
How To Talk To Developers & Home Buyers

ERASE**40**.org

Using behavioral science to speed the
adoption of climate safe buildings

Where Is The Market?

Architects & Builders Can't Wait For Answers

Where is the demand?

Is there enough work to support my firm?

Should I invest in training more of my staff?

How and where can I find more clients for passive house?

Timing is important.

How much time exists between the investment and the ability to sell in various market segments?

What's going to happen to the business that makes a lot of investments and then can't find customers?

The First Thing

When looking to discover a market the first thing you do is look for unmet and underserved needs.

So do these exist here? Yes.

Are these sufficient to drive rapid growth? Yes.

What Is A Market?

A market is best understood as a collection of needs and not as a series of transactions.

Price is derived from value and value is derived from what the person is trying to do (the urgency of the needs and the extent to which they are satisfied).

So value will be discovered when we look closely at populations. (But if we're always watching the price then we'll ignore populations.)

Things To Remember

- 1. People are solution neutral.
A market is defined by needs.**
- 2. Value is discovered at the level
of populations.**
- 3. This is not a commodity market
but a differentiated market.**
- 4. Don't confuse manufactured cost
(you want to push this down) and
price (you want to push this up).**

What's going to trigger a rapid increase in demand?

Reduced manufactured cost? No.

Code? Not yet, no.

At what point does demand rise
10x or more?

Focus On The Decision Maker

Why Focus On The Decision Maker?

Because this market is going to be built one decision at a time.

The lender

The developer

The reviewer of the building application

The insurer

The home buyer

The renter

**The company or school or institution or
business owner**

It's costly to rely on assumptions about these people.
We need to see what's behind their decisions.

Building A Picture Of The Decision Maker

We use many sources of information and a rigorous process.

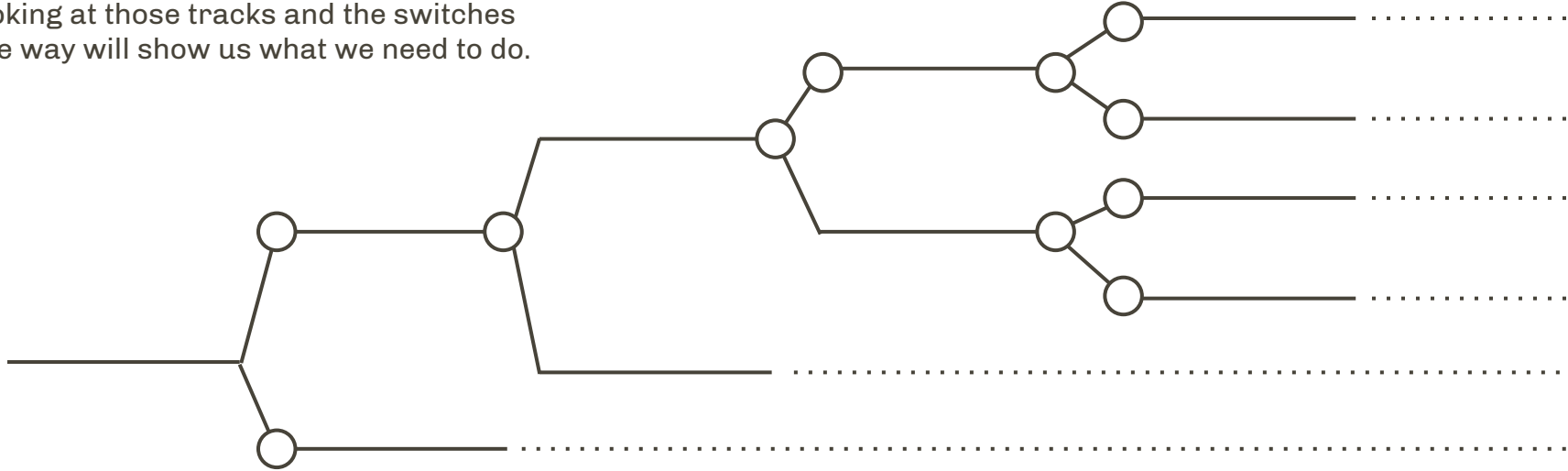
- Peer reviewed behavioral studies
- Financial analysis
- What you tell me
- Interviews with the decision maker

We plug this information into the behavioral models and we get a pretty good picture of what's driving the person or population. We uncover many things that can help us.

Seeing What Shapes A Particular Behavior

A decision **is not** a flash

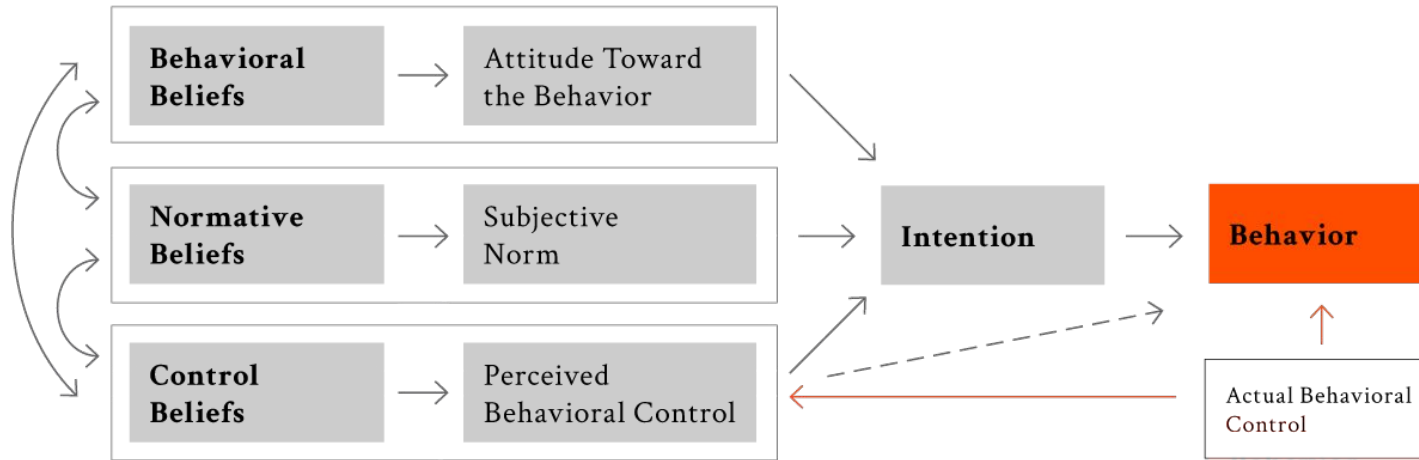
...but a more like a train that follows a track and is diverted one way or another by switches along the way. Looking at those tracks and the switches along the way will show us what we need to do.



Using A Model To Predict Behavior & Elicit Desired Ones

The Theory Of Planned Behavior

is an evidence-based theory designed to predict if an individual will perform a certain behavior. It also can be used to develop mechanisms to elicit a certain behavior.



© 2002 Icek Aisen

Why Focus On The Decision Maker?

Because

- It allows us to find specific populations who want this product
- We can see exactly where the barrier is and what we need to do
- It shows us precisely what is not working in the market and points to opportunities that might not be seen otherwise.
- It tells us who is sitting across from us in a prospect meeting.
- The information about the decision maker tells us what value is being assigned to the different attributes of passive building and why.
- It allows us to use science, not hunches
- **It give us more influence over what occurs and we can make a market faster.**

There's An Established Process

There is an established process for how to develop these levers and it's been applied to a number of different areas. The process is **rigorous, based in evidence and peer reviewed research and proven.**

Retirement
savings

College
enrollment

Medical
self-exams

Smoking
cessation

Water
saving

Two Machines

Two Machines

A firm is two comprised of two machines, each with inputs and outputs. One produces clients, the other produces buildings.

Two machines, two outputs: Clients and buildings.

The client output machine:

Is it a good system or a lousy one?

How many passive clients does this system output?
What is the production rate? What are the parts of this system? How much do you put into this system and how much do you get out of it?



If either of these machines is deficient, the firm may not be viable.

How Effective Is This Machine?

Metrics:

Here are a few metrics to see if this system is a good one.

- Conversion rate %
- Time to contract
- Durability of commitment

Noise

Things that don't count.

- Number of enthusiastic responses
- Number of meetings
- Number of designs

(Note: Until you focus on the variables, you cannot see what's behind them or exert influence on them—or see how they are affecting you on a daily basis.)

Low Conversion Rate

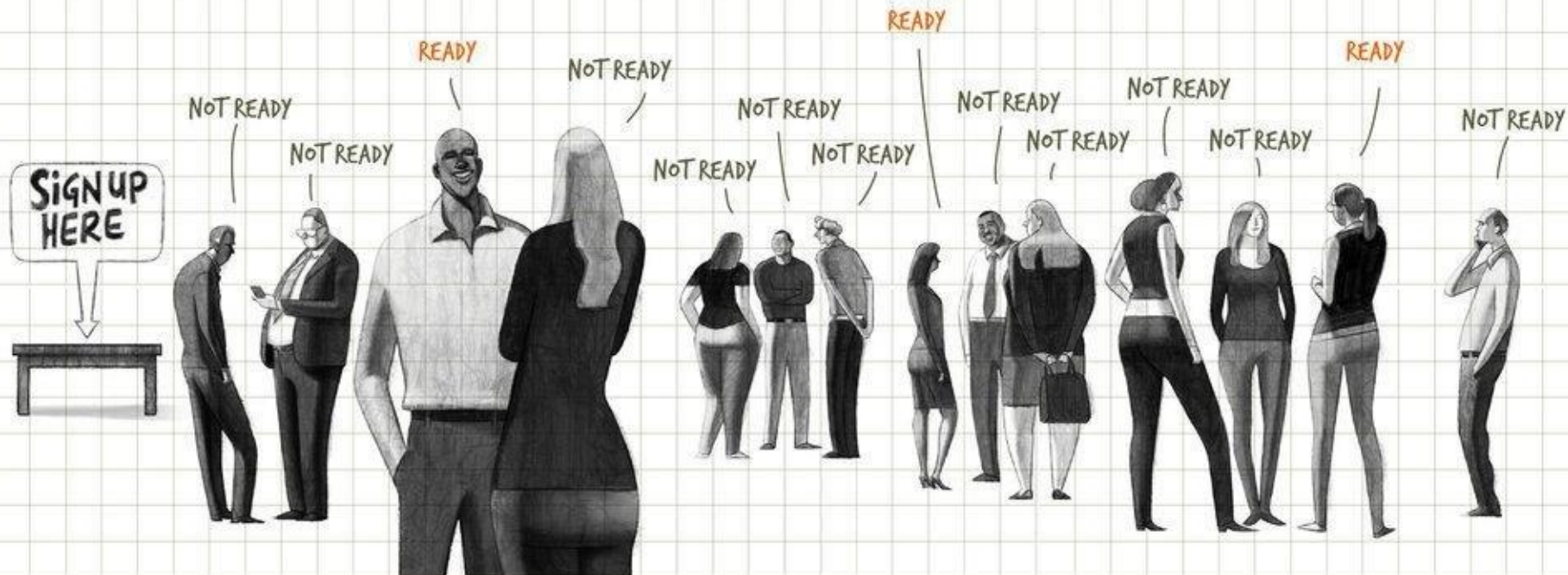
Only a **small percentage** of the prospects presented with the option of building a passive or zero energy home each year end up opting for a passive house.

