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CONSERVATION –
A balanced approach



NECA'94


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NATIONAL ENERGY CONSERVATION ASSOCIATION

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NECA INTRODUCTION



The National Energy Conservation Association (NECA) was incorporated in April 1983, as a not-for-profit organization representing residential energy conservation renovation contractors across Canada. It has since evolved to represent building renovation contractors, and its membership includes general contractors who do residential and commercial renovations, individual tradespeople, manufacturers of building products, and representatives from the educational system, including community college instructors. The Association's main focus is to meet the needs of its membership on a local level.

The goals and objectives of NECA are:

- *To determine the needs of the renovation industry and to respond to these needs with programs and services.*
- *To act on behalf of, and represent the position of, the renovation industry, to governments, utilities, and other agencies who have an impact on the industry.*
- *To actively participate in any research and development programs that impact on the renovation industry, so that products and technologies that are developed are practical and applicable to the field.*
- *To keep members abreast of the latest techniques in renovations and energy conservation applications.*
- *To increase the industry's credibility.*
- *To develop and deliver training programs as required by the industry.*
- *To increase consumer confidence in contractors through administration and operation of a National Homeowners Warranty Program.*
- *To assist contractors to develop and expand their business through innovative financing, meetings with other contractors, seminars, and workshops.*
- *To promote energy efficiency.*

NECA is active in the establishment of new specifications, standards and codes relating to the renovation industry. This is done through its membership on national standards committees, through its work on a cooperative basis with Natural Resources Canada, various provincial Ministries of Energy, and other methods. In addition, NECA is exploring international opportunities which may enhance trade for both its contractor and manufacturer membership. Interest in NECA's competency based training programs and in its expertise in technology transfer is evidenced by the requests received from several countries. NECA meets its goals and objectives through the following programs.



NECA BENEFITS

As an association of industry members, we provide:

- Leadership in promoting energy conservation.
- A voice to government/utilities regulatory bodies.
- Policy papers.
- Industry standards.
- Training programs.
- Technical bulletins.
- Certification of contractors through CWC.
- NECA hotline.
- Newsletter.
- Group insurance plan with Great West Life.
- Discounts with ESSO.
- Discounts with Ramada Inn.
- A listening ear.

OPPORTUNITIES

Training & Certification

NECA delivers extensive industry driven training & certification courses. Certification in these courses is recognized internationally and has been a key component in the delivery of energy conservation programs.

Quality Assurance

NECA has developed Quality Assurance programs for different segments of the industry. These programs include establishing products standards, installation specifications and provides for field inspection.

Customer Protection

Part of the Quality Assurance program is to provide consumer satisfaction and protection by ensuring the products are installed properly. NECA participates in the Homeowner's Warranty Program.

Standards & Specifications

NECA has developed installation specifications for the industry and continually updates them. As well, NECA sits on various CGSB committees and holds a secretariat position in ISO's technical committee on thermal insulation.

Financing Programs.

NECA "Scotiabank" financing program is the best unsecured financing program today in Canada. The various utilities and other groups are using this financial program as part of their DSM programs.

Research & Demonstration

NECA participates in pertinent research projects and works to ensure that the research is directly applicable in the field.

Working Relationship with Utilities & Government

NECA works with all utilities and government bodies to ensure they see the benefits of energy conservation and understand and consider the industry's viewpoint.

Coordinated Effort

NECA offers members a toll free line, for inquiries. NECA continually promotes beneficial cooperation amongst other associations.

Why Join NECA?

NECA represents the energy conservation industry which is the fastest growing segment of the construction industry today.

What Will NECA Do For Me?

NECA's primary goal is to champion energy conservation. Through working to achieve this goal NECA creates business for you.

What Benefits Will I Get From NECA?

NECA:

- Works on my behalf to expand my business by promoting energy conservation
- Provides relevant Training & Certification Programs
- Provides attractive financing programs
- Will make my voice heard to government & utilities
- Works to make the energy conservation industry profitable and professional
- Provides a discount on CWC ap-

plication fee

- Assists in the design, development and implementation of demand side management programs

Who Should Join NECA?

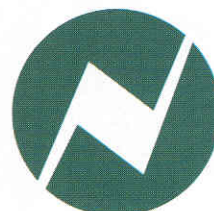
- Contractors
- Suppliers and Manufacturers
- Utilities
- Government Departments
- Individuals
- Site inspectors and auditors
- Installers

How Do I Join?

