

Built Green Canada

Quarterly Newsletter, Q2 2015



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Built Green Canada Launches Second Challenge to Municipalities

Numbers reflect growing commitment in residential building sector

Parallel to [National Environment Week](#), Built Green Canada issued its second annual challenge to municipalities across the country to encourage sustainable building policies. The challenge was marked by a growing number of municipalities including Edmonton, Penticton, Saskatoon, and Regina who have proclaimed June 3 as BUILT GREEN® Day, while more municipalities are endorsing third-party certified programs, including Built Green Canada's, toward creating sustainable communities.

Built Green Canada recognizes municipalities may not be able to favour one program over another and therefore encourages municipalities to include its programs, alongside other sustainability programs, as an option to endorse. Municipalities that incent builders to build more sustainably reduce the load on civic infrastructure including water, electrical, and waste. The savings from this reduced load help municipalities implement rebates and incentives for environmentally responsible builders—savings that ultimately give municipalities a competitive edge.

“We have the privilege of working with progressively minded municipalities, builders, and other key players in the industry showing tremendous leadership for a more sustainable future,” says Jenifer Christenson, Built Green Canada Executive Director. Both in British Columbia and Alberta, municipalities are showing leadership by endorsing BUILT GREEN® certification. “Builders continue to step up as certified projects are on the rise—they’re really leading the way.” In British Columbia, total single family enrolments for first quarter 2015 surpassed first quarter 2014 by an astounding 750 per cent. These first quarter 2015 numbers also surpassed 2014 year-end numbers by 25 per cent. Meanwhile, Ontario will see its first [GREEN SEAL®](#) Renovation

project certified within weeks—a program delivered exclusively in this market by Built Green Canada. The renovated home, owned by Mike Schreiner, leader of the Green Party of Ontario, says he chose GREEN SEAL® due to “its practical, no-nonsense approach that respects the challenge of original structure integration.”

This year’s National Environment Week theme of “Embracing Life on Earth” draws attention to all aspects of a healthy environment. Likewise, Built Green Canada takes a holistic approach to residential building that integrates Natural Resources Canada’s [EnerGuide label](#) (for single family), and includes natural resource preservation, pollution reduction, enhanced air quality and ventilation, and improved home durability. To honour this, the organization encouraged others to follow this challenge on Twitter: [#BuiltGreenDay](#)

The Numbers Keep Growing

Building off of the first quarter 2015, Built Green Canada saw numbers continue to rise in the second quarter of 2015: in Alberta, Single Family enrolments increased by 88 per cent over the same period of previous year, while in British Columbia, Single Family enrolments rose by 200 per cent over the same period of previous year.

50% of Canadian Homebuyers say Home Certification is a Must

The results are in—close to 50% of Canadian homebuyers says home certification is a must-have, with 29% saying they really want certification. Further, 64% say an efficient home is a must have, and an additional 26% say they really want this. The 2015 Canadian Home Buyer Preference National Study was conducted and produced by Avid Ratings Canada, in partnership with the Canadian Home Builders’ Association.

Need Help with the new Building Code?

As the industry faces building code changes, this increase in energy requirements puts builders on a more even playing field—all builders now have to build more energy efficient homes, and therefore, that opportunity for your competitive advantage is gone. Those receiving this newsletter are already sustainable-minded and active with regard to sustainable building practices through strong programs, such as EnerGuide (also part of Built Green's program), Energy Star, R2000, Net Zero, and so forth. So which program to choose? That depends on what you want to achieve and how far you want to go.

Built Green is a great program for builders who want to take the next step and focus beyond energy efficiency, continuing on the path to building better—and maintaining their edge. We can help you meet code requirements and successfully certify your home with Built Green, as our programs complement the new energy requirement and go far beyond energy efficiency, incorporating the EnerGuide label, and include the preservation of natural resources, reduction of pollution, ventilation and air quality, and improved home durability—we look at the house as a system.

