

# Quarterly Newsletter

Second Quarter 2024 | Built Green Canada

## In This Issue:

- Shining a Light on Communities Impacted by Natural Disasters
- Built Green Canada Declares Green Building Day
- Project Certifications
- Program Updates & Other Important Industry News
- 2024 Board of Directors
- Built Green in Your Community
- Online Training Opportunities
- Ways to Showcase Your BUILT GREEN® Certification
- Incentives & Rebates – Incl. 25% mortgage refund
- BUILT GREEN® Approved Products to Help Earn Project Points

## Shining a Light on Communities Impacted by Natural Disasters

Late in June, a wildfire in Labrador forced evacuations in Churchill Falls, while weeks earlier, wildfires across Western Canada caused alerts and evacuation orders. In parallel, an evacuation order was issued for Fort Nelson in British Columbia, while fires rage in the Northwest Territories. In the meantime, much of Canada is still facing drought conditions that have persisted over the last year. There are coastal flooding warnings, while the upcoming Atlantic hurricane season is predicted to generate the most named storms on record. These are a mere few accounts of the extreme weather conditions experienced over the last six weeks.<sup>1</sup>

Extreme temperatures are more frequent than in the past, and this is the result of climate change. These temperatures are contributing to drought and wildfire risk. And what follows is more intense rainfall, which is predicted to increase urban flood risks, alongside coastal flooding in many areas as the sea level rises.<sup>2</sup> The magnitude of this presents significant risk to the health and safety of Canadians. Beyond property losses or serious financial effects, there may be physical injuries or other serious health consequences, alongside long-term emotional and / or psychological consequences.

“As we collectively pursue our environmental challenges toward outcome-based solutions, homebuilders have become a glimmer of hope on the path toward a more sustainable future. Those working in the built environment have made great progress in addressing climate change—fitting for an industry that builds homes for people to feel secure and take cover in.”

- Chief Executive Officer, Jenifer Christenson, Built Green Canada.

Climate mitigation requires effective disaster preparedness strategies, alongside collaboration between local, provincial and national governments, partnerships with non-governmental organizations, industry, post-secondary and the public. All of these social actors are focused on ways to reduce climate mitigation, increase prediction capabilities, create stronger emergency management systems and processes, while others look to expand the scope of support during and after natural disasters.

There are various departments within the Government of Canada focused on the development and implementation of policies, plans and a range of programs, as well as expanding their capacity to predict and alert Canadians ... [Read more.](#)

<sup>1</sup> Diana Thebaud Nicholson, Canadian Disaster Response Organization

<sup>2</sup> York University

## Built Green Canada Declares Green Building Day

Calling for Municipality and Industry Support

In parallel to [National Environment Week](#), Built Green Canada declared the first Wednesday in June as Green Building Day. This annual declaration is intended to raise awareness and support for sustainable building practices—recognizing industry leaders already doing so and encouraging others who aren't as far along in their journey.

Built Green Canada celebrates those voluntarily building more sustainably and encourages others in the industry, including trades, consultants, contractors and the media that profile them, as well as municipalities, to recognize those building beyond code.

For sustainable builders, and those supporting them, this is an opportunity to spotlight their efforts and how these benefit their homebuyers and the environment, while also setting a standard that helps progress industry. For more ways to support, [read more.](#)

Mark your calendar for next year: June 4.



### Home Performance Stakeholder Council

@hpsc\_bc

We're following the lead of @BuiltGreenCanada by celebrating June 5 as #GreenBuildingDay. To honour #WorldEnvironmentDay and the contributions that the #retrofit sector is making for a cleaner, healthier planet, we want to say THANK YOU #contractors!

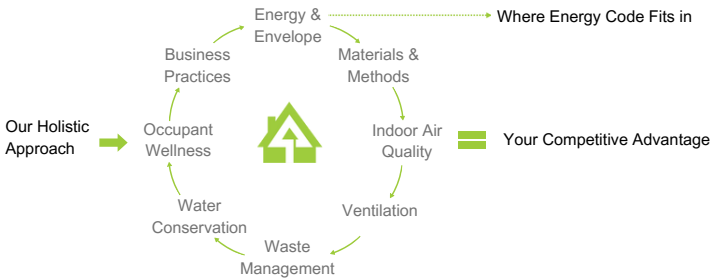


## Your Pathway to a Competitive Advantage

Our programs are affordable and offer ease of navigation and the flexibility for you to choose from a number of green features, depending on what best suits your build, customer and budget.

Whether you're in a jurisdiction that requires 9.36, Energy Step Code or Energy Tier Code, all builders face increased energy performance requirements—the competitive advantage originally associated with energy alone is gone (beyond cases of exceptionally high performance).

