

What is the
MOST
IMPORTANT
thing to do?



Market Transformation requires **SUSTAINED** and **ALIGNED** action across a number activity areas to create positive feedback loops.

Mutually Reinforcing **Activities**

- 1. TECHNICAL** Technologies, processes, best practices
- 2. MEASUREMENT** Frameworks, tools and institutions to assess performance
- 3. FINANCE** Financial tools and methods
- 4. ENGAGEMENT** Behaviour change, public awareness, demand, and capability
- 5. INDUSTRY CAPACITY BUILDING** Industry training and promotion
- 6. POLICY** Political leadership, objectives and regulation
- 7. LEGAL** Legal processes and contractual frameworks
- 8. INFRASTRUCTURE INTEGRATION** Power, water and transportation infrastructure
- 9. PROCUREMENT** Markets, Supply chains, and purchasing
- 10. MOBILIZATION & LEADERSHIP** Coordination, promotion, and mobilization

No **ONE** action will sustain market transformation, but failure to address any one activity area can **STOP IT**.

Exercise #1

Question 1 – activity map

- What initiatives in Ontario are the most promising to support low-carbon market transformation in buildings?
- What components of market transformation do they support?

Question 2 – activity gap

- What areas of market transformation are currently under developed?

BIG IDEAS

- What big idea do you think might support market transformation for low-carbon buildings in Ontario?
 - Can be from any one or combination of MT activity areas
 - Capture your ideas on Post-its at any time during the day, we will collect for discussion in the final session

BIG IDEAS

1. Promote **Step Codes**
2. High Carbon Job and Low-Carbon Skills Surveys – make the case for **green jobs** in buildings
3. Ramp up **industry training** to develop low-carbon design, construction and evaluation skills
4. Support **Domestic Industry** for low-carbon building technologies and services
5. Align on **zero-carbon building definitions** (CaGBC, CHBA, TGS)
6. Connect building performance **data to the financial sector**
7. Align **building code** with GHG targets
8. Better align **utility price signals** with GHG Emissions
9. Help **consumers** understand and demand better performance in the building sector (sex appeal)
10. Improve the ability of innovators in the building sector to build **public and political support**
11. Help the overcome **industry program fatigue** and confusion (one call)
12. Help overcome **consumers program fatigue and confusion** (one call)
13. **Aggregate retrofit opportunities** to build economies of scale (Energiesprong, ICP)
14. Refocus on **Peak Energy Saving**
15. **New business models** for conservation services
16. Advancing awareness of and capacity to address **embodied energy and emissions**
17. Engaging corporate leadership (property owners, developers, major tenants) from ‘moment zero’ to get **decision maker buy-in** for net-zero
18. De-Risk Innovation, pilots, and local implementation of proven foreign technologies
19. Build capacity for and drive adoption of **real integrated design processes**
20. Insulate policy initiatives from **4-year Political Cycles**
21. Amplify the **collective advocacy voice** of the conservation sector
22. Prevent back-tracking on **home energy labelling**

Exercise #2

- For each Big Idea:
 - On a large sheet – Give the Big Idea a title
 - Describe how it supports market transformation
 - Describe how different stakeholders can support this initiative (Government, Private Sector, Academia, Community Organizations/NGOs)