

THE BUSINESS OF GREEN HOUSING

People want it... So why aren't they willing to pay for it?

November 18, 2014

5:45 - 6:00 pm • Meet the Speaker

6:00 - 6:30 pm • Presentation

6:30 - 7:30 pm • Q & A and Discussion

**2017 Dunton Tower
Carleton University**

Surveys repeatedly tell us that the majority of consumers value energy efficient features in their homes, yet the majority of new homes in Canada are built to the minimum standards required by the Building Code. Why is there such a disconnect between what people say they want, and what is actually built? What are the real barriers that limit increased energy efficiency in housing, and what are the drivers that push the industry forward? The answers are surprising and important to understand if we are serious about reducing energy use and building better quality homes.

Matthew Sachs is an Ottawa homebuilder and home energy specialist. As General Manager of Urbandale Construction, he oversaw the construction of over a thousand energy efficient new homes built in Ottawa over the last six years. He was the R-2000 Builder of the Year in 2009, a member of the Energy Star Technical Advisory Committee, and the Vice-Chair of the R-2000 Renewal Steering Committee. Matthew writes a monthly column in the Ottawa Citizen entitled *Modern Housing*, and also maintains the blog *Inside The Housing Evolution*.



Matthew Sachs

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Image Credit: Thompson Rivers University