Through BUILT GREEN® certification, you gain an advantage over other builders—our programs take a holistic approach that includes the preservation of natural resources, reduction of pollution, ventilation and air quality and the improvement of home durability. Yours is a more sustainable build: verified with certification! [Learn more.](#)



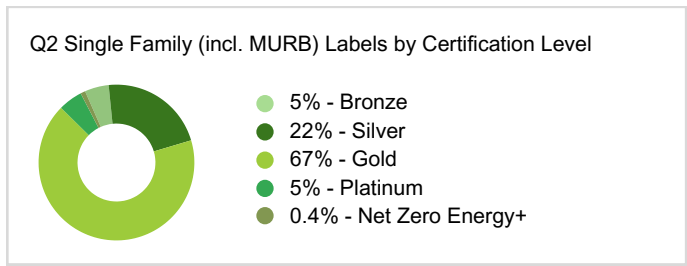
## Single Family Program

The origins of our flagship program, [Single Family New Construction](#), are in 2003, when the organization was formed. It's a two-in-one certification: the EnerGuide label through [Natural Resources Canada](#) and our BUILT GREEN® label.

### Certification Numbers

Congratulations to all builders who verified their builds through BUILT GREEN® certification this quarter:

Aquilla Homes Ltd, Città Group, City Homes Master Builder Inc, Crystal Creek Homes, Distinctive Homes, Domingo & Co Construction Ltd, Enstyle Homes, Excel Homes Calgary, Excel Homes Edmonton, Greencity Homes Ltd, GT Mann Contracting, Hermoso Homes, Homes by Avi, Jasmine Framing Ltd, Jayman BUILT, Landmark Communities, Landmark Homes, Leelan Homes, Lentel Construction Ltd, Maxworth Homes Ltd, Northern Pacific Homes Inc, Posh Builders, Prominent Homes Ltd, Rococo Homes Inc, San Rufo Homes, Scagliati Homes, Sterling Homes Calgary, Sterling Homes Edmonton, True North Custom Homes, Tyee Homes, Urban Home Developments and Verity Construction.



## Platinum Homes Highlighted



Next to Built Green's Net Zero Energy+ certification, Platinum is the highest certification level a project can achieve. On their EnerGuide label, these projects earned at least 30 per cent lower than reference house, while achieving incremental improvement across the other seven areas of our programs—verifying energy efficiency and green features!

Special shout out to all who achieved BUILT GREEN® Platinum certification on their single family projects this quarter!

Congratulations to Excel Homes Edmonton (10), Sterling Homes Edmonton (9), Sterling Homes Calgary (8) and Tyee Homes (1).

Check out some of these beautiful, sustainably built projects below!

### Excel Homes Edmonton

- Energy Advisor: Enerspec Consulting
- Edmonton, AB



Carefully considering the impact of their actions and choices, aspiring to lead industry in areas such as safety and sustainability, [Excel Homes](#) continues to verify their sustainability claims through third-party certification, certifying 10 BUILT GREEN® Platinum projects this quarter. Each of their homes includes low-flow toilets, ENERGY STAR® rated appliances, a high-efficiency combo furnace and hot water system, high-performance insulation, a smart thermostat and more.

### Sterling Homes Edmonton

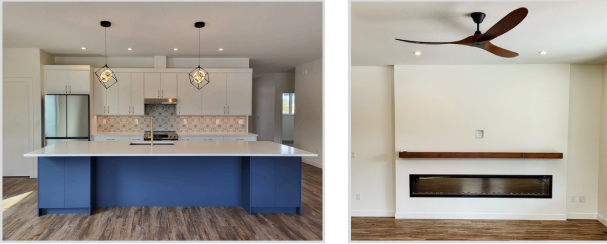
- Energy Advisor: Enviromatics Group Ltd.
- Edmonton, AB



Alongside verifying their work through certification, [Sterling Homes Edmonton](#) also helps educate consumers for a greater understanding of the value of green building features, further driving demand for better building practices. They certified nine BUILT GREEN® Platinum projects this quarter, with each project including superior ventilation and indoor air quality using low-VOC and low-formaldehyde materials, a sealed and electronic ignition gas fireplace, an HRV system and more.

## Tyee Homes

- Energy Advisor: Kootenay Energy Advisor
- Kimberley, BC



Nestled in the Forest Crowne community with mountain views from both the front and rear, this home by **Tyee Homes** includes green features like triple-glazed windows, ENERGY STAR® rated appliances and lighting, an HRV system, sustainably sourced lumber, natural wood floors and more. Tyee Homes is an award-winning residential builder and land developer in the beautiful East Kootenays.

## Net Zero Energy+ Homes Highlighted



Built Green's Net Zero Energy+ certification is the highest certification level a project can achieve. On their EnerGuide label, these projects earned 100 per cent lower than reference house, while achieving incremental improvement across the other seven areas of our programs—verifying energy efficiency and green features!