Who does this hurt?

Architects, builders, manufacturers, and the home buyer.

How do we turn more of this population to passive buyers?

Who Is Sitting Across From Me?



The Cost Benefit Analysis Machine

What would a flawless cost benefit analysis machine do?

It would weigh long and short term benefits and costs and make a decision with the best possible outcomes.

Now What Do People Do?

- We don't do a full cost benefit analysis
- We exclude many variables from consideration, boiling things down to a small set of criteria
- We choose the familiar over the unfamiliar even if the unfamiliar is measurably better
- We favor short term rewards over long term ones
- We rely on feelings informed by shortcuts and biases

System 1 & System 2

System 1

- Automatic
- Beyond conscious control or awareness
- Fast
- Effortless
- Produces a feeling
- “Scripts” and shortcuts

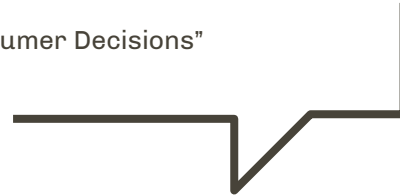
System 2

- Deliberate
- Within our conscious control
- Slow
- Energy intensive
- Used sparingly

One Of These Shortcuts

“People tend to stick with what they know even when a better alternative is available to them (Samuelson & Zeckhauser, 1988). This makes it hard to motivate switching behavior – status quo bias suggests consumers have a built-in aversion to change and feel regret if they make an active choice and it goes badly (Kahneman & Tversky, 1982).”

- **Tim Blomfield**, “Having the Energy to Make Better Consumer Decisions”

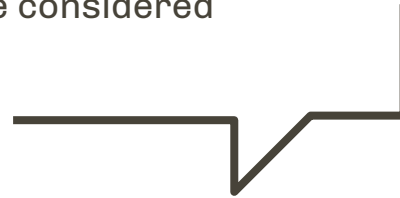


Another Shortcut

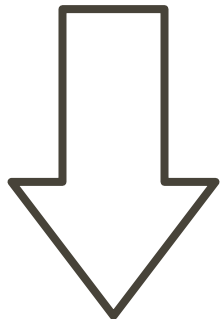
People focus on what is easy and not what is important.

“When objects are evaluated separately rather than jointly, decision makers focus less on attributes that are important and are influenced more by attributes that are easy to evaluate. The less-is-better effect suggests a preference reversal when objects are considered together instead of separately”.

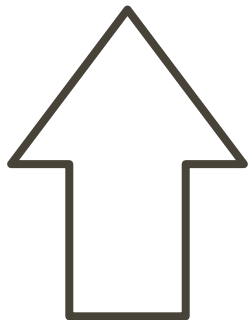
- **BE Guide**, 2018



Promoting & Inhibiting Pressures



Behind every behavior are promoting and inhibiting pressures.



We often focus when thinking about a product on promoting pressures – energy savings, air quality – without ever looking at the inhibiting pressures – aversion to the unfamiliar, hyperbolic discounting, uncertainty, noise in the decision process, upfront costs, increased planning burden.

The “Knowing Is Enough” Fallacy

Without being aware of it we often assume that “knowing is enough” or that “ knowing is half the battle.”

But these are fallacies. Giving a person a piece of information is not enough to change behavior.

This is why certain efforts to educate people about this technology is unlikely to do very much to increase the rate of adoption.

There are no shortage of expensive education campaigns that had little to no effect.

Knowing Is Only The Beginning

We need to identify what else is behind a behavior in order to elicit it.

BEHAVIOR	Information Only Group	Intervention Group	Difference In Impact
Hospital hand washing	9%	90%	10X
Testicular self exam	23%	42%	2X
Smoking cessation	5%	15%	3X

The Meeting Map

Changing the percentage of home buyers who opt for a passive house.

What's Going On In The Decision Process

Home buyers unconsciously dismiss certain variables and underweight others:

- Bias toward the familiar
- Hyperbolic discounting reduces the perceived value of attributes
- No technique to make this decision or reduce its complexity
- No objective measures about what makes a good house
- Home buyer often unable to differentiate between expert and non-expert advice
- Decision is not based on long term outcomes
- One to one comparison between passive and conventional homes.

These are all barriers to a person opting for a passive house.

What Is The Meeting Map?

It's a way to structure the architect's meetings with the home buyer.

It breaks down the meeting to a number of stages and uses a variety of means to increase the likelihood a home buyer will opt for a passive house.

Meeting Structure

Pre-Meeting Evaluation	Introductions	Criteria: Defining the choice and learning what is at stake	Collecting information about the prospect's desires	Implementation intentions and next steps
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A Procedure To Make A Decision

Make The Decision Easier: A Technique With Objective Measures

A checklist provides them with a number of objective measures and these measures tie the choice to specific and salient life outcomes.

Look At Criteria Independently Of The Others

By looking at a house one criteria at a time, and applying each criteria independently (as opposed to considering them all simultaneously and then producing a general intuition about how well the house satisfies those criteria).

Use Contrasts

The contrasts along several dimensions makes the decision easier and prevents the person from making one to one comparisons between a conventional and a passive house.

Use Consistency Bias To Increase Motivation

Lastly, pledges and public commitments are employed to used to get the subject of this intervention to follow through with their stated implementation intentions to use these criteria when evaluating a house.

Salience

Make what is presented to the person easy for them to process.

Stage Three Of Meeting

5

Ways To Look At A House

**Making a very difficult
decision much easier.**

Connecting The Decision To Important Life Outcomes

1

Cold Zones & Hot Zones

Closing a door of a room because that room is colder than the rest of the house. Putting on a sweater because of a chill from a closed window. Using certain areas of a house less because they are too cold or too hot.

These experiences (or lack of them) can tell us a lot about a house.

Many houses have high variations in temperature from room to room or area to area but **some homes** use current building science to deliver a consistent temperature from one

Some
avoid
home
exace
of art
certa
room
varial
Hot ai
Wet o
Cold t
These
can d

Contrasts

Many Houses

Limitations on how certain areas of the house are used due to variations in temperature or moisture

Cold and hot zones

Chills near windows and some walls are common

Bedrooms used as storage space because they are too hot or cold

Damp basements with cold floors and little air circulation

Some Houses

All areas of the house are fully usable

Consistent temperatures (No cold and hot zones)

No chills

Bedrooms used as bedrooms

Dry basements with warm floors and plenty of fresh air

Loss Aversion

**Who Decides
The Volume Level
In Your House?
Others/You**

**Number Of Nights
With Noises Above
40 Decibels
Few/Many**

Independent Evaluation Of Each Criteria

House Evaluation Checklist

As you consider your many options, look at existing homes or think about building a new one, keep this list handy and review it to see what house is best for you.

What is the score of this house? Does this house protect what's most important to you?

House Evaluation Criteria

	YES	NO	N/A
Usable space (dry basements, no hot or cold zones)			
Reduction of external noise (sleep and focus)			
Low heating and cooling costs			
Reduced long term repair requirements			
Continuous supply of fresh air			
Radon protection			

Technical Components & Systems

	YES	NO	N/A
Moisture infiltration reduction system			
Air tight building envelope			
Fresh air system			
Radon infiltration reduction system			
Energy Star® rated appliances			
AirQuality Plus rated			
Safe building materials			

See Distraction, Bring Them Back, Repeat

Consider the experience of the gym trainer.
What must he or she do? What is their role?

What can he or she do to prevent things from standing in the way of the person's own long term interests and stated goals?

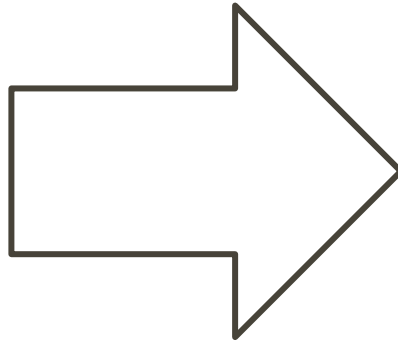
The gym trainer must be the guardian of the person's long term outcomes.

Effect On The Process

Looking again at the system that produces a client.

