

NAPHN15 - October 2, 2015

# Accelerating market transformation

## Breakout for policy makers #2

Tom-Pierre Frappé-Sénéclauze, Pembina Institute

Grégoire Clerfayt, Brussels

Richard Yancey, Building Energy Exchange (NYC)

Lloyd Alter, TreeHugger.com

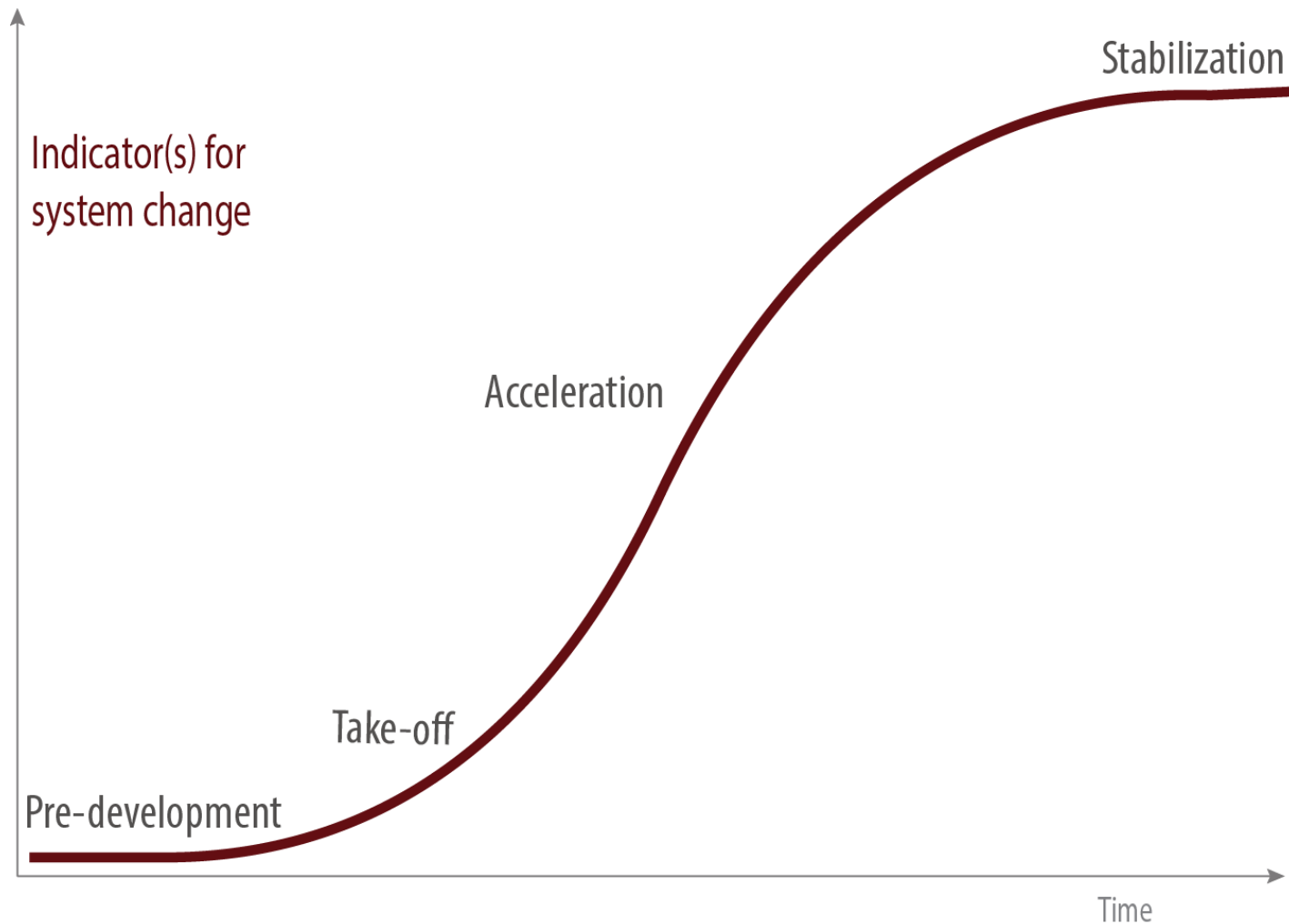
# Leading Canada's transition to clean energy

The Pembina Institute is a non-partisan think tank that seeks policy change to transition Canada to clean energy.