Special shout out to all who achieved BUILT GREEN® Net Zero Energy+ certification on their single family projects this quarter!

Congratulations to Jayman BUILT and Sterling Homes Calgary.

## Jayman BUILT

- Energy Advisor: 4 Elements Integrated Design Ltd.
- Calgary, AB



Continuing to build their homes to a higher standard, this impressive home by **Jayman BUILT** includes green features like an EV charging station, solar panels, energy-efficient and water-saving appliances, and achieved more than a 30 per cent reduction in GHGs. Implementing a recycling program during construction, Jayman BUILT also included onsite facilities to encourage the homeowner to compost waste.

## Sterling Homes Calgary

- Energy Advisor: Ecosynergy
- Calgary, AB



In addition to certifying eight BUILT GREEN® Platinum homes this quarter, **Sterling Homes Calgary** also certified this incredible home BUILT GREEN® Net Zero Energy+. It is equipped with solar panels and their Smart Energy package, including energy-efficient and smart home upgrades designed to optimize energy usage and improve the homeowner's comfort and convenience.

## Featured Post

**lentelconstruction**  
Delta, British Columbia

...

❤️
💬
📌
🔖

**lentelconstruction** Happy World Earth Day 🌍

Today marks a day to honour the environment and highlight the efforts to support and make an impact on its well-being. As long-time Built Green and Net Zero home builders, this is something we care about greatly. We know that homes and buildings account for a percentage of national greenhouse gas emissions. It's our responsibility to lower these effects as much as possible with our knowledge in sustainable builds. We're grateful to build and live in such a beautiful place and want to keep it this way for the future 🌱

## Attention All Asset Managers

GRESB recognizes BUILT GREEN® projects for ESG reporting



Built Green Canada has been recognized through the international organization, GRESB—Built Green is approved for full points through their Design / Construction category!

GRESB is a mission-driven and industry-led organization that provides actionable and transparent environmental, social and governance (ESG) data to financial markets.

They collect, validate, score and independently benchmark ESG data to provide business intelligence, engagement tools and regulatory reporting solutions for investors, asset managers and the wider industry. Increasingly, those holding assets want to report on their ESG criteria to help their stakeholders understand how their organization is managing risks and opportunities.

## Multi-Generational Housing – Calling for Industry Input



If you build multi-generational housing, does this automatically mean you're creating a secondary suite? If not, how are you addressing the ventilation and mechanical systems to accommodate an increased hot water load? How are you addressing indoor air quality?

According to the last census, we know that the number of Canadians in 2021 living with multiple generations—two or more families under one roof, or a family living with additional people—was close to 1 million and numbers continue to increase. Meanwhile, the building code is based on two adults and one child.<sup>1</sup>

We'd love to hear from you: [contact us](#).

<sup>1</sup> More Canadians living with multiple generations in fastest-growing housing arrangement.

## Spotlight on Greenhouse Gases & Carbon Reporting



A greenhouse gas (GHG) is any that absorbs and re-emits heat, thereby keeping the planet warmer than it otherwise would be. The main GHGs in the earth's atmosphere are water vapour, carbon dioxide (CO<sub>2</sub>), methane (CH<sub>4</sub>), nitrous oxide (N<sub>2</sub>O) and ozone.

GHGs occur naturally in our atmosphere; however, human activities—such as burning fossil fuels, cutting trees, industrial activity—exacerbate the process: increasing GHG levels, which prevents ground heat from dissipating into space. This phenomenon is called the greenhouse effect: causing global warming and climate change.

CO<sub>2</sub> is the most common GHG emitted by human activities in terms of the quantity released and the total impact on global warming. Carbon is a chemical element present in many gases and compounds (e.g. carbon combines with oxygen to create carbon dioxide). The term “carbon” is used in various ways when talking about greenhouse gas emissions, and therefore tends to be ambiguous and potentially confusing—it's used as a shorthand expression to refer to either just CO<sub>2</sub> or to greenhouse gases in general (although not all GHGs contain carbon) (*Matthew Brander, ecometrica*).

Meanwhile, there's increased focus on GHGs related to a home's construction. Embodied carbon refers to the greenhouse gas emissions associated with materials and construction processes throughout the lifecycle of a building, including emissions from material extraction, manufacture, transportation, construction, replacement, refurbishment, demolition, removal and other processes. This does not include emissions from the building's energy use.

*Built Green strongly encourages GHG and carbon reporting to support industry's readiness for incoming requirements.* Currently, GHG carbon reporting is an option in our programs; however, select municipalities are already setting target reduction requirements. Meanwhile, the Canadian Commission on Building and Fire Codes is expected to set carbon reduction specifications for the 2025 National Building Code with embodied carbon requirements for 2030 codes.