Trust

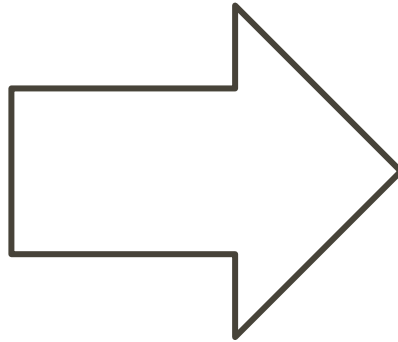
Perceived as a working
in own interest
(low trust and credibility)



Perceived as working in
prospect's interest
(high trust and credibility)

Ease Of Decision

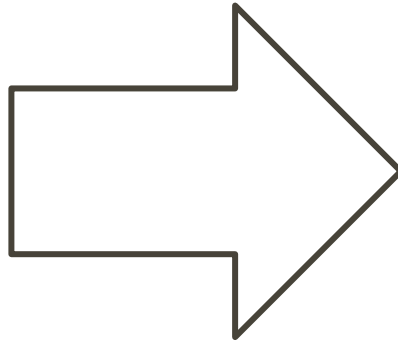
Difficult due to complexity
and lack of objective
measures



Easier due to objective
measures, salience of
criteria and use of
contrasts

Commitment

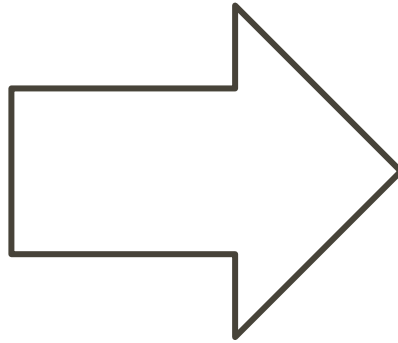
Weak due to poor weighting of variables



Strong due to pledge to use criteria, connection between criteria and outcomes

Conversion Rate

Low due to high number of alternatives and high number of barriers



Higher due to reduced number of alternatives and reduced barriers

The Result

- More clients
- More passive houses
- Stronger and more durable commitments from clients

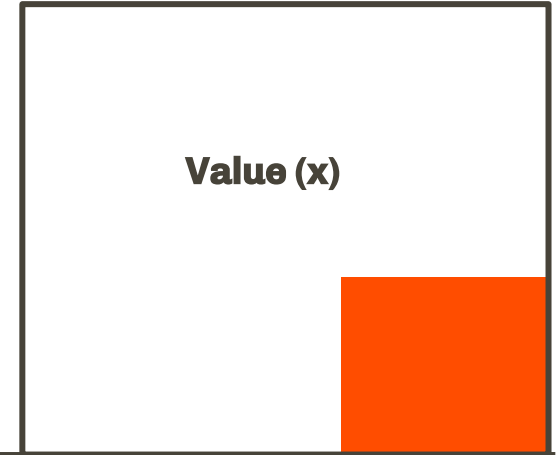
Changes How Clients Value Your Services

What value do clients assign to your services?

Business 101 is that through your product or service you produce X value for the customer and you capture some portion of that value in revenues (Y).

$X \text{ (value)} \times Y \text{ (\% of value captured)} = \text{Net Revenue}$

For example: \$1,000,000 (value) \times 5% = \$50,000



Validation

Getting The Numbers

What percentage of the population that is now saying no will this convert to a yes?

What percentage of the users will evaluate the criteria independently from each other?

What will be the change in perception?

- 1. RESEARCH**
- 2. IDENTIFY BARRIER**
- 3. DESIGN INTERVENTION**
- 4. VALIDATE**

Climate Action, Building by Building

Today you can build a healthy zero carbon building
that makes economic sense.



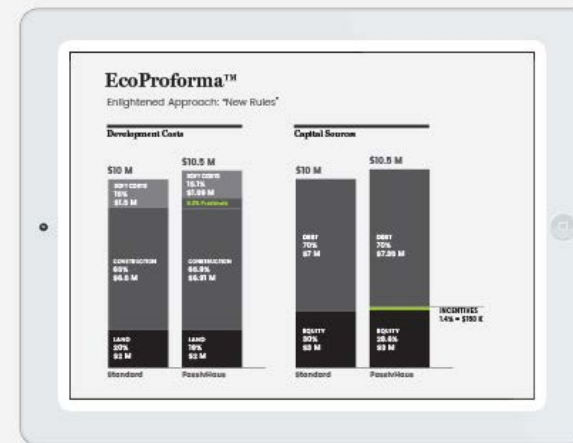
**Developing
Green Buildings
Can Feel Like
Risky Business.**

NK ARCHITECTS

We Focus on Certainty

PASSIVE HOUSE

Certainty in Building Performance



ECO PROFORMA

Certainty in Financial Performance

THE NK WAY

Certainty in Delivery and Quality



The Goal

**Get Mission-Driven
Developers to Use
Passive House**

The Hurdles

1:

Familiarity Bias

The Hurdles

2:

**Identity as Prudent
Steward of \$**

The Hurdles

3:

**“Green Project Teams Do
It Like This.”**

The Hurdles

4:

**Fear of Loss of Control
Over Process**

The Hurdles

5:

Perception of
High Cost

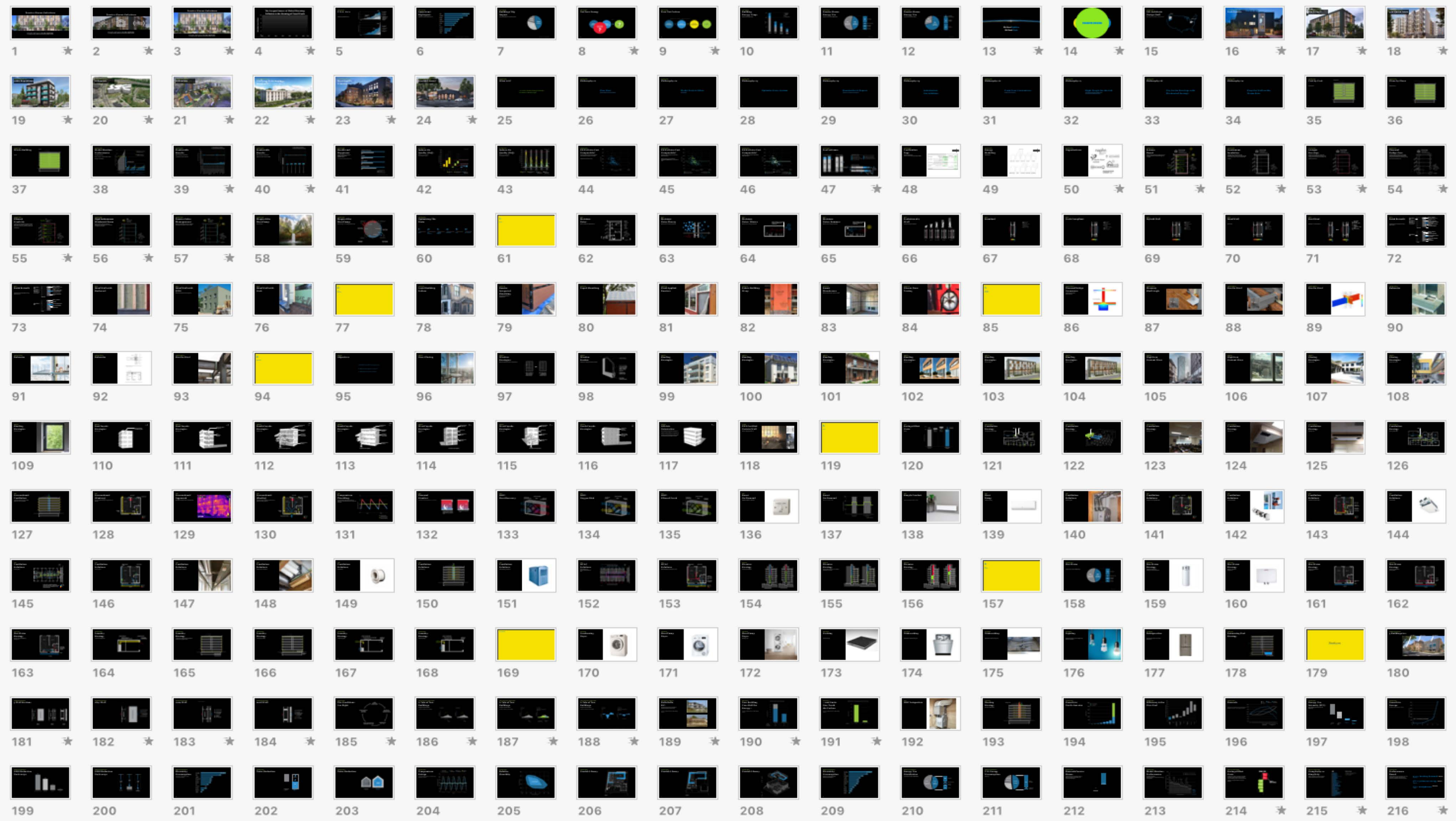
WHAT GOT US TO "YES?"

Case Study



Birth of The “Monster Deck”

- **Address Relevant Beliefs**
- **Show Developers Variables They Haven't Considered Before**
- **Push Toward Desired Behaviors**



Proof of Work Slides



13



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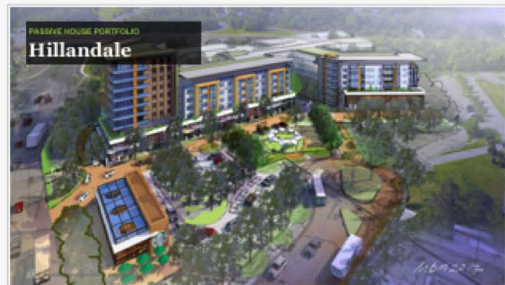
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24



Philosophy Slides

PASSIVE HOUSE
What is it?

1. A Science-Based Building Philosophy
2. A Means to Hit the Target



25

PASSIVE HOUSE
Philosophy #1

Plan First.
DRAW THERMAL AND AIR BARRIER.



26

PASSIVE HOUSE
Philosophy #2


Model Early & Often.
DASHBOARD.



27

PASSIVE HOUSE
Philosophy #3

Optimize Every System.



28

PASSIVE HOUSE
Philosophy #4


Standardize & Repeat.
ESPECIALLY COMPLICATED DETAILS.



29

PASSIVE HOUSE
Philosophy #5

**Substitution,
Not Addition.**



30

PASSIVE HOUSE
Philosophy #6

Train Your Contractors.
SHARE THE PHILOSOPHY.



31

PASSIVE HOUSE
Philosophy #7


Right People for the Job.
ONLY PASSIVE HOUSE-TRAINED STAFF
ON HIGH PERFORMANCE DESIGN.



32

PASSIVE HOUSE
Philosophy #8

**Pay for the Envelope with
Mechanical Savings.**



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PASSIVE HOUSE
Philosophy #9



**Keep the Wall on the
Warm Side.**



34

PASSIVE HOUSE
Unit-by-Unit


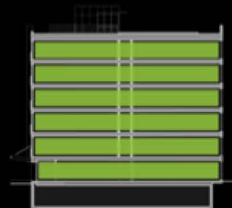
Independent.



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PASSIVE HOUSE
Floor-by-Floor


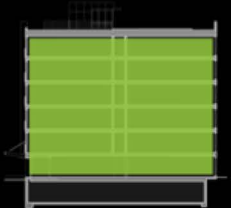
Neighborhood.



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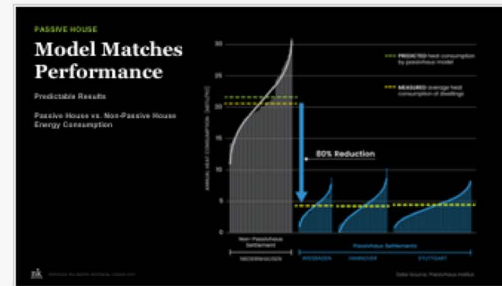
PASSIVE HOUSE
Whole Building

Global.

