

ACTIVE HOUSE ALLIANCE CANADA LAUNCHED

The Active House Alliance wholeheartedly welcomes yesterday's launch of the Active House Alliance chapter in Canada.

The Active House concept was first introduced to Canada with the demonstration project inaugurated in October 2013. The house built and situated in Thorold, Ontario, a community located near the Niagara Region was achieved through a collaboration between the award-winning Toronto architecture firm Superkül, VELUX and Great Gulf Homes, the builder committed to bringing the Active House concept to Canada. Their second active house is already underway in Etobicoke, to be followed soon by a series of models designed by a variety of architects for a different look and feel.

"In Canada we are building homes that are being constructed to better and higher energy efficiency standards and we need to recognize the national and provincial building codes for raising the bar for all of us. However our focus on health and comfort issues are not on the same level and we need to identify how we can develop a home design that creates spaces that are healthier and lead to more satisfying life?" says Tad Putyra, president of Great Gulf's low-rise division and continues *"This is what Active House is about and this is why Great Gulf together with VELUX Canada, ROXUL, University of Waterloo and other industry partners decided to establish a Canadian chapter of the Active House movement."*

The launch ceremony of the Active House Alliance Canada in Toronto was attended by HRH the Crown Prince Frederik of Denmark and the Minister of Trade in Denmark Mogens Jensen. The Minister focused on the value of international cooperation between countries and companies and congratulated the alliance for its development.

The establishment of the Canadian Active House Alliance is an important step towards development of Active House projects in Canada and North America. It is the intention to grow the alliance and to attract organizations and individuals who want to create healthy and comfortable buildings without causing negative impact on the environment. Membership comes with the privilege of drawing knowledge of the experience of a large international group of creative, innovative and dedicated specialists. Membership also brings responsibility to challenge ourselves to build homes that give more than they take in the context of the environment and the well-being of homeowners.

Commenting on these developments, the Secretary General of the Active House Alliance, Kurt Emil Eriksen said: *"We are thrilled to see the Active House concept gain momentum in Canada and support Great Gulf and its partners in establishing the national Alliance. We hope to see the Alliance grow and spread the vision among end-users that comfort in buildings is just as important as energy efficiency and environmental performance of the building. It is exactly the balance between comfort, energy and environment that can move us further and turn sustainable buildings into wide-spread solutions to the benefit of people and society."*

Notes for editors:

About the Active House Alliance

Active House Alliance is a non-profit association bringing together stakeholders from the construction sector throughout the world. The alliance includes members from the building industry, architects, consultants, manufacturers, researchers and universities. The ambition is - in the common interest of its members - to create a viable, independent and international influential alliance, which supports the vision of buildings that create healthier and more comfortable lives for their residents without impacting negatively on the climate and environment – thus moving us towards a cleaner, healthier and safer world.

The signing partners of the Canadian Active House Alliance

President of Great Gulf and Brockport Home Systems, Tad Putyra

President of VELUX Canada, Nels Moxness

President of Roxul Canada, Trent Ogilvie

Professor of Building Science at the University of Waterloo, Dr. John Straube

General Secretary of the international Active House Alliance, Kurt Emil Eriksen



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