## Green Buildings Priority Stream – City of Calgary

This voluntary program was designed to encourage builders who are constructing high-performance and energy-efficient buildings and to provide a faster, more streamlined process for development and building permit applications.

Program participants receive support from the [City of Calgary](#) throughout the project review and approval stages. They will also receive faster permit reviews than projects outside the program. Some participants will receive promotion on [calgary.ca](#).

The program is open to new Part 3 and Part 9 construction projects (see [building classification guide](#)), including mixed-use development, industrial buildings, institutional buildings and multi-unit residential buildings. [Learn more](#).

*Kudos to the City of Calgary for offering this incentive, encouraging sustainable building!*

## Training Subsidies – Home Performance Contractor Network

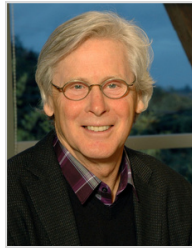
Access up to \$2,300 per employee to reimburse the cost of required training courses plus a contribution to wages, subsidized by BC's [Ministry of Energy, Mines and Low Carbon Innovation](#).

The Home Performance Contractor Network is a database of retrofit contractors in BC that meet specified trade designation and training qualifications and are subject to ongoing review and quality assurance checks. It is currently open to companies that install HVAC, insulation and window and door retrofits in BC homes. Members can offer their customers access to provincial rebates through CleanBC, BC Hydro, FortisBC and Pacific Northern Gas. [Learn more](#).

## Meet Our 2024 Board of Directors



**Dave Krasman**  
Chair  
Jayman BUILT  
Calgary, AB



**Bill Patterson**  
Immediate Past Chair  
Città Construction  
Saanichton, BC



**John McCormack**  
Secretary / Treasurer  
Partners Development Group  
Calgary, AB



**Lance Floer**  
Past Chair  
Director Emeritus,  
Board Development  
Independent  
Calgary, AB



**John Friswell**  
CCI-Fairmile Group Ltd.  
North Vancouver, BC



**Greg Hasler**  
Hasler Homes  
North Vancouver, BC



**Nick Hudson**  
Hudson Restoration  
Burlington, ON



**Dave Turnbull**  
Past Chair  
Director Emeritus,  
Technical Advisor  
Enerspec Consulting  
Edmonton, AB

## About Our Board

Built Green Canada held its Annual General Meeting at the beginning of the second quarter, which included elections for the 2024 [Board of Directors](#). The Board is comprised of leaders from diverse backgrounds, representing builders, renovators and developers that deliver a range of housing product, and who contribute to the organization's ongoing efforts to progress sustainable building practices, through the delivery of our practical, affordable, third-party certified building programs.

Congratulations to Dave Krasman, Jayman BUILT, for his re-appointment as Chair of the Board, following terms as Vice Chair and Treasurer / Secretary. As a long-standing member of the residential building industry and an early adopter of sustainability, he brings a wealth of expertise, alongside his keen interest in innovation and support of practical builder applications.

Congratulations to John McCormack of Partners Development Group on his re-appointment as Secretary / Treasurer. With an accounting background and long history in the residential construction industry, John has been a key member of Partners Development Group's leadership team for many years. He brings valued experience in technology, systems and processes.

Welcome new Director, Nick Hudson from Hudson Restoration, a leading boutique and eco-friendly disaster restoration company specializing in remediation, restoration and reconstruction services for luxury residential and commercial properties. Their mission is to lead the industry into a sustainable future, serving Belleville / Kingston, Burlington, London, Markham, Muskoka, Orillia and Toronto.

Thank you to all the Directors on the Board for their commitment to sustainable building and to Built Green Canada. Each is a market leader and valued contributor, including Lance Floer, John Friswell, Greg Hasler and Dave Turnbull.

## 2024 Technical Standards Committee

Last quarter, we profiled our [Technical Standards Committee](#) (TSC) who advises Built Green Canada on matters related to the technical standards of our programs for environmentally responsible building practices, energy use, products, and standards compliance.

Committee members bring expertise to ensure that the program checklists are appropriate and working in accordance with the interests of Built Green Canada and that audit processes ensure program integrity.

## Join the BUILT GREEN® Community

This community is a network of industry professionals committed to more responsible building practices and third-party certification. It's comprised of builders, renovators, developers, consultants, energy advisors, suppliers, architects, engineers and more. Aligned on the importance of sustainability, this group is a valuable resource for those interested in green building.