Fill out the attached application form

How Much Does It Cost?

\$0.14 per day



n e c a

A MESSAGE FROM THE MINISTER OF NATURAL RESOURCES CANADA



Congratulations to the National Energy Conservation Association on the occasion of the publication of the first NECA Annual Magazine.

I am particularly pleased with your initiative to provide a communications vehicle which focuses on energy efficiency. This is an excellent way to keep members informed, and allow the exchange of knowledge and ideas on significant issues in the area of energy efficiency.

The NECA Annual Magazine will be an important resource for Canadian companies that deliver energy conservation services and technologies, as well as a valuable tool for the review of the latest developments in the industry. Information exchange through partnerships between the private sector and all levels of government will improve the industry's competitive position and open the door to future opportunities. I am convinced this will boost the industry's job creation potential from coast to coast.

As you may know, Natural Resources Canada has established several initiatives to respond to such challenges as encouraging increased energy efficiency and limiting greenhouse gas emissions. As we move toward the next century, I look forward to a strong and productive partnership between NECA and the Government of Canada to meet these challenges.

Best wishes for a successful and productive future.



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Canada

Ressources naturelles
Canada

Canada

ENERGY CONSERVATION

— A BALANCED APPROACH

by Harry Schroeder, P.Eng.
National Energy Conservation Association



Insulating a home can provide significant energy savings; however, if the work is not done properly or the impact of the work is not assessed, the implications can be serious.

Energy Conservation for homes seems simple enough; weatherstrip a few doors, caulk absolutely every crack you can find, throw some insulation in the attic, install a water saver showerhead, and if you're really into energy efficiency you may even replace several incandescent lights with compact fluorescents. You sit back, all proud that you've done your part for energy conservation, and of course the

environment, and wait for the savings to roll in. As time goes on, you find that the house is stuffy and your windows are getting more condensation on them than they ever have before. Your teenager is complaining that there's not enough water coming out of the shower to wash her hair, and your wife can't read her favourite book because it's too dark. To add to the misery, everybody is getting sick more often and you can't even

relax in front of the fire because you keep getting smoke down the chimney every time you start the fire. You contemplate this energy conservation idea and decide it's not all its cracked up to be.

Unfortunately, too many people have had experiences similar to these and aren't really excited about getting involved in doing their part for energy conservation and the environment. So what's gone wrong? In

When it comes to product selection, take a look at your needs and determine which products are suitable. With energy efficient lighting for example, compact fluorescents (CF) cannot always replace incandescents.



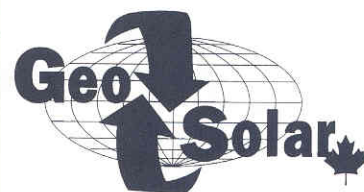
Reduced water consumption, through low flow showerheads, not only results in lower water bills, but since less heated water is being used, gas or electric bills are also reduced.

most cases, problems can be attributed to using the wrong product for the wrong application or not assessing the impact of doing the work.

When it comes to product selection, take a look at your needs and determine which products are suitable. With energy efficient lighting for example, compact fluorescents (CF) cannot always replace incandescents. I have seen and heard about too many table lamps or

swag style lamps that have been retrofitted with compact fluorescents. The results are predictable; the large base (ballast) blocks most of the light and it is dark underneath. Does this mean that the technology is bad? Certainly not! Compact fluorescent lamps do save energy and their longer life (about 10 times that of a standard incandescent) make them cost effective for many, but not all, applications. By discussing your