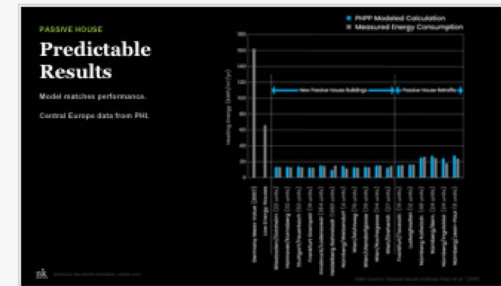


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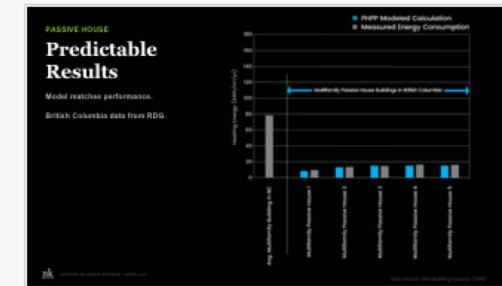
Benefits Slides



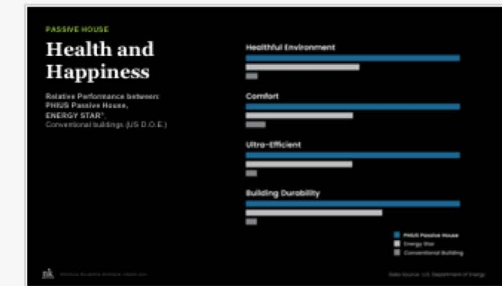
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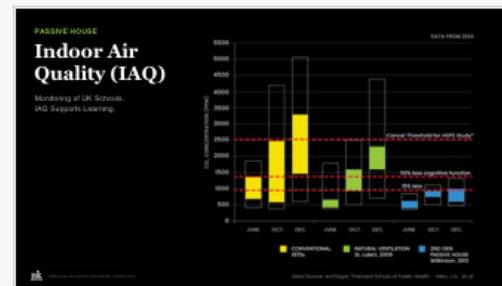
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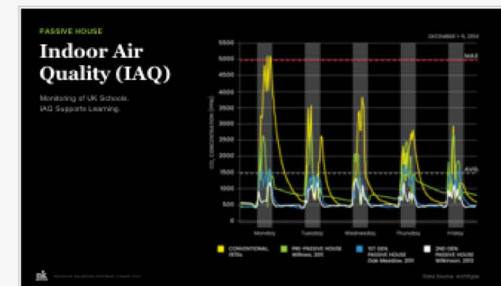
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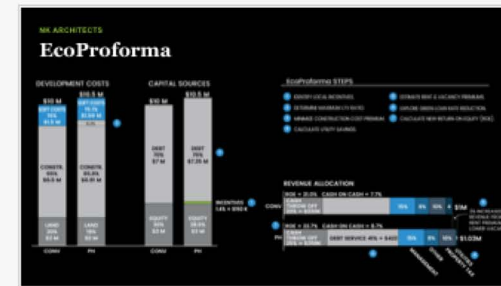
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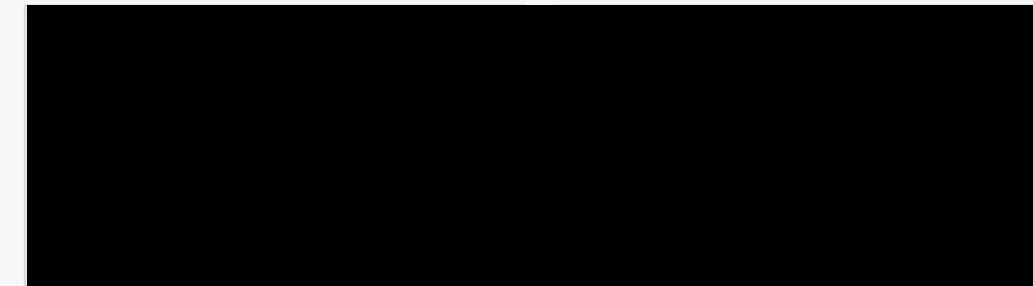
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45



46



What Is It? Slides

PASSIVE HOUSE
What is it?

1. A Science-Based Building Philosophy
2. A Means to Hit the Target

25

PASSIVE HOUSE
Verification Page

Sample results from Passive House Planning Package (PHPP)

Category	Target for new building	Requirement	Actual
Heating energy	15 kWh/m ² /year	15 kWh/m ² /year	14.8 kWh/m ² /year
Heating energy	15 kWh/m ² /year	15 kWh/m ² /year	14.8 kWh/m ² /year
Primary energy	120 kWh/m ² /year	120 kWh/m ² /year	118 kWh/m ² /year
Primary energy	120 kWh/m ² /year	120 kWh/m ² /year	118 kWh/m ² /year
CO ₂ emissions	6 kg CO ₂ /m ² /year	6 kg CO ₂ /m ² /year	5.8 kg CO ₂ /m ² /year
CO ₂ emissions	6 kg CO ₂ /m ² /year	6 kg CO ₂ /m ² /year	5.8 kg CO ₂ /m ² /year
Indoor climate	Passive House level	Passive House level	Passive House level
Indoor climate	Passive House level	Passive House level	Passive House level

26

PASSIVE HOUSE
Energy Modeling

PHPP Sheets:

27

PASSIVE HOUSE
Organizations

28

PASSIVE HOUSE
Science Based

Passive House harnesses building physics to manage the flow of thermal energy, air, and light.

29

PASSIVE HOUSE
Continuous Insulation

A thick blanket of insulation wraps foundation, walls, and roof, keeping warmth inside in the winter and heat outside in the summer.

30

PASSIVE HOUSE
Airtight Envelope

A continuous airtight layer wraps the building, addressing the leaks that cause energy loss and moisture penetration into building assemblies.

31

PASSIVE HOUSE
Thermal Bridge-Free

Careful detailing of building assemblies eliminates thermal bridges, preventing energy loss and condensation risk.

32

PASSIVE HOUSE
Filtered Fresh Air

A heat recovery ventilation system provides balanced fresh air 24/7, passively recycling the heat (or cool) from exhaust air back into incoming air.

33

PASSIVE HOUSE
High Performance Windows & Doors

Passive House windows maximize daylighting, manage heat gain, and keep occupants comfortable.

34

PASSIVE HOUSE
Passive Solar Management

Passive solar design captures sunlight in the winter and shades it in the summer.

35

PASSIVE HOUSE

Optimizing The Parts

1:

WALLS

2:

AIR
SEALING

3:

THERMAL
BREAKS

4:

WINDOWS

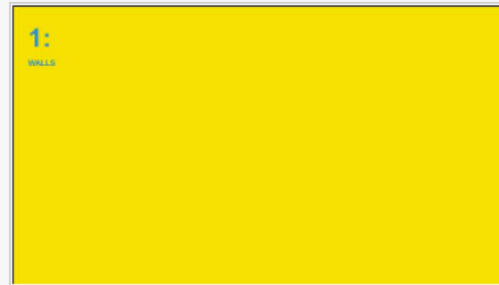
5:

HVAC

6:

HOT WATER

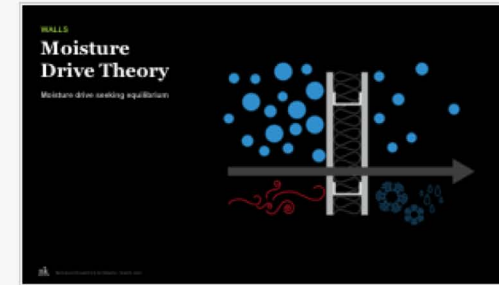
#1 Walls



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62



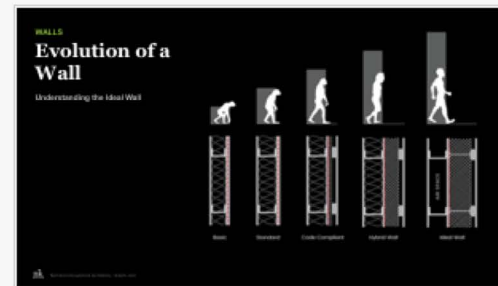
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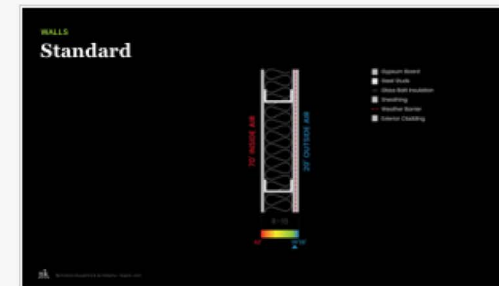
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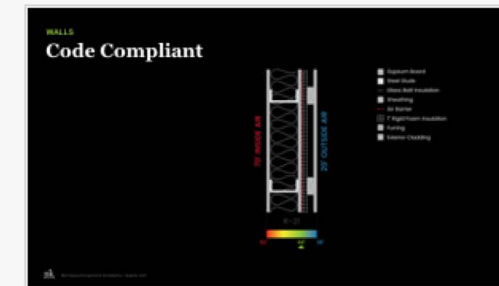
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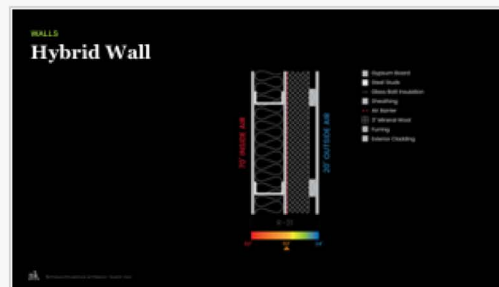
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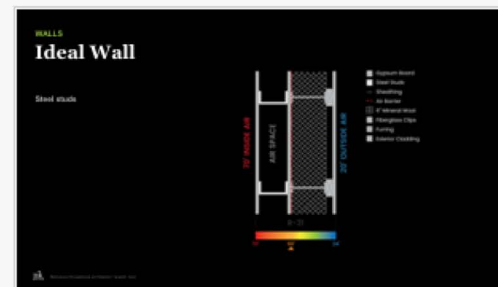
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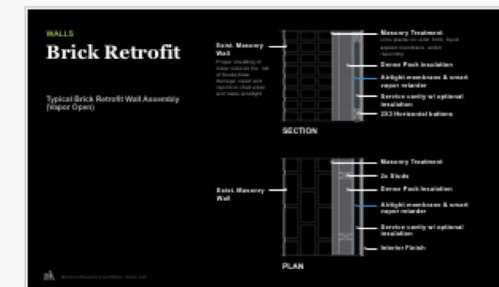
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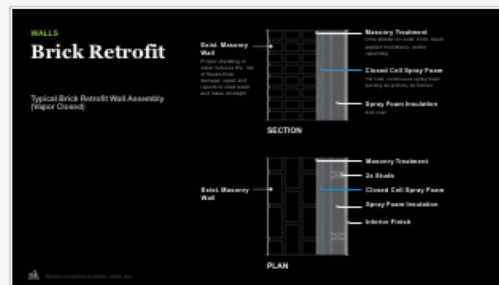
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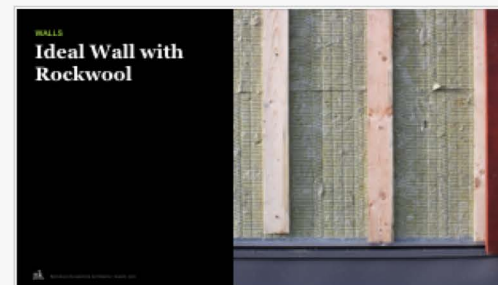
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72