Be sure you're making mutually beneficial connections; you can help build on each other's sustainability goals. [Become a member.](#)

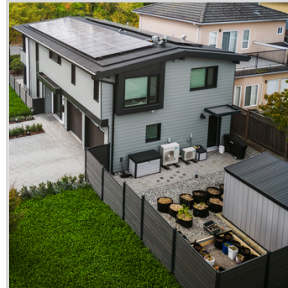
## Celebrating Industry & Environmental Initiatives at the Georgies

On May 25, we were thrilled to join industry at CHBA BC's **Georgie Awards** to celebrate industry achievements. Congratulations to all finalists and winners, who represent leaders in home design and construction.



Photo courtesy of CHBA BC. L to R: Joe Geluch, Kevin Hsu, Karen Podolski and Eri Uthoff.

We were proud to present the award for Best Environmental Initiative to longtime builder-member **Naikoon Contracting**, for their **BUILT GREEN® Net Zero Energy+ Renovation** project. Earlier this year, Naikoon's President, Joe Geluch, was also recognized as a **2024 Maverick's Ambassador finalist** for his leadership in advancing sustainable building!



Best Environmental Initiative winner: Naikoon's BUILT GREEN® Net Zero Energy+ Renovation.

Congratulations to all finalists and winners—with a special shout out to nominated **BUILT GREEN®** builders:

- **Barrett Group Custom Builders**
- **CCI-Fairmile Group Ltd.**
- **Hasler Homes**
- **Horizon Pacific Contracting**
- **Hoskins Homes Ltd.**
- **J. Zsiros Contracting**
- **Kindred Construction Ltd.**
- **Lacey Construction**
- **Shakespeare Homes & Renovations**
- **Ski Home Limited**
- **Upward Construction**
- **Vela Homes**

Kudos to the CHBA BC's Board of Directors and staff, sponsors and volunteers for this special event, showcasing building excellence across British Columbia.

## Shout Out to Other Industry Awards

We want to acknowledge all those building better—as well as the associations that work to showcase their achievements and provide ongoing learning opportunities.

Congratulations to all builders whose excellent work was recognized—and especially our **BUILT GREEN®** builders—as finalists and winners at the following awards that took place during the second quarter.

- **Awards of Excellence in Housing**, BILD Central Alberta
- **BILD Awards**, BILD Greater Toronto Area
- **BILD CR Awards**, BILD Calgary Region
- **HAVAN Awards for Housing Excellence**, HAVAN
- **Housing Awards of Excellence**, CHBA Fraser Valley
- **National Awards for Housing Excellence**, CHBA National
- **RenoMark Renovation Awards**, Manitoba Home Builders Association
- **VIBE Awards**, CHBA Vancouver Island

## Did You Know?

Since 2003, builders have worked with us to complete 51,670 **BUILT GREEN®** certified single family, multi-family and high density projects, as well as two phase-one community certifications, represented in Alberta, British Columbia, Saskatchewan and Ontario (as at June 30, 2024).

## Webinar – BUILT GREEN® Product Catalogue Talks

On June 18, we delivered our first Product Catalogue Talks, which included a series of short talks on building materials that contribute to sustainable building efforts. A select group of our Product Catalogue listers discussed the features and benefits, including lesser-known advantages, and how their products assist in meeting building code, achieving certification and mitigating climate impact.



Over 100 RSVP's were represented from British Columbia, Alberta, Ontario and Quebec.

Special thank you to our speakers: CRAFT Floor, Gradient Thermal Inc, Graphestone, Greenstone Building Products, Heidelberg Materials and SI Construction Systems Ltd. [More about their BUILT GREEN® Approved products.](#)

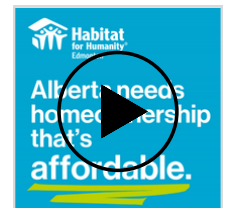
## Sustainability Advocates at AVICC AGM & Convention

The **Association of Vancouver Island & Coastal Communities (AVICC)** annual general meeting and convention was held on April 12 to 14, and included insightful presentations, workshops, sessions and forums, focusing on many areas that affect our communities, while addressing the current housing crisis across British Columbia.

Mike Dalton, President of **Città Group**, a longtime builder-member and **2024 Transformational Maverick finalist**, along with Casey Edge, Executive Director of the **Victoria Residential Builders Association**, were both part of a builder panel discussing the challenges and solutions in new housing construction.

## Habitat for Humanity – Affordable Homeownership Program

Across Alberta, families and individuals are struggling to own an affordable home. Rising cost of living, expensive down payments and unaffordable monthly payments are making it difficult to secure homeownership. That's where Habitat for Humanity comes in. [Check out this video!](#) →



Their **affordable homeownership program** relieves some of the financial pressure of homeownership with no down payment. To date, they've provided a hand-up to over 880 families so they can own a home and build strength, stability and self-reliance. This year they're empowering even more Albertans by building in four communities, and they need your help. [Learn more.](#)

## Excel Homes Edmonton's Trade Appreciation Lunch

On June 25, we were pleased to attend **Excel Homes** Edmonton's annual Trade Appreciation Lunch. It was a great opportunity to connect with industry professionals and the Excel Homes team. Thank you for the great work you do and for inviting us!