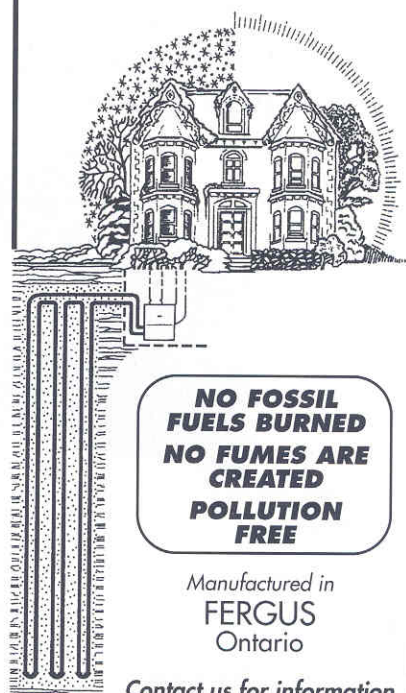
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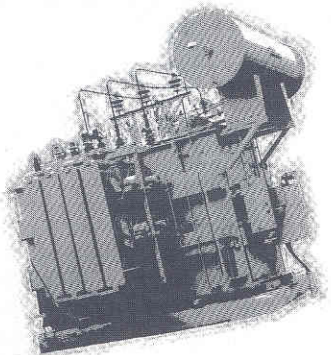
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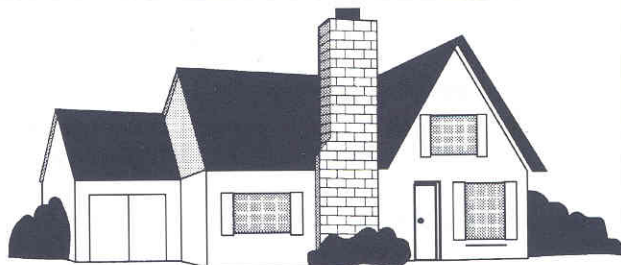
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needs and the application with knowledgeable lighting staff you can choose products which will save you money and not change your lifestyle.

Another sore point for users of energy efficient products is the low flow showerhead. In the interest of water and energy conservation, many manufacturers in the past have developed low flow showerheads. In some cases, the technological marvel of the low flow showerhead is a 2 cent plastic washer with a tiny hole in it which reduces the water flow. Common sense would indicate that the showering experience would not be enjoyable under these conditions. On the contrary, there are many well designed, reasonable priced low flow showerheads. These have been designed for the specific purpose of reducing water consumption, while providing a comfortable even flow of water. The benefits of this are obvious. Reduced water consumption means a lower water bill, and as an added bonus, since you are using less heated water your gas or electric bill will also be reduced.

When considering energy efficiency as it relates to heating your home, matters become more complex. We are no longer dealing with individual components, such as lights or showerheads but a combination of components which interact with each other. The house is really a system made up of a combination of subsystems which include the building envelope (the part of the house which separates the inside from the outside), the mechanical systems, and the occupants. Changes in any of these three areas will affect the other two, and therefore an overall approach must be taken.

The most common energy efficient measures are air sealing (caulking/weatherstripping) and insulating the building envelope. Performing this work responsibly can provide significant energy savings and will increase the comfort of the building. However, if the work is

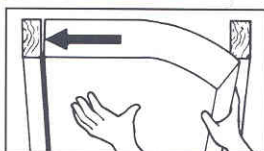
not done properly or the impact of the work is not assessed properly, the implications can be very serious. A house which is sealed too tight and has conventional combustion appliances (furnace, hot water tank, fireplace) without combustion air has the potential for backdrafting. At the same time, a tight house without ventilation usually has indoor air quality problems. This doesn't mean that houses shouldn't be

air sealed, but rather that one has to assess the impact of having a tight house, and keep things in balance.

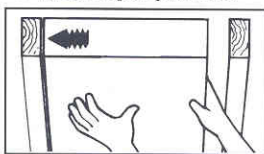
A trained and qualified contractor will be able to assess the condition of the house and determine the impact of performing energy efficient renovations. This will provide you with an energy efficient home which saves you money, is comfortable and gives you peace of mind, knowing the job is done right. ■

