



SUSTAINABLE BUILDINGS AND COMMUNITIES The Innovative Building Technology Demonstration Project

CLEAN ENERGY TECHNOLOGIES

A UNIQUE OPPORTUNITY FOR THE
LONDON, ONTARIO REGION



THE VISION

Builders are looking for a competitive advantage through the adoption of energy efficient innovations to serve a growing market demand for green housing; however they require quality technologies that meet their needs with limited risk. Such technologies are often developed by innovative manufacturers who see opportunities to create unique products with features and benefits that "leap-frog" the status quo. Whether it is developing a new building-envelope concept, an efficient HVAC solution or a renewable energy technology, these small companies are capable of taking some unique risks and creating truly original products. However, it takes more than a great product idea to create a successful market opportunity.

The Innovative Building Technology (IBT) demonstration project aims to create a supportive environment for these innovative companies to enter a competitive market and successfully transfer energy efficient technologies to the home building industry.



THE INNOVATIVE BUILDING TECHNOLOGY ADVANTAGE

Making London a centre of excellence for the introduction of energy efficient products to the home building industry is the goal of the IBT demonstration project.

The IBT project will provide regional manufacturers with a complete package of support for product development, initial market entry through homebuilder field trials, strategic business planning, market research and development, mentorship and networking in the business community.

The IBT project will provide regional builders with a limited risk environment in which to adopt new technologies.

The IBT pilot project is intended firstly to engage local champions (e.g. builders, municipality, universities, and business leaders) and encourage the development and use of the IBT support framework, to create a building technology-to-market infrastructure in the London, Ontario region. This would provide economic benefits to the region and recognition for being on the forefront of green building technology development and adoption.

WHY THE LONDON, ONTARIO REGION?

London is a strong and vibrant community which possesses the ideal conditions to make the Innovative Building Technology project a huge success: innovative manufacturers, leading-edge builders, excellent universities and colleges, strong leadership from the City of London and the London

Energy Efficiency Project, a perfect foundation from which this process can be built.

The London Energy Efficiency Partnership (LEEP) project team is a partnership of Natural Resources Canada's CANMET Energy Technology Centre, the Federation of Canadian Municipalities, the City of London, the London Home Builders' Association and its members. It has been developing an innovative approach to bring new technologies to the home building industry. Through LEEP builders led an energy efficient technology assessment process and are beginning to adopt these technologies. The IBT process would be the next step in bringing the manufacturers and builders together to develop optimal products.

