

Canadian Home Performance Meeting April 4, 2008

Whole home focus brainstorm: what we need in Canada to make this work.

- Industry backing
- Education and training
- Products
- Quality assurance
- Incentives (ecoenergy)
- Installation standards
- Branding
- Referrals
- Tools
- Evaluation advisors
- Social responsibility

Barriers

- Belief that conservation = compromise, that comfort is sacrificed in being more efficient
- Contractors are not generally trusted
- People want warranties

Who comprises the industry?

- Incentive providers
- Trade associations
- Utilities
- Government agencies

Tools

- Web based
- IR
- Product

Marketing angles

- Standards development (material and installation)
- Quality assurance and contractor accreditation
- Brand creation and maintenance
- Lobbying

Marketing group ideas

- What?
 - Creating a new category: Home Performance Contracting (HPC)
 - Short Term: leverage strong brands
 - Long Term: strong stand-alone brand
- Who?
 - Homeowners
 - Industry (including contractors)
- When?
 - Pilot GTA in Fall 2008

- Resources
 - Utilities
 - Media
 - Governing bodies/NRCAN
 - Canam and Enwise as guinea pigs
 - BPI

Standards Development group ideas

- What?
 - Materials
 - Assessment
 - Performance
 - Installation
 - Insulation
 - Air sealing
 - HVAC
 - Blower door
 - IAQ
 - Window and door
 - Moisture management
 - I.R.
 - Multi-family
 - MURB
- Who?
 - Installers
 - Manufacturers
 - Tech committees
 - CCMC
 - CMHC
 - Enercan
 - Reno-quality
 - Utilities/municipalities
 - Consumer protection associations
 - Trade association
- When?
 - Now
- Resources
 - Meeting space
 - Provincial utilities
 - Provincial energy departments
 - Alliance to Save Energy
 - Funding
 - NRCAN
 - Department of Labour
 - O.P.A.
 - Retailers

Contractor Accreditation group ideas

- What?
 - Training
 - Technical
 - Business management
 - Quality Assurance
 - Diagnostic Equipment
- Need

- Consistent messaging
 - Promote/ require accreditation & QA
 - Sponsor pilot projects
 - Roll out
 - Contact high school and college skills training
- Who?
 - Contact industry associations (trades HRAI, SAWDAC, RenoMark, utilities etc.)
- When?
 - When we develop standards for accreditation

Next Steps

- Set up Technical Team—Tony
- Key components of accreditation/certification models; create certification categories—Larry
- Business management team: work plan; funding; incentives (EEG), structure; models—Laverne

Next meeting will be held in June 2008