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comes to fit,
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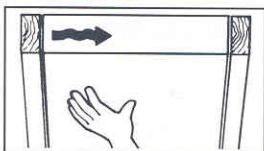
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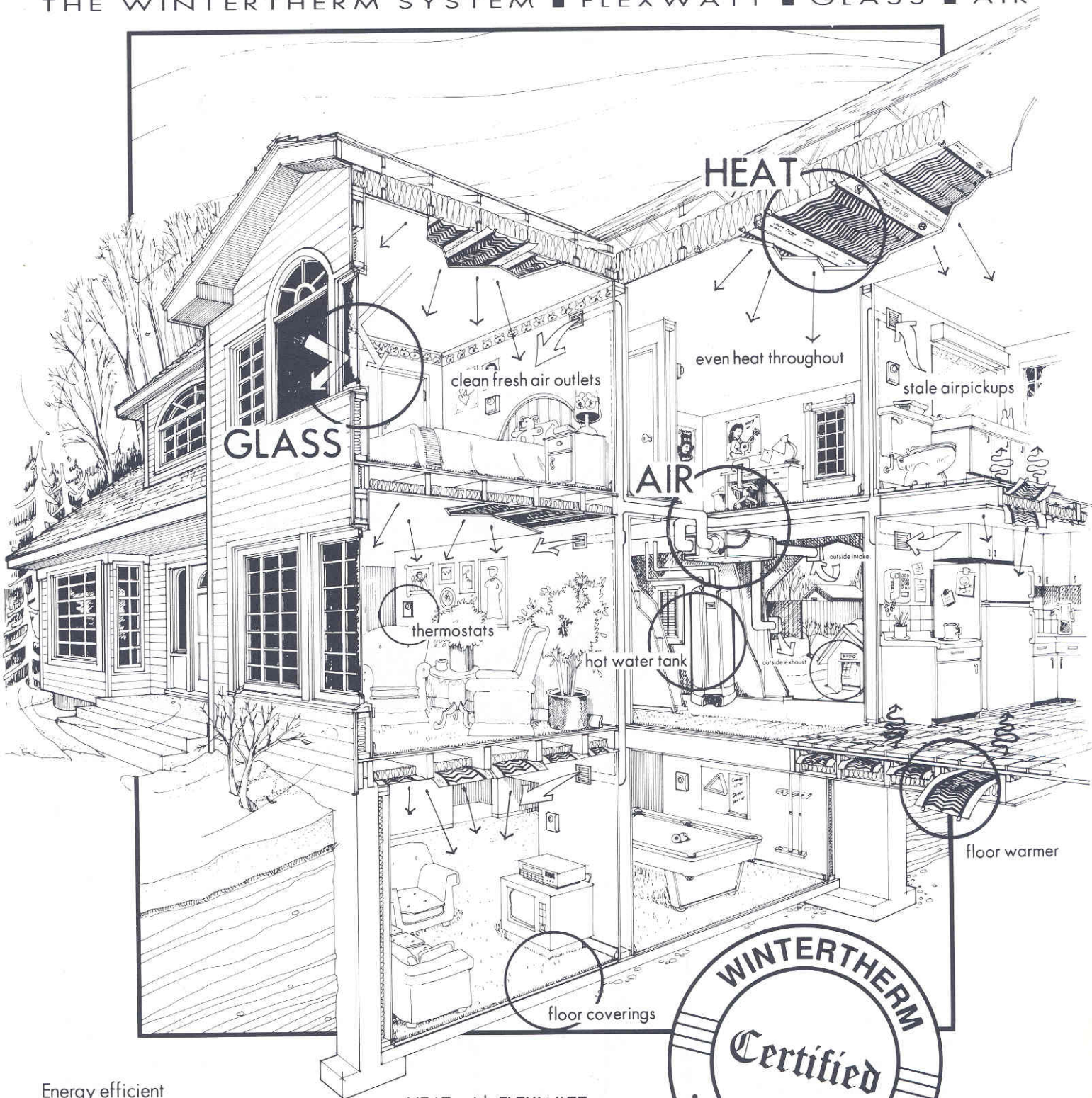
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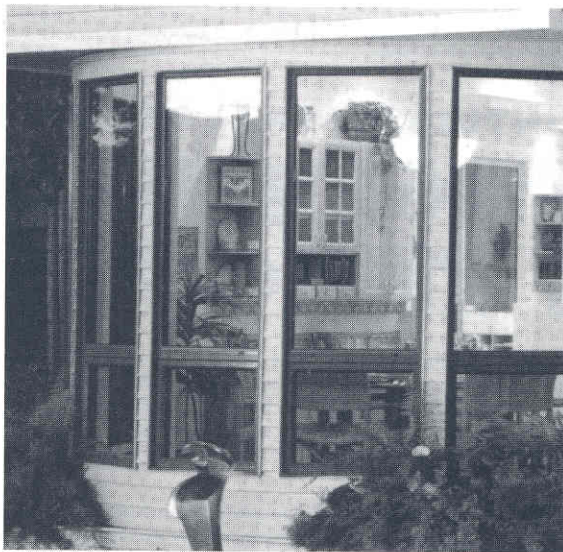
— THE HEART OF ENERGY EFFICIENCY

In a province with the cheapest natural gas on the continent and the most developed gas delivery infrastructure of any place on earth, why would Albertans be turning to electric heat? How could a system with no on-site combustion of fossil fuels possibly be more cost effective?

The Airport Motel in Nisku, Riverwind Condominiums in Edmonton and Richmond House in St. Albert are just a few Edmonton-area developments that have found the answer. Radiant heating technology.

