

Technology Adoption Pilot (TAP™)

CMX / CIPHEX 2010 Learning Forum

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“No other large consumer product has changed so little in appearance, structure and functional performance over the past several decades as the single-family house” - CMHC



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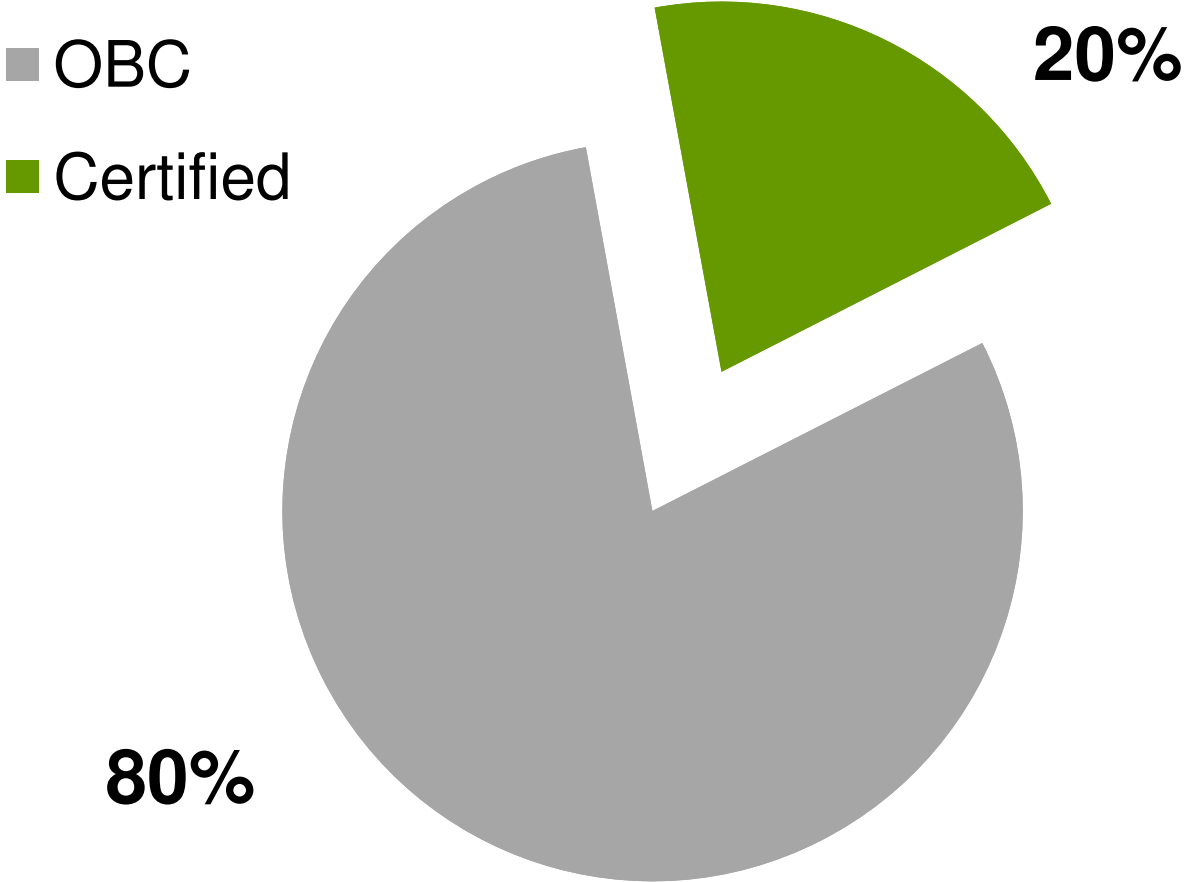
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Is Energy Efficiency (going) mainstream?



Market share of ENERGY STAR® homes



How did we get here?

Industry leadership has been the driving force behind the market transformation underway

In fact, there are only two options when it comes to market interventions:

1. Demand creation “Pull”

- Consumer awareness campaigns
- Incentives

2. capacity building “Push”

- Industry engagement
- Technical, managerial and marketing support
- Training



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Why the focus on capacity building?