This gives our builders a leading edge, a competitive advantage, in two ways:

- 1) Further to the EnerGuide label within energy efficiency, we include: materials and methods; indoor air quality; ventilation; waste management; water conservation; and business practices.
- 2) As code continues to change, BUILT GREEN® builders will remain ahead because they're already building to a higher standard than code-built homes and because they have the resource—in the BUILT GREEN® Checklist and Guide—to see where they can improve in each category.

Are you Utilizing the Full Benefit of Belonging to the BUILT GREEN® Community?

Whether you've been an active BUILT GREEN® member for a while, or are new and still learning about Built Green and how it sets you apart from others, we encourage you to look at your 2015 membership package, which will assist you in strengthening the benefits you receive for being a part of a sustainable building community—these include:

- Engagement Checklist
- Built Green Canada Outline
- Electronic Membership Certificate
- Marketing Toolkit: Logo Package, Message Map, No-Cost to Low-Cost Tips to Promote Built Green, Home Buyer Sell Sheet, Brochure, Display proof—available for use, and more.

This package is sent out via email once membership payment is received and is also posted on the BUILT GREEN® Portal where members may view their BUILT GREEN® projects, access marketing tools, and learn about important updates.

Why Building Green Matters

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Home owners are increasingly thinking “green” when planning their home renovations and builds. From reducing their water consumption and annual heating costs to using more environmentally-friendly construction products, home owners are looking for new and innovative ways to reduce their home's carbon footprint and are expecting home builders to as well.



Dakine Home Builders Inc. is the first home builder in Saskatchewan to be a member of Built Green Canada believes that green building is more than just building an energy efficient home. According to Todd Bodnar, President

and Owner of Dakine Home Builders Inc., “Disposing of waste in an environmentally-friendly manner is crucial to the survival of our planet.” Bodnar says that Saskatchewan's construction industry alone generates an estimated 2.2 million tonnes of waste every year, and about 80 per cent of that waste can be diverted from landfills using the basic green ideas that everyone is now familiar with: reduce, reuse, and recycle. [Read more here.](#)

Healthier homes during the allergy season

As municipalities review their pesticide policies, many are using a variety of integrated Pest Management programs to manage a range of pests including weeds, tree pests, and other plant diseases. The first choice in managing weeds focuses on improving soil quality and manual weed control; however, when other methods are not reliable or feasible enough for legal requirements and parkland standards, herbicides may be used.

Meanwhile the allergy season continues and for some, the symptoms last right through the summer—or longer. For those allergy sufferers, there are considerations when purchasing or renovating their home, which can start with a BUILT GREEN® certified home. Ventilation and indoor air quality are two important sections in the BUILT GREEN® checklist. For the home's inhabitants, this means less stress on the respiratory and immune systems, and for those who suffer from ailments like asthma, the focus on improved air quality can become quite important and result in a much more comfortable home life. A BUILT GREEN® home helps you breathe easier with improved health and comfort for your family.

For improved air quality, the BUILT GREEN® program encourages you to choose low- or zero-VOC (volatile organic compounds) building materials, low- or formaldehyde-free building materials, and third-party certified floor coverings—all contributing to healthier indoor air quality with fewer of the toxins common to modern homes. [Read more here.](#)

Built Green in Your Community

On-site progress check via bike: Gurdeep, from Symphony Homes, Andrew, BUILT GREEN® BC Liaison, and Einar, Energy Advisor from E3 Eco Group walk the talk.



Again on-site with Symphony Homes, Gurdeep supports member (and competitor), Alex from Build-Pros Construction. Big kudos to Gurdeep for showing leadership in certifying his projects BUILT GREEN® and for sharing knowledge and learnings to help Alex do the same.

Maskeen Homes' BUILT GREEN® Evoque community in Surrey uses geothermal, 100% Hardi siding, 100% LED lighting, and more. Great example of sustainable development!



For National Environment Day, Landmark Group of Builders builds on their annual planting efforts with 3,000+ trees—12,000+ have been planted in last five years!

Dakine Home Builders plant 950 trees around the Autumn Ridge Estates, a few minutes outside Regina, to preserve the natural terrain and ravine.