## Enhance Your Skills with Affordable Training



We believe training is essential. Built Green offers affordable online courses to guide you through practical methods to encourage continuous improvements to building practices. Our builder membership requires updated training every two years. Is your training up to date?

Plus, earn checklist points for extra staff and trades who go through our training. Membership fee discount applies.

Are you looking for training? Register now.



### **BUILT GREEN® Program Fundamentals – NEWLY UPDATED**

\$150 for members / \$250 for non-members

Even for long-time members, this is a great refresher: on what Built Green is about and how you can leverage the benefits. A requirement for new builders, this course focuses on the fundamental aspects of the program to orient participants on how to work with Built Green; introduce you to the administrative and technical requirements; prepare you to successfully navigate our quality assurance processes; and offer resources to help you be successful at building BUILT GREEN® homes. We strongly recommend building science training as a natural progression.

- 3 CPD points – BC Housing
- Master Building training credits – PHBI



### **Construction Technology for Built Green**

\$276.50 for members / \$395 for non-members

An excellent building science course by Blue House Energy, it addresses the house-as-a-system concept; the role of sustainable development in construction; how building science affects building durability and occupant comfort; the signs, symptoms and solutions for good indoor air quality; building envelope details and how they control or contribute to heat, air and moisture flows; and mechanical systems.

- 20 CPD points – BC Housing
- Master Building training credits – PHBI



### **Built Green Net Zero Energy for New Construction**

\$276.50 for members / \$395 for non-members

For those working toward net zero, this series of training modules supports our Net Zero Energy+ certification program, and is valuable to any professional builder. It introduces concepts and techniques for developing high performance and net zero energy new construction projects. In addition to advanced envelope and mechanical system content, the course includes discussion on how occupant behaviour impacts the overall energy use in a house and affects the sizing of renewable energy systems.

- 20 CPD points – BC Housing
- Master Building training credits – PHBI



### **Built Green Whole-House Energy Retrofit – NEW**

\$276.50 for members / \$395 for non-members

This course is a partnership between Built Green Canada and Blue House Energy. It builds on industry's knowledge, providing the bigger picture of an "envelope-first" approach. It encompasses the basement to attic, assessing energy usage and building envelope, air leakage and drafts, insulation levels, heating / cooling problems and how to identify and address dampness and mold or mildew, which could lead to structural and / or health problems. This course aligns with our Renovation Programs but is valuable to any professional renovator.

- 20 CPD points – BC Housing
- Master Building training credits – PHBI



### **Webinar Recordings: Free of Charge for Members**

Valuable online resources to improve on your projects' certification level and to find practical tips for building upon your sustainability efforts!

#### **Develop a Deeper Understanding of Our Program Sections**

- Energy & Envelope, Part I
- Energy & Envelope, Part II
- Materials & Methods
- Indoor Air Quality & Ventilation
- Waste Management & Water Conservation
- Business Practices

#### **More Webinar Recordings with Great Tips**

- Cost-Effective Ways to Improve Building Performance
- Under-Utilized Technology that Makes a Difference

Upon request, these are available for members at no charge—[contact us!](#)



*What are you interested in learning about? We have upcoming webinar slots and want to ensure topics are valuable to you!*



### **BUILDER PRESENTATIONS**

**Helping You Sell the Benefits of BUILT GREEN®**

Built Green offers you a pathway to your competitive advantage—we talk to sales teams on ways to communicate the benefits to customers! [Contact us](#) to learn more; we're accepting bookings from August on.

There are other valuable courses related to sustainability, which may meet our membership training requirements. For instance, we acknowledge Building Science for New Homes courses through Service Organizations licensed by Natural Resources Canada, alongside other training providers. Please [contact our office](#) to confirm.

## Why Showcasing Your 3rd-Party Certification Matters

Show you're not greenwashing: verify your work

Without certification, it's difficult to know whether requirements are met; certification removes perceptions of greenwashing. Putting the BUILT GREEN® label on the electrical panel tells homebuyers you're credible. Show off your label—in the home and showhomes, in your advertising, on social media, through both your sales team and realtors.

This is about your competitive advantage. It's about you being a progressive builder who's building more sustainably, with a label to verify this. It's about being a builder who does more than code. And, it's about [pass-along benefits](#) you can offer your homebuyer.

Increasingly, we receive calls from customers asking if a home they're considering has been certified. Homebuyers are becoming more discerning about the legitimacy of "green feature" claims.

Covid reminded us of the importance of healthy living; it remains on our collective minds, so showcase green features that make your homes healthier and more sustainable—it's more than energy.

