



*Built Green Canada*  
**What Colour is Your Future?**

*Written by Jenifer Christenson  
Produced by Jeremy Fraley >>>*

### **H**istory of Built Green Canada

Built Green Canada is a national, industry-driven organization committed to working with builders interested in responsible sustainability practices in the residential building sector. The organization offers programs for single family and high density projects with a renovations and a communities program under development.

### **The goals and role of Built Green Canada in today's home building industry**

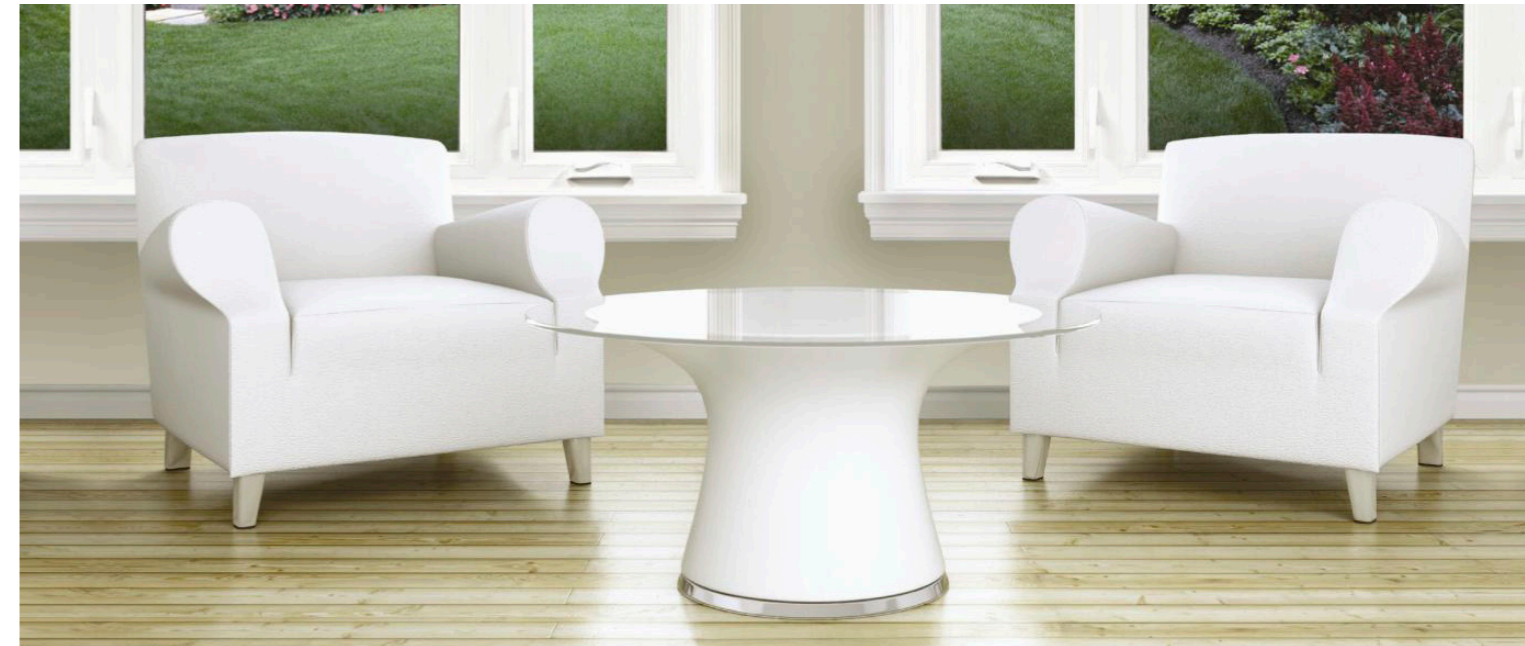
Built Green Canada's purpose is to promote, encourage, enable and recognize environmentally responsible residential home construction practices. Our five areas of focus are: resource efficiency, a more comfortable home, a healthy home - healthy environment, durability, and enhanced and retained value.

Built Green Canada will continue to play a fundamental role in residential construction across the country focusing on its guiding principles including voluntary participation, training as essential, flexibility and affordability, and third-party certified.