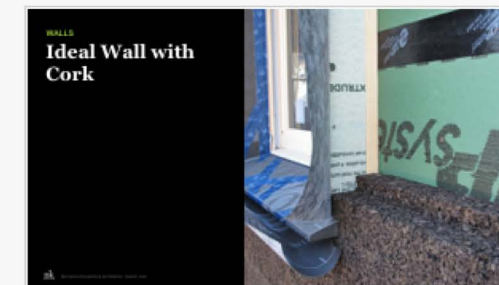
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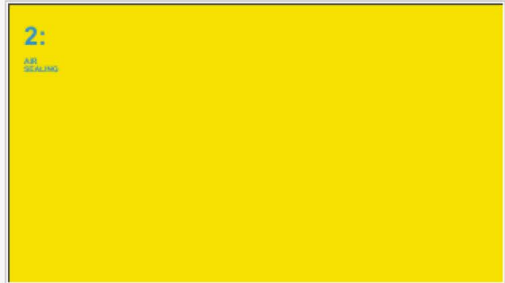


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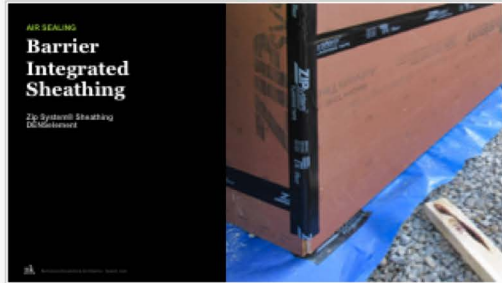
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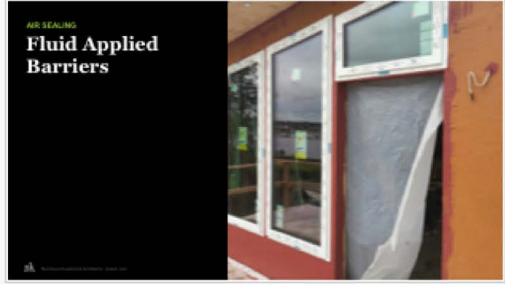
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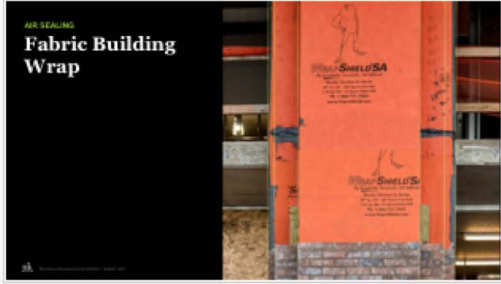
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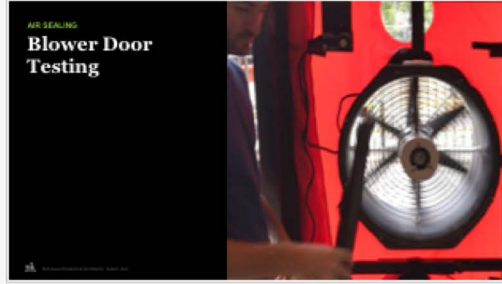
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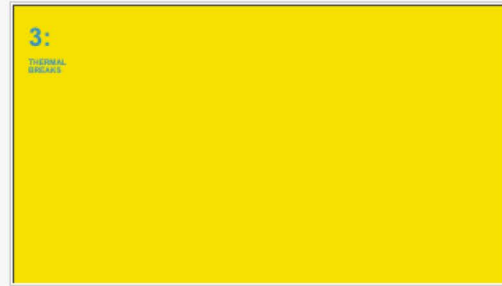


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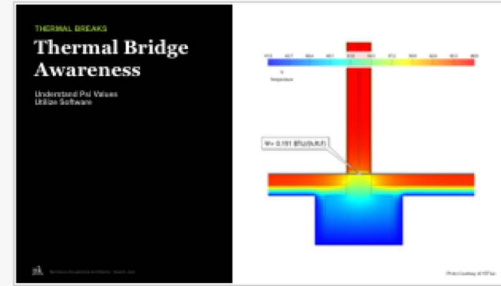


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#3 Thermal Breaks



85



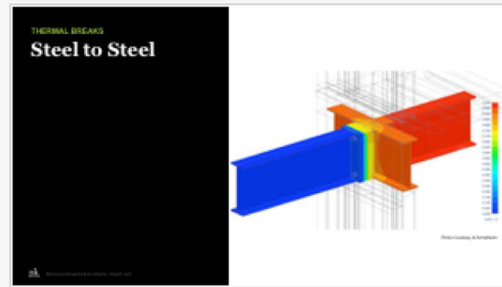
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87



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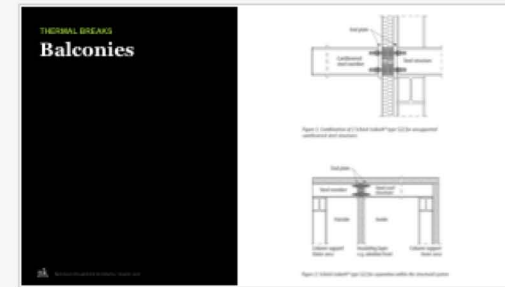
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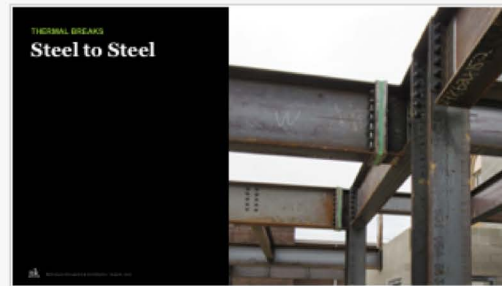
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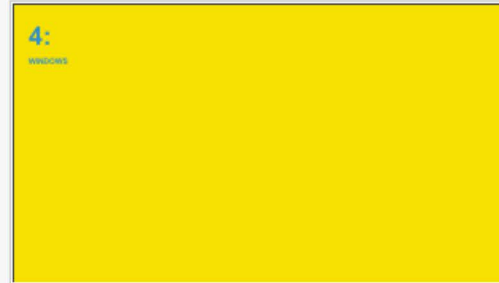


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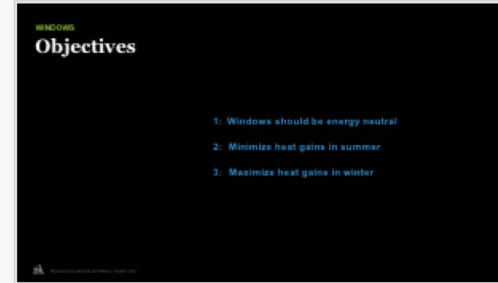


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#4 Windows



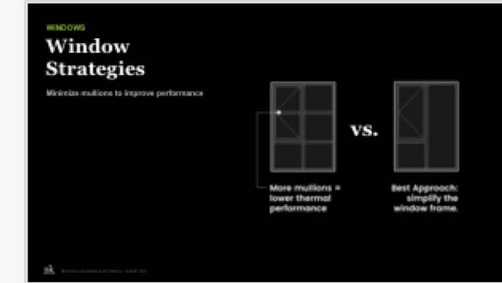
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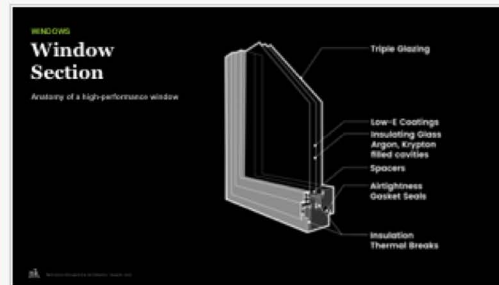
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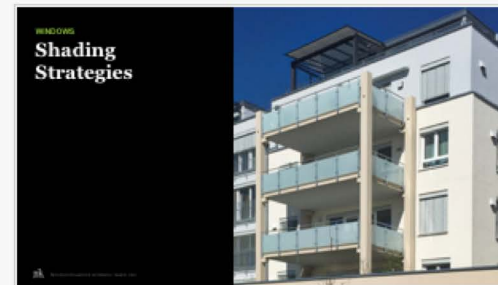
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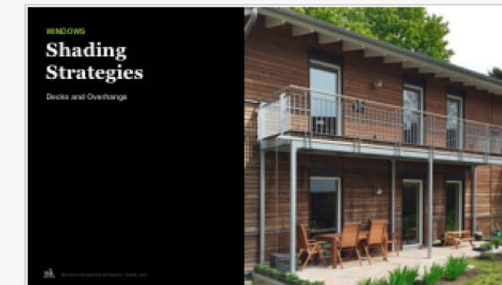
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100



