

## Project Backgrounder

GLOBE Advisors is conducting research on behalf of BC Hydro, FortisBC, and the Province of BC (Ministry of Energy, Mines, and Natural Gas) to develop a 5-year strategy designed to catalyze a sustainable *home energy performance* industry in BC.

For many years, governments of all levels across Canada have been calling for the adoption of energy-efficiency measures in homes. A number of companies offering home energy performance related products and services have entered the market to help British Columbians improve the energy efficiency and performance of their homes.

### Project Objectives:

The objectives of this project are to conduct research and consultation with industry stakeholders in order to:

- **Document the opportunities and challenges** for further developing the home energy performance industry and workforce in BC;
- **Develop a definition** for the home energy performance industry in BC that supports the interests of all stakeholders and generates buy-in for greater action;
- **Undertake a supply-side economic analysis** of home energy performance / weatherization services in BC;
- Work with program sponsors and key stakeholders to **develop a vision and long-term strategic objectives / goals** for the home energy performance industry development in BC; and
- **Identify approaches and tactics** that BC utilities and the provincial government could take to influence and move toward a more self-sustaining industry over time.



The **intended outcomes** of this project will support:

- The development of a world-class home energy performance industry and workforce in BC that is positioned to deliver best-in-class services that maximize energy saved per dollar invested.
- Informed consumers who see value in investing in comprehensive home energy retrofits and using appropriately trained and certified contractors.
- The business case for home energy retrofit / weatherization services that will, in turn, encourage contractors who actively invest in training, certification, and quality assurance.

The **research activities** for this project include:

- Extensive **market research** in order to define the industry, identify best practices in other jurisdictions, and important programs and organizations in BC;
- An **industry survey** targeting renovators, specialist contractors and sub-contractors, and licensed service organizations;
- **In-depth interviews** with key industry stakeholders; and
- A series of interactive **online focus groups** designed to consult with industry on opportunities and challenges for developing BC's home energy performance industry.

## “Home Energy Performance”

### Working Definition

Home Energy Performance is a comprehensive, whole-house approach to identifying opportunities to improve energy efficiency and comfort in low-rise residential buildings. Home Energy Performance applies building science and “house as a system” principles to address:

- Efficient energy use;
- Durability;
- Health and safety;
- Indoor air quality;
- Thermal comfort; and
- Moisture issues.

Home Energy Performance improvements generally include upgrades to a home’s outer skin or “building envelope” (insulation, air sealing, windows, doors, etc.) in concert with the utilization of energy efficient technologies and mechanical systems (ventilation and heating / cooling systems, hot water, etc.) in order to reduce overall energy consumption.

Improving the energy efficiency of a house may involve a number of different approaches and there may be a wide range of factors which influence a homeowner’s decision to invest in energy efficiency improvements. How well a house works is also affected by occupant behaviour, the climate, and other external factors.

Implementing effective home energy performance solutions involves collaboration between all stakeholders – including consumers / home owners, governments, utilities, industry, and community organizations – in order to successfully implement energy conservation and management techniques.



**If you have questions about this project, please contact:**

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