### **Industry developments and investment**

Canada's home building sector continues to bring innovations to customers, saving energy and providing a healthier, more comfortable living environment thanks to the leadership of builders from across the country as well as the investment of the federal government, Natural Resources Canada, Canada Mortgage and Housing Corporation and Canada's National Research Council – all of who contribute to one of our country's bragging rights on environmental stewardship.

For Built Green Canada this ecosystem reinforces the importance of building with a view to sustainability. We continue to evolve and expand - as mentioned earlier, we're just launching our High Density program and have a renovations and a communities program under development. Furthermore, while energy efficiency is a fundamental component of these programs, integrating the EnerGuide label through Natural Resources Canada, Built Green Canada goes beyond energy efficiency moving the industry toward a more holistic approach to sustainable building practices. An approach that includes



the preservation of natural resources, reduction of pollution, ventilation and air quality, and the improvement of home durability.

This holistic approach means using advanced building technologies that consider the home as a system or a sum of its parts—everything from site orientation, building materials, HVAC equipment, windows, water and electrical consumption, and builder practices. These component parts all contribute to the way Built Green teaches builders how to use the latest technologies to ensure higher durability, lower environmental impact and increased comfort for the consumer—all of which ultimately enhances and retains the value of the home. And for the consumer, it means they get efficient, environmentally friendly

homes to live in.

### **Current legislation**

Increasingly, we're seeing jurisdictions requiring minimum levels of environmental performance. Further, as building code continues to evolve, energy performance requirements are being raised. Built Green Canada's "by builders for builders" approach is a mantra we remain committed to – and, it positions us to continue working alongside industry to ensure our programs are meeting their requirements.

### **Benefits of membership**

Committed to the integrity of its programs, Built Green Canada provides learning opportunities that allow for continuous improvements to building practices, participation



affordability and third-party certification, which requires builders to contract Certified Energy Advisors to assess the effectiveness of the systems in the home.

**A few other advantages:**

Built Green Canada can guarantee the level of certification (bronze, silver, gold or platinum), provides pre-approved sample checklists which serve as guides, offer mentoring opportunities, include an online product catalogue as companion to its checklists and make available customizable marketing materials.

Members participate in Built Green Canada's program because it provides learning opportunities for continuous improvement in serving not only their customers, but the

environment. It's a matter of making the right stewardship choice.

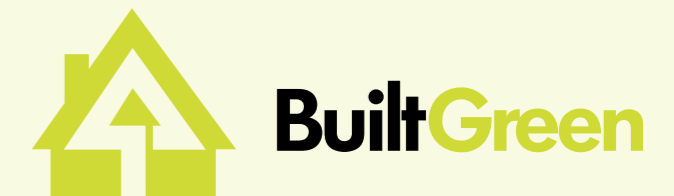
**Going green is really becoming a business imperative.**

Canadian consumers are taking action to protect the environment and are demanding accountability from profit-driven corporations. Built Green Canada offers builders the means to show leadership in sustainability, differentiate themselves in the marketplace and create goodwill within and for the construction sector. The programs are substantially less financially to participate in and are easier to administer than many other programs, offering four levels of certification which mean the builder can work with the consumer to customize their home based on

budgets and priorities. In the end, the homeowner enjoys the cost-saving which result from living in a more energy efficient home.

"Built Green has served as a wonderful vehicle to progress our green building and durability initiatives. For companies like ours, it is a simple way to add sustainability to their product offering. Our customers appreciate being able to customize their 'colour of green' by working with our staff to select items that they find important for their new home. The program has differentiated us from our competitors and, over the past ten years, has helped us stay ahead of energy-related code changes." Murray Pound, V.P. Operations, Gold Seal Master Builder.

**STATISTICS**



**INDUSTRY:**  
Non-profit

**FOUNDED:**  
2003

**LOCATION:**  
Representation in British Columbia, Alberta and Ontario and is based out of Edmonton, Alberta

**KEY PEOPLE/TITLES:**  
Jenifer Christenson  
Executive Director

**MEMBERS:**  
430+

**WEBSITE:**  
[www.builtgreencanada.ca](http://www.builtgreencanada.ca)

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