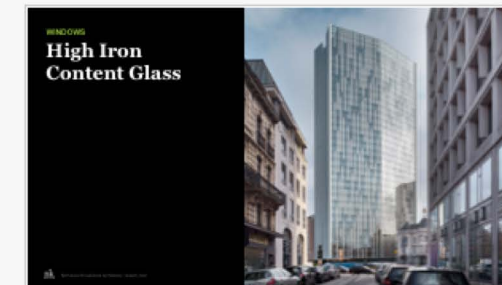
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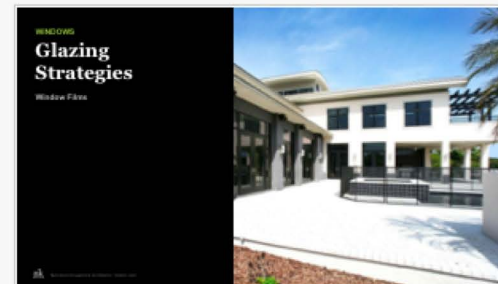
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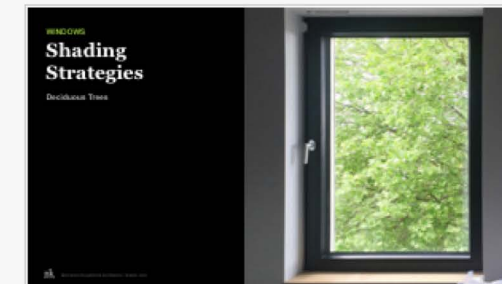
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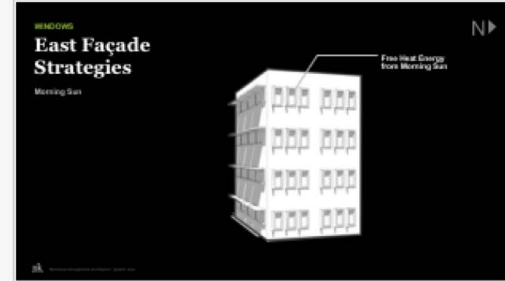


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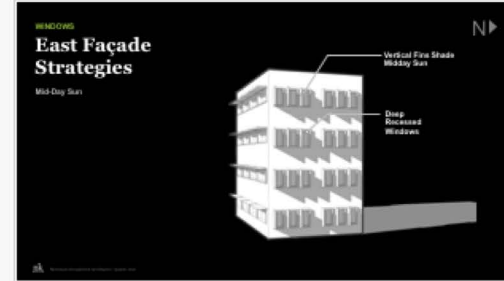


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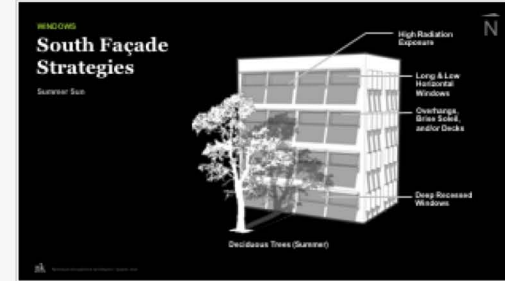
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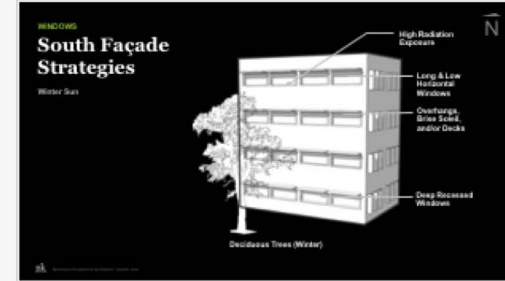
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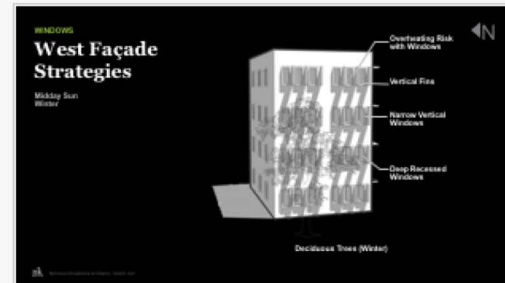
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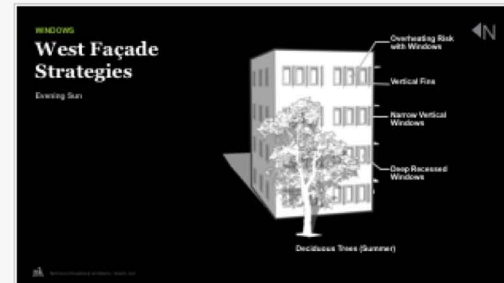
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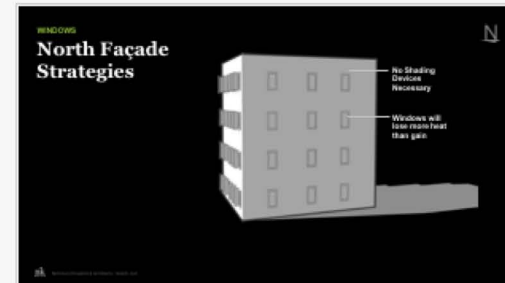
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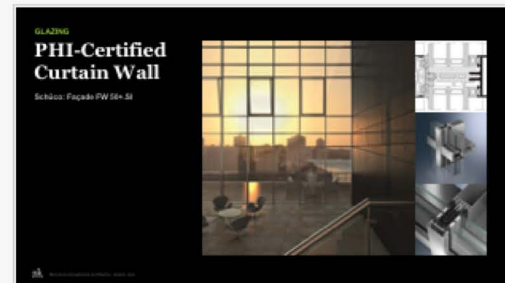
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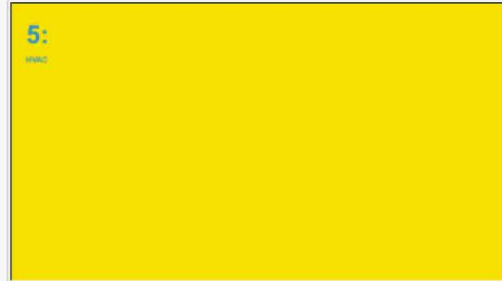


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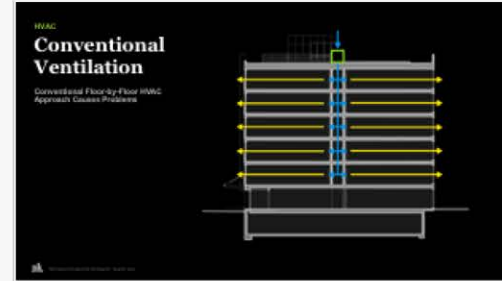
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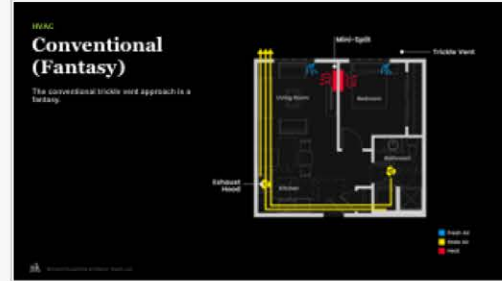
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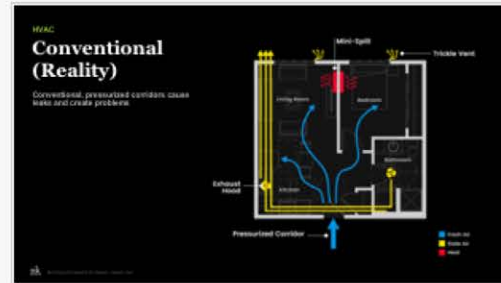
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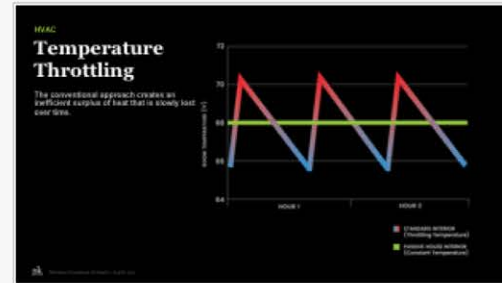
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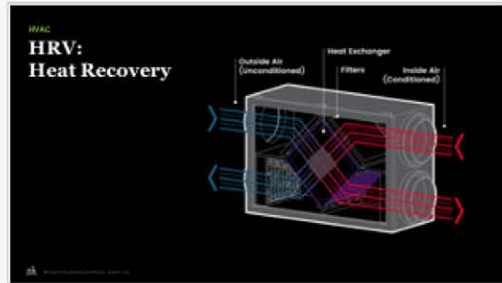
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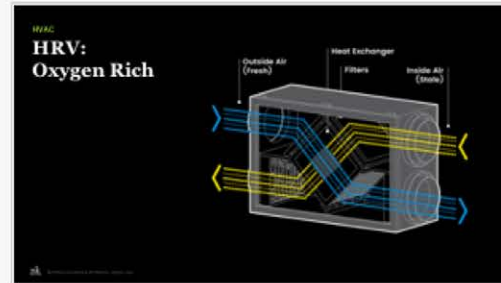
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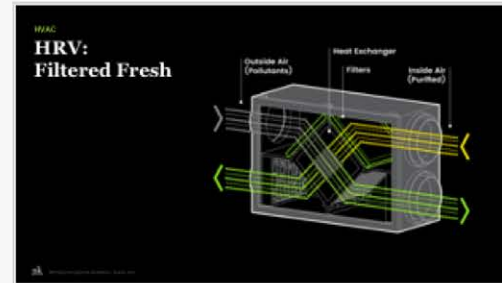
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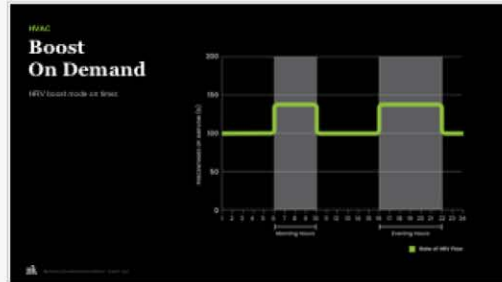
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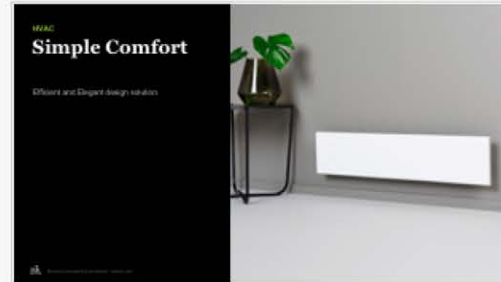
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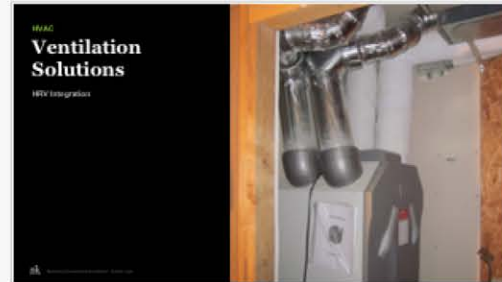
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131