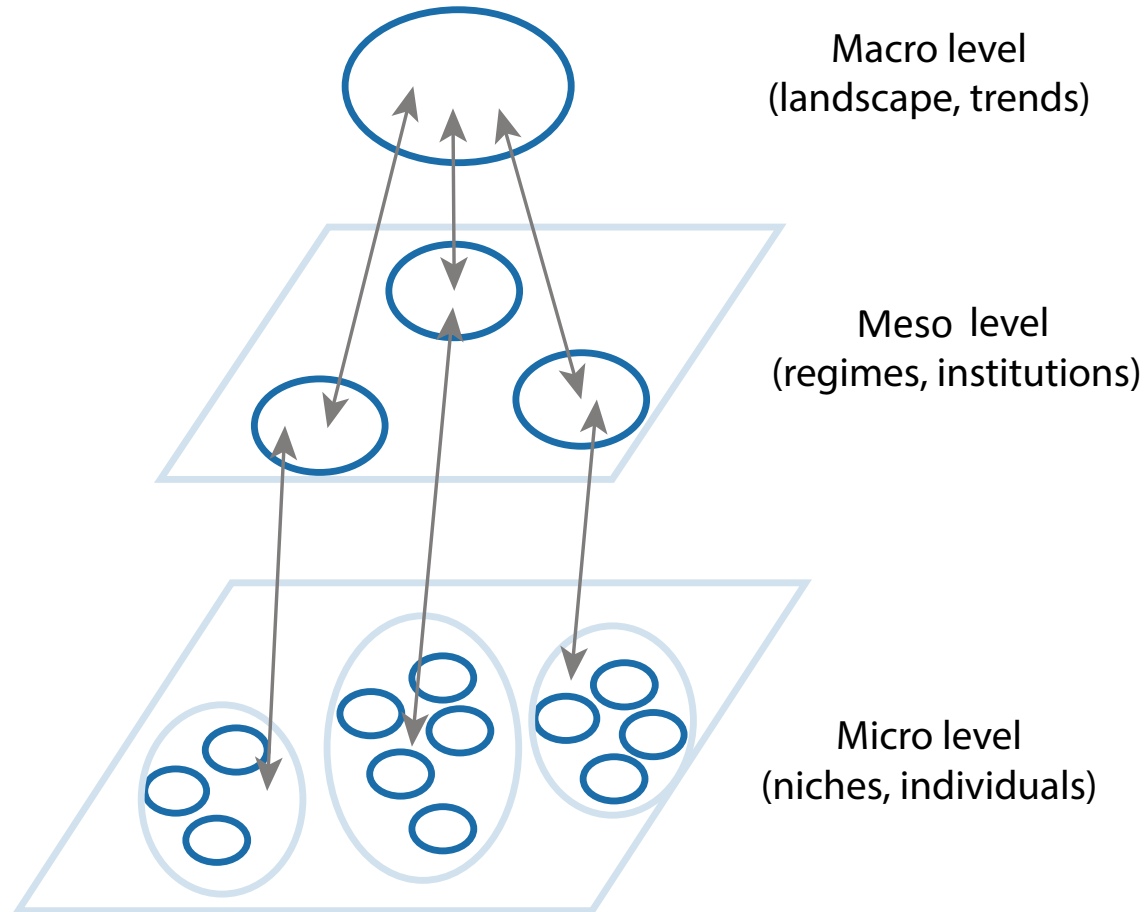


**Karen Tam Wu**  
Program Director  
Buildings & Urban Solutions

# Market transformation



# Market transformation: Bottom-up & Top-down



# Passive buildings in NA

**296** buildings

228 one or two family dwellings

42 multi-unit

26 commercial / institutional

**784** dwellings

2/3 iPHI or PHIUS certified (or in process)

1/4 are on the PHI database

# Passive House Network membership

**644** members

Maine: 60

New York: 209

Quebec: 40 (just started)

Ontario: 30 (just started)