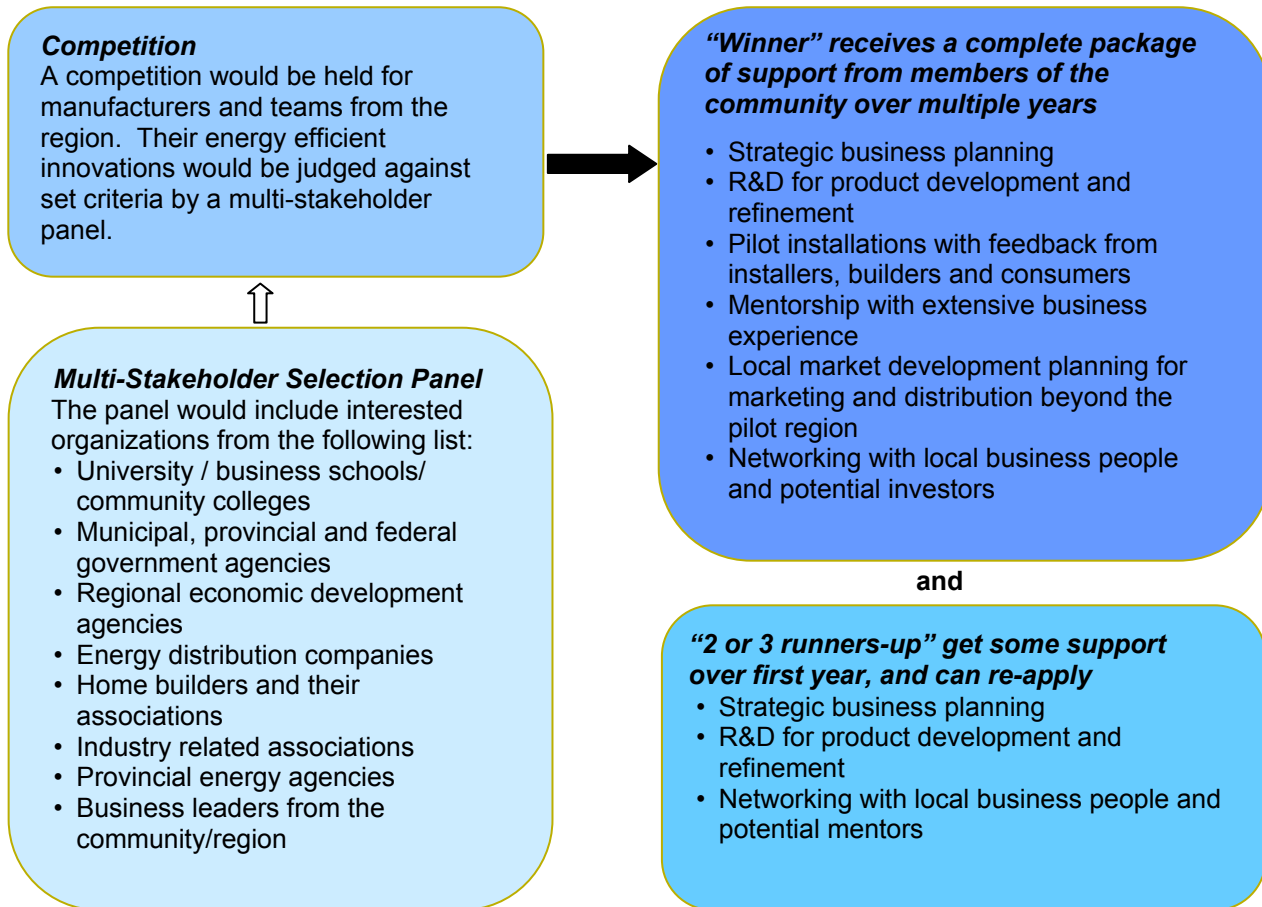
The London region is a hub for several manufacturers of innovative home building products such as: Nutech Energy Systems (Heat Recovery Ventilators); Enerworks (Solar Domestic Hot Water Heaters);

Solcan (Solar Domestic Hot Water Heaters); Enerzone (Air Handlers); Ecologix (Air Handlers); Evertan Technologies (Geothermal Heat Pumps), providing a base of knowledge and experience.

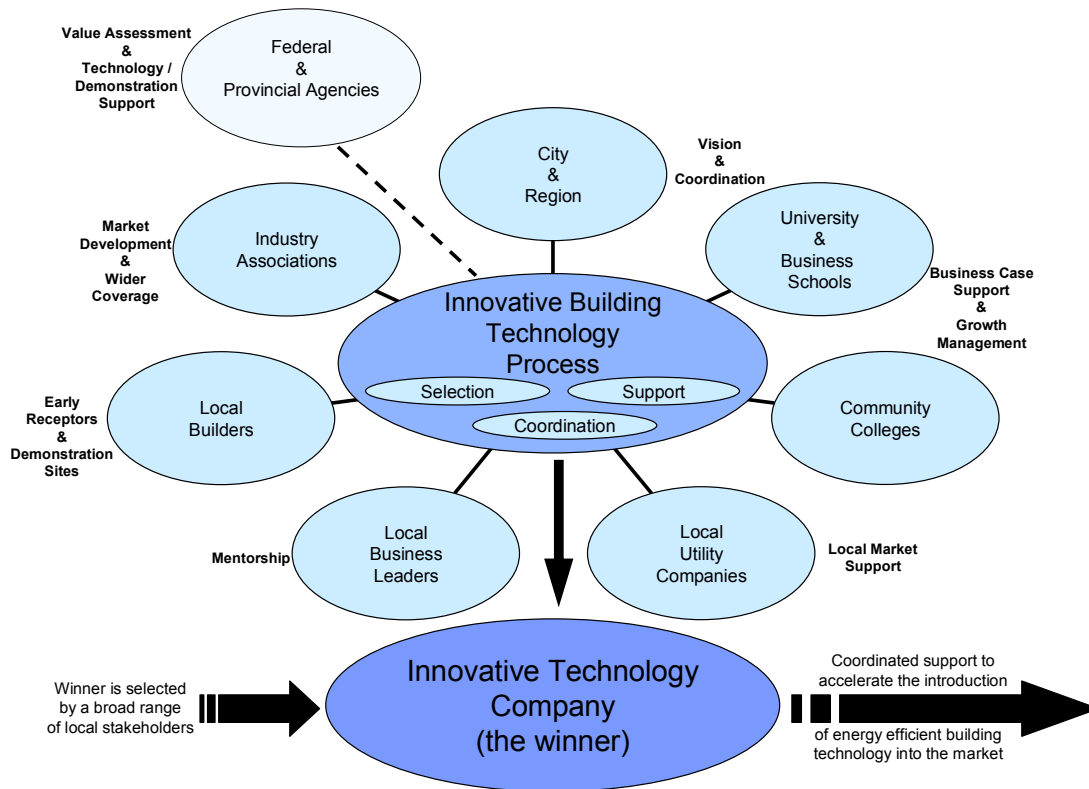
With faculty from the University of Western Ontario, the Richard Ivey School of Business and several technical colleges in the region, London is in a position to provide valuable expertise to assist with product development, business planning, market research, manufacturing expertise and other important skills needed by growing companies.