Energy Advised: Your EA & Our First Female Verifier

With the building code changes and the increased emphasis on energy efficiency, the role of an Energy Advisor (EA) has become ever more imperative. 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 are lucky to work with some very knowledgeable, experienced Energy Advisors. We encourage you to fully utilize these folks in your builds; they have so much to offer you and your customers.

As the British Columbia continues to increase its activity with Built Green Canada, we've had the opportunity to recruit our first female BUILT GREEN® High Density Verifier into the program. A huge welcome to Joanne Sawatzky from Light House Sustainable Building Centre.



Joanne is an accomplished consultant with expertise in energy efficient and low carbon building design, construction, operation, measurement and verification. She provides technical input on Light House's green building documentation projects, implementing technical solutions, and testing innovative technologies. As a seasoned building scientist, Joanne is especially familiar with the construction of building systems, materials, and assemblies. Joanne has trained contractors across BC on green buildings.

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

TRAINING OPPORTUNITIES

Building Science for New Homes

- September 15 + 16 – Edmonton
- September 22 + 23 – Calgary
- October 22 + 23 – Abbotsford

Owens Corning and Built Green Canada Technical Workshop

Owens Corning and Built Green Canada present a BUILT GREEN® Technical Workshop on insulation products. The session will focus on exterior cladding and rigid insulation. Session has been tentatively scheduled for September 22 8:30 a.m. – 11 a.m.. Builders, Energy Advisors, Municipalities, & more are welcomed.

More information coming soon. Contact the Built Green Canada office for more details.

PROGRAM UPDATES

Keeping it Simple: Required EnerGuide Files Update

This is a reminder from our first quarter newsletter: in partnership with Natural Resources Canada (NRCan), we are streamlining our process. From here on in, for BUILT GREEN® Single Family projects, certification will require the following be uploaded onto the BUILT GREEN® portal:

- BUILT GREEN® completed checklist
- Scan of EnerGuide label
- Scan of NRCan confirmation email

You will no longer be required to upload the TSV file or the data collection file—NRCan performs quality assurance on these files related to the ERS rating, and therefore, to upload these onto our portal is a duplicated effort. We will continue to do our own quality assurance check with the remaining files required for certification. This supports Built Green's commitment to "keeping it simple".

Single Family Verifications: Site Inspections

This year marks the second year the Single Family Verifications have been in place. As of June 30, 13 per cent of those required for 2015 have been completed. A follow-up reminder was issued mid-June; it is anticipated the remainder will be in the last half of the year, consistent with 2014.

This additional verification step was introduced last year as a component of our quality assurance process; its implementation has increased the rigour of the BUILT GREEN® certification process and adds another level of credibility to the program.

As a refresher of this process: the verification is applied to five per cent of our total projects (based on previous year's numbers), on a province-by-province basis. For those five per cent of projects chosen to undergo the verification, it is a requirement for certification. The Energy Advisors associated with these projects were also notified and are to conduct the verification at the time of the blower door testing—their fee for this is billed to Built Green Canada. As the builder's projects are enrolled throughout 2015, the EA will be notified which ones have been earmarked for verification prior to the blower door testing.

Should you require any further information please let us know.

Did You Know

The **Product Catalogue & You**: this could be a major tool for you. The catalogue provides builders and renovators access to products for use in sustainable residential construction. Based around the BUILT GREEN® Checklist, the Catalogue is organized the same way, and each product earns you Checklist point(s). These products have been reviewed and approved by our Technical Standards Committee.

Did You Know

Supporting Members & You: here is a group working in the same industry as you, with similar goals: they could end up being very useful to your business, so be sure to check them out, and make mutually beneficial connections! Supporting members are those responsible for products or services they sell or provide for housing construction. They, like our builders, met a list of criteria to be included in the BUILT GREEN® community.

Check It Out



Builder Member: Check out **RJR Construction Management Ltd.'s** BUILT GREEN® project.

NEED MORE INFORMATION?

The BUILT GREEN® programs are overseen by the Built Green Canada office with administrative support provided by Enervision. Program changes and direction, policy, membership, and so forth are directed through Built Green.