[Contact us](#) for assistance highlighting green features.

### 1. Display Your 2-in-1 Home Certification

These labels provide verification to the home's energy efficiency and green features and reinforce to homebuyers that they've purchased from a quality builder who goes beyond code.

### 2. Project Labels – on Electrical Panel

Affix BUILT GREEN® label on electrical panel with EnerGuide label from Natural Resources Canada.



EnerGuide is an official mark of Natural Resources Canada: used with permission.

### 3. Generic Label – Showhome, Sales Package, Office

A commitment to certification before seal level is confirmed



Highlight your commitment to verifying your projects' energy performance + holistic approach to sustainable building, with a generic label!

*\*Generic label available to promote certification from the start: for projects enrolled for certification / if builder includes certification as an option (there's no certification level identified). It's not to be used for equivalency standards. Available on request—[contact us](#).*

### 4. Metal Plaques – Projects, Showhomes, Office



\$35 [Metal certification plaques](#) are a conversation starter that further feature home certification—install in sidewalk, gate, project exterior / interior wall, plus in showhomes! Available in Bronze, Silver, Gold, Platinum, Net Zero Energy+ and generic (no level).

### 5. Show Customers the Value of Your Build Being 3rd-Party Certified

We provide a [homebuyer benefits overview](#) to help you promote your BUILT GREEN® project: include benefits when talking to customers—ensure they know why your product is superior! Plus, integrate this into your marketing efforts.

You offer economic benefits; a healthier, more efficient, comfortable home; increased durability; alongside verification of green features and energy efficiency—which can result in rebate eligibility!

### 6. Social Media: Tag Us & Use Hashtags



Show customers you go beyond status quo—include:

[#BuiltGreenBuilder](#) [#PutALabelOnt](#) [#BuiltGreenCertified](#)

### 7. Connect with Us to Be Featured



- Social media
- Website
- Newsletter
- Webinars
- And more...

And follow and engage with us on:



## Incentives & Rebates



Green home incentives mean benefits you can pass to customers—putting money back in their pocket. Rebates are available across the country and vary based on project type (single family, renovation, high density, etc.).

### Mortgage Rebate Eligibility

Single family new homes certified BUILT GREEN® Gold, Platinum and Net Zero Energy+ are eligible for a partial mortgage loan insurance **premium refund of 25 per cent** (minimum 20 per cent improvement in energy performance).

- Canada Mortgage & Housing Corporation: [Eco Plus Program](#)
- Canada Guaranty Mortgage Insurance Company: [Energy-Efficient Advantage Program](#)
- Sagen™: [Energy-Efficient Housing Program](#)
- and others



*Remind your homebuyer – contact Built Green Canada for their Certificate of Authenticity to receive the rebate!*

In the second quarter, we responded to 38 homebuyer requests for Certificates of Authenticity. This document, issued out of the Built Green office, enables them to access mortgage insurance rebates.

Shout out to mortgage providers who incentivize homebuyers to buy greener homes, verified through certification. By providing substantial rebates, they increase demand for sustainably built homes—providing builders with an added selling feature and rewarding homebuyers who choose a greener future!



## Attention All Estimators!

### Save Time on Product Sourcing

The BUILT GREEN® Product Catalogue is an online resource for builders and renovators: of building materials, for use in sustainable construction. Products have been approved by Built Green's Technical Standards Committee, giving builders peace of mind and saving them time sourcing materials.

### Earn Points Towards Project Certification

Our checklists guide builders to achieve certification, and products featured are organized into the program sections where they have been approved to help earn points towards project certification.



## Section 1: Energy & Envelope

### Air Barrier Membrane

#### Blueskin® VP100 – Henry Company Canada

Earning checklist point: 1.2.10 & 8.1.4

- Improving building longevity, thermal performance, occupant comfort with reduced energy costs, this fully adhered, peel-n-stick eliminates air leakage while functioning as a water-resistant rain barrier. Manufactured in Scarborough and Petrolia, ON.

### ICF Block

#### Nadura® Insulated Concrete Form – Tremco Canada

Earning checklist points: 1.2.3, 1.2.4 & 8.1.4

- Largest ICF block in the industry at 8' long by 18" high, it folds flat, providing cheaper shipping and more room on the job site. Nadura Duralok technology allows the ICF webs to lock together vertically, eliminating form uplift and settlement, providing peace of mind when bracing walls. Manufactured in Coaldale, AB.

### Insulated Panels

#### ICE Panels – Greenstone Building Products

Earning checklist points: 1.2.3, 1.2.4, 5.13 & 8.1.4

- ICE Panels are a proprietary, engineered combination of EPS insulation and steel stud framing. The unique manufacturing process and connection details eliminate thermal bridging, resulting in an incredibly efficient building envelope. Manufactured in Brandon, MB.