Combined with energy efficient windows and state-of-the-art Heat Recovery Ventilators, the Wintertherm System offers consumers a new way to heat and cool their homes, offices and commercial buildings.

"Using the Flexwatt radiant heating system, we've designed a complete system that is totally efficient, virtually invisible and economical to install and operate,"



explains Curtis Long, president and general manager of Wintertherm.

The heart of the system is FLEXWATT, a sun-like radiant heating system that delivers luxurious warmth. The system utilizes a series of radiant panels, installed within the ceiling just below the insulation and above the finished surface (like drywall or plaster).

The panels contain conductive ink, imbedded between thin flexible mylar. When electricity is run through the panels, they produce infra-red light and radiate heat into the room,

warming the objects and people below. Temperature control is achieved by zone-specific thermometers.

"That's one of the big advantages of the system," observes Star Cunningham, Wintertherm's vice president. "It enables different rooms to be set at different temperatures - it's a much

more efficient way of heating."

The FLEXWATT system eliminates the need for a furnace or boiler and the associated ducting, piping and heat vents, which rob space and restrict placement of furniture. The only mechanical parts of a FLEXWATT system are circuit breakers and wall thermometers. Otherwise, maintenance of the FLEXWATT system is virtually zero.

While the technology is advanced, it is not exactly new. To date, some 10 million square feet of FLEXWATT have been installed.



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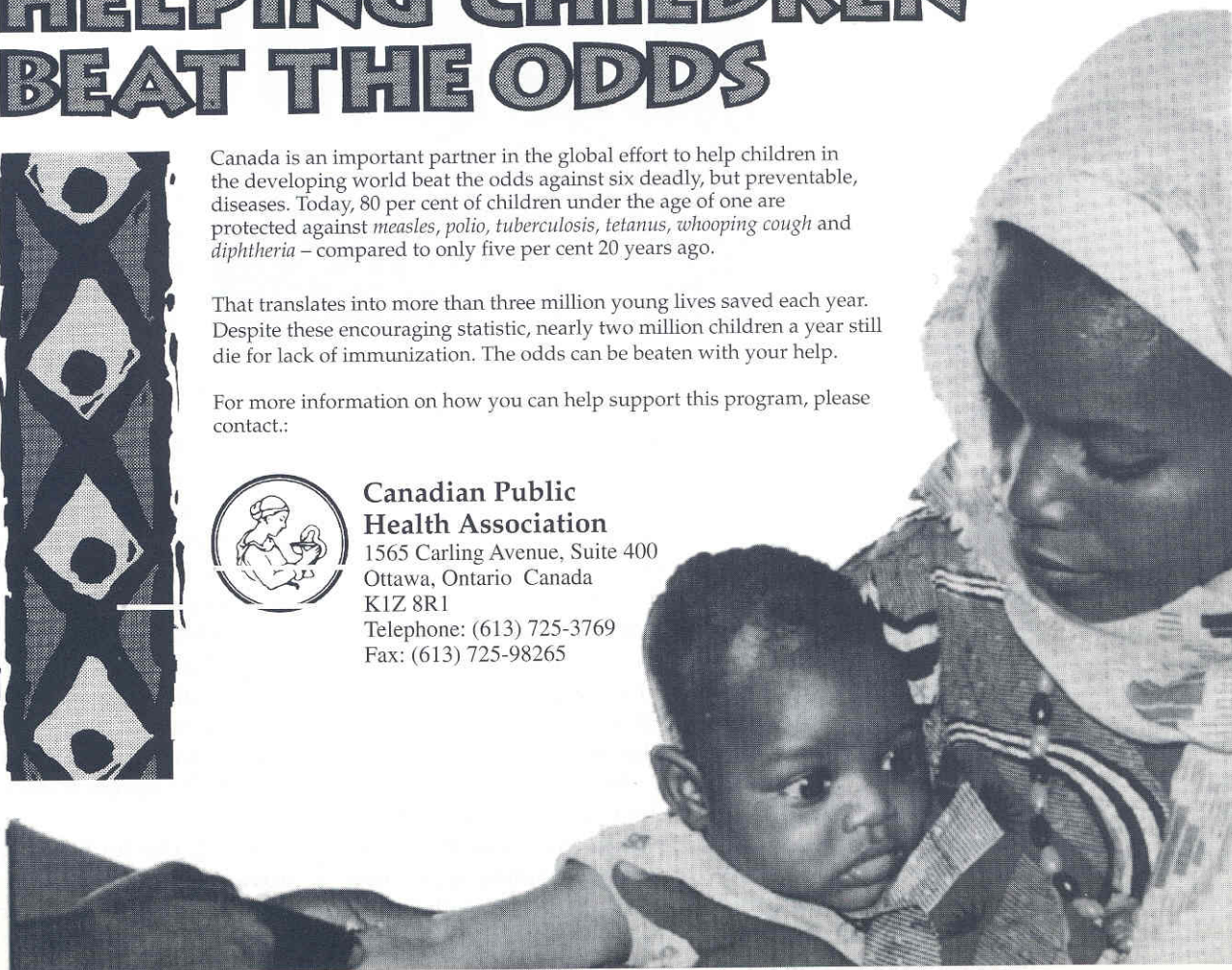
That translates into more than three million young lives saved each year. Despite these encouraging statistic, nearly two million children a year still die for lack of immunization. The odds can be beaten with your help.