California: 40

Northwest: 109

CanPHI West: 180



# Barriers to passive design

1. Regulation and Political Agenda

2. Business case and financing

3. Capacity

4. Knowledge

5. Applied products

6. Awareness and communication

7. Quality Assurance

# Early adopters: public sector

Frankfurt (DE, since 2007)	Lower Austria (AT, 2008)	Oslo (NW, since 2014)
Altach (AT, since 2007)	Leipzig (DE, since 2008)	<b>Brussels*</b> (BE, since 2015)
Bregenz (AT, since 2007)	Wei (AT, since 2008)	<b>Luxembourg*</b> (as of 2017)
Dornbirn (AT, since 2007)	<b>Leverkusen*</b> (DE, 2009)	School District of Darmstadt-Dieburg (DE)
Frastanz (AT, since 2007)	Bremen (DE, since 2010)	Kempton (DE)
Götzis (AT, since 2007)	Heidelberg (DE, since 2010)	District of Lippe (DE)
Hörbranz (AT, since 2007)	State of Hesse (DE, 2010)	<b>Nuremberg*</b> (DE)
Krumbach (AT, since 2007)	<b>Cologne*</b> (DE, since 2010)	<b>Offenbach Harbour –</b>
Langenegg (AT, since 2007)	<b>Freiburg*</b> (DE, since 2011)	<b>Mainviertel*</b> (DE)
Mäder (AT, since 2007)	<b>Hamburg*</b> (DE, since 2012)	State of Saarland (DE)
Rankweil (AT, since 2007)	Antwerp (BE, since 2013)	
Thüringen (AT, since 2007)	<b>Walldorf*</b> (DE, 2010)	... New York 2017?
Wolfurt (AT, since 2007)	State of Bavaria (DE, 2011)	... Vancouver 2018?
Zwischenwasser (AT, 2007)	Villamediana de Iregua	--- B.C. 2020?
Aschaffenburg (DE, 2008)	(SP, since 2013)	

*\* PH requirement goes beyond civic facilities*



# Opportunity: land use





# Opportunity: land use



# Opportunity: land use





# Early adopters: affordable housing



Orchards at Orenco, Portland (OR)

Rendering: Ankrom Mosian Architects

# Improving business case: Incentives & market conditions

## Increase Benefits

Cash incentives

Density bonusing

Faster sale, higher price  
(consumer demand)