132

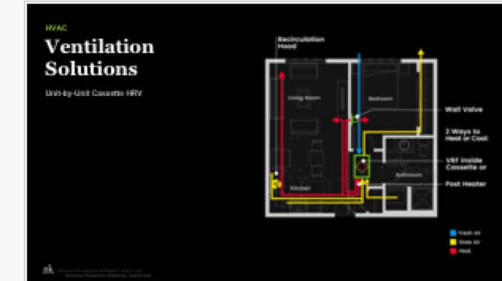
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133



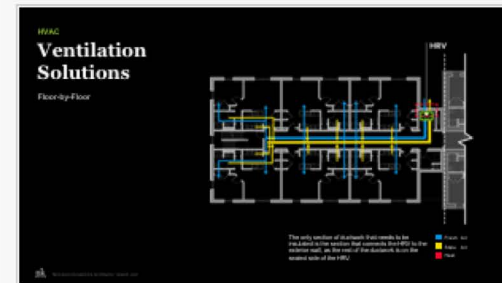
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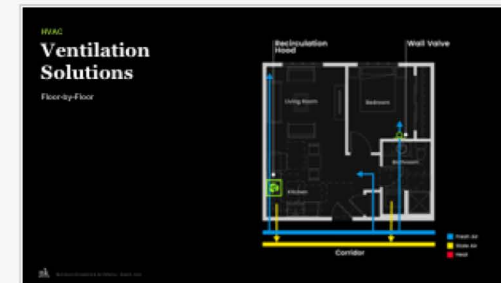
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137



138



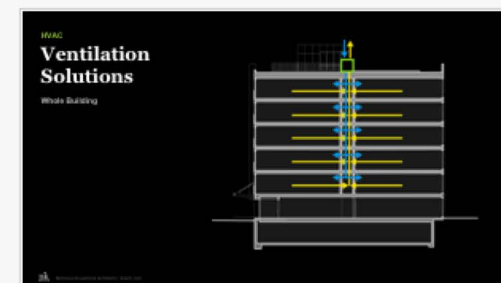
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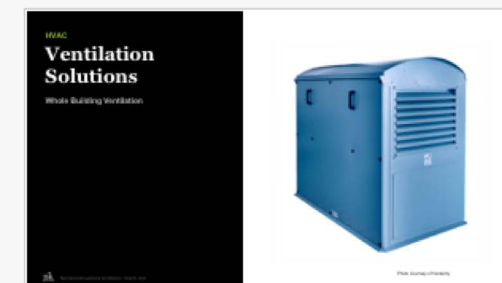
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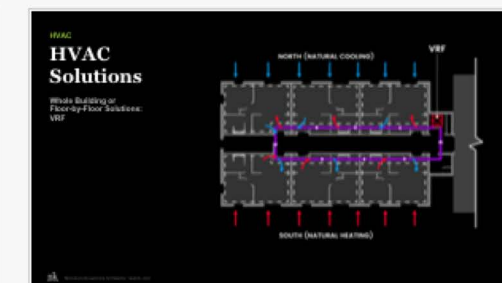
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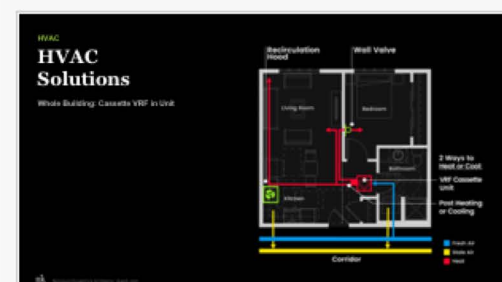
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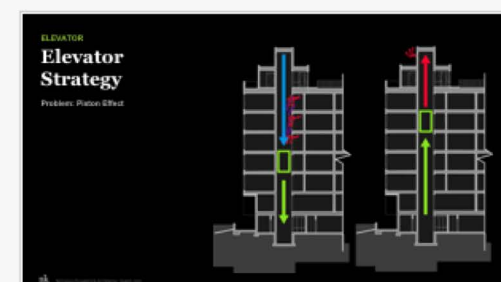
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146

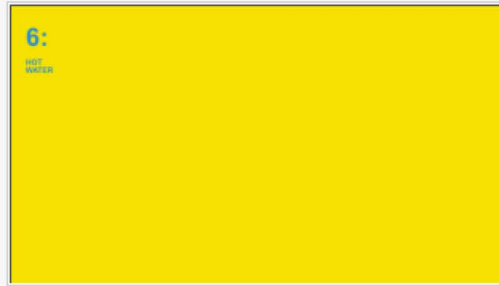


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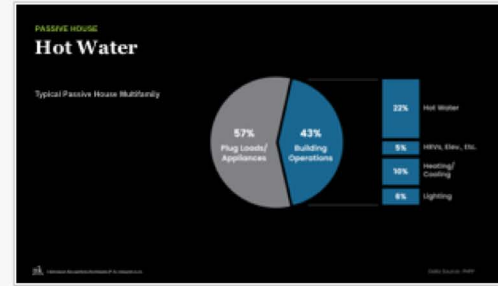


148

#6 Hot Water



157



158



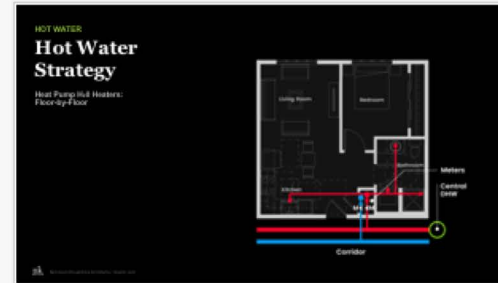
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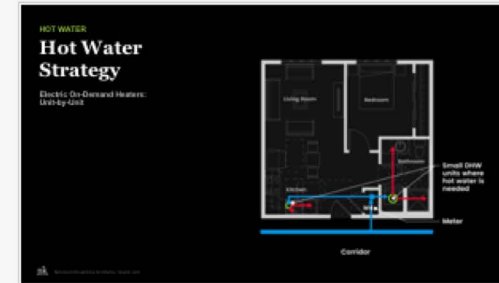
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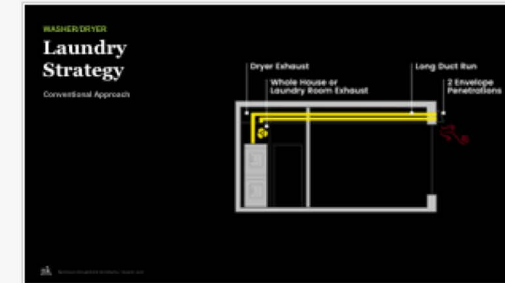
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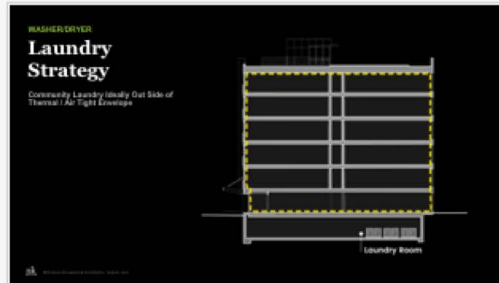
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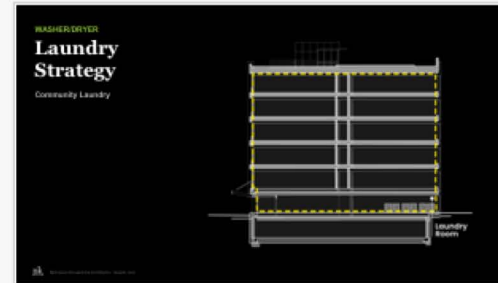
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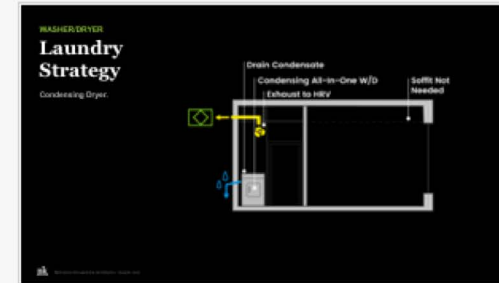
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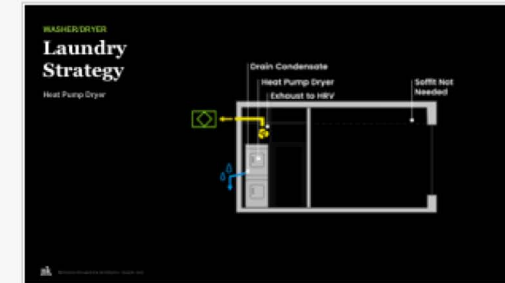
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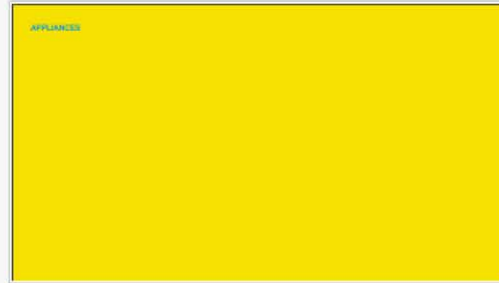


167



168

Appliances



169



170



171



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173



174



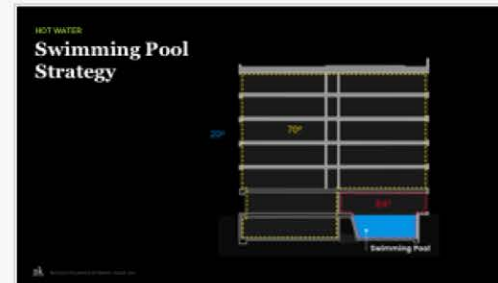
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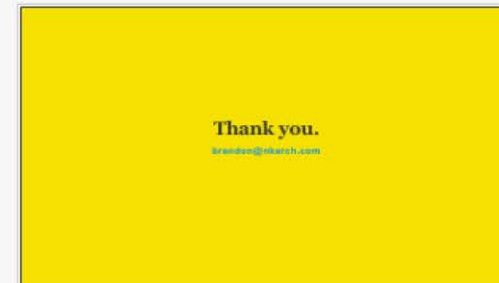
176



177



178



179

**It Worked.
Why?**

The New Beliefs That We Want

- **Less Familiarity Bias**

The New Beliefs That We Want

- Less Familiarity Bias
- “I Understand How Passive House Works.”