For more information on how you can help support this program, please contact.:



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To complement the efficiency of FLEXWATT, Wintertherm offers AltaTherm windows that are energy efficient, cost effective, attractive and maintenance free. AltaTherm fibreglass windows feature styrofoam insulation, triple weathersealing, triple glazing, low emissivity coatings and Edgetech Super Spacers for a high performance product that is second to none.

The third component of the Wintertherm system is the Enviro Heat-X-Changer. It removes stale or polluted air and replaces it with positive filtered fresh air. This Heat Recovery Ventilator (HRV) technology, developed in Canada, eliminates drafts and greatly reduces household dusting. Equipped with advanced filters, HRVs remove many airborne allergens.

To operate at peak efficiency, the entire system is designed to operate in an environment that is as close to air-tight as possible. Builders typically use R20 to R40 insulation, high grade polyethylene and superior caulking to create the ultimate in energy efficiency.

Together, FLEXWATT, AltaTherm fibreglass windows and HRV technology produce a system that is winning accolades from happy customers, like Bill and Alie Vogelzang of Barrhead. "It's an amazing system that produces the most even heat I've ever encountered," Bill reports.

The Vogelzangs installed the Wintertherm system in their 1,700 square foot home in 1992 and have found the operating cost to be just slightly more than conventional natural gas heating. "It's worked out to be about 10 per cent more but, with the forecast increases in natural gas prices, I figure we're going to be about even in the next couple of years."

Alie praises the system for its comfort and quiet. "The feeling of radiant heat is just like that inside a car on a cool, sunny day. You just feel great," she says.

The Wintertherm system is suitable for installation in all new

construction and for renovations or basement placement. "FLEXWATT particularly makes a big difference in basements," Long observes. "It gets rid of that damp, clammy feeling and immediately makes underground spaces warmer."

FLEXWATT technology is also used in the Floor Warmer supplementary heating system. The system provides an easy answer to the problem of cold floors for just pen-

nies a day. FLEXWATT Floor Warmer is designed for use in almost any frame construction floor application and is manufactured for use in joist spacings 12, 16 and 24 inches of centre.

In the oil and gas heart of the country, Floor Warmer is yet another reason Albertans are turning to electric heat. "To succeed here, it's got to be good," Cunningham concludes. "This system almost sells itself."

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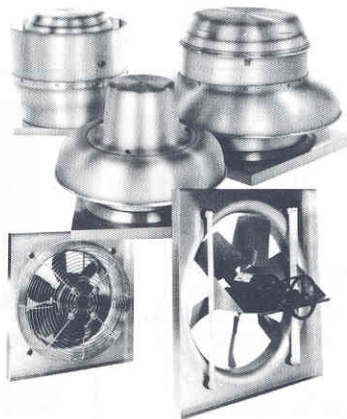
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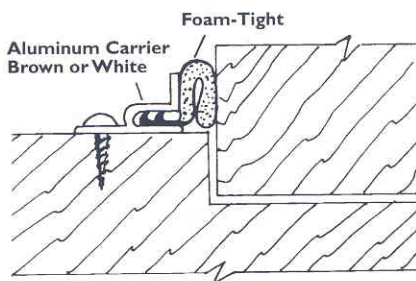
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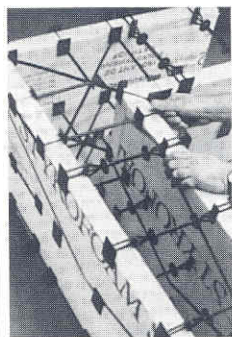
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EDUCATION & TRAINING IN THE RENOVATION INDUSTRY

Perceived as being important were courses in business skills, including business and management, computers, and sales and marketing.