Without support, builders are not interested in energy efficiency improvements and find it difficult to integrate into their business processes for a number of reasons:

Increased costs and complexity

Risk of call-backs, schedule slowdowns and warranty problems

Lack of consumer demand



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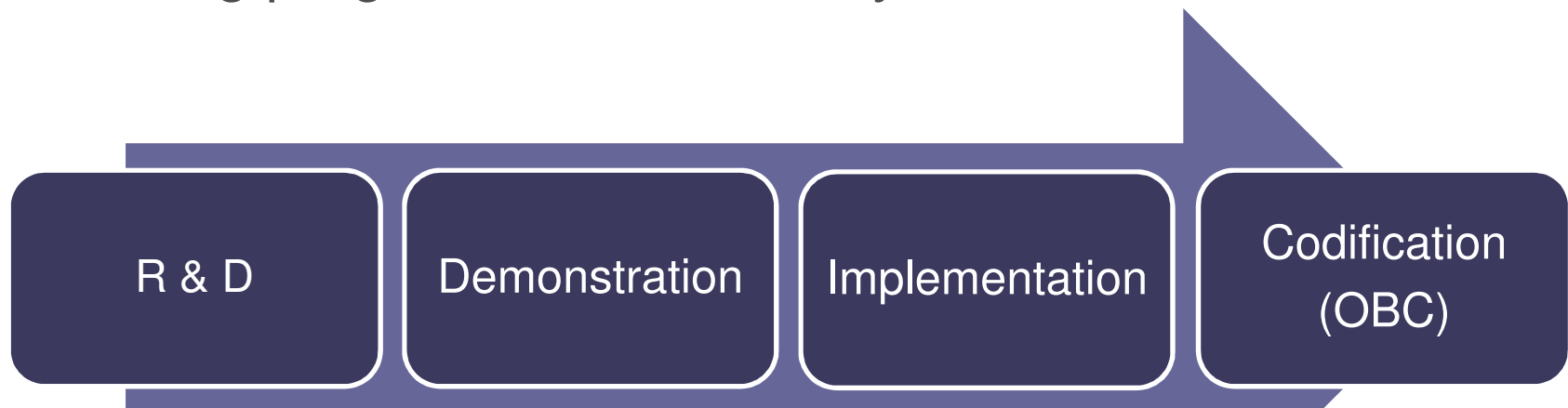
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Why LEEP & TAP?

For builders to integrate EE, there needs to be a broad use of mechanisms that support innovation and build the industry's technical and managerial capacity

LEEP & TAP connect upstream R&D with downstream housing programs and ultimately codes and standards



- **LEEP™ / TAP™**
- **R-2000**
- **Equilibrium**

- **ENERGY STAR®**
- **GreenHouse™**
- **Building Canada®**



What is TAP?

The Technology Adoption Pilot is a demonstration project that deploys energy efficiency experts to consult with individual builders to pilot LEEP technologies in 40 homes

TAP borrows the “Discovery House” methodology from Building Canada[®] to give builders the opportunity to test, “de-bug” and assess the installation of new technologies

Ultimately, TAP will document the on-site barriers and the successful strategies developed to overcome them



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What are the outcomes?

The ultimate outcome of LEEP / TAP is to accelerate the pace at which new energy efficient / renewable energy technologies are adopted in the market

The direct output is a model of technology adoption that can be replicated and implemented by home builder associations and builders across the country

Inform governments and utilities on which technologies are most promising for future Conservation and Demand Management (CDM) programs

Provide insights to manufacturers and investors



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Why EnerQuality?



A partnership between the Ontario Home Builders' Association (OHBA) and the Canadian Energy Efficiency Alliance (CEEA).

Our mission is to transform Ontario's housing into the most energy efficient and sustainable in the world.

Our mandate is to develop the programs and infrastructure that support the residential construction industry adopt energy efficient and sustainable building practices.