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- **Expand “Prudent Steward” Identity to:
“I Know a Great Opportunity When I See
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- **“Smart Project Teams Know the Power of Passive House.”**
- **“Passive House Provides Me Flexibility.”**
- **“Savings in Mechanical Can Help Pay for a Better Building.”**

Ideas for Improvements

Improvement: Quotes to Provide “Social Proof”

“I use Passive House on all my projects because I care about quality.”

“As an engineer, I can tell you that Passive House design allows me to dramatically reduce equipment size and complexity.”

“Simply put, this is the way to build in the 21st Century.”

Improvement: Illustrate the New Identity



Improvement: Demonstrate PH Design Flexibility with Dashboard

OUTPUT

PERFORMANCE METRICS

PASSIVE HOUSE VERIFICATION

	Results	Limit		% Over/Under
Heating Demand	0.53	5.10	kBTU/ft ² .yr	10%
Heating Load	2.14	3.70	BTU/hr.ft ²	58%
Cooling Demand	1.01	1.00	kBTU/ft ² .yr	101%
Cooling Load	1.78	3.40	BTU/hr.ft ²	52%
Overheating	8%	732	hr/yr	
<u>Primary Energy Demand</u>				
Target Category	PE Classic			
Non-renewable (PE)	52.6	40.0	kBTU/ft ² .yr	131%
Renewable (PER)		0.00	kBTU/ft ² .yr	0%
PER Energy Generation	0.00	0.00	kBTU/ft ² .yr	0%

0

BENCHMARK COMPARISON

2030 Baseline	39.0	kBTU/ft ² .yr
2030 Target	11.7	kBTU/ft ² .yr
Modeled EUI	16.6	kBTU/ft ² .yr
Modeled EUI with PV	16.6	kBTU/ft ² .yr

SITE ENERGY CONSUMPTION

Space Heating	0.2	1%	kBTU/ft ² .yr
Space Cooling	0.2	2%	kBTU/ft ² .yr
Water Heating	4.6	28%	kBTU/ft ² .yr
Lighting, Appliance & Elec.	11.0	66%	kBTU/ft ² .yr
HRV, Pumps, & Aux. Elec.	0.5	3%	kBTU/ft ² .yr
Total Site Demand EUI	16.6		kBTU/ft ² .yr
PV Generation	#VALUE!		kBTU/ft ² .yr
Net Site Demand (Net EUI)	16.6		kBTU/ft ² .yr

\$/kWh	\$ 0.10
\$/therm	\$ 1.00
Space Heating	\$ 93
Space Cooling	\$ 131
Water Heating	\$ 2,147
Indoor Lighting	\$ 1,000
Outdoor Lighting	\$ 100
Large Appliances	\$ 2,678
Plug Loads	\$ 2,000
HRV, Pumps, & Aux. Elec.	\$ 276
Total	\$ 8,425
Monthly Avg	\$ 702.04

PASSIVE HOUSE VERIFICATION



Improvement: Illustrate Savings/Cost More Clearly

Savings

Costs

Better
Insulation &
Airtightness

Better
Windows &
Ext. Shades

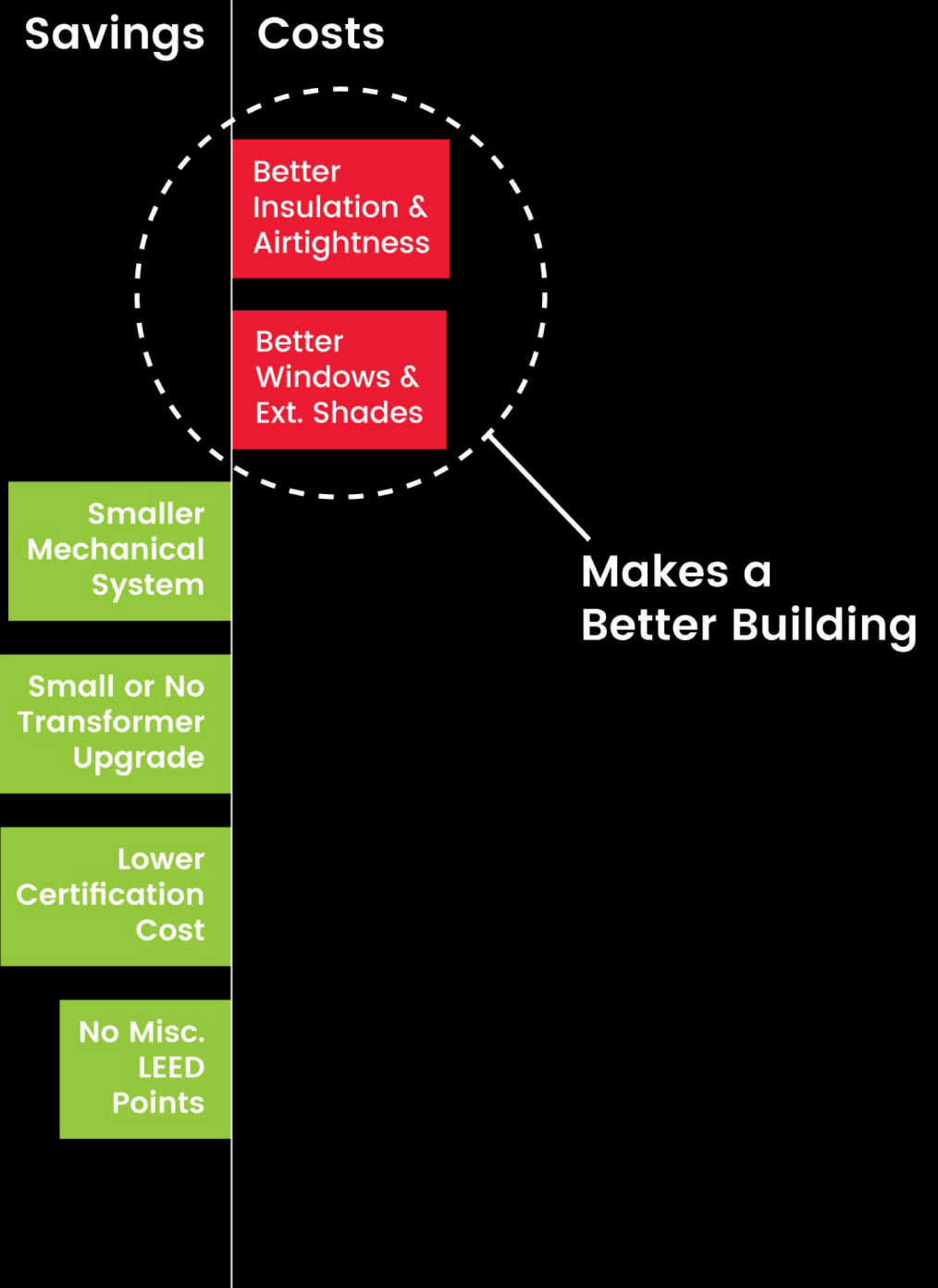
Smaller
Mechanical
System

Small or No
Transformer
Upgrade

Lower
Certification
Cost

No Misc.
LEED
Points

Improvement: Illustrate Savings/Cost More Clearly



Improvement: Illustrate Contrast with LEED

LEED

- Integrative Process
- Floodplain Avoidance
- Site Selection
- Compact Development
- Community Resources
- Access to Transit
- Construction Activity Pollution Prevention
- No Invasive Plants
- Heat Island Reduction
- Rainwater Management
- Non-Toxic Pest Control
- Water Metering
- Indoor Water Use
- Outdoor Water Use
- Minimum Energy Performance
- Energy Metering
- Education of Owner, Tenant, or Manager
- Annual Energy Use
- Efficient Hot Water Distribution
- Advanced Utility Tracking
- Certified Tropical Wood
- Durability Management
- Durability Management Verification
- Environmentally Preferable Products
- Construction Waste Management
- Ventilation
- Combustion Venting
- Garage Pollutant Protection
- Radon-Resistant Construction
- Air Filtering
- Environmental Tobacco Smoke
- Compartmentalization
- Enhanced Ventilation
- Contaminant Control
- Balancing of Heating & Cooling Distribution
- Enhanced Compartmentalization
- Enhanced Combustion Venting
- Enhanced Garage Pollutant Protection
- Low Emitting Products
- No Environmental Tobacco Smoke
- Innovation
- Regional Priority

Improvement: Illustrate Contrast with LEED

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- No Environmental Tobacco Smoke
- Innovation
- Regional Priority

Passive House

4.75 kBtu/sf/yr • Heating & Cooling Demand

38.1 kBtu/sf/yr • Primary Energy

0.6 ACH50 • Airtightness

Next 12 Months

Next 12 Months

What do you want out of the next 12 months?

- # of PH building contracts to close
- To convert higher % of clients to PH
- Higher % of employees trained in PH
- # of new clients
- Increase % of prospects who go to contract
- Reduce the time it takes to get a client to go to contract
- YOY % increase in PH revenues

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The Unfilled Roles Problem



Our Function

- Coordinated response to the market
- Market based efforts to spur demand now
- Efforts aimed at decision makers (home buyers, renters, developers, lenders, institutional investors)
- Fill in the pieces necessary for there to be a robust market for passive buildings

3 Ways To Elicit A Behavior

We have three options if we want to get an individual or a population to choose passive buildings over conventional ones.

-
- | | | |
|----------|------------------------------------------------------------------------------------|---------------|
| 1 | Mandate change
via policy or code changes | Slow |
| 2 | Give financial incentives
to developers, home buyers
and others | Costly |
| 3 | Find small behavioral levers
that drive up demand
for these buildings | Fast |
-

Teams

Behavioral
interventions team

Financial
instruments team

Media team

Community team

Our People

People

James Geppner

Executive Director

Shari Short

Program Designer

Julian Leon

Materials & Experience Design

Advisors

Daniel Platz

United Nations

Alan Gibson

GO Logic

Jeff Domanski

IBTS

James Hartford

River Architects

Tim Houlihan

Behavioral Alchemy

Kurt Nelson

Lantern Group

Set Up A Time To Speak

Send a text or email to set up
a time to discuss further.

James@Erase40.org

Text: 917-803-3888