#### S I Construction Systems Ltd.

Earning checklist points: 1.2.3, 1.2.4, 5.13 & 8.1.4

- A combination of EPS and galvanized steel studs into pre-manufactured pick-and-place sections for residential and light commercial building envelopes, and are well suited for self builders, independent contractors, rural and remote builds, cold-weather projects and for experienced and multi-project builders. Manufactured in Edmonton, AB.

### Tankless Hot Water Heater

#### syncFURNACE Tankless™ – Gradient Thermal Inc.

Earning checklist points: 1.3.6, 1.3.8.2, 8.1.3 & 8.1.4

- A highly efficient, 2-in-1 appliance that handles both space heating and domestic hot water from one space-saving unit. It features a 192 MBH high-efficiency tankless water heater, capable of up to 4.8 GPM at a 77-degree rise, with optional built in recirculation. Space heating comes from a high-efficiency, fully variable speed ECM fancoil, which uses the hot water from the tankless water heater to heat the air. Available in five sizes from 500 CFM to 2200 CFM with BTU output ranges from 30 MBH to 95 MBH. Manufactured in Calgary, AB.

### Windows & Doors

#### Windows – All Weather Windows

Earning checklist points: 1.2.16, 2.3.5 & 8.1.4

- Designed to suit Canada's climate zones these award-winning, quality crafted products are energy efficient (up to R8), cost-effective and CSA certified. Manufactured in Edmonton, AB.

#### Fiberglass Entry Doors – All Weather Windows

Earning checklist points: 2.3.5 & 8.1.4

- Fiberglass doors insulate better, last longer, resist warping and cracking, and are dent resistant compared to other door materials. From timeless panel styling for a traditional look, to contemporary textured woodgrain for a bold, modern statement, fiberglass doors by All Weather Windows are the ultimate choice for quality, style and energy efficiency. Manufactured in Edmonton, AB.



## Section 2: Materials & Methods

### Concrete

#### EvoBuild™ Low Carbon Concrete – Heidelberg Materials

Earning checklist points: 2.1.8, 2.2.7.1 & 8.1.4


- EvoBuild™ lowers the carbon footprint of every home, helping homebuilders to reach their sustainability goals while maintaining performance and providing the same durability as traditional concrete. Supported by knowledgeable experts, science-backed data and sustainable product formulations, EvoBuild™ low carbon concrete offers significant carbon reductions when compared against regional industry average benchmarks. Manufactured in Edmonton, AB, Delta, BC and Picton, ON.

### Stone

#### Aged Brick – Selkirk Stone Distributors Ltd.

Earning checklist points: 2.3.4 & 8.1.4

- Aged Brick is a profile that is a mixture of smooth to rough textures with tumbled edges and slight variations in length. Their products can be used for both small and large projects, and their stone veneer supplier professionals are covered with a 50-year warranty to make sure that the stonework lasts. Manufactured in Calgary, AB.

 **Section 3: Indoor Air Quality**

**Flooring**

**CRAFT Artisan Wood Floors**

Earning checklist points: 2.3.15, 2.2.9, 3.17, 3.21 & 7.4

- A leader in the field of sustainably sourced materials for use in wide-plank, hardwood floors, CRAFT utilizes well trained wood artisans to make floors that are exceptionally beautiful and unique, yet are within budget for most projects. Their products are third-party certified GREENGUARD® Gold and SFI.


**Insulation**

**Formaldehyde-Free™ Fibreglass Insulation – Johns Manville**

Earning checklist points: 2.2.4, 3.10 & 8.1.4

- A thermal and acoustical insulation for wood, engineered wood and steel framing, is made of long, resilient glass fibres bonded with a thermosetting resin. A wide range of thermal resistance is available to provide thermal control for both vertical and horizontal applications. Manufactured in Innisfail, AB.

**Featured BUILT GREEN® Approved Product Post**



**selkirkstoneca** Stone: Northern LedgeStone - Carrington

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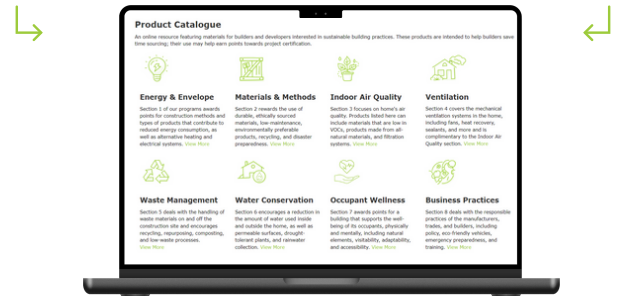
Web: [www.selkirkstone.ca](http://www.selkirkstone.ca)

Email: [info@selkirkstone.ca](mailto:info@selkirkstone.ca)

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