Education and Training in the Renovation Industry
by Gerry Recksiedler, NECA Project Manager

OVERVIEW

There has been much discussion about the need for more education and training in the workplace, particularly in recent years as the rate of change of technology used in the workplace increases. The federal government's training initiatives have been shifting away from the traditional

training institutions to more emphasis being placed on business and industry to promote and conduct more and more training in the workplace.

Why is there a need for education and training in the workplace? Evidence from several sources are reporting that Canada's work force is

requiring ever higher levels of education and skills to perform their jobs satisfactorily. What appears to be driving the need for more education and training in the workplace is basically two things: (1) the speed of technological change and the accompanying need for workers to learn new skills, and



(2) the aging population in the workplace requiring older, less educated workers to learn new skills.

As one example, in Manitoba the labour market is changing. The size of the younger population entering the workforce is decreasing and the average age of the older workers is increasing. Upgrading the older worker is going to become the main means of insuring a ready supply of labour. Thus the twin imperatives of technological change and demographics are driving the trend toward "smarter" jobs and the need for training and retraining.

Several surveys have been conducted to determine the amount of training activity taking place within the private sector. It appears that the amount of formal training increases with the size of the company. This is not surprising given that the larger companies will have more resources to direct towards this type of training. In contrast, smaller companies will tend to be involved more in informal training efforts such as on-the-job training.

STAFFING PROBLEMS

A typical renovation company may have only four to five employ-

ees. In a recent survey conducted by the Canadian Home Builders Association and Human Resources Development Canada regarding the renovation industry in Canada, companies indicated two problems regarding staffing: a shortage of skilled workers in the local market, and a shortage of skilled workers who do not understand the nature of renovation work (e.g. how it differs from other construction work).

TRAINING ACTIVITY

In the above mentioned survey, the vast majority of companies suggested that training was very impor-



tant to the success of their business. The survey indicates that there has been substantial training activity in the renovation industry in the past two years. Almost half of the respondents indicated having undertaken some formal training. Forty per cent indicated having taken some training for themselves (ie. owner-operators) and 29 per cent indicated providing some training for their employees. Regarding training formats, most companies preferred a combination of formal/structured and informal/unstructured approaches.



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TYPES OF TRAINING

For those companies which provided formal training, the most common topics for owner/operators were: technical and trade courses (42%); occupational health and safety (39%); and computers (33%). For employees, the topics were similar: technical and trade courses (56%); occupational health and safety (44%); and computers (32%). There has been relatively little emphasis on training in customer service and client relations.

PRIORITIES FOR TRAINING

In deciding what were the priorities for training renovation workers (including the owner/operators), training in client relations and customer satisfaction came out as the top priority.

An analysis of the survey results indicated two areas that were perceived as being important: renovation skills and business skills. Renovation skills included such topics as technical and trades, new technologies and materials, occupational health and safety, and client relations. Business skills included busi-

ness and management, computers, and sales and marketing. Training in renovation skills was considered the top priority, but training in business related skills was also considered important.

BARRIERS TO TRAINING

Some barriers identified to training workers were: training costs, training infrastructure, and human resources problems related to training. Regarding training costs, both direct financial costs and lost production time while staff are on training were regarded as significant barriers. Insufficient government assistance was regarded as the most serious barrier. Regarding human resources barriers, a lack of worker interest and commitment and losing employees to other companies at the completion of training ("poaching") were noted as major barriers.

SOLUTIONS TO TRAINING

Given that most renovation companies are quite small and often lack the resources to provide the necessary training both for themselves as owner/operators and for

their employees, belonging to an industry association is one way to deal with the issue. Business associations are becoming more and more involved in providing training for their members. Where it is often difficult and time consuming for individual companies to devise training plans and to deal with government agencies, an association can often pull together the resources needed to provide the necessary training for its members. In this regard NECA has been instrumental in developing training materials and providing training for both existing employees and for new entry level employees. NECA has also been successful in accessing training dollars from government agencies to offset or completely cover the costs of training.

For more information on training either for existing staff or for new entry level employees, call the NECA office to find out about the different programs available. ■



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