Should you have any questions about our programs please contact us at 780.485.0920 or Toll-Free 1.855.485.0920

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

If you would like to connect with our British Columbia Liaison, Andrew can be reached at 604.418.1400.

- Andrew MacDonald, amacdonald@builtgreencanada.ca

For administrative support, Enervision performs checklist quality assurance, prints BUILT GREEN® seals, provides support on the BUILT GREEN® portal, and responds to process-related questions. They can be reached at 780.482.1771 or Toll-Free Phone: 1.866.871.7563

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

Built Green Canada in the News

Over the second quarter of 2015, media coverage focused on builders (including Dakine Homes Builders, Excel Homes, Homes by Avi, Jayman BUILT®, Landmark, and Perry Signature Homes), updates at Built Green Canada, as well as those companies involved within the BUILT GREEN® ecosystem, including municipalities and manufacturers (Desert Spring and Ultimate Vent). Some of the outlets include the following: Canadian Design and Construction Report, Benzinga.com, Digital Journal, the Canadian Business Journal, Yahoo Finance, Marketwatch.com, 4-Traders, Reuters.com3 News Agency, Sustainable Building & Design Magazine, EIN News, 88Energy.Net, Edmonton Journal, BC Building Info Alert Notice, NEW Homes & Condos Edmonton magazine (x3), the Calgary Herald, Regina Leader Post, and more.

Plus, Texor Homes is currently being featured on Shaw TV promoting their new BUILT GREEN® townhomes in North Vancouver and the benefits of a BUILT GREEN® home. The video is posted here: www.youtube.com/watch?v=HcqVRO06_Q4



It should be noted that we're seeing more and more inclusion of "Built Green" as a key selling feature in real estate listings. Several of the local CHBA affiliates, related associations, and municipalities have posted Built Green supplied content onto their website: Regina & Region Home Builders' Association, British Columbia Construction Association, City of Calgary, City of Saskatoon, City of Kelowna, and more. 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.

Please follow us on Twitter [@BuiltGreenCan](https://twitter.com/BuiltGreenCan)—we follow our members, and we'd love to hear from you. Share your updates and stories, and we will share them with our followers.

Post-Secondary Institute Recognizes BUILT GREEN®

The Northern Alberta Institute of Technology (NAIT) is now including the BUILT GREEN® checklists and guides as part of their training materials for the Carpenter Apprenticeship program for the Province of Alberta.

Advocating for BUILT GREEN® Builders

BC Hydro Incentive Program

The BUILT GREEN® office has been in correspondence with BC Hydro to talk about their new incentives, to express our concern over the BUILT GREEN® programs no longer being recognized under their financial incentive program, and to ask that BUILT GREEN® once again be recognized. In parallel, the Victoria Residential Builders Association requested BC Hydro include BUILT GREEN® homes in BC Hydro's financial incentive program for new home construction, also recognizing that BUILT GREEN® homes address a wider range of environmental issues such as water conservation and landscaping.

We will update our members as this progresses. Big thanks to Victoria Residential Builders Association for advocating for the BUILT GREEN® program and the BUILT GREEN® builders.

Municipalities: Working Together

During this period, a public relations campaign was rolled out, targeting municipalities across the country with the goal of strengthening relationships. This in part, to recognize the good work of BUILT GREEN® builders certifying their projects BUILT GREEN®, and to raise the profile of Built Green Canada's programs and processes.

Phase one of this campaign included two key components: BUILT GREEN® Day proclaimed by municipalities in parallel to National Environmental Week. This was the second year of this annual effort, and those municipalities that declared the day as BUILT GREEN® included the City of Edmonton, City of Regina, City of Saskatoon, and City of Penticton, and this culminated with a news release that saw considerable media pick-up and is the cover story of this newsletter.

The second component of the campaign was the development of a BUILT GREEN® Municipality Toolkit, sent to the Planning and Sustainable Development Departments of municipalities across the country. This allowed Built Green Canada to provide up-to-date information about our programs, customized tools for the municipality, and how working with Built Green Canada can help progress their sustainability goals. In addition, a focal aspect of the communication addressed the impact of including BUILT GREEN® equivalencies in bylaws/covenants for the municipality, the builder, the homebuyer, and the program—ultimately diminishing the municipality's efforts toward reaching their sustainability targets and the integrity of our program, and it cheats those builders certifying their projects and the homebuyers.

