canada's housing stock to benefit from improved performance?

Is the audience more the homeowner who only does things if there is a program, or the homeowner who buys better performance as a principle?

Does mandated requirement for the 5 elements as a condition of approval, subsidy, incentive, etc., lower the need for 'Mind Change Marketing'. Does it reduce the consumer decision to 'which contracting brand?' if the qualifications of the contractor are already a given?

Are awareness and access the marketing goals if we begin to succeed?

Is DIY the main competition? If so, is this a winner takes all scenario, or is there a way to help the competition succeed, and what are the pros and cons?

How do we deal with the 'price shopper'? Is this homeowner part of our target audience? Top quality work is often not 'bid' work.

Can we accept initially that the Quality Work our mission needs will not necessarily be the lowest price?

Can we make the Cash Flow proposition that Total Cost of Home Ownership can be lower with Whole Home Performance than doing nothing?

What are we going to call our new brand of contractors?

Risk and Reward

Who will move the agreed process forward?

Will it be for remuneration now or risk of future reward?

How can we ensure the process is in the hands of those will be most likely to make it succeed?

Can they be those who have most to gain materially?

Has this worked historically?

Will the mission have a better chance of success with public funding or without it?
If the answer is with public funding, what is the best way to improve the mission's chances of obtaining it?

The Process

How do we address inspections, accountability of the five elements?

What is the consumer protection element – warranty?

How do we achieve harmony, consistency, and uniformity?

How do we make sure our goals and motivations are clear to all stakeholders?

How will we instill and ensure best practices in everything we do? \