The London Economic Development Corporation, municipal and provincial governments are supportive of new business opportunities and have many programs already in place to provide assistance and support to growing companies.

THE IBT ELEMENTS



ROLES LONDON ORGANIZATIONS CAN PLAY TO SUPPORT THE INTRODUCTION OF INNOVATIVE BUILDING TECHNOLOGIES INTO THE MARKET



BENEFITS

City of London & Region

- Provides framework for London to become a centre of excellence in building industry technology-to-market
- Support the development of local manufacturers leading to increased jobs, growth and green production capacity.
- Greening local builders
- Reducing homeowner utility bills

Economic Development Corporation

- Provides framework for London to become a centre of excellence in building industry technology-to-market
- Support the development of local manufacturers

Builders

- Reduce risk through influence of building technology package (design, warranty, installation, etc.) and support for field trials
- Local support and recognition for technology adoption
- Competitive advantage over other builders

Universities/business schools, colleges

- Recognition as key players in bringing building technologies to market
- Practical, local projects for faculty
- Local case studies for educating students
- Support for local economic development

WINNING PRODUCT GOES THROUGH A DEFINED CYCLE OF ADVANCEMENT *

Year 1

- Innovative Technology Competition
- Media Coverage of winners and runners-up
- Mentorship program initiated
- Business case and marketing support initiated
- Four year strategic plan
- Identify & develop product support elements (together with early receptors)
- Refine product based on feedback from strategic planning, mentorship and marketplace feedback

Year 2

- Work with selected receptors / builders
- Provide education to builders (planners, designers and sales), installers, etc.
- Negotiate and enter agreements for installations covering warranty and support
- Install new technology in selected builders' houses in a localized area (to facilitate product support)
- Initiate a monitoring and reporting mechanism to track performance and support requirements

Year 3

- Refine products based on feedback from Year 2
- Provide feedback to homebuilders through local, regional & national associations
- Refine and enhance marketing support materials
- Develop distribution channel(s) as required
- Create production capacity

Year 4

- Continuous product improvement
- Identification of new receptors for product across broader geographic area
- Marketing campaign to a wider geographic area (with and through partners)
- Wider distribution of product

* In the IBT pilot program, one product and manufacturer team will be taken through the Innovative Building Technology (IBT) cycle in a sequential fashion. In a full program, the IBT cycle would be restarted each year resulting in a set of parallel and overlapping activities, each at a different stage of support to create a continuous program supporting the development and successful marketing of innovative, energy saving building solutions.

OVERALL SCHEDULE FOR THE DEMONSTRATION PROJECT

- Project initiation – mid-2008
- Project completion – March 2012

For further information on this project or to discuss your participation, please contact Debra Haltrecht at dhaltrec@nrcan.gc.ca or (613) 947-3156