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® project, these products earn checklist points.

Drain Water Heat Recovery Giveaway: ThermoDrain™

Built Green Canada is running a contest—this is your chance to win a ThermoDrain™ drain water heat recovery unit! Please answer the question below (can be multiple submissions), for a chance to win:

What sustainable feature in your homes have you found to be the best bang for your buck?

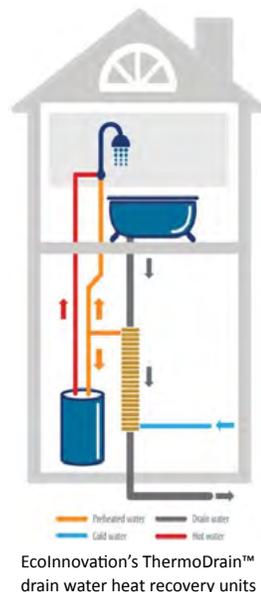
Enter via Twitter [@BuiltGreenCan](#) or by email to info@builtgreencanada.ca until July 31 for your chance to win!

ThermoDrain™ is a BUILT GREEN® Approved Product in our Product Catalogue that earns you two points in the BUILT GREEN® Checklist towards your home certification! This giveaway contest is a great opportunity for builders to try out this sustainable product at no cost.

ThermoDrain™ passively extracts heat from waste water to preheat incoming cold water; at a value of \$350, it's a cost-effective way for builders to meet energy efficiency requirements and achieve BUILT GREEN® Checklist points. The Canadian-manufactured ThermoDrain™ is 100% copper, requires no maintenance, and has no moving parts.

A big thank you to EcolInnovation Technologies for donating these units.

Eligibility Requirements: [@BuiltGreenCan](#) must be used if you post on Twitter, you must be a BUILT GREEN® Member, and post to Facebook or Twitter (or send to us via email). Note to Facebook users: you will have to notify us of your submissions.



EcolInnovation's ThermoDrain™ drain water heat recovery units

Trail Appliances

Earning points in Envelope & Energy Systems and Indoor Air Quality

- The IQAir Perfect 16 (MERV 16) "Medical Grade" air purification system offers the most efficient system for removing both organic and inorganic particulates (dust) from the air in a residential HVAC system, with an extremely small carbon footprint. IQAir uses only proven safe technologies in this process and guarantees the results in writing. (3-4)
- The Noritz "on demand" tankless water heater offers a never-ending supply of hot water, space, and energy savings. Noritz condensing technology works only when you need hot water, unlike traditional storage tank water heaters. The NRC1111 is Energy Star approved and installs are easy and cost effective because PVC venting can be used on this unit. (1-26)

EcolInnovation Technologies Inc.

Earning points in Envelope & Energy Systems

- A Canadian-manufactured drain water heat recovery unit, ThermoDrain™ passively extracts heat from waste water to preheat incoming cold water. It's a cost-effective solution for energy efficiency, is 100% copper, requires no maintenance, and has no moving parts. CSA Certified. (1-30)

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)

EuroLine Windows Inc.

Earning points in Envelope and Energy Systems

- EuroLine's 4700 Series ThermoPlus™ is the strongest, most energy-efficient window system in its class. With its sophisticated GENE0® six-chamber, hybrid profile and high-performance glazing, ThermoPlus™ Tilt & Turn windows provide unsurpassed thermal comfort; significant energy savings and are used extensively in Passive House projects across Canada and the US. (1-18)
- EuroLine's 4600 Series GoldenLine combines a wide variety of options with excellent performance capabilities. Featuring European Tilt & Turn operation, standard double pane glass with LoE and argon, and multi-point locking hardware, GoldenLine seals out harsh weather and provides additional security. Also available in triple pane with LoE and argon. (1-18)



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100% Committed to
protecting our environment