Recognition, visibility

## Decrease Cost/Risk

Financing

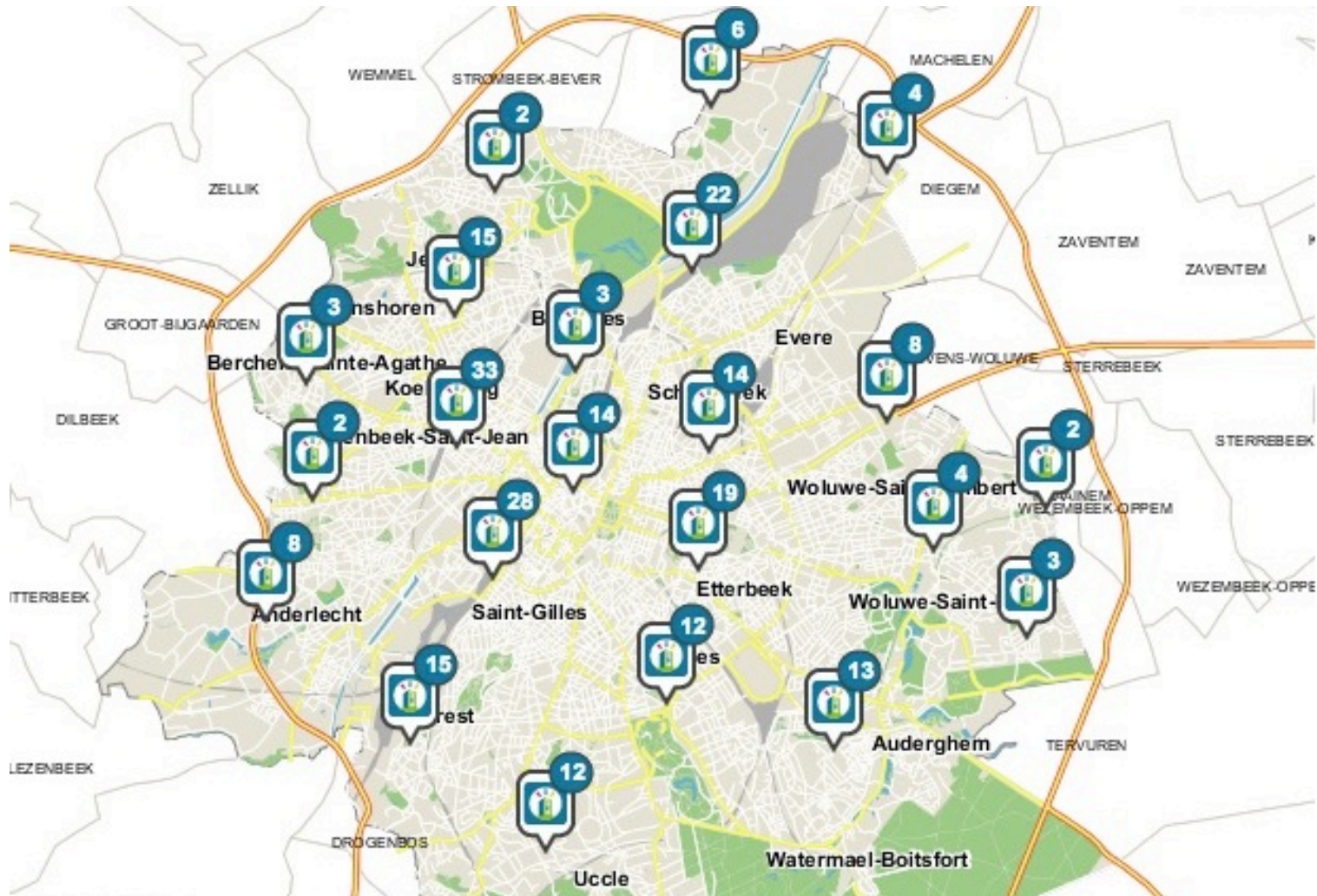
Streamlined permitting

Supply chain

PH-ready contractors



# Brussels' BatEx Program





# be.passive

A new quarterly magazine by **pmp** / **php**

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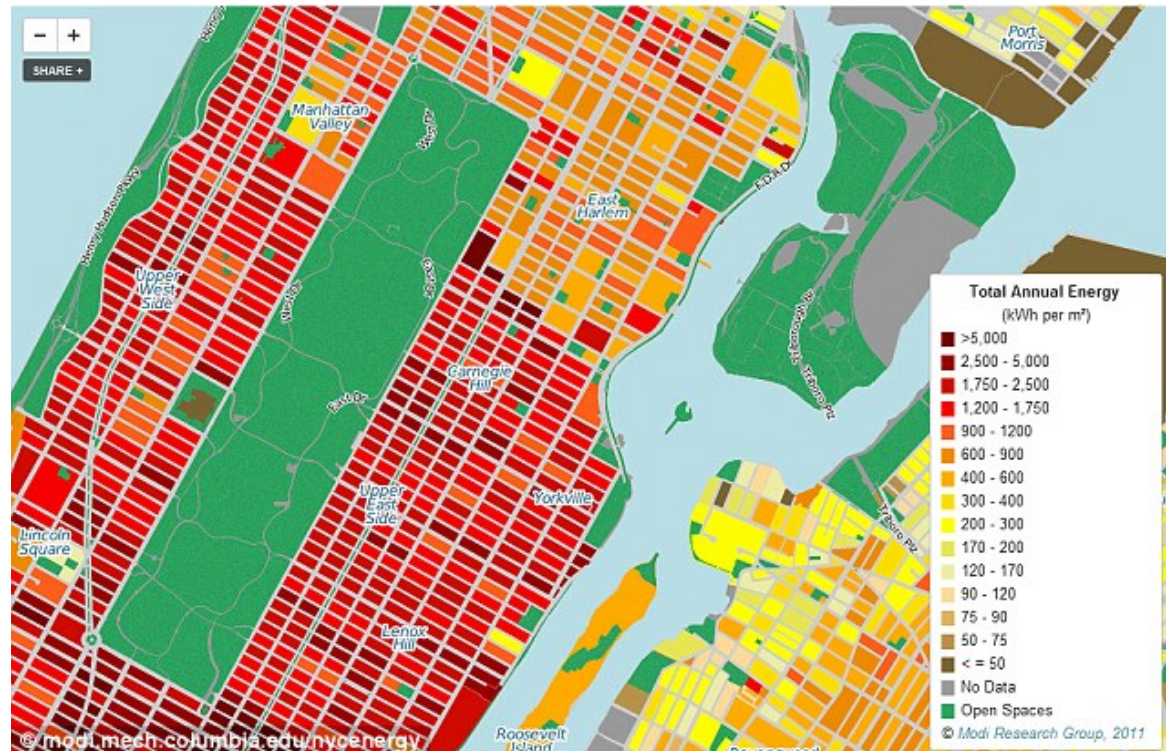
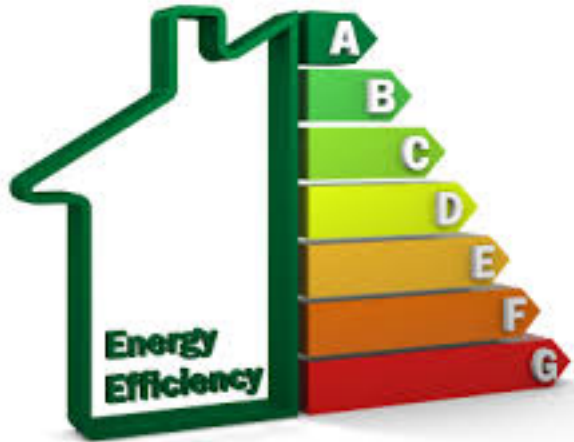


# Capacity building: BCIT Factor Four project





# Awareness and communication



# are you normal?

I  
work  
in  
a  
passivehouse  
but  
I'm  
normal  
...



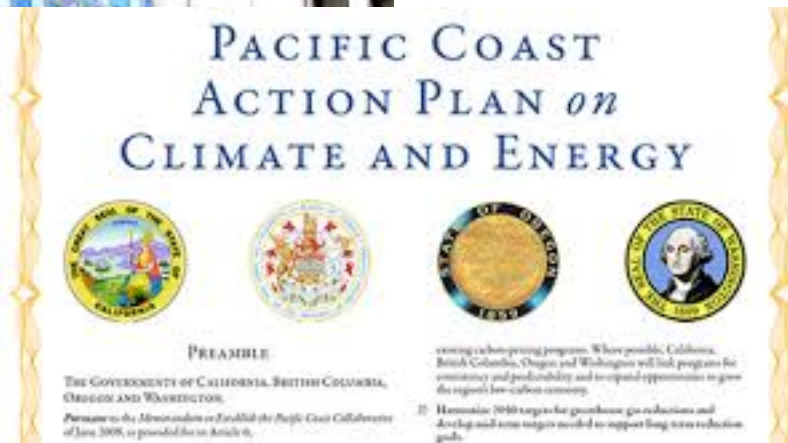
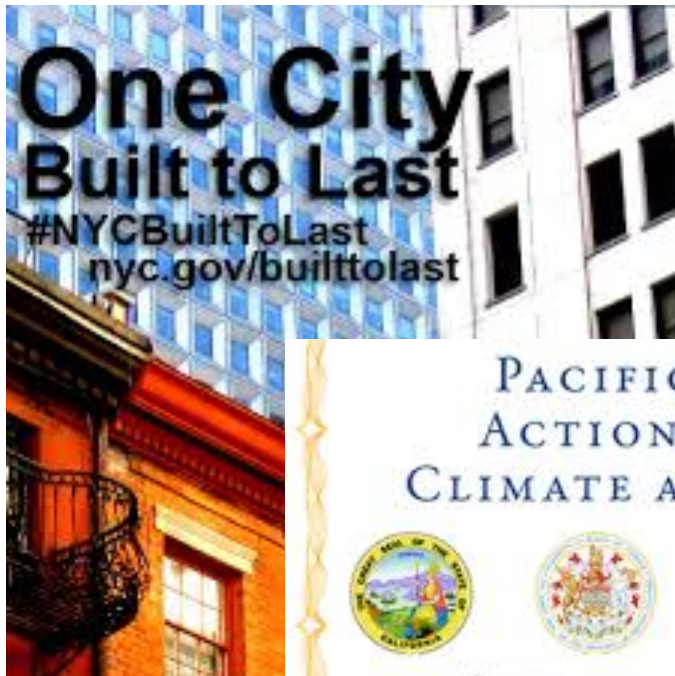
In your passivehouse, the most extraordinary is YOU







# Political vision





# Panelists

## **Grégoire Clerfayt:** incentives

Manager Energy and Buildings, Institut Bruxellois pour la Gestion de l'Environnement (Brussels)

## **Sonia Zouari:** public sector adoption

Project Architect and PH designer, CSV Architecture

## **Richard Yancey:** capacity building

Executive Director, Building Energy Exchange (NYC)

## **Lloyd Alter:** outreach strategies

Editor, TreeHugger.com

# Questions?



# Breakout tables

Table 1: Incentives and ‘exemplary building program’

Table 2: Capacity building & professional networks

Table 3: Corporate policies for public buildings

Table 4: Outreach & public education

*What needs to be done?*

*Who does it?*

Brainstorm, prioritize and report back!



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# First Passive House MURB in Vancouver



# Cornell Tech, NY





# Growth of 'Net-Zero' and 'Net-Zero